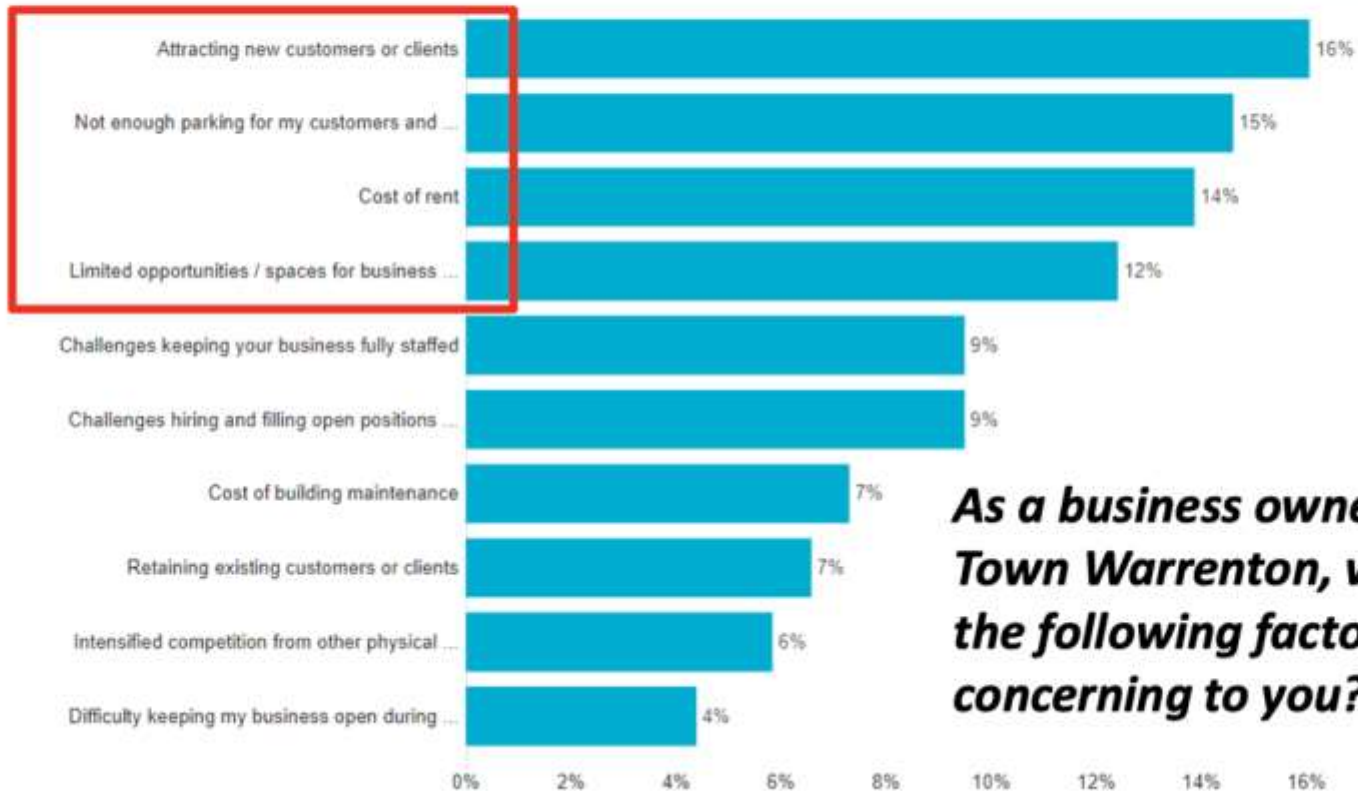


## COMMUNITY VISION FOR DOWNTOWN

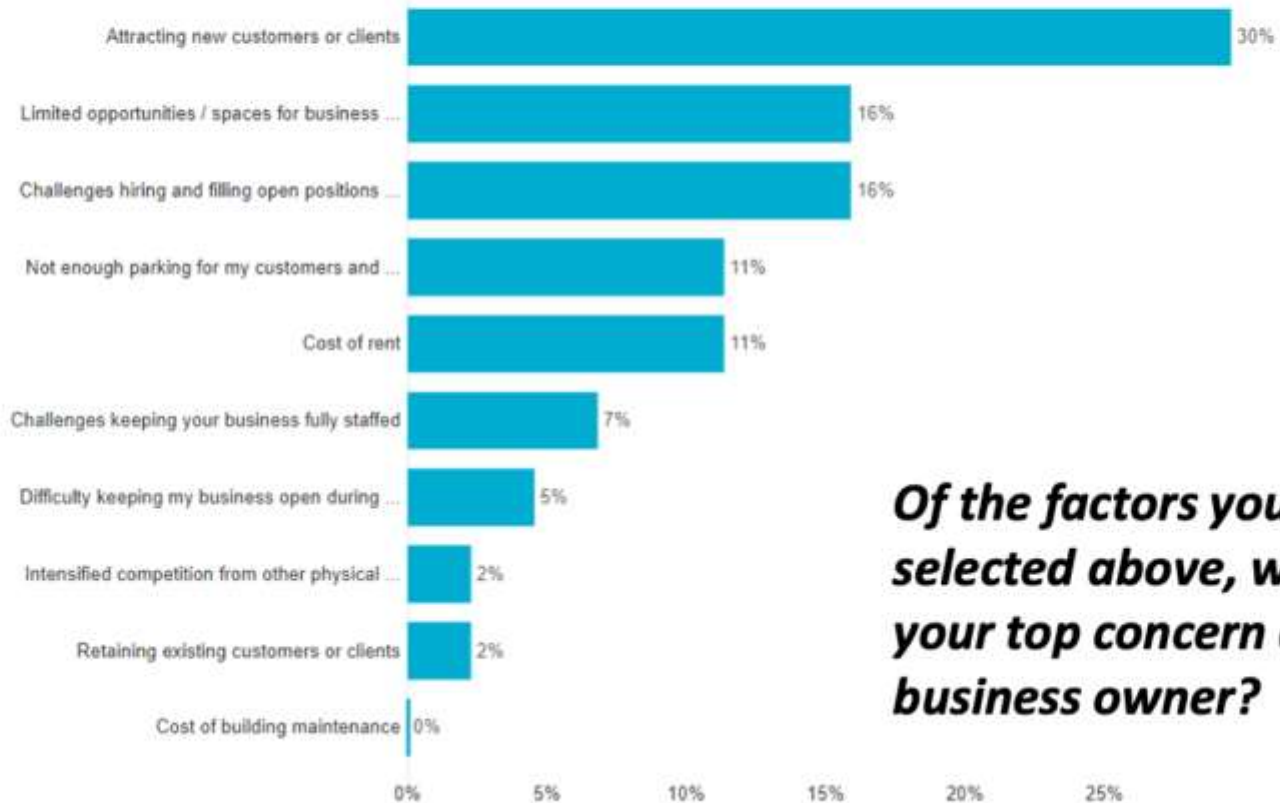
## COMMUNITY INPUT THROUGH ONLINE SURVEYS



