



DOWNTOWN 100

Annual Report
2015—2016



DOWNTOWN 100

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.

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.

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 450 volunteer hours to the Downtown community valued at over \$10,000.
- Worked with the St. Paul's Downtown Farm Market to provide healthy, affordable food options to the Tidewater Gardens community.
- Partnered with the United Way to raise funds and volunteered for holiday parties for local children in need.
- Collected school supplies and donated funds (raised close to \$6,000) to help prepare local students for a successful school year.
- Helped kick off First Friday's in Downtown Norfolk by providing volunteers for beer/wine tables.
- Supported NEON District events and participated in volunteer opportunities to promote the district.
- 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

Vice Chair

Janelle Burchfield
Peninsula Fine Arts Center

Members

Merris Badcock	WTKR TV 3
Kandis Burnworth	Virginia Opera
Zachary Burrows	McPhillips, Roberts & Deans PLC
Colleen Callahan	Virginia Port Authority
Jared Chalk	City of Norfolk
Ricky Diaz	Dixon Hughes Goodman, LLP
Kendall Dickenson	CBRE Hampton Roads
John Garrett	TowneBank
LynMara Holloman	Dominion Enterprises
Lareina Holloway	ABC13—WVEC
Laura Janosko	Hope House Foundation
Jessica Mathews	Norfolk Festevents
Thomas McNally	Wilbanks, Smith & Thomas
Rebecca Outten	KPMG, LLP
Ellis Pretlow	Kaufman & Canoles
Chris Russell	Sheraton Norfolk Waterside Hotel
Alan Smith	Wells Fargo
Sean Stebbins	Golden Oak Property Management
Jonathan Taylor	Palladium Registered Investment Advisors
Justin Topping	Palladium Registered Investment Advisors
Amanda Wells	Norfolk Botanical Garden
Matthew White	Dixon Hughes Goodman, LLP
Sarah Williams	Dixon Hughes Goodman, LLP
Taylor Winstead	SevenVenues
Christine Young	JLL

DNC Staff Liaison

Jessica Kliner

Downtown 100 Steering Committee

Chair

Melissa Taylor
McGraw-Hill Higher Education

Vice Chair

Ashley Grove Mars
Virginia Zoo

Members

Christine Armstrong
City of Norfolk

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

Victoria Dietz
The Curtis Group

Keeley Fenning
Embrace Treatment Foster Care

Elizabeth Greer
Divaris Real Estate, Inc.

Kelly Harlan
Virginia Arts Festival

Megan Patrick
CBRE | Hampton Roads

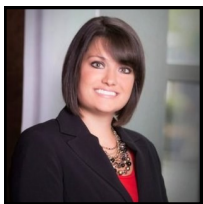
Rex Workman
Bank of America

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 29, 2016



Members of the Downtown 100,

Thank you for your support over the past two years. Thank you for being my friends, colleagues, peers, and mentors. Thank you for showing me what leadership is, what passion for your community can accomplish, and how 100 strangers can come together for a common goal. Above all, thank you for making me who am today.

I started in the Downtown 100 about a year out of college, in 2010. I was a new resident to Downtown and still under a year into my professional life. I did not know anyone in the area, outside of my coworkers, and was looking for something to be a part of. I joined the Events Committee under the leadership of Kelly Harlan. At the first meeting, I nervously raised my hand and went on to plan a very memorable beer tasting at Freemason Abbey. I was hooked. I was networking with many like-minded professionals, coordinating events, getting involved with community service opportunities, and advocating for the DT100 in my other social circles. Slowly, my gospel spread and many of my other friends joined the organization. Having gotten the attention of a few people on Steering Committee, the current Chair, Luke Downing, came to me when the Membership Chair position opened unexpectedly. Taking on this type of role was outside of my comfort zone, but I challenged myself to accept.

