

OUR VISION

The Downtown 100 is a recognized and valued community resource. It is the leadership development "organization of choice" for a diverse and influential group of young and young-thinking professionals who are actively engaged in helping Downtown Norfolk reach its full potential as a dynamic and vital urban center.



Annual Report
2014—2015

Downtown 100

MISSION

The Downtown 100 is a highly motivated group of 100 volunteers who live or work downtown and who volunteer their services to support the vision and mission of the Downtown Norfolk Council.

OBJECTIVES

Leadership Development

Downtown 100 members are the emerging community leaders. The Downtown 100 provides members opportunities to become better informed about community issues and tools to enhance their leadership skills.

Community Awareness & Involvement

The Downtown 100 sponsors issue-related forums that allow members to meet with city and regional leaders. Downtown 100 members are also provided the opportunity to attend Downtown Norfolk Council events and briefings. These forums and briefings are vehicles that serve to inform and involve members in issues relevant to the downtown community.

Networking & Volunteerism

The Downtown 100 provides members with both volunteer and networking activities. Social functions provide opportunities for networking and friendship. Volunteer efforts provide a meaningful service to the downtown community and therefore to the economic health of our region.



Downtown 100 Projects Committee

HIGHLIGHTS

- Provided almost 500 volunteer hours to the downtown community valued at over \$11,000.
- Worked with the St. Paul's Downtown Farm Market to provide healthy, affordable food options to the Tidewater Gardens community.
- Helped kick off First Friday's in Downtown Norfolk by providing volunteers for Beer/Wine tables.
- Supported the new Arts District and participated in volunteer opportunities including the relocation of The Plot.
- Assisted with the Holidays in the City Grand Illumination parade and arranged a large DT100 volunteer force.



Downtown 100 Projects Committee

Chair

Victoria Dietz
The Curtis Group

Members

Janelle Burchfield	United Way of SHR
Kandis Burnworth	Virginia Opera
Zachary Burrows	McPhillips, Roberts & Deans PLC
Jared Chalk	City of Norfolk
Luke Downing	Mode5
Rebecca Evans	Virginia Arts Festival
Valerie Foley	Foley & Foley
John Garrett	TowneBank
Michael Glenn	Luna Development
Raven Henning	Old Point National Bank
LynMara Holloman	Dominion Enterprises
Lareina Holloway	ABC13—WVEC
Scott Kelsey	KPMG, LLP
Thomas McNally	Wilbanks, Smith & Thomas
Ellis Pretlow	Kaufman & Canoles, P.C.
Jillian Pruitt	Virginia Symphony Orchestra
Michael Schnekser	Tymoff & Moss Architects
Alan Smith	Wells Fargo
Sean Stebbins	McPhillips, Roberts & Deans, PLC
Jonathan Taylor	Palladium Partners, LLC
Justin Topping	Palladium Partners, LLC
Crystal Waitekus	VOLUNTEER Hampton Roads
Amanda Wells	Norfolk Botanical Garden
Morgan Whayland	City of Norfolk
Christine Young	JLL

DNC Staff Liaison

Jessica Kliner

Downtown 100 Steering Committee

Chair

Melissa Taylor
UBS Financial Services, Inc.

Members

Jared Chalk
City of Norfolk

David Chase
Wall, Einhorn & Chernitzer, P.C.

Victoria Dietz
The Curtis Group

Ashley Grove Mars
Divaris Real Estate

Lamont Maddox
Guidance Law Firm, P.C.

Mike Mars
TFA Benefits

Brian McCarthy
Merrill Lynch

Cameron Rountree
Williams Mullen

DNC Staff Liaison
Mary Miller

Steering committee consists of chairs of all Downtown 100 committees plus the immediate past chairman of the Steering Committee and two at large members to be selected by the DT100 Chair.



June 10, 2015

Dear Downtown 100,

First of all, thank you for allowing me to serve as your Chair. The Downtown 100 and its members have meant so much to me over the past 5 years, and I look forward to many more ahead. We have made great progress in recent years toward setting Norfolk apart as a hub for urban life in Hampton Roads. I hardly recognize Granby Street with all of the new restaurants and store fronts. The Arts District has completely transformed since Better Block came to town. The Light Rail is now a clear choice for transportation around Norfolk, with Virginia Beach making strides to connect. Restoration projects have been completed, with several others still under development, to provide even more diverse housing Downtown. More and more individuals are finding Downtown Norfolk as the place they want to live, work, and play. Those powerful changes did not happen on their own. It took the vision, the tenacity, and the time of you, the Downtown Norfolk Council, and our fellow Norfolkins to drive the movement. Thank you for advocating, volunteering, and leading. You are the change.

