



Experience Old Town Warrenton

January 2026

Dear Town of Warrenton,

On behalf of Experience Old Town Warrenton (EOTW), I am writing to request \$65,000 in funding to support our ongoing work in preserving the historic character of Old Town Warrenton while fostering a vibrant and economically thriving community.

Mission and Vision

EOTW's mission is to foster and inspire an environment that enhances economic vitality while preserving the historic character of the community, promoting a rich cultural atmosphere to live, play, and do business. Our vision is of a welcoming, authentic small-town experience, where residents, visitors, and businesses thrive in a safe and lively Old Town environment.

Community Impact

Over the past year, EOTW has made measurable progress toward this vision, **over 25% of the visitors to Old Town Warrenton are the direct result of EOTW's events and marketing:**



- **Signature Events:** Hosted Gumdrop Square, Warrenton Farmers Market, Warrenton Restaurant Week, Love Old Town Warrenton Brew Fest, and Old Town After Hours —strengthening local businesses, increasing foot traffic, and building community connections.
- **Beautification & Design:** Through our Hanging Flower Basket Initiative, in partnership with the Town of Warrenton, PATH Foundation, Northern Piedmont Community Foundation, and others, we enhanced the charm and appeal of Main Street.
- **Public Art:** As fiscal agent for the Warrenton Arts Commission, we advanced new public art projects, including the Horner Street mural developed through a poetry and image contest.
- **Community Partnerships:** Collaborated with organizations such as Hope Heals, Aging Together, Fauquier Health, and the Mental Health Association of Fauquier County to increase inclusivity, dementia-friendly practices, and community well-being.
- **Youth & Education Engagement:** Partnered with the S.T.A.N.D. program at Kettle Run High School, Head Start, and the Fauquier County Public Library to create intergenerational and educational opportunities within our events.



Stewardship of Funds

Previous funding support from the Town of Warrenton and other partners has been used responsibly and with impact. Funding enabled us to expand promotional campaigns for events, resulting in measurable increases in participation and economic activity. Funds also supported critical operational needs, ensuring continuity of programming that brings visitors and vitality into Old Town.

Request for Support

To sustain and expand this impact, we respectfully request \$65,000 in funding. This investment will strengthen our core operations and event delivery, expand marketing and promotional outreach, support beautification and public art, and deepen partnerships.

Conclusion

Experience Old Town Warrenton is proud to serve as a Main Street America–accredited organization, leveraging the proven Main Street Four Point Approach (Economic Vitality, Design, Promotion, and Organization). With your support, we will continue to grow Warrenton’s reputation as a thriving, historic, and welcoming destination for all.

Thank you for considering this request. I would be happy to provide additional information or meet with you to discuss our plans in more detail. Together, we can ensure Old Town Warrenton continues to flourish for generations to come.

Sincerely,

Joelle Leigh Fryman
Executive Director
Experience Old Town Warrenton

Attachment: EOTW Impact

LOVE OLD TOWN WARRENTON

The mission of Experience Old Town Warrenton, put simply, is to bring people to town through our events, marketing, and collaborations with businesses.

Our board consists entirely of volunteers, predominantly composed of Warrenton business owners and most of our operating budget is derived from donations from area businesses.



Our impact in Old Town encompasses:



The Warrenton Farmer's Market hosts over 40,000 visitors each year and generates \$743,000 in revenue for the vendors during peak season. The market brings in visitors from over 8 other counties including Northern Virginia residents.



Gum Drop Square brings Santa to Warrenton each Christmas along with Santa's village & serves over 2,000 people each season.



Warrenton's Brewfest hosted over 600 people on Main Street for our inaugural event with more expected this year.



Old Town After Hours has become a Friday evening tradition for the community to come out and enjoy music, good food, and the outdoor ambiance of our historic town.

In addition to events EOTW manages:

- ▶ Main Street America & Virginia Main Street Accreditations
- ▶ Warrenton Restaurant Week
- ▶ Monthly Merchant Meetings
- ▶ Community Calendar
- ▶ Social Media Advertising For Warrenton
- ▶ Annual OTW Holiday Window Decorating Contest
- ▶ Small Business Saturday Support

Old Town Warrenton had 235,600 visitors over the past 12 months, over 25% of those visitors were the direct result of Experience Old Town Warrenton events.

Visits to Old Town Warrenton continue to climb, increasing by 13.7% since 2021.

17.4% of all visits to the downtown district last 2.5 hours or more.

LOYALTY:

More than 46% of visitors are considered "loyal," as they have visited at least two times in the past year.

