



Highlights from DNC's 2016 Usage and Perception Study

April 6, 2016



30-Minute Agenda

- Study Methodology
- Key Insights About Downtown Norfolk
- Your Job as a DNC Member
- Why Your Role Is So Important

Study Methodology

3



Study Methodology

- A 15-minute online survey, created by SIR and approved by DNC, was conducted among residents (18 and older) across the Hampton Roads region.
 - 651 complete responses were collected.
- Responses were collected January 12–18, 2016.
- Data was analyzed by SIR, including coding and tabulation of open-ended responses.

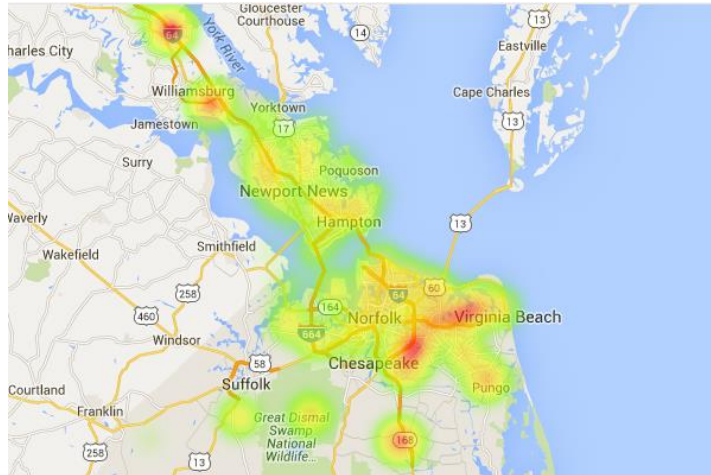
Note: In 2012, the study was conducted using a telephone methodology that sampled a mix of landlines and cell phones. The study obtained 500 completed interviews. A follow-up online sample version was conducted a month later.

In 2010, the study was conducted using a telephone methodology that sampled only landlines.

4



Study Respondents Cover the Entire Market and Match Up to the Region's Demographics



5



Key
Insights About
Downtown
Norfolk

6



The Biggest Finding

7



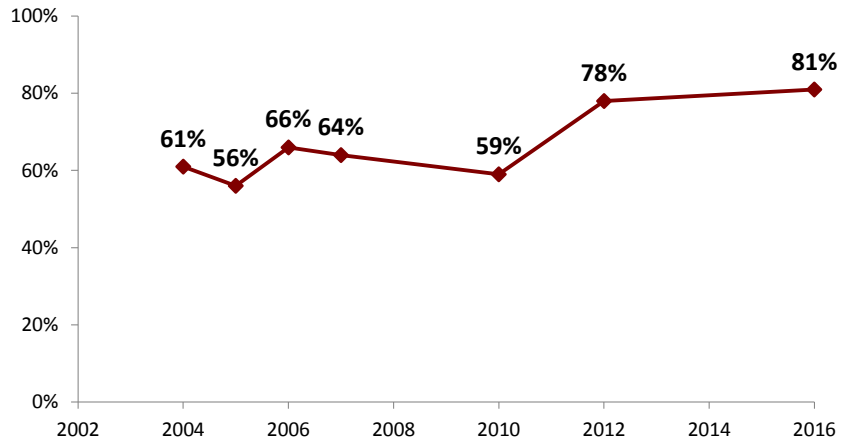
Visitation to Downtown
Norfolk is ***at an all-time high***—
8 in 10 residents across the region
visited Downtown Norfolk in
the past 12 months.

8



81% of Hampton Roads Residents Visited Downtown Norfolk in the Past 12 Months

An All-Time High Recorded by This Survey



n = varies by year

Q5. Have you been to Downtown Norfolk for work or any other purpose in the past 12 months?

9



5 Reasons

11

**1**

For the most part,
Downtown Norfolk is
now associated with
positive imagery.

12





“What three words come to mind when you think of Downtown Norfolk specifically?”