As my first year as chair comes to a close, I see all of the progress but know there is even more growth and change to come. It is up to us, the future leaders in the community, to continue driving the momentum. Through a recent Strategic Planning process, the DNC and City of Norfolk heard your vision for the future of Downtown. Don't stop sharing that vision. Take any opportunity to share with each other and those outside of the organization what you see for Downtown. The more we can verbalize the vision and let it spread, the closer we will be to achieving it. If there is an opportunity for the Downtown 100 to advocate for an issue or new addition, let's utilize our resources and connections. Your experience within the organization is what you make of it; make an impact.

Continue to expand your network through our Events Committee Socials. Increase your knowledge and personal and professional development through the Leadership Development Committee Forums. Give back to the community through the Project Committee Volunteer Opportunities. And share your passion and vision for Downtown through the Communications Committee publications. Above all, continue to be the change and inspire others to do the same. Norfolk is our future; let's continue to drive, its current and future success.

Sincerely,

Melissa L. Taylor

Downtown 100 Leadership Development Committee

HIGHLIGHTS

- Maintained an active and engaged committee while expanding leadership opportunities for members of the committee.
- Pursued alternative venues and methods for building committee camaraderie.
- Hosted local attorney and Norfolk Planning Commission member Martin Thomas, Jr., for a fall leadership forum on new and upcoming construction projects in Downtown Norfolk and beyond, as well as ways for young professionals to engage in City government.
- Hosted a four member panel including John Porter (owner Handsome Biscuit, Green Build It), Mary Miller (President & CEO, Downtown Norfolk Council), Peter Chapman (Deputy City Manager), and Jennifer Eichert (owner, Mermaid Winery) for a winter leadership forum on overcoming obstacles to achieving a vibrant Norfolk that attracts young professionals and businesses.
- Hosted Elizabeth River Project's Casey Shaw for a spring leadership forum on the health of the Elizabeth River and addressing the role of non-profit organizations as a medium for young professionals to effect positive change.



Downtown 100 Leadership Development Committee

Chair

Cameron Rountree
Williams Mullen

Vice Chair

Jacob Mart
Harbor Group International, LLC

Members

John Alford	City of Norfolk—Design Division
Cherrelle Artis	Salvation Army KROC Center
Michael Berlucchi	Chrysler Museum of Art
Lisa Coleman	King's Daughters
Brooks Crowley	Harbor Group International, LLC
Keeley Fenning	Hope House Foundation
Crystal Ford	Wall, Einhorn & Chernitzer, P.C.
Thomas Gabriel	Springhill Suites by Marriott
Thomas Leeman	Wells Fargo Advisors
Sydney Lorson	City of Norfolk—Mayor's Office
Jeffrey McLaughlin	Dominion Enterprises
Don Carlos McWhorter	Dixon Hughes Goodman, LLP
Monica Meyer	Virginia Symphony Orchestra
Christy Murphy	Kaufman & Canoles, P.C.
Nicole Oliver	Wall, Einhorn & Chernitzer, P.C.
Fred Rose	
Luisa Vazquez-Lopez	Physicians for Peace
Abby Weber	Foodbank of Southeastern Virginia
Jim White	Jim White Fitness & Nutrition Studios
Matthew Wilbricht	CBRE Hampton Roads
Britton Williston	Kaufman & Canoles, P.C.
Ryan Withers	KPMG LLP
Rex Workman	Bank of America

DNC Staff Liaison

Mary Miller

Downtown 100 Membership

- ◇ Membership requires that the applicant must live or work in Downtown Norfolk or work for an organization who is a member of the Downtown Norfolk Council.
- ◇ Commit to membership of one year to renew by mutual choice on the first day of each calendar year.
- ◇ Must be an active member of a committee and annually must attend at least 75% of your monthly committee meetings.
- ◇ Must attend at least 4 DT100 sponsored events, projects or socials during the calendar year.
- ◇ Must attend at least 1 Downtown Norfolk Council meeting or function during the calendar year.
- ◇ Must agree to volunteer to support the DT100's projects. A minimum of 10 hours of volunteer support per year is required.

