

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

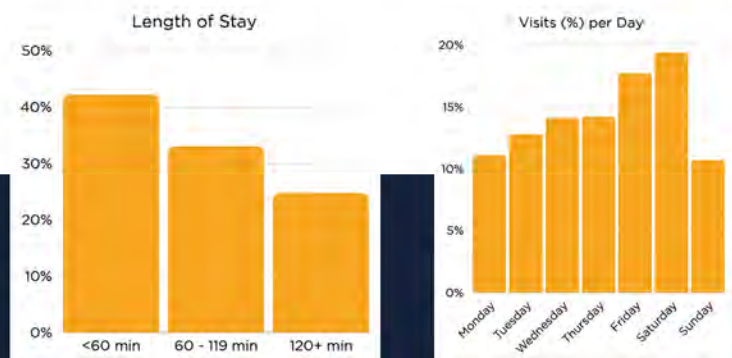
Old Town Warrenton had 235,600 visitors over the past 12 months, over 25% of those visitors were the direct result of Experience Old Town Warrenton events.

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.



Sources: EOTW, Main Street America, & Placer.ai