Silent Generation Respondents



17



2

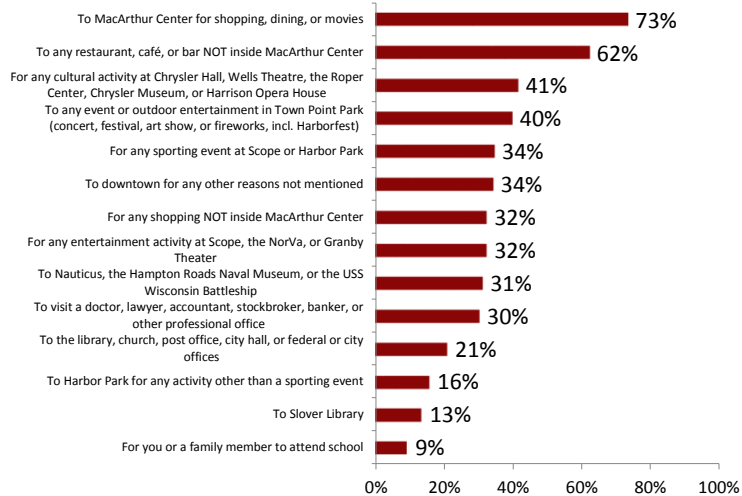
Downtown Norfolk has many appeals, with the MacArthur Center being the biggest attraction.

18



Question was asked of respondents who have visited Downtown Norfolk in the past year (Q6).

Downtown Norfolk Has Many Appeals



Q10. In the past year, how many times have you been to Downtown Norfolk for the following reasons?

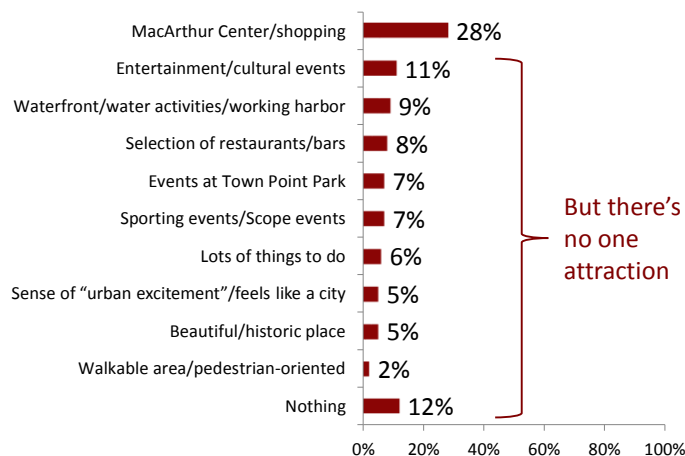
n = 524

19



Question was asked of respondents who have visited Downtown Norfolk in the past year (Q6).

More than One-Quarter of Respondents Say MacArthur Center Is Their **Favorite Feature** of Downtown Norfolk



Q11. Which one feature or aspect of Downtown Norfolk do you like best?

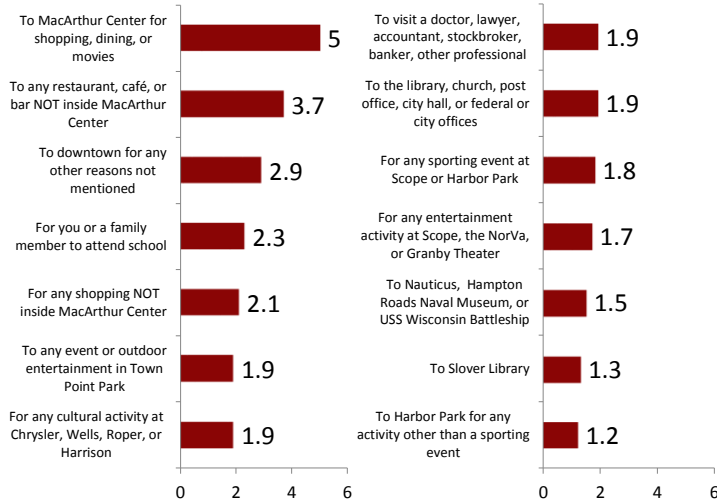
n = 637

20



Question was asked of respondents who have visited Downtown Norfolk in the past year (Q6).

