

Chamber-Main Street News and Knows

by Interim Director Jim Davies

The Greater Franklin County Chamber of Commerce (GFCCC) will soon be sending out membership renewal invoices along with a brochure highlighting what a membership provides. Please note that membership dues have not increased in 20 years.

Your investment, both financial and time, enables us to support economic growth by improving the quality of life and business climate in the Franklin County area. This is accomplished through the efforts of Franklin County Tourism and four committees: Economic Vitality, Organization, Promotion, and Design.

The Franklin County Tourism Board actively promotes and markets Franklin County as a tourist destination for day and overnight visitors. Tourism grants are available.

The Economic Vitality Committee's goal is to build a commercial district that responds to the needs of today's consumers by strengthening existing economic assets and diversifying its economic base through retaining and expanding successful businesses. Its objectives are to provide a balanced commercial mix, sharpen competitiveness, expand the merchandising skills of business owners, attract new businesses that the market can support, and convert unused or underused commercial space into economically productive property.

The Organization Committee prepares annual fundraising initiatives, promises membership involvement, and establishes consensus and cooperation by building partnerships with the residences and commercial district stakeholders to provide effective, ongoing management and advocacy for the community.

The Promotion Committee develops advertising, retail promotions, special events, and marketing campaigns that create a positive image that will rekindle community pride while improving consumer and investor confidence in the commercial district throughout the county. The communications express the commercial districts' unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors to stimulate activity.

The Design Committee's goal is to enhance the visual and physical appearance of the corridor, its commercial district, and create a safe and inviting environment for shoppers, workers, and visitors. The focus is historic preservation. The Design Committee can assist local developers, contractors, and business owners working on renovations, façade improvements, or new building development. Design and technical assistance are available. Building Improvement Grants are available to

property/business owners within the Hampton TIF district providing up to \$2,000 in matching funds.

A new sub-committee called Main Street Hampton Committee, made up of 7-10 people, is being organized to guide the implementation of the local Main Street program allowing the Chamber board to focus on the county-wide mission of the GFCCC.

As Interim Director, I will guide the Chamber/Main Street program until a permanent replacement can be found to fill the director position.

If you would like to know more about Chamber/Main Street committees and volunteer to serve on a committee, please stop by the GFCCC office at 5 First St. SW, Hampton or call the office at 641-456-5668. You can also call or text me on my cell phone at 641-425-4707.

Nobody makes a journey alone. Be aware of the needs of others. We all need companions. Let's work together to encourage and challenge one another to be the best that we can be, making our community the best it can be.

Thank you for your support and involvement with the GFCCC.

