



Office of the Director  
Joelle Fryman

# EOTW Report

## Warrenton Town Council

Carter Nevill, Mayor  
Heather Sutphin, Ward 1  
William Semple, Ward 2  
Brett Hamby, Ward 3  
James Hartman, Ward 4 Vice Mayor  
Jay Heroux, Ward 5  
Paul Mooney, At Large  
David McGuire, At Large

<b>Council Meeting Date:</b>	August 8 <sup>th</sup> , 2023
<b>Agenda Title:</b>	EOTW Update
<b>Requested Action:</b>	Receive the information from the Experience Old Town Warrenton Team
<b>Department / Agency Lead:</b>	EOTW
<b>Staff Lead:</b>	Joelle Fryman

## EXECUTIVE SUMMARY

The Director of Experience Old Town Warrenton, Ms. Joelle Fryman, will present an update to the Town Council. In this update she will address:

- Current grants and grants in progress.
- Transformational (Economic) Strategies seminar conducted with Main Street America (MS) and Virginia Main Street (VMS).
- Where EOTW is with our Strategic Planning process,
  - working with third-party consulting group, The Spark Mill.
- Provide an update on some programs and upcoming projects including:
  - Gumdrop Square, Christmas in July
  - Hanging Flower Baskets in Old Town Warrenton
  - Mural Project
  - Restaurant Week
- Brief discussion on our relationship with the Old Town Warrenton Property Owners
- Presentation of the Rack Card
- Sneak Peak of the new website
- Discuss Growth of the Farmer's Market.

Experience Old Town Warrenton thanks the Town of Warrenton and the Town Council for this opportunity to present an update. As well as, for their support, and for their partnership.

## BACKGROUND

Experience Old Town Warrenton is a 501(c) 3 nonprofit organization. EOTW operates with a Memo of Understanding (MOU) with the Town of Warrenton. The organization is a close partner of the Town of Warrenton and also acts as a liaison between the Town and the Main Street vendors.