



# MAP OF FAUQUIER COUNTY VIRGINIA

PUBLISHED BY  
THE FAUQUIER COUNTY BOARD OF TRADE  
WARRENTON, VIRGINIA  
1914

SCALE OF STATUTE MILES—(SEE FIGURE 3, INDEX)  
1:100,000  
Copyright and printed by Ingers & Carter, San Francisco, U.S.A., June 1914.  
Reprinted from U.S. Geological Survey and American Map.  
Revised from the County Gazetteer.  
Revised by George Carter, Chief of Title.

- CONVENTIONAL SIGNS
- County lines
  - Section lines
  - Public roads, not macadamized
  - Public roads, macadamized
  - Private roads, to be macadamized
  - Private roads
  - Road bridges
  - Railroads, single track
  - Railroads, double trackway
  - Stations
  - Chimneys
  - Industries
  - Other buildings
  - Concessions
  - Public Parks
  - Monuments
  - Line of railroad's route

POPULATION

Town	1910	1920
Warrenton	1,100	1,200
Marshall	1,000	1,100
Lee	800	900
Marshall	700	800
Marshall	600	700
Marshall	500	600
Marshall	400	500
Marshall	300	400
Marshall	200	300
Marshall	100	200

TOWN PLANS, ETC.—(CONTINUED)

Town	1910	1920
Warrenton	1,100	1,200
Marshall	1,000	1,100
Lee	800	900
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Marshall	400	500
Marshall	300	400
Marshall	200	300
Marshall	100	200

AGRICULTURAL STATISTICS (GENERAL 1910)

Item	Value
Value of farm property	\$1,000,000
Value of farm implements	\$500,000
Value of farm stock	\$200,000
Value of farm buildings	\$100,000
Value of farm machinery	\$50,000
Value of farm tools	\$25,000
Value of farm equipment	\$12,500
Value of farm fixtures	\$6,250
Value of farm furniture	\$3,125
Value of farm other	\$1,562

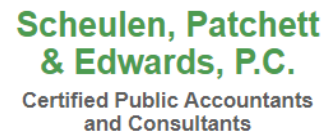
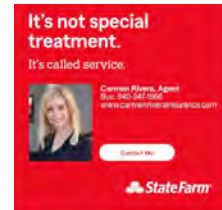
CLIMATOLOGICAL DATA

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Mean monthly and annual temperature	32	35	40	45	50	55	60	65	60	55	50	45	50
Mean monthly and annual number of days with at least 31 inches of precipitation	10	10	10	10	10	10	10	10	10	10	10	10	10
Mean monthly and annual number of days with at least 31 inches of precipitation	10	10	10	10	10	10	10	10	10	10	10	10	10

# 2023 Half Time Report

# THANKS TO OUR 2023 PARTNERS

OUR ANNUAL PARTNERS. WE SUPPORT THEM,  
YOU SHOULD TOO.



# 2023 LEADERSHIP

# Mission

## The Primary Role of the Board is:

- Recruit, supervise, retain, evaluate and compensate the manager
- Provide direction for the organization
- Establish a policy based governance system
- Govern the organization and the relationship with the CEO
- Fiduciary duty to protect the organization's assets and member's investment.

The Fauquier Chamber helps the community do business so that we all can thrive through Relationships, Resources and Revitalization.

## EXECUTIVE COMMITTEE

**Ray Knott, Chair**  
Atlantic Union Bank

**Michelle Coe, Immediate Past Chair**  
BlueSkyPhoenix

**Dawn Arruda, Chair Elect**  
Ross Real Estate

**Vacant, Secretary**

**Sarah Yakel, Treasurer**  
Meridian Financial Partners

**Lorna Magill, Vice Chair EDLA**  
Wellspring Consulting

**Carmen Rivera, Vice Chair of Membership**  
Carmen Rivera State Farm Insurance

**Amelia Stansell, Vice Chair of Councils**  
UVA Community Credit Union

## BOARD OF DIRECTORS

**Priscilla Hottle**  
Hottle & Associates

**Benjamin Musser**  
United Real Estate

**Becca Segal**  
Fauquier Health

**Caitlin Adkins**  
Spaces Organized & Styled

**Angie Thomas**  
NOVEC

**Doug Parsons**  
Fauquier County Economic Development

## A MESSAGE FROM OUR PRESIDENT



The Fauquier Chamber placed a renewed focus on a variety of elements that drive value to our small business community in 2023. We looked closely at the past as the first of many steps in designing a strategy for the future and saw a lot of opportunity.

We don't produce a product; we don't sell a service but instead we create relationships with businesses and advocate for their growth and prosperity which helps not only businesses but also helps to elevate the quality of life for the entire community; Better Business makes for a Better Community.