***As a business owner in Old Town Warrenton, which of the following factors are concerning to you?***

COMMUNITY  
VISION FOR  
DOWNTOWN

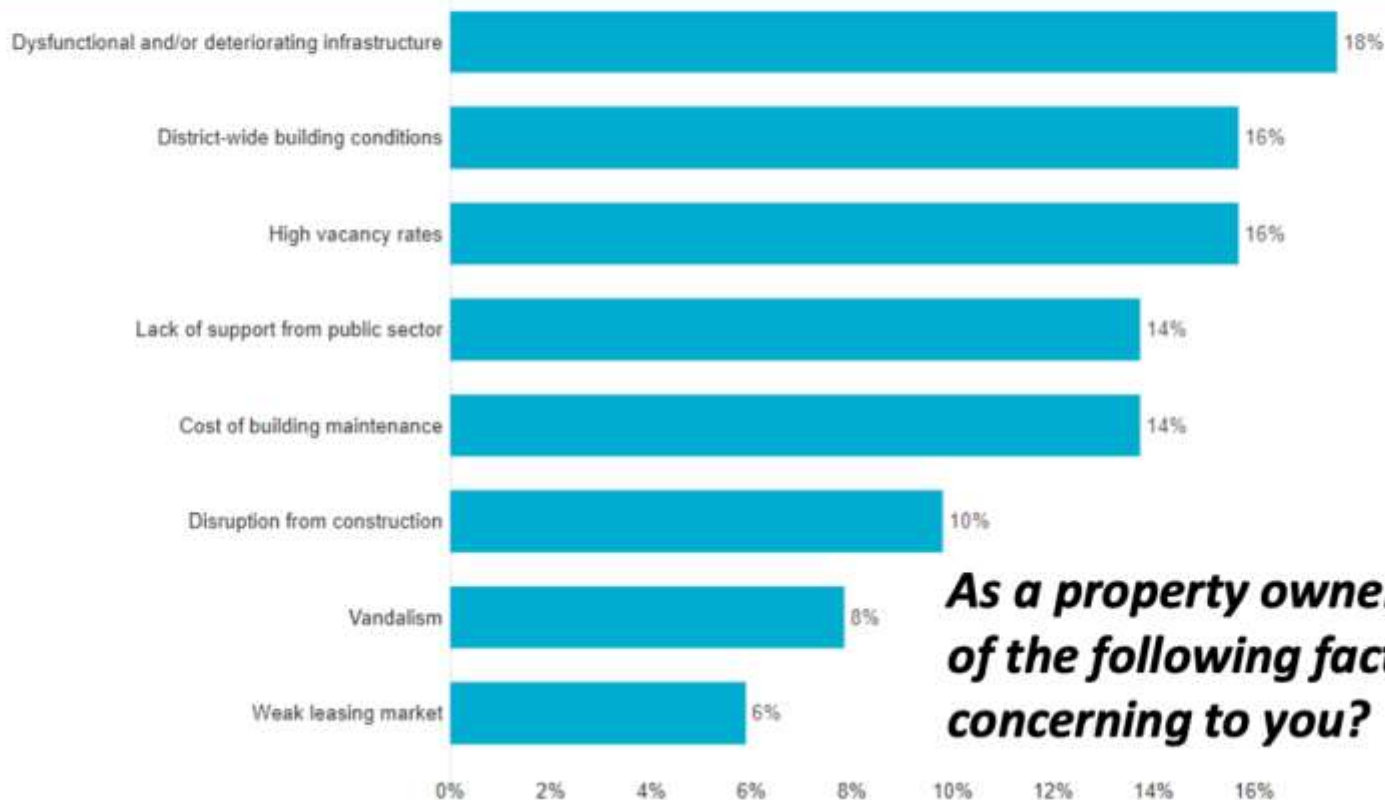
COMMUNITY INPUT THROUGH ONLINE SURVEYS



***Of the factors you selected above, which is your top concern as a business owner?***

COMMUNITY  
VISION FOR  
DOWNTOWN

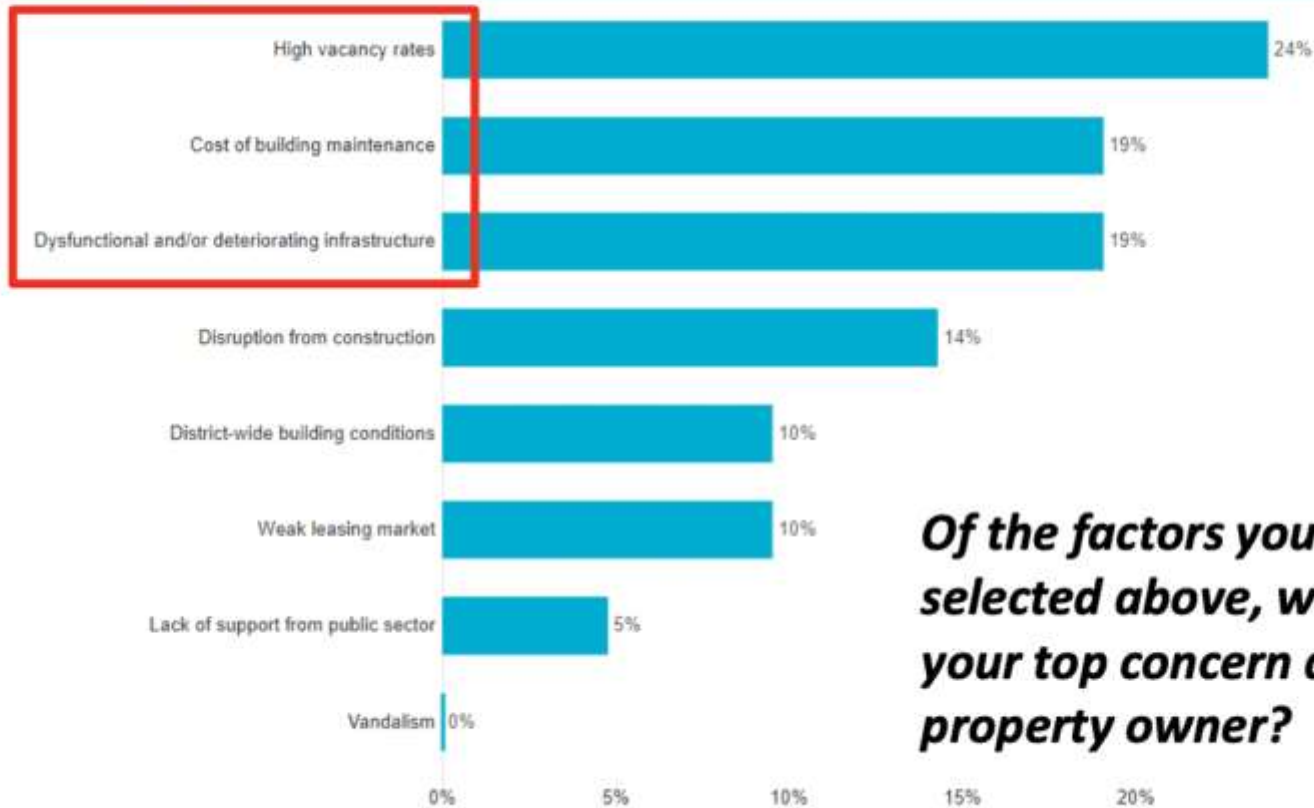
COMMUNITY INPUT THROUGH ONLINE SURVEYS



***As a property owner, which of the following factors are concerning to you?***

COMMUNITY  
VISION FOR  
DOWNTOWN

COMMUNITY INPUT THROUGH ONLINE SURVEYS



***Of the factors you selected above, which is your top concern as a property owner?***

*What one word comes to mind as you think about things you like about Old Town Warrenton?*