The MacArthur Center Was the Most-Often-Visited Area in Downtown Norfolk by Respondents in the Past Year



Q10. In the past year, how many times have you been to Downtown Norfolk for the following reasons?

n = 524

21

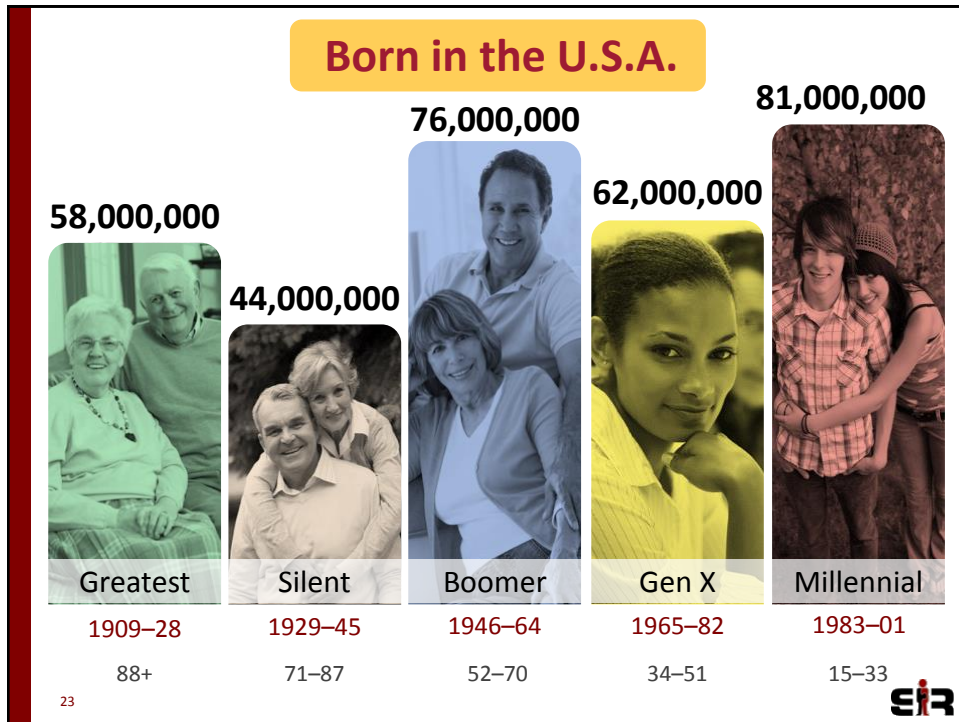


3

Downtown Norfolk
has something for
every generation.

22





Question was asked of respondents who have visited Downtown Norfolk in the past year (Q6).

Downtown Norfolk as a Destination Has Something for Every Generational Cohort

	Millennial	Gen X	Boomer	Silent
To MacArthur Center for shopping, dining, or movies	81%	79%	64%	65%
For any shopping <u>NOT</u> inside MacArthur Center	38%	30%	24%	35%
To any restaurant, café, or bar <u>NOT</u> inside MacArthur Center	61%	63%	57%	60%
To any <u>event or outdoor entertainment</u> in Town Point Park	48%	45%	29%	19%
To Nauticus, the Hampton Roads Naval Museum, or the USS Wisconsin Battleship	38%	27%	25%	23%
For any <u>cultural activity</u> at Chrysler Hall, Wells Theatre, the Roper Center, Chrysler Museum, or Harrison Opera House	31%	34%	41%	60%
For any <u>entertainment activity</u> at Scope, the NorVa, or Granby Theater	37%	34%	26%	17%
To Slover Library	13%	12%	6%	17%
For any <u>sporting event</u> at Scope or Harbor Park	34%	35%	29%	23%
To Harbor Park for any activity other than a sporting event	21%	10%	11%	6%
To visit a doctor, lawyer, accountant, stockbroker, banker, or other professional office	24%	26%	28%	35%
To the library, church, post office, city hall, or federal or city offices	16%	20%	17%	13%
For you or a family member to attend school	14%	6%	2%	0%
To downtown for any other reasons not mentioned	34%	31%	31%	33%

Q10. In the past year, how many times have you been to Downtown Norfolk for the following reasons?

24

Millennial respondents
n = 90

Gen X respondents
n = 172

Boomer respondents
n = 214

Silent respondents
n = 48



4

Downtown Norfolk's physical and cultural improvements are being noticed, driving positive perceptions.

