



News & Notes from Downtown Norfolk

Let's talk shop

Last week, the DNC Board of Directors approved a contract to hire the firm *Downtown Works* to help us identify a desired merchandise mix and an attraction & retention strategy for downtown Norfolk's street level space. The study, which will take a year to complete, will provide property owners and real estate brokers with a targeted list of prospects to enhance downtown's retail offerings. *Downtown Works* has conducted similar studies in cities like Austin and St. Louis, with dramatic results.

Improving the diversity of offerings at street level was identified by our board as a key objective. Board member Bruce Bishop of Willcox Savage led a representative committee of downtown property owners, retailers, real estate professionals and city officials who issued an RFP to find the best consulting talent in the country. Hours of review of RFP responses and personal interviews led to the selection of *Downtown Works*. We appreciate the hard work of this committee and we anticipate exciting results from the study. We'll keep you posted on its progress.

Questions about Construction?

Bring them to the DNC conference room every Monday afternoon at 4:00. Join representatives from the City and HRT to learn the latest on downtown's utility and Light Rail construction, ask questions, voice concerns....it's a great way for downtown businesses and residents to stay connected.

It's a moon shot!

Last Friday, the brightest moon of the whole year shone over downtown Norfolk. To capture this magical scene, photographer Tim Rudziensky captured a photograph of our beautiful holiday skyline. There was a classic shot taken in 1985 of this same moonlit vista and the new photo will offer a wonderful comparison when we celebrate our 25th Holidays in the City next year. Thanks to the property owners and managers who keep the lights burning.

A gift to remember

If you're still looking for an unusual holiday gift, consider putting you or your family's name in stone. You can order a personalized brick that will become an important and permanent part of the Town Point renovation. Just go to festeventsva.org. And after you hit the bricks, why not finish your shopping by supporting our downtown retailers. In a tough year like this, your business would mean so much to them.

Are you linked up to Downtown?

If you haven't done so already, why not put a link on your web site to our interactive map. It's getting lots of hits and rave reviews, helping visitors better navigate our streets, garages and destinations. As construction heats up, the map is a helpful tool for customers, clients and friends. Take a look for yourself at DowntownNorfolk.org/map and for instructions on how to link up, contact our Denise Brown at 623-1757. She'll send you the link and explain how to set it up.

Mark your calendar for 8:00 AM on January 7th

Mayor Paul Fraim will be guest speaker at our January DNC Member Briefing. I'm sure he'll be sharing information about the new library to be built on Plume Street. As was written in The Pilot recently, it may be the most important civic building built in downtown in many years – a truly amazing gift from Frank Batten, Sr. Watch for more details on the Member Briefing.

Have a great week– and remember, shop downtown!

Cathy Coleman
President & C.E.O.