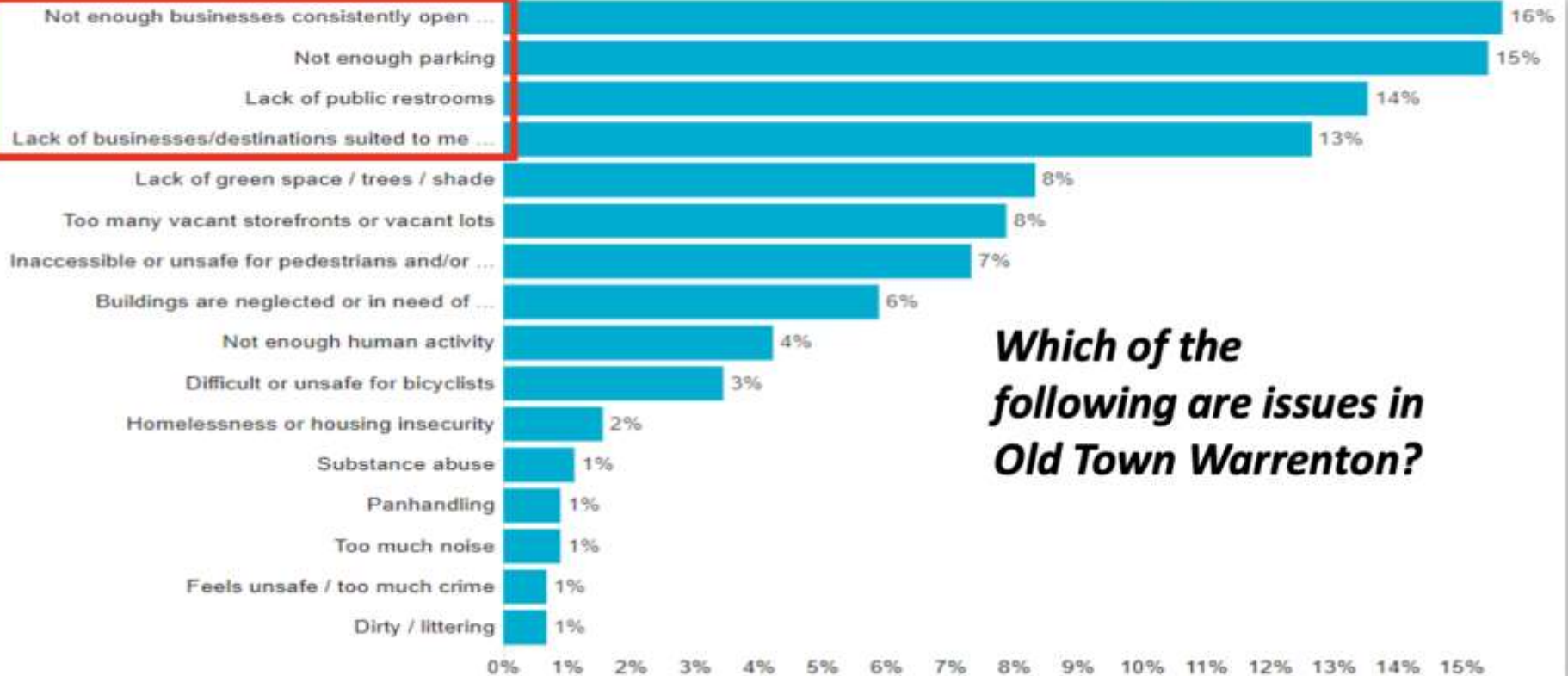


*What one word comes to mind as you think about things you dislike about Old Town Warrenton?*



## COMMUNITY VISION FOR DOWNTOWN

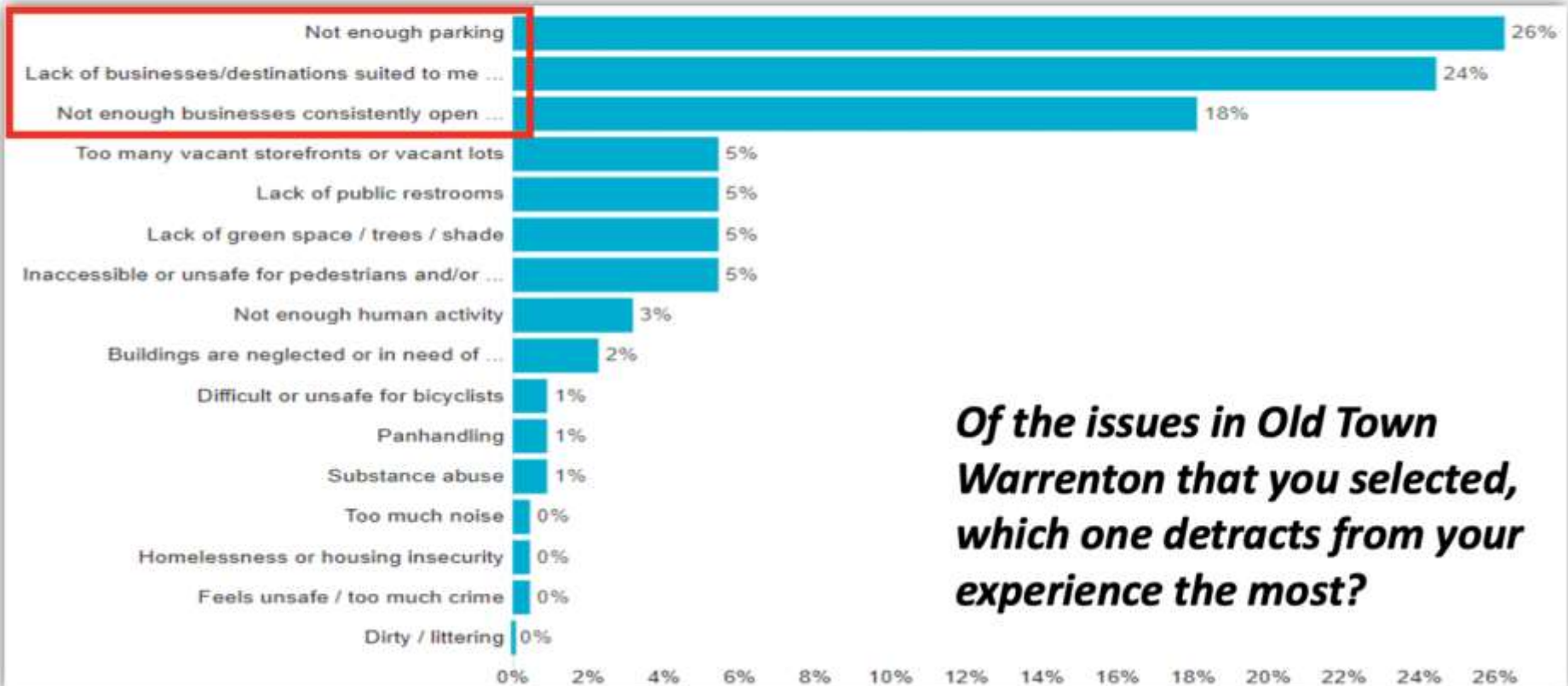
# COMMUNITY INPUT THROUGH ONLINE SURVEYS