25



Downtown Attributes

- Offers a variety of dining options
- Offers art and cultural opportunities
- Has a rich history
- Has a variety of shopping options
- Has a variety of live music entertainment
- Has accessible public transportation
- Is culturally and ethnically diverse
- Offers higher education options
- Has a variety of employment options
- Embraces creativity
- Offers outdoor recreation options
- Is easy to travel to the downtown area
- Is easy to get around by biking or walking
- Offers quality housing options
- Is safe

26



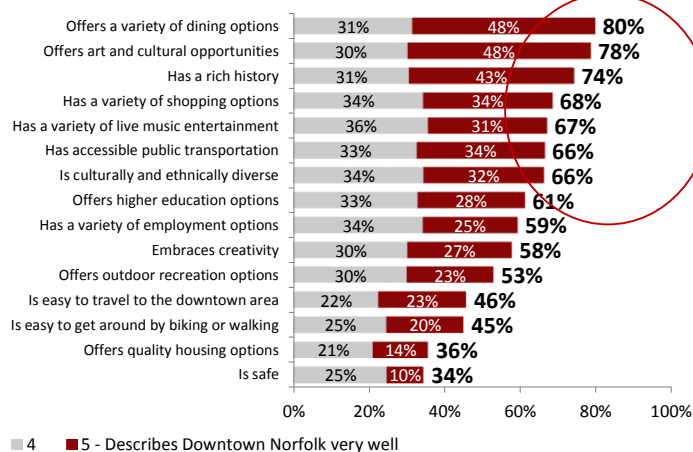
“How well do you think each of the following describes Downtown Norfolk?”

“Please use a scale of 1 to 5 for your answers, where 1 means ‘does not describe Downtown Norfolk very well’ and 5 means ‘describes Downtown Norfolk very well.’”

27



Many of Downtown Norfolk's Attribute Ratings Receive High Scores



Q20. How well do you think each of the following describes Downtown Norfolk? Please use a scale of 1 to 5 for your answers, where 1 means “does not describe Downtown Norfolk very well” and 5 means “describes Downtown Norfolk very well.”

n = 651

28

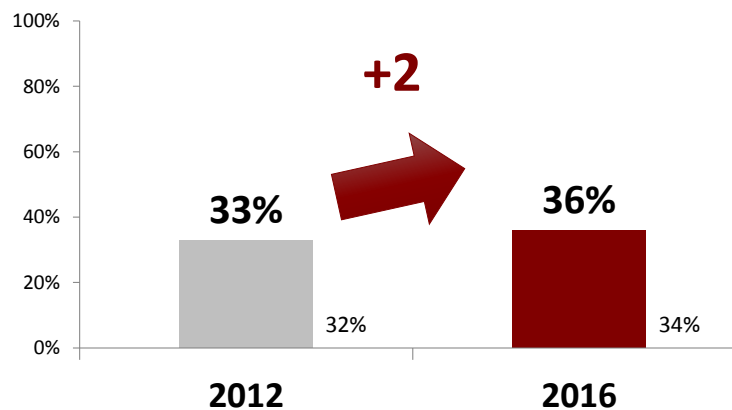


Since 2012,
Downtown Norfolk
has improved ratings
on 13 of 15 attributes

29



Offers Quality Housing Options*



*Not statistically significant

Q20. How well do you think each of the following describes Downtown Norfolk?

30



The Facts

+1,000

residents added to
Downtown Norfolk
in the past 18 months

5,000

residents now
live in Downtown
Norfolk

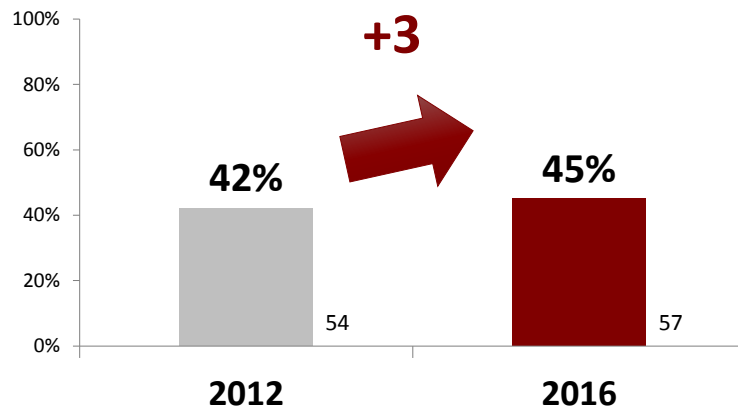
31



The James Apartments



Easy to Get Around by Biking and Walking*



*Not statistically significant

Q20. How well do you think each of the following describes Downtown Norfolk?