Membership Committee Chair

Ashley Grove Mars
Divaris Real Estate

Member

Elizabeth Greer
Divaris Real Estate

HIGHLIGHTS

- Held recruiting initiative last Fall to reach new pool of potential members.
- Enhanced Downtown 100 business cards to promote organization and goals.
- Held All-Hands meetings at the Wells Theatre, with a sneak peak of an upcoming Virginia Stage Company performance, and Scope Plaza during the Hullabaloo, with a behind the scenes look at the International Tattoo.
- Worked with other committee chairs to create attendance and volunteer tracking plan.
- Reached 100 members and obtained a waiting list.
- Continued Table for 4 quarterly meetings to give members other opportunities to meet and network with those outside their committees.

Downtown 100 Communications Committee

Chair

Brian McCarthy
Merrill Lynch

Members

Eileen Aquino	Wells Fargo
Christine Armstrong	City of Norfolk
Melissa Baumann	Digital Wave
Michael England	Wells Fargo
Khalilah LeGrand	Tidewater Community College
Erica Walker	KPMG, LLP

DNC Support Staff

Noel Gramlich

Downtown 100 Events Committee

HIGHLIGHTS

- One of this year's goals was to continue to foster our relationship with Virginia Beach's CBDX. In July, we planned a mixer at Town Center's Cosmopolitan Apartments. We brought an impressive number of DT100 members from Norfolk to network and socialize, and many members from both organizations had great things to say about the event. To further enhance our ties, the DT100 has already begun planning 2015's CBDX mixer to take place Downtown.
- Each year, our primary goal is to provide new and unique events for our members. This often showcases some of Downtown's lesser known attractions, providing exposure and great word of mouth promotion. In October, our All-Hands meeting was organized alongside the USS Wisconsin's Haunted Ship Tour, where members toured the ship's depths in the spirit of the Halloween season.
- 2014 Holiday Hop was one of the most successful night's on Granby Street in recent memory, as DT100 members raised over \$300 for the St. Paul's Farm Market and inspired the donation of more than 20 sets of pajamas for the charity *Pajama Jams* all while having a lot of fun!
- One committee goal this year was to focus efforts on our burgeoning Arts District, and to continue to support it's trail-blazing business owners. May's Spring Hop was attended by over 40 members and guests, drawing attention to fantastic, creatively designed residential and commercial spaces therein.



Downtown 100 Events Committee

Chair

Mike Mars
TFA Benefits

Members

Venise Baxter	Dominion Enterprises
Sam Black	
Janelle Clarke	T. Parker Host
Cara Cotter	Wilson & McIntyre
Katie Culicerto	Monarch Bank
Alyssa Elliott	Wall, Einhorn & Chernitzer, P.C.
Katie Fenimore	Virginia Symphony Orchestra
Robert Foley	Foley & Foley
Wiley Grandy	Crenshaw, Ware & Martin, P.L.C.
Kelly Harlan	Virginia Arts Festival
Soraya Harris	Signature
Landon Hinton	JLL
Chris Holder	McGraw Hill Higher Education
Stefanie Lamay	Norfolk Festevents
Joseph Lowrance	Acclaimed Events & Party Rentals
Rebecca McMahan	Bon Secours Hampton Roads
Lamont Maddox	Guidance Law Firm, P.C.
Kimberly Miller Mayo	
Megan Patrick	CBRE Hampton Roads
John Ramsey	Windstream Communications
Jay Rixey	Vandeventer Black, LLP
Josh Roenker	Capital Group
Tracy Tyron Skinner	The New York Life
Kristin Starzyk	Wall, Einhorn & Chernitzer, P.C.
Eric Throne	Cushman & Wakefield/ Thalhimier
Annemijn Van der Bijl	KPMG, LLP
Sarah Wargo	Verizon
Arlene Winslow-Potts	Mercer
Kimberley Woodward	Town Point Club

