



1. Colonial Beach is a vibrant waterfront town located on the Potomac River in the Northern Neck Region of Virginia. It has a history dating back to 1892. Our diverse year-round population of 3900 (2020 census) doubles on weekends and in the summer due to 2nd home owners long-term guests. The adjacent 4th District of Westmoreland County adds another 3600 full-time residents. Incorporated in 1892, we are governed by a 7-person Council including the Town Mayor. We have an independent school district with ~600 students in grades K-12. We have our own Police Department, a volunteer Fire Department and volunteer Rescue Squad. The Town has over 19 NGO's including the Chamber of Commerce, the Community Foundation, Downtown Colonial Beach, multiple & diverse Churches, Civic organizations and smaller charitable organizations. These NGO's have formed an Alliance and all work well together.

Colonial Beach has a very active volunteer community of citizens who support dozens of events held throughout the year. The Chamber and the Foundation sponsor more than 15 major annual events each year running from Spring through Christmas. These events bring citizens as well as visitors and tourists to Colonial Beach. Being a beach town, the Summer months are especially active in our downtown, boardwalk, and beachfront areas. Downtown Colonial Beach has helped the town gain our historic designation and is working towards Main Street status. There are active development projects currently underway that are part of a revitalization effort. Additionally, a Comprehensive Plan has recently been adopted by the Town Council and active strategic planning activities are underway.

Our full-time resident base is a mix of retirees, working families and young adults who identify as white (75%), Black/African American (10%), Mixed 7%), Hispanic (4%), and Asian (2%). People choose to live in Colonial Beach because of the natural beauty and abundance of outdoor activities as well as the small-town atmosphere combined with multiple amenities. The proximity to Fredericksburg and Dahlgren Naval Base makes it an ideal location for an easy commute to good jobs. We have an excellent school system and citizens refer to "Drifter Pride" as one of our assets. As citizens we have easy access to multiple wineries, breweries, restaurants and a host of activities. We are proud of our Town and believe it can become even better by engaging the broader community to become more involved.

2. The CH&S program will be driven by the people who live, work, and play in Colonial Beach with efforts led by some of the key organizations including The Chamber of Commerce, The Colonial Beach Community Foundation, Downtown Colonial Beach and the Colonial Beach Alliance. Participants also include people who live outside our Town's Corporate Limits in Westmoreland County predominantly in the 22443 zip code
3. We are interested in implementing the Community Heart and Soul program because we believe that there is an opportunity to enhance our Town and improve community satisfaction by engaging a broader and more diverse group of citizens in all the activities and strategic planning projects that are going on. We believe that some of the negativity in Town is due to lack of awareness and understanding as well as misinformation spread through social media. We believe that by expanding the number and diversity of citizens who participate, engage and have

their voices heard, that we can make the Town even more vibrant and a great place for even more citizens and visitors. Colonial Beach is on the brink of expansion and is undergoing a bit of a transformation in terms of our downtown district, new development, improved infrastructure and increasing tourism and economic growth. It is important that existing and new citizens are part of this transformation and that their voices are heard. We believe that the Community Heart and Soul program will enable us to accomplish this over the next 18-24 months. The initial response has been overwhelmingly positive from the active citizens in Town. They believe that we can successfully implement this program immediately and begin making a positive difference in Colonial Beach!

4. We have already begun forming a leadership team and held 2 initial “training and educational” sessions. More than 40 people have already expressed interest in taking active rolls in this program. The leadership team has representatives from The Chamber, The Foundation, The Alliance, The Town Council as well as very engaged volunteers. We have identified initial venues for starting to spread the word and also developed collateral explaining the program and the vision for Colonial Beach. This information will initially go out through the members of the Alliance to their communities and memberships. We will utilize the multiple events that take place monthly and annually to create awareness and to begin engaging more people in the process. We have a local Town radio station that will be utilized to help us reach even more citizens and offer special segments to help create awareness.
5. The partners we have, are in fact, the leaders in Town and are the people who are already most engaged in multiple on-going projects in Town. It is a well-respected and professional group of people who know how to get things done and can be counted on to do what they say they will do. They are the movers and shakers and already represent a broad group of citizens. They come from different backgrounds and industries and bring a great set of skills to this initiative. For example, Michael Fitzpatrick heads the Economic Development Committee and has 40 years of global commercial leadership experience, Susan Mack heads up The Alliance and is a LSW, Dr. Caryn Self-Sullivan is a member of the Town Council and a very active and well known citizen, Michele Inderrieden heads up the Community Foundation and works at Rappahannock Community College, Kelly Vaughn is a business owner in Town and is on the Board of the Chamber and Kelly Evko leads Economic Development for the Town just to name a few!
6. We believe that we will be able to successfully raise the \$10,000 in matching funds relatively quickly. Some of the supporting organizations such as the Chamber of Commerce, Downtown Colonial Beach and the Community Foundation have a history of supporting initiatives like Community Heart and Soul and have the financial resources to contribute to this initiative. The Chamber of Commerce has committed \$2,500 and Downtown Colonial Beach has committed \$1,000. A private citizen has also donated \$1,000 towards this. We are confident that once we go out to the community that we can raise the additional funds through donations and planned fund-raising events in Town.