From the relationships we forge, we are able to better understand the needs of every business and further their collective interests. How? By working together to provide our diverse business community with that same diversity in resources, we will provide a balance between possibility and plausibility as issues, needs and ideas are known.

Dedicated to your business's growth & prosperity,

*Alec Burnett*

Alec Burnett

## CONTENTS

first half highlights

member communications

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**"IF WHAT YOU DID  
YESTERDAY SEEMS  
BIG, YOU HAVEN'T  
DONE ANYTHING  
TODAY."**

*Football Coach & Inspirational  
Speaker, Lou Holtz*

## top social media posts

## first half highlights

**First  
Friday's  
Return to  
Old Town**



- 5,672 reach
- 122 reactions
- 178 clicks



### member communications

- 118 emails
- 115,689 successful deliveries
- 57,467 total opens
- 49.7% total open rate
- 18,617 URL clicks

**Glory Day's  
Grand  
Opening**



- 3,255 reach
- 59 reactions
- 78 clicks

**Young  
Professional's  
SPCA  
Donation**



- 3,173 reach
- 181 reactions
- 120 clicks



### social media

- 4,241 twitter impressions
- 21,489 facebook reach
- 1,192 instagram followers
- 87 linkedin engagements

**Let's Talk  
Law  
Enforcement**



- 1,357 reach
- 22 reactions
- 45 clicks

**Welcome  
New  
Members**



- 1,198 reach
- 53 reactions
- 51 clicks



### membership

- 395 active memberships
- 148 categories represented
- 51 new members

# member communications

**"THE SINGLE BIGGEST PROBLEM IN COMMUNICATION IS THE ILLUSION IT HAS TAKEN PLACE"**

*Irish playwright, critic, and political activist  
George Bernard Shaw*

In February, we launched the Monday Morning Business Brief email campaign. These weekly emails are sent each Monday (holidays excluded) at 5am and feature a current business story, event or issue from a national, state and local level.

We believed that these would be a welcomed addition to member's inboxes but when we began looking at the data, we were convinced. Since launching, the average open rate is 53.1% compared to 48.7% for all other emails. When compared to national averages, these are impressive stats.

So, just as any business would do, we looked for ways to improve and for us improvement is defined as bringing more value to membership. We offered ad space for members to promote their business each month at a very reasonable price.

The first four participating businesses\* have seen a significant return with a total of 368 clicks or an average for each of 92 to their website. At the close of each month, we provide the sponsoring business with a complete report noting all significant data points as seen in the example below allowing them to determine their ROI.

Business that are interested in learning more, including costs, availability, and more can do so on our website; [www.fauquierchamber.org](http://www.fauquierchamber.org)

CAMPAIGN WEEKLY TOTALS								
Delivery Date	2-May	9-May	16-May	23-May				
Delivery Time	5:00am	5:00am	5:00am	5:00am				
Number of Recipients	991	981	983	981				
Number of Opens by Recipients	497	637	444	434				
Facebook Total Impressions	69	72	75	82				
Total Clicks on all URL's	342	68	17	26				
Total Unique Clicks on all URL's	484	32	16	20				
Total Clicks on Sponsor URL / % of Total	83	17.1%	8	11.8%	2	11.8%	3	11.5%
Total Unique Clicks on Sponsor URL / % of Total	42	13.1%	4	12.5%	2	12.5%	3	15.0%
CAMPAIGN TOTALS		ALL CAMPAIGNS (avg)		DIFFERENCES		SUMMARY		
Number of Recipients	3936	3449	487	12.4%	above average			
Number of Opens by Recipients	2012	1457	555	27.6%	well above average			
Facebook Total Impressions	298	485	(187)	-62.8%	well below average			
Total Clicks on all URL's	453	521	(68)	-15.1%	below average			
Total Unique Clicks on all URL's	552	405	147	26.6%	well below average			
Total Clicks on Sponsor URL	96	92	4	4.2%	above average			
Total Unique Clicks on Sponsor URL	51	56	(5)	-9.8%	below average			

Additional member only marketing opportunities exist and can be also found on the website.

- Annual Partnerships
- Event Sponsorships
- Ribbon Cuttings
- Video Interviews

Custom plans are available. If interested, please contact us @ 347-4414.

\* June data won't be available until July

# social media reach

Social media reach refers to the total number of unique individuals who see or engage with your content on social media platforms. It is a measurement of the potential audience size that your content can reach and is an important metric for businesses. Here are some key reasons why social media reach is important:

- Audience Engagement
- Brand Awareness
- Amplification of Messages
- Targeted Advertising
- Competitive Advantage

While social media reach is important, it's equally essential to focus on engagement and quality of interactions with your audience. Building meaningful connections, fostering dialogue, and providing valuable content are key to maximizing the benefits of a larger social media reach.