***Which of the following are issues in Old Town Warrenton?***

COMMUNITY  
VISION FOR  
DOWNTOWN

COMMUNITY INPUT THROUGH ONLINE SURVEYS

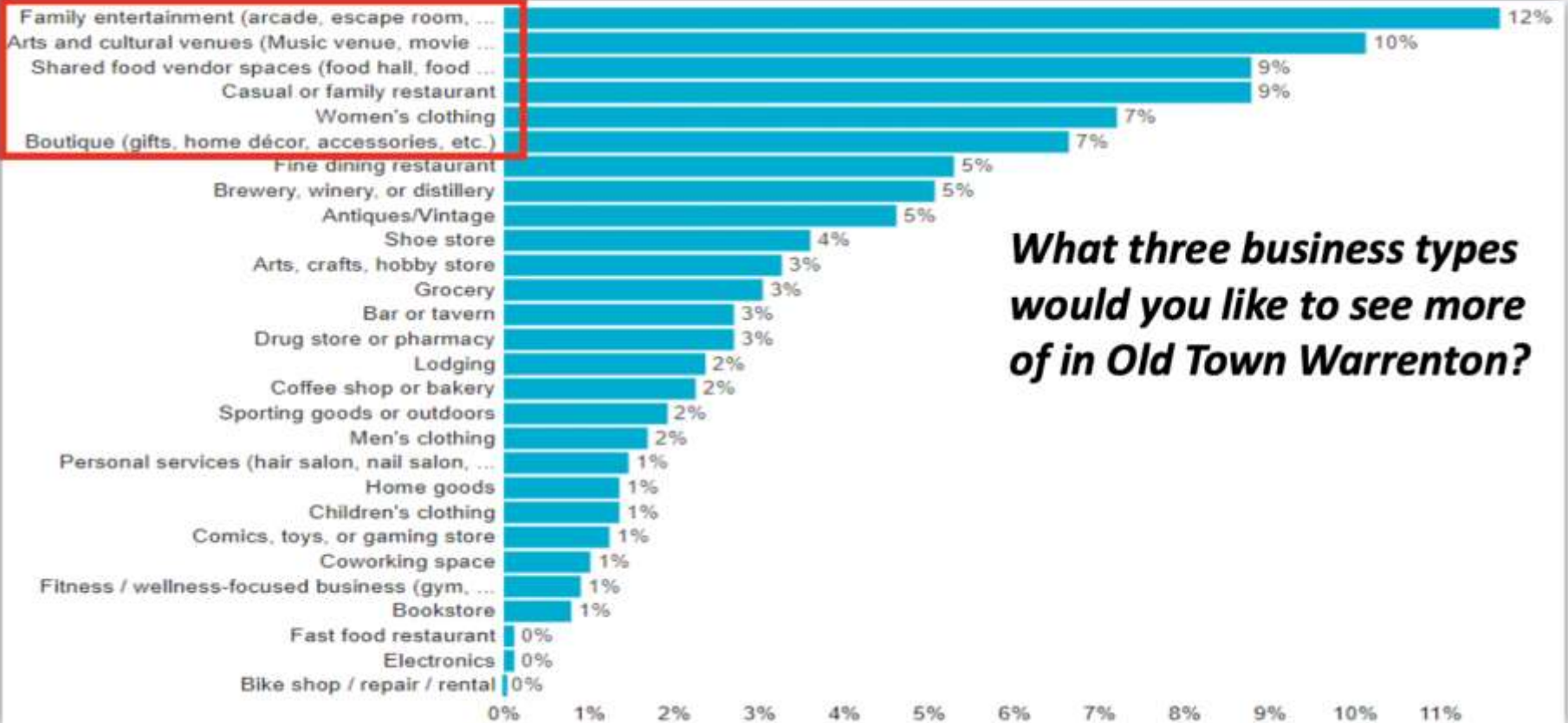


***Of the issues in Old Town Warrenton that you selected, which one detracts from your experience the most?***



## COMMUNITY VISION FOR DOWNTOWN

# COMMUNITY INPUT THROUGH ONLINE SURVEYS



***What three business types would you like to see more of in Old Town Warrenton?***

COMMUNITY  
VISION FOR  
DOWNTOWN

