

**Downtown
Washington
On the Waterfront
2009
Accomplishments**



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The mission of Downtown Washington on the Waterfront, Inc. is to serve as a facilitator and catalyst to renew, restore, rebuild, and revitalize the downtown business district, improve economic conditions, encourage tourism, and preserve historical buildings and their significance.

DWOW currently has staff and volunteers involved in many projects:

Citizens for Revitalization Committee – Formed committee which built consensus on vision, retained LandDesign and created the Visualization and Reinvestment Strategy for downtown Washington. DWOW provided financial and administrative support, as well as leadership.

Saturday Market- weekly farmers market and monthly artisan market held in downtown Washington attracting hundreds to downtown Washington.

Little Washington Sailing Club – Completed successful first season of youth sailing classes, teaching 47 students with the involvement of over 30 volunteers from the boating community.

Harbor Management Plan Committee – Helping to protect our most valuable asset

Old City Hall Use Study – Hoping to spur revitalization efforts for this distinct historical structure

Spring Sweep - Clean-up day for downtown

When it was discovered that the City of Washington's Façade Improvement Grant Program had not been funded, DWOW recommended to City Council that the central business district would be better served by reassigning DWOW's \$15,000 appropriation for alley improvements to the façade grant improvement program, which the City Council approved.

With the help of many volunteers, downtown organizations and sponsors DWOW is proud to bring these events to downtown:

BC Traditional Music Festival - April 2009 - Major financial supporter of the first BC Traditional Music Festival brought to you by the BC Arts Council

Pickin on the Pamlico – August 2009 – 4th Annual DWOW fund raiser that brings a memorable evening of great music & great local seafood to the Pamlico river banks for over 550 people. Even though we experienced deplorable weather causing a 50% drop in bar sales we were still able to make very close to previous year's profits of \$9,000.

Pirates Beach Music Festival – September 2009 – Attracted over 2,000 people from many parts of NC and other areas. Event raised \$8,000 for a permanent music park on the old Evans Seafood property site and \$4,000 for DWOW's coffers.

Smoke on the Water – October 2009 – Annual festival traditionally put on by the Merchants Association. DWOW assumed many of the responsibilities of the non functioning Association.

Washington Haunts... A Ghost Walk – October 2009 - Walking tour of historic sites. Tour groups met outside a downtown restaurant which reported a 25% increase in sales for the night.

Art Walk – November 2009 - Very successful evening brought to you in conjunction with the BC Arts Council promoting all of downtown's many art galleries.

7th Annual Christmas Flotilla & Toys for Tots Campaign – December 2009 - Bringing hundreds of people downtown to kick off the holiday season.

Hometown Holiday – December 2009 - A festive night to listen to the carolers, visit with Santa and shop downtown.

DWOW instituted and publishes these promotional pieces for Downtown.

Downtown Happenings - a monthly electronic newsletter that highlights downtown businesses, different events happening that month and interesting buys one might find downtown. Sent to approximately 1,000 people from the DWOW contact database.

Washington Dollar– promotional piece that helps attract visitors to Washington into downtown stores via discount offers. Distributed through the Washington Visitor Center, the Dockmaster Office and the Chamber of Commerce.

'Visit Washington' tourism brochure distributed to all N.C. State Visitor Centers created in partnership with the WTDA and Merchants Association.

DWOW has worked diligently to create alliances with all downtown organizations, where in the past there were none. BC Arts Council, WTDA, Chamber of Commerce, Washington Area Historic Foundation, PTRF, the Turnage and others are all working together to make downtown Washington a better place. Prior to the death of the Downtown Merchants Association President - Gary Tomosulo, DWOW was in talks exploring the possibility that DWOW and the Merchants Association merge so that the two organizations become a more cohesive group to service the unique needs of the downtown. Mr. Tomosulo was in favor of this idea but we were not able to accomplish the task of merging before his untimely death. DWOW continues to work towards this endeavour. Administration has developed good working relationships with City Staff and assists the City and Parks and Recreation whenever possible.

DWOW is a non-profit 501(c)3 organization. We have not asked for any public funding in over two budget cycles. As you can see from our many projects, DWOW is working hard to support downtown Washington. We hope you realize the benefits DWOW brings to our downtown and will support DWOW.

DWOW currently has a staff of one P.T. position entitled Program Administrator.

DWOW's Board of Directors are:

Ross Hamory - President
Sharon Pettey - Secretary
Bill Sykes - Treasurer
Scott Campbell - VP Design
Tom Miller - VP Promotions
Jean Thompson - Merchant Rep
Rich Morin - At-Large
Mac Hodges - At Large

Ex-Officio
Catherine Glover
Lynn Lewis
Jim Smith

Council Liaison
Bobby Roberson

Program Administrator
Beth Byrd