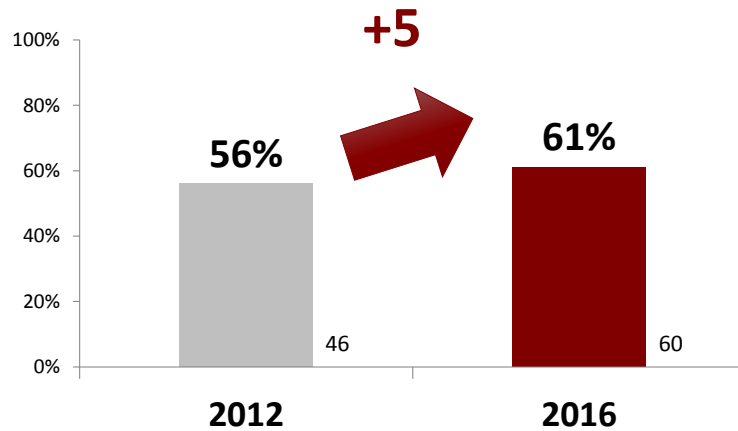
33



Bike Support

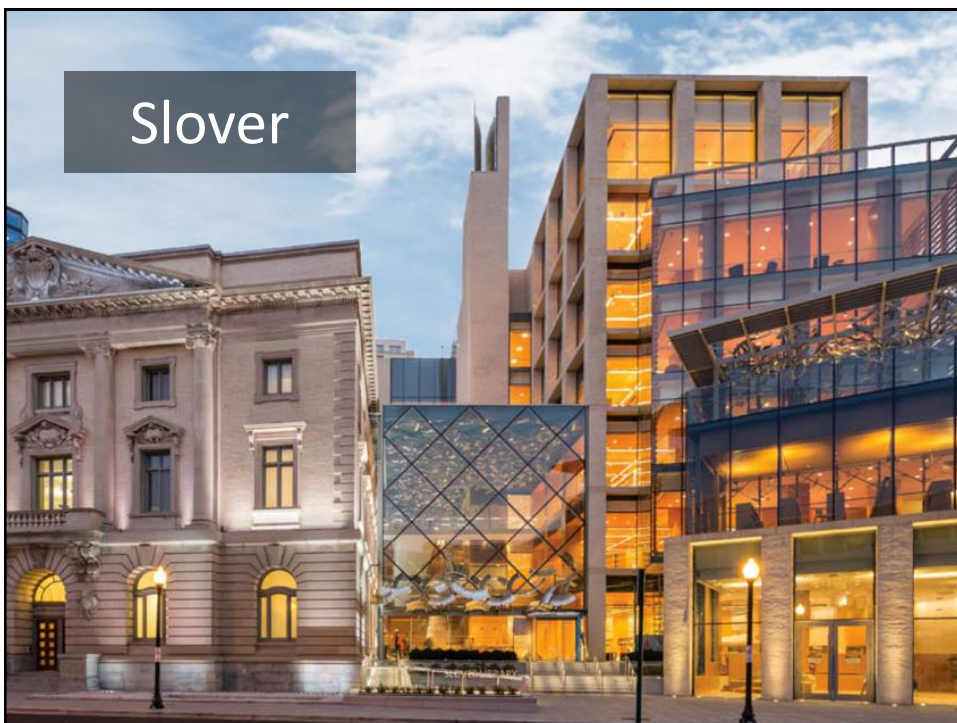


Offers Higher Education Options*



**Not statistically significant*

Q20. How well do you think each of the following describes Downtown Norfolk?



757 Makerspace

Home Blog The Maker Movement Become A Member Schedule a Meeting or Tour Schedule Equipment Contact Us

Tweet Us

Tweets about [757Makerspace](#)

Beau Turner @beaurner
Non-Newtonian fluid corn starch w/ 22hz sine wave. One more item on my experiment bucket list done @757Makerspace

Welcome

Follow on Instagram

757 Makerspace is a community workshop and prototyping center – it's a "gym for innovators". We offer training, workshops and super low-cost workshop passes. We make a point of welcoming anyone and everyone into our space in order to develop their inner maker.

Who uses 757 Makerspace? Everyone! Among our community members are:
Architects, Fine Artists, Entrepreneurs, Engineers, Students, Designers, Families, Corporate Groups, Small Business Owners and more!

If you have an idea for something that you have always wanted to make but not the knowledge, specialized tools or space to do so, come join us and let's make something **AWESOME** together!

Zero experience necessary, only enthusiasm to learn required.

What is 757 Makerspace? Watch this short video from our friends @WHRO's The Scene for a sample of what goes on here.