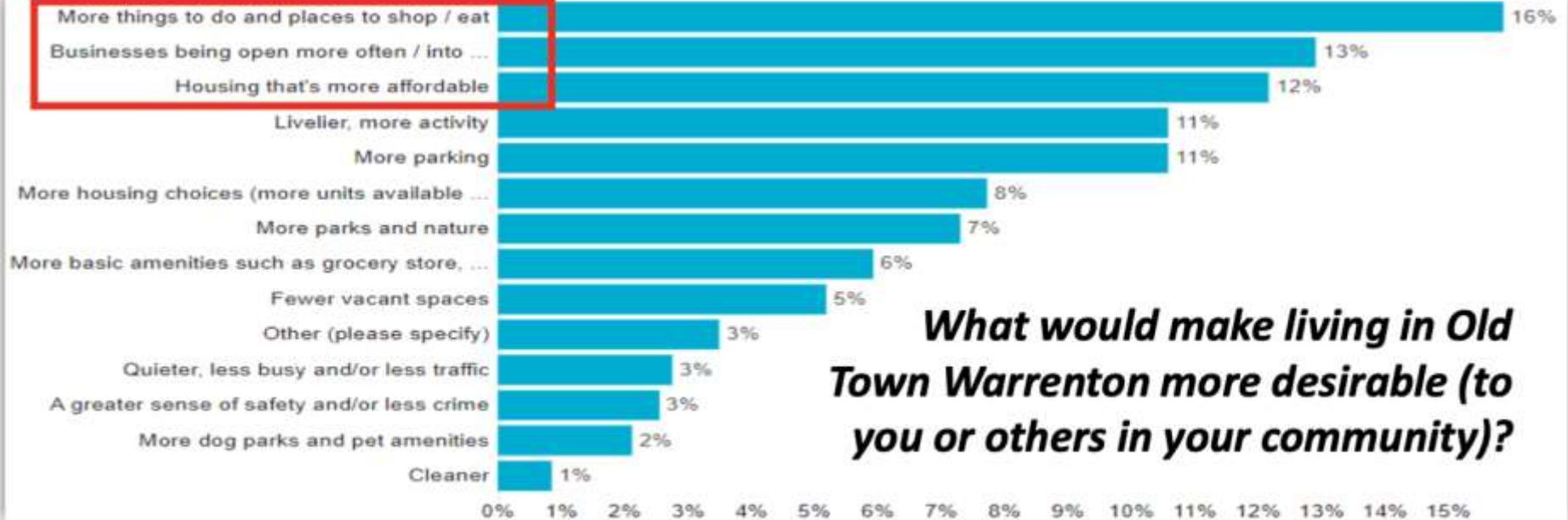
COMMUNITY INPUT THROUGH ONLINE SURVEYS

***Would you like to see more housing available in Old Town Warrenton?***

No [39%, 121]

Unsure [31%, 94]

Yes [30%, 93]



***What would make living in Old Town Warrenton more desirable (to you or others in your community)?***

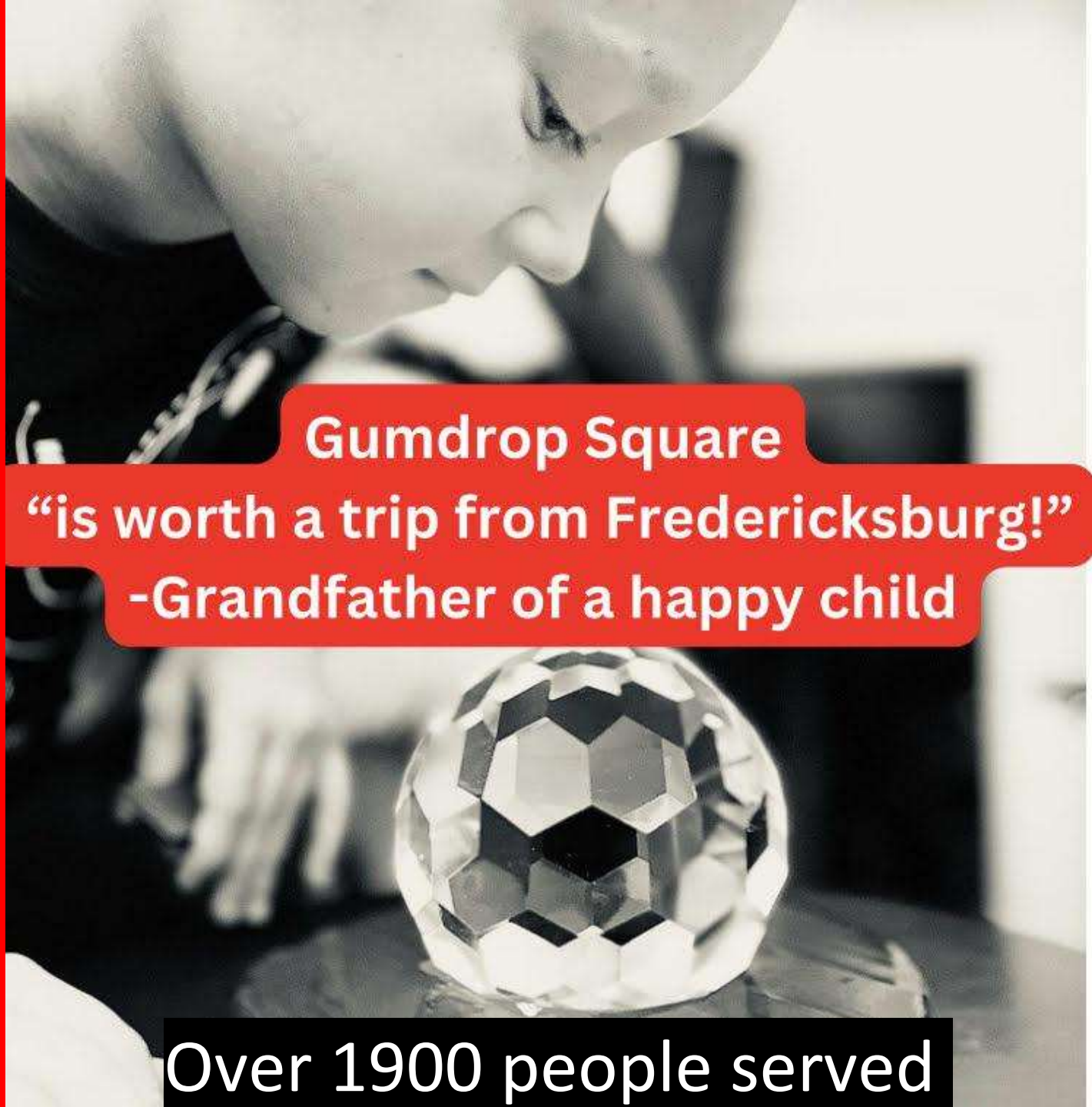
***Do you agree or disagree with this statement: "I personally feel welcome, comfortable, and safe in and around Old Town Warrenton."***