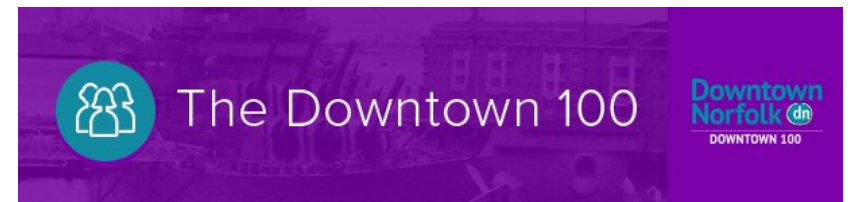
DNC Support Staff

Noel Gramlich

Downtown 100 Communications Committee

HIGHLIGHTS

- Compiled a monthly newsletter to inform Downtown 100 Members of community events, history and culture.
- Improved the use of the Downtown 100 Facebook page to quickly relay information to members and provide advanced notice of upcoming events.
- Connected with new businesses and charitable causes in Downtown and provided a forum in which they could generate publicity for potential consumers, benefactors and volunteers.
- Provided members, both through the newsletter and Facebook page, an avenue to raise awareness for important causes in Downtown Norfolk.



DOWNTOWN 100 OBJECTIVES

LEADERSHIP DEVELOPMENT

DT100 members are the emerging leaders of the community for both today and tomorrow. The DT100 provides members the tools and opportunities to enhance their leadership skills.

ODU HEAD FOOTBALL COACH BOBBY WILDER SPEAKING AT THE DT100 ANNUAL MEETING AT THE TOWN POINT CLUB



COMMUNITY INVOLVEMENT

The DT100 sponsors issue-related forums that allow members to meet with city and regional leaders. These forums are vehicles that serve to inform and involve members in issues relevant to the downtown community.

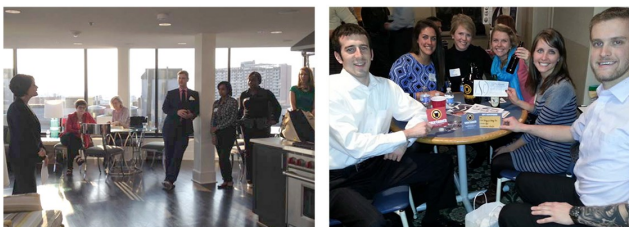
MEMBERS VOLUNTEERED AT THE 29TH ANNUAL GRAND ILLUMINATION PARADE IN DOWNTOWN NORFOLK



photo by Brian Ballard

VOLUNTEER AND NETWORKING OPPORTUNITIES

The DT100 provides members with both volunteer and networking activities. Social functions provide opportunities for networking and friendship. Volunteer efforts provide a meaningful service to the downtown community and therefore to the economic health of our region.



The Downtown 100 (DT100) is a group of 100 emerging downtown leaders who serve as ambassadors for the Downtown Norfolk Council and are committed to a dynamic, attractive and prosperous downtown.

DOWNTOWN 100 COMMITTEES

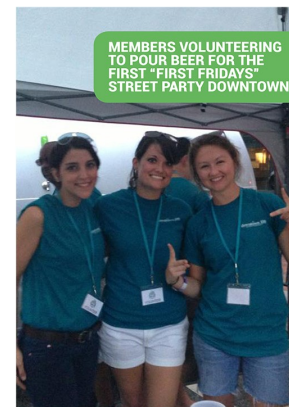
PROJECTS COMMITTEE

Research, recommend and coordinate the DT100's involvement in projects and volunteer opportunities that on a long-term basis will have an impact on downtown and an impact on the success of the DT100.

EVENTS COMMITTEE

Develop, recommend and organize exciting and innovative social/networking events for DT100 members.

MEMBERS VOLUNTEERING TO POUR BEER FOR THE FIRST "FIRST FRIDAYS" STREET PARTY DOWNTOWN



MEMBERS AT THE ANNUAL HOLIDAY HOP WHERE THE GROUP RAISED MORE THAN \$350 FOR THE FOODBANK



LEADERSHIP DEVELOPMENT COMMITTEE

Develop, recommend and organize quarterly forums to keep members informed about community issues.



DT100 HOSTED THE YOUNG PROFESSIONALS GROUP, CBDX FOR A MIXER ABOARD THE AMERICAN ROVER

COMMUNICATIONS COMMITTEE

Responsible for conveying DT100 information to members. Compile and write monthly member newsletter.