Address:
421 W. 22nd Street
Norfolk, VA 23517
Staffed Tue-Sat 12pm - 8pm
[See Our Tour Schedule](#)

Join Mailing List

email address
Subscribe

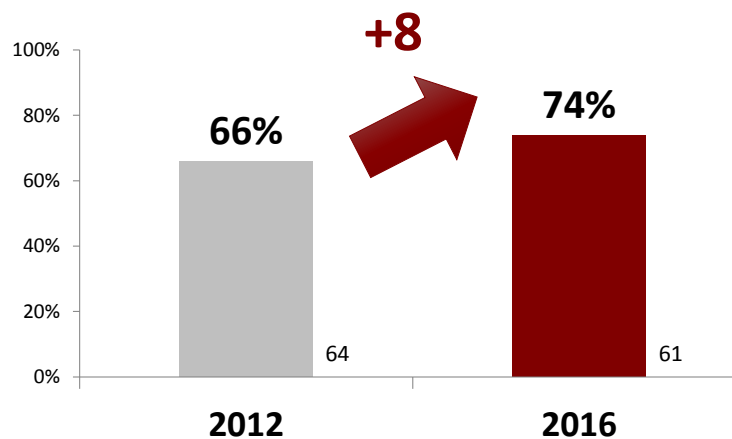
Maker Allies

Norfolk Fair Trade
BioLogik - Biohacking Space
Norva Plastics
MakerMex 3D Printers
Yukon Lumber
757 Creative Space

39



Has a Rich History




Q20. How well do you think each of the following describes Downtown Norfolk?

40



NORFOLK RESILIENT CITY

Home About Us NFK Resilient DNA Strategy Resilient City Builders Contact




Learn why Norfolk is a resilient city

41

EIR

NORFOLK RESILIENT CITY

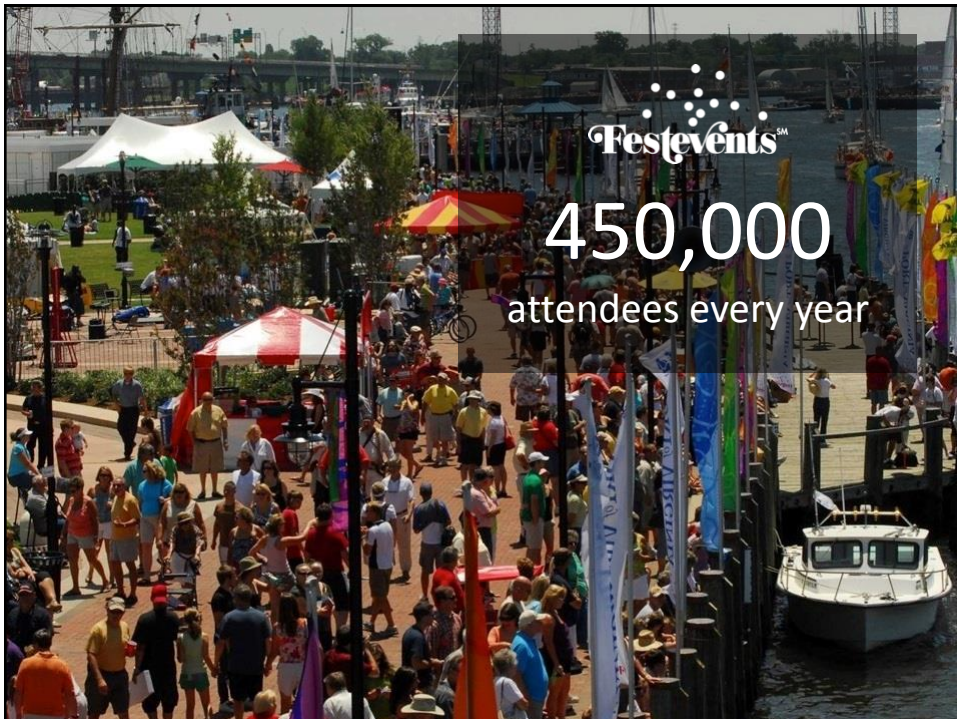
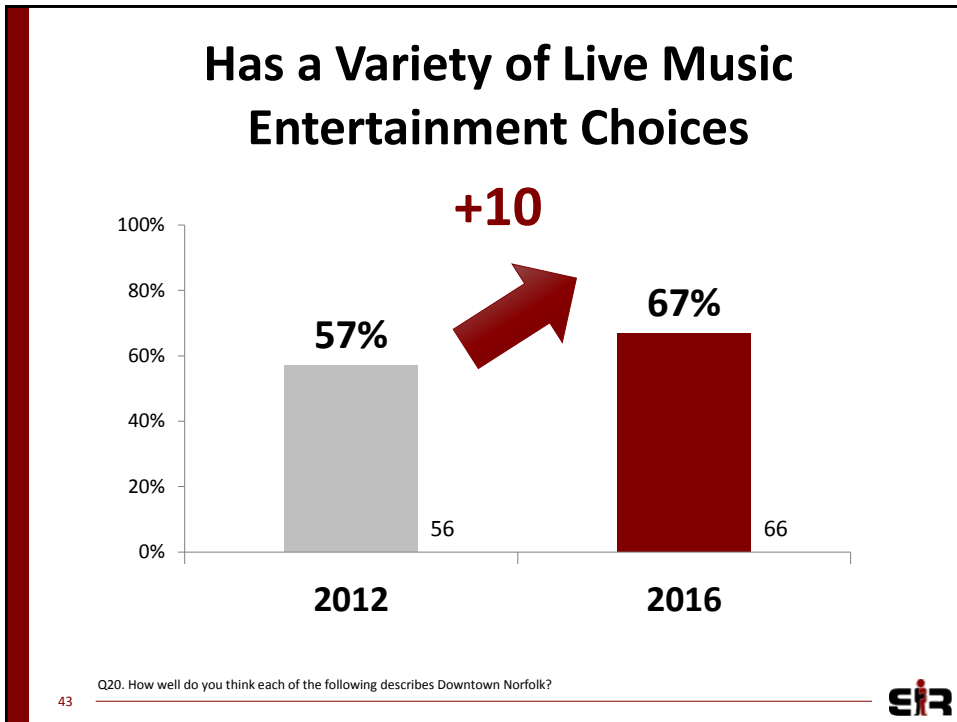
Home About Us NFK Resilient DNA Strategy Resilient City Builders Contact