Agree [93%]

# Gumdrop Square 2023





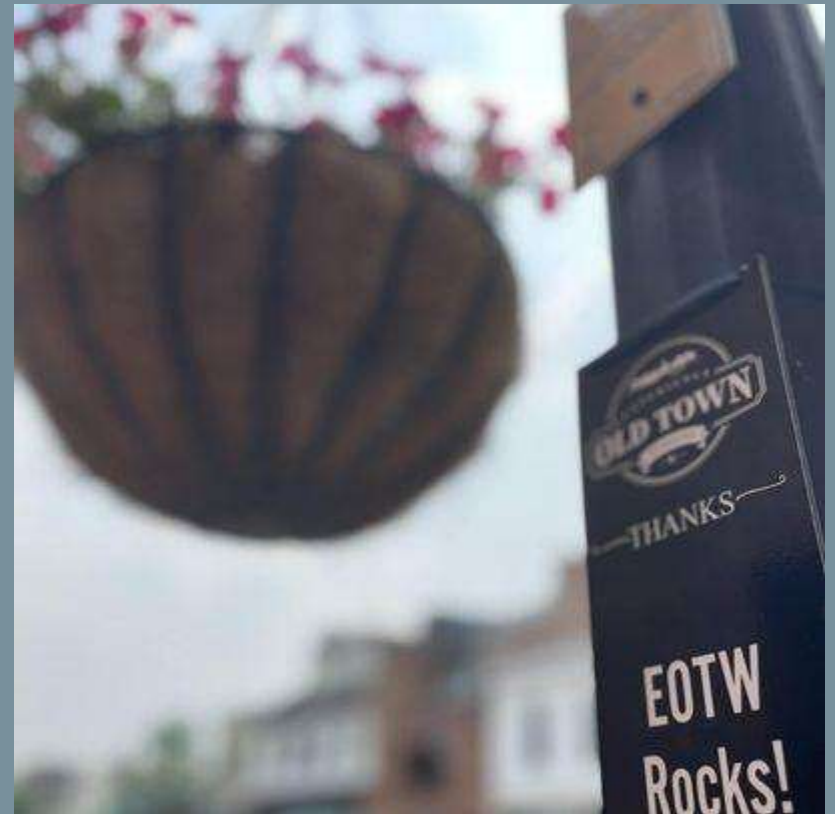
**Gumdrop Square**

**“is worth a trip from Fredericksburg!”**

**-Grandfather of a happy child**

**Over 1900 people served**

# 2023 Flower Basket Project with Blue Ridge Property Services



**“You Are Home”**  
**Commissioned by EOTW**  
**Created by Taylor Boyd**



# Old Town After Hours



**Join Experience Old Town Warrenton  
for the final Old Town After Hours  
events of the season, this Friday and  
Saturday beginning at 6:15pm**

#lovewarrenton






# DEMENTIA FRIENDLY FAUQUIER



An initiative of **AGING TOGETHER**  
in partnership with the  
**FAUQUIER CHAMBER OF COMMERCE**

**More than 5000 people are currently living with dementia or cognitive impairment in our region. This number is expected to rise 30% by 2025.** 

If you are a business in Fauquier County, you can become Dementia Friendly with a free, short training session for you and your staff. Being Dementia Friendly means you have a basic understanding of what dementia is and know how to help those living with dementia while they are visiting your organization. Sessions led by Aging Together staff or trained volunteers.