Membership Chair was by far the most time consuming, grueling, and rewarding job I've had in the organization. Under my watch, we hit 100 members for the first time in a long while (mostly teed up by my predecessor), began Quarterly All-Hands meetings, started the Table for 4, and completed many other initiatives to further engage our members. During that time, I was approached to be Hospitality Chair for the Grand Illumination Parade and have now served in that role for the past 4 years. While grabbing lunch with the current Chair Elect, David Chase, he very unexpectedly asked if I would be interested in serving as his Chair Elect and taking the office of Chair after his term. I never considered that I would be on the radar for this type of position. I had never held a true leadership role and was uncertain if I was up for the task. After talking it through, David challenged me to take it, citing traits he saw in me that I had never seen in myself. After many sleepless and anxious nights, I accepted. Since, I have run countless meetings, addressed many audiences despite my fear of public speaking, and used those skills to help in other organizations and advance in my career. I have had the privilege of watching the organization grow, evolve, and make an impact on the Downtown Community. It's been a beautiful ride.

The point of this letter is not to highlight anything truly amazing that I did as Chair, but instead to show you how easy it is to progress within the organization and leave your mark on it. The formula is simple: take the initiative, raise your hand even when you're unsure, meet everyone including the leadership, find your mentors, and be involved. The rest will fall into place. I have found that the same model works in my professional life as well. I step down as Chair a completely different person than I was when I joined and immensely proud of what I have accomplished.

Thank you again for your time, support, and engagement. I can't wait to see what the next chapter of the Downtown 100 brings.

With Warmest Regards,

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 a November Forum which featured a panel discussion on the Innovation Districts in Downtown Norfolk. The panel consisted of Barry Bishop, executive vice president of the Greater Norfolk Corporation (GNC); Marty Kaszubowski, executive director of Business Gateway at Old Dominion University; and Mel Price, principal architect at Work Program Architects. The panelists discussed the concept of an Innovation Corridor that would span from ODU to include EVMC and NSU at its eastern boundary.
- Hosted Dr. Jeff Tanner, the Dean of ODU's Strome College of Business at January's Forum. Dr. Tanner, who assumed the role of dean in the summer of 2015, spoke briefly about his background and shared some insights on his vision for the trajectory of business education.
- Hosted a Mayoral Election Forum with candidates State Senator Kenny Alexander, Sheriff Bob McCabe and Councilman Andy Protogyrou at the Chrysler Museum of Art. The goal of this forum was to focus on young leaders and give them and representatives of the sponsors an opportunity to ask questions and voice your opinions to the candidates. After each candidate had the opportunity to introduce themselves, Moderator David Chase, began asking questions that focused on issues important to Generation X and Y voters. These issues included: education, infrastructure, city budget, transportation, and the future of Downtown.



Downtown 100 Leadership Development Committee

Chair

Keeley Fenning
Embrace Treatment Foster Care

Vice Chair

Abby Weber
The Curtis Group

Members

John Alford	City of Norfolk
Stephen Armbruster	KPMG LLP
Cherelle Artis	Salvation Army KROC Center
Katy Bergey	McPhillips, Roberts & Deans PLC
Michael Berlucchi	Chrysler Museum of Art
Ashley Bussey	S.L. Nusbaum Realty Co.
Lisa Coleman	The King's Daughters
Brooks Crowley	Harbor Group International, LLC
Kim Cung	WTKR TV 3
Allison Dazey	Dixon Hughes Goodman, LLP
Megan Frost	Chrysler Museum of Art
Ashley Johnson	Adams Outdoor Advertising
Jeffrey McLaughlin	Dominion Enterprises
Carlos McWhorter	Dixon Hughes Goodman, LLP
Monica Meyer	Virginia Symphony Orchestra
David Morales	VisualZen, Inc.
Christy Murphy	Kaufman & Canoles
Nicole Naidyhorski	Kaufman & Canoles
Blair Priest	Norfolk Southern Corporation
Amber Randolph	Willcox Savage
Luisa Vazquez-Lopez	Physicians for Peace
J. Britton Williston	Kaufman & Canoles
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

Elizabeth Greer
Divaris Real Estate

Highlights

- Reached 100 members and obtained a waiting list .
- Held Fall All Hands meeting at the Town Point Center Penthouse with guest speaker Robert Shoup, Chorus Master for the Virginia Symphony Orchestra.
- Held Spring All Hands meeting at the Glass Wheel Studio.
- Continued to implement attendance and volunteer tracking, and created new opportunities for member participation.
- Implemented the new "Grandfather Policy": An individual who is currently active, as defined by the DT100 member guidelines, and who has been so for a term of two years or more, may remain a member of the DT100 if he or she is no longer eligible by place of residence or business. The grandfathered member must continue as an active member, as is defined by the member guidelines. The Steering Committee maintains the right to dismiss a grandfathered member at any time if he or she no longer adheres to the member guidelines.