	Reach - YTD23	Reach - YTD22	Difference
	33,336	21,771	+ 34.7%
	2,234	1,641	+ 26.5%

# social media strategy

The competition for the consumer's attention span has never been greater and we know that the same ol' same ol' of posting whatever, whenever and wherever is anything but a strategy.

Recognizing & targeting the different audiences per social platforms is critical if you want to be competitive and remain relevant.

We design posts with the right audience in mind, so should you.....

The highlights below are courtesy of Meta Business Suite



- Most popular social media network
- 35-55 year women
- High mobile usage



- Younger, wealthier, more educated
- 80% of Tweets are created by 10% of users
- 44% of US adults age 18-24







- Majority of users are Millennial or Gen Z
- users 16-24 prefer over other platforms
- 91% say they use it to follow an interest



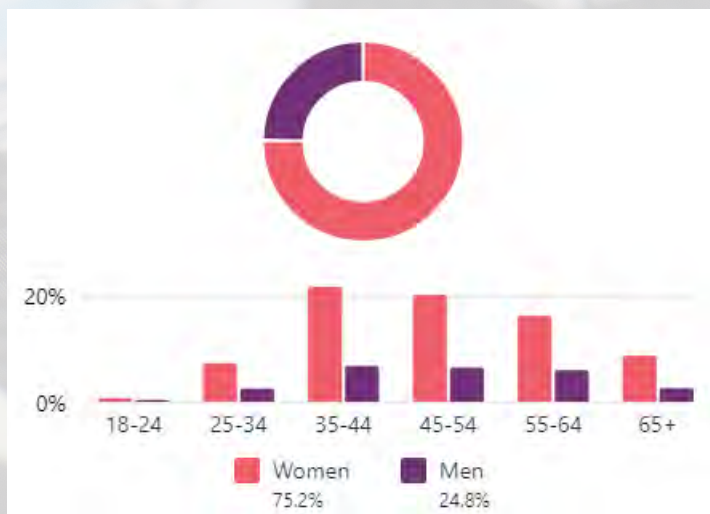
- Goal is to connect business professionals
- 46-55 year olds (avg. CEO age is 58)
- Moderate to high mobile usage

# social media engagement

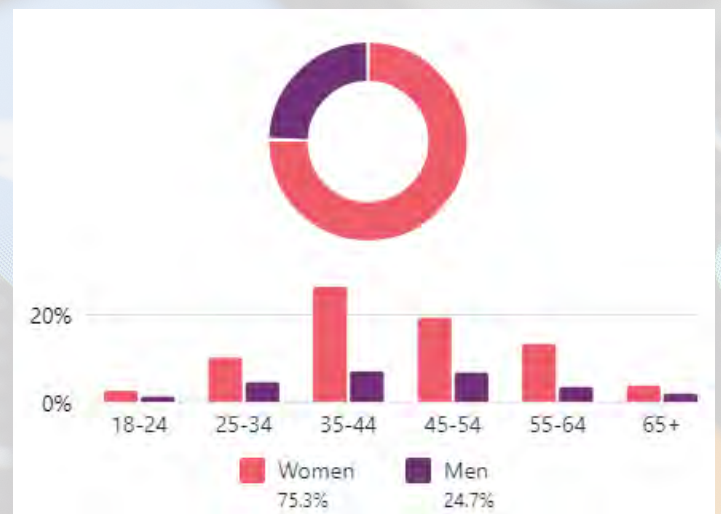
	YTD23	YTD22	difference
	Likes: 2,128	2,586	+17.7%
	Followers: 2,983	3,075	+3.0%
	Impressions: 4,241	4,521	+6.2%
	Profile Visits: 1,324	2,003	+33.9%
	Followers: 1,392	1,411	+1.3%
	Total Followers: 1,192	1,299	+8.2%
	Posts: 639	512	-24.8%
	Followers: 447	451	+0.9%
	Total Followers: 1,364	1,369	+0.3%
	Engagements: 87	110	+20.9%
	Impressions: 4,226	4,235	+0.2%

# social media audience

## FACEBOOK



## INSTAGRAM



# membership

Being a member based organization, recruitment and retention define our success which in turn drives our value to the community. We can all agree that the last two years have been challenging but despite all the uncertainty, the Chamber membership continues to grow. That growth is not by chance but instead an indication of the value our resources and programs are bringing to the small business community.