## UPCOMING FEBRUARY 2024 BUSINESS TRAININGS

- February 1: 4:30pm; 5:30pm
- February 7: 8:30am
- February 12: 4:30pm; 5:30pm
- February 19: 8:30am



All trainings are in person at the PATH Foundation  
**321 Walker Drive, Warrenton**  
**PLEASE REGISTER IN ADVANCE FOR A SESSION at**  
**[www.agingtogether.org](http://www.agingtogether.org)**

**540-829-6405 / [info@agingtogether.org](mailto:info@agingtogether.org)**



**Good for business.  
Good for those living with dementia.  
Good for the community.**

**[www.agingtogether.org](http://www.agingtogether.org)**



# NEW WEBSITE, SAME URL



[Events](#) [Shopping](#) [Food & Drink](#) [Stay & Play](#) [Projects](#) [News](#) [Support](#) [About Us](#) [Contact](#) [Gift Cards](#) [f](#) [📷](#)

## Experience Old Town Warrenton Virginia

[Learn More](#)





PRESENTS



IN PARTNERSHIP WITH



AND ADDITIONAL FUNDING FROM



PATH FOUNDATION

EMPHASIS ON

- Sense of community
- Local agricultural heritage
- Local economy
- Healthy citizens
- Cultural diversity through culinary offerings and agriculture

ECONOMIC VITALITY

743K

Approximate combined vendor revenue generated during Peak Season

11

Zero-story businesses now also operating brick & mortar locations

43+

Weekly zero-story retail spaces available for small businesses

CORE VENDORS

37.2

Minority Owned

51.2

Woman Owned

Cultural Heritages Represented

- |           |                 |           |
|-----------|-----------------|-----------|
| American  | German          | Nigerian  |
| Bolivian  | Irish           | Peruvian  |
| British   | Italian         | Polish    |
| Dominican | Mexican         | Ukrainian |
| Egyptian  | Native American | Uruguayan |



GUEST VENDOR PROGRAM



95

Opportunities provided in the 2023 Peak Season



DIGITAL MARKETING

85th

Percentile for published content as compared to similar entities

Profile visits (achieved organically)



80,657

BUSINESS CONNECTIONS

Brands with products on food service menus

11



18

Brands with products in retail outlets other than their own

COMMUNITY PARTNERSHIPS



- Fauquier FISH
- Fauquier Food Bank
- Master Gardeners
- 4-H
- Civil Air Patrol
- Fauquier Ed Farm
- Rooted in Education
- Fauquier Co. Ag Development

CUSTOMERS



950

Peak Season Weekly Average

Primary Counties of Residence:

- |                |              |
|----------------|--------------|
| Culpeper       | Rappahannock |
| Fairfax        | Stafford     |
| Fauquier       | Spotsylvania |
| Prince William | Warren       |

ADDITIONAL IMPACTS



16

municipalities in VA represented by participating businesses



41

Operating Days Learning Opportunities



36



28

Kids' Day Activities



EXTENDED COMMUNITY DEVELOPMENT



17

Mentorship sessions for other Market Managers

Wholesaler-buyer introductions made



20+



PRESENTS



IN PARTNERSHIP WITH



AND ADDITIONAL FUNDING FROM



PATH FOUNDATION

# What Vendors & Customers Are Saying About the Warrenton Farmers Market



"Beautiful market, please support local farmers. Today, there was a new table that makes stunning handmade wooden pieces, bowls then donates 100% of of proceeds to Fauquier Food Bank. So selfless and beautiful items so we spent some money."

-S.D., Customer



"Digital presence - having a social media network through the market is a huge help, and it's great to have someone helping to share and curate a positive online presence for the market, who can assist vendors getting their own posts out there. As someone who has a hard time engaging with social media I especially appreciate the extra help in this area!"

-C.M., Vendor

"I feel that our market creates an incredible community of vendors and consumers that support each other. Being part of that is a huge benefit both personally and as a business. It can be such an amazing way for folks to network and feel a sense of belonging. Many of us buy from each other to make products etc. A myriad benefits!"

-J.H., Vendor



"Actually making us follow the safety rules. I've been to other markets who are casual about arrival and tear down and won't bother you about your tent weights."

-A.R., Vendor

"The manager's care and attention to vendor and customer needs. This is hugely appreciated since we've experienced otherwise."

-A.Y., Vendor



"The Warrenton Farmer's Market is so much more than a place to shop. The architects of this market have created a community family - we are watching each other's families grow, we experience the pain of loss as family members pass, and rejoice when new family members join. I truly look forward to shopping at the market each and every week - this is the high point of my week! Not only are the products sold here ALWAYS top notch - but the conversation and love is always plentiful. My heart and wagon leave the market full every week."

-S.R., Customer

"My audience expands through the Market's social media. It's helpful that the market is offering marketing. As a small business owner who has a full time job, marketing isn't a priority. I spend my time creating product. I appreciate that the Market is in front of way more people than I ever could be, both physically and online."

-L.D.C., Vendor



# A big thank you to our partners!



**PATH FOUNDATION**