400 years of resilience

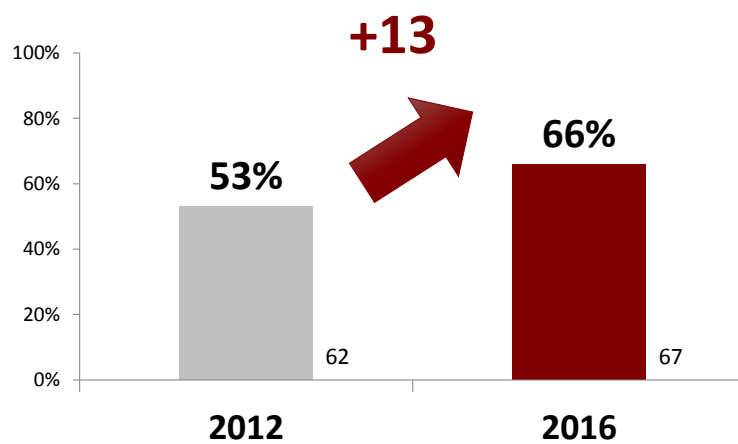
42

EIR





Has Accessible Public Transportation*

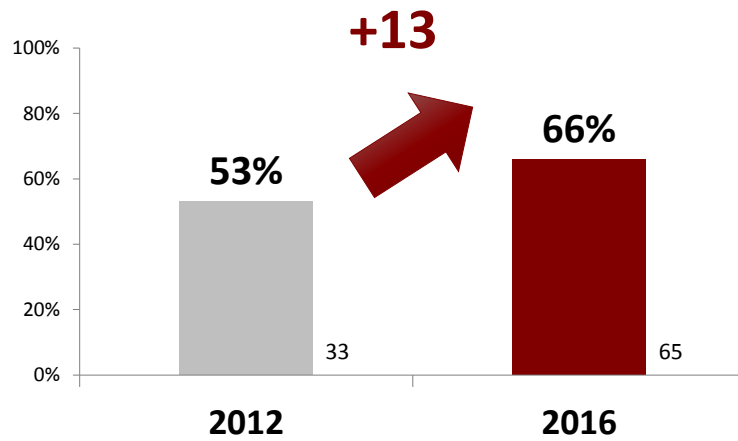


*Not statistically significant.

Q20. How well do you think each of the following describes Downtown Norfolk?