## MEMBER DASHBOARD

<b>395</b>	Active Memberships
<b>844</b>	Active Representatives
<b>51</b>	New 2022 Memberships

## TOP CATEGORIES

<b>71</b>	Business & Professional Services
<b>65</b>	Construction Equipment & Contractors
<b>50</b>	Public Utilities & Environment

## MEMBER SEARCH RESULTS

<b>99,814</b>	Directory Search
<b>23,323</b>	Member Page Hits
<b>1,537</b>	Links to Member Websites

## TOP MEMBER TYPES

<b>6</b>	100+ Employees
<b>8</b>	51-100 Employees
<b>16</b>	26-50 Employees
<b>19</b>	11-25 Employees
<b>173</b>	1-5 Employees

## TOP LOCATIONS

<b>235</b>	Warrenton
<b>21</b>	Marshall
<b>16</b>	Bealeton
<b>7</b>	Remington
<b>6</b>	Midland



# membership con't

Membership has its benefits but sometimes we don't take full advantage of all that the Chamber offers. Why? Well for most, it is finding the time but for others it's about awareness. There are four in particular we feel you should be aware of and take advantage of since they are only available to you.

## MEMBER SUBMITTED ITEMS

# of items	# of views	average	item submitted
<b>124</b>	<b>2816</b>	<b>23</b>	Events
<b>12</b>	<b>529</b>	<b>44</b>	Job Postings
<b>5</b>	<b>116</b>	<b>23</b>	Member to Member Deals
<b>29</b>	<b>1134</b>	<b>39</b>	Hot Deals

Statistically, these are strong results especially when you factor in the cost of total membership and divide that by the average number of views. On its own, the ROI is clear.

# events

## CALENDAR VIEWS

Events Posted & Hosted.....	# of Events	# of views	avg. views
by the Chamber	<b>143</b>	<b>9842</b>	<b>69</b>
by Members & Community	<b>115</b>	<b>2816</b>	<b>25</b>

## MEMBER PARTICIPATION

Between January and July, 465 representatives of 164 businesses attended all Chamber & Community events

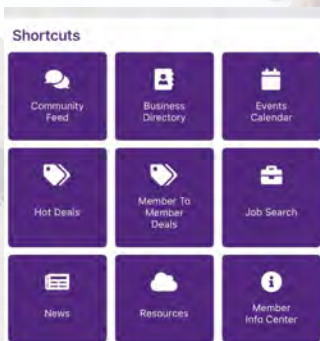
# member benefits



Like most things these days, if your business isn't aligned with the expectation of the consumer, opportunities to grow your customer base are limited.

We too recognize the importance of staying relevant and continually seek feedback on what we've been doing while at the same time listening to ensure we understand what you would like us to do.

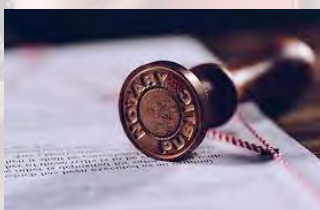
Coming out of the pandemic clearly came with its own set of challenges since what we all thought was normal, was no longer. But business goes on and we must adjust as needed and below are a few highlights of the new benefits we introduced this year all intended to drive additional value to being a Chamber member.



The MemberPlus app is a great way to stay in touch with all that is going on with the Chamber. The app is a mobile extension of the Member Information Center however if all you ever use it for is the events calendar, then you got your money's worth (the app is free by the way!).



Chamber bucks are back! Our mission is focused on helping our members succeed and promoting local commerce and the Chamber buck program allows us to very tangibly, and very publicly, serve that mission by keeping "bucks" in our local economy. Details coming soon!



We are now offering free notary services for our members. Please contact Ashley directly at either [ashley@fauquierchamber.org](mailto:ashley@fauquierchamber.org) or 347-4414 to schedule an appointment.

## Fauquier Times **ONLINE!**

The Fauquier Times recently increased their annual online subscription rate however, as Chamber members, you will receive the same benefit others do but at a lower price. Contact us at either [mailbox@fauquierchamber.org](mailto:mailbox@fauquierchamber.org) or 347-4414

We introduced a new twist (or spin) on how we give away door prizes at the After 5 events! Instead of having one great prize, the winner will now have their choice of one of ten prizes! Not only is having a choice great but this is also another way for your business to get exposure. We are always on the look out for prizes so if you have an item you want promoted, give Ashley a call @ 347-4414!



A pair of black-rimmed glasses with clear lenses is shown floating in the air, tilted at an angle. The background is a bright, overcast sky.

**A  
CLEAR  
VISION IS VITAL  
FOR YOUR BUSINESS  
TO BE SUCCESSFUL IN TODAY'S MARKET**