Downtown 100 Communications Committee

Chair

Christine Armstrong
City of Norfolk

Members

Eileen Aquino	Bank of America — Merrill Lynch
Melissa Baumann	Digital Wave
Meghan Calvagna	Virginia Arts Festival
Michael England	Wells Fargo
Khalilah LeGrand	Tidewater Community College
Jackie Spainhour	Hunter House Victorian Museum
Nicholas Szoke	Marine Oil Service, Inc.
Erica Walker	KPMG, LLP
Morgan Whayland	City of Norfolk

DNC Staff Liaison

Kara Forbes



Downtown 100 Events Committee

HIGHLIGHTS

- One of this year's goals was to branch out and venture to some of the up-and-coming businesses in the Downtown district. While we were very successful at that, we also kept in mind the importance of continuing to support our local businesses that have been around for years. In September, our Kick-off Event was held at Norfolk's very own hidden gem, The Pagoda, where over 30 members and guests enjoyed the breathtaking views of the surrounding gardens and the Elizabeth River.
- 2015 Holiday Hop was one of the most successful nights for the DT100, as members raised over \$300 to partner with United Way to give gift bags and a cookie party to students at P.B. Young and Tidewater Park Elementary Schools in Norfolk. We had a great turnout with over 50 members and guests at the hop which took place at three new spots on Granby Street – St. Germain, Tap It! Local, and The Barrel Room.
- Another committee goal this year was to focus efforts on growing our ties to the NEON District, and to continue to support its business owners. February's All Hands Meeting at the Glass Wheel Studio and Work|Release was attended by over 30 members and guests, many whom had never visited the Glass Wheel Studio before. It was an excellent opportunity to meet and greet with the artists and to experience the beauty of the unique studio right in our backyard.
- On Thursday, May 19th, the DT100 held a Spring Social at one of the newest hot spots on Granby Street, Brick Anchor Brew-House. Members and guests enjoyed networking bingo and light appetizers.



Downtown 100 Events Committee

Chair

Megan Patrick
CBRE | Hampton Roads

Vice-Chair

Rebecca McMahan
Bon Secours Hampton Roads

Members

Lucy Brandon	Willcox Savage
Enzo Carannante	Ted Constant Convocation Center
Janelle Clarke	T. Parker Host
Katie Fenimore	Virginia Arts Festival
Wiley Grandy	Crenshaw, Ware and Martin, P.L.C.
Kelly Harlan	Virginia Arts Festival
Landon Hinton	JLL
Chris Holder	McGraw-Hill Higher Education
Christine Johnson	Kaufman & Canoles
Leah Lyons	Norfolk Southern Corporation
Lamont Maddox	Guidance Law Firm, P.C.
Mike Mars	TFA Benefits
Kimberly Miller Mayo	
Taylor Miller	Foodbank of Southeastern Virginia
Kristi Perron	Hampton Roads Chamber of Commerce
Steven Pyle	City of Norfolk
Jay Rixey	Vandeventer Black LLP
Josh Roenker	Capital Group
Fred Rose	Howard Hanna William E. Wood
Tracy Tyron Skinner	New York Life
Chaz Stuart	Virginia Symphony Orchestra
Eric Throne	Cushman & Wakefield/ Thalhimer
Brad Tuggle	Virginia Stage Company
Annemijn Van der Bijl	KPMG, LLP
Rehn West	The King's Daughters
Arlene Winslow-Potts	Mercer

DNC Staff Liaison

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.



Lights Over Granby

First Fridays—April 1, 2016



Photo by Steve Earley, The Virginian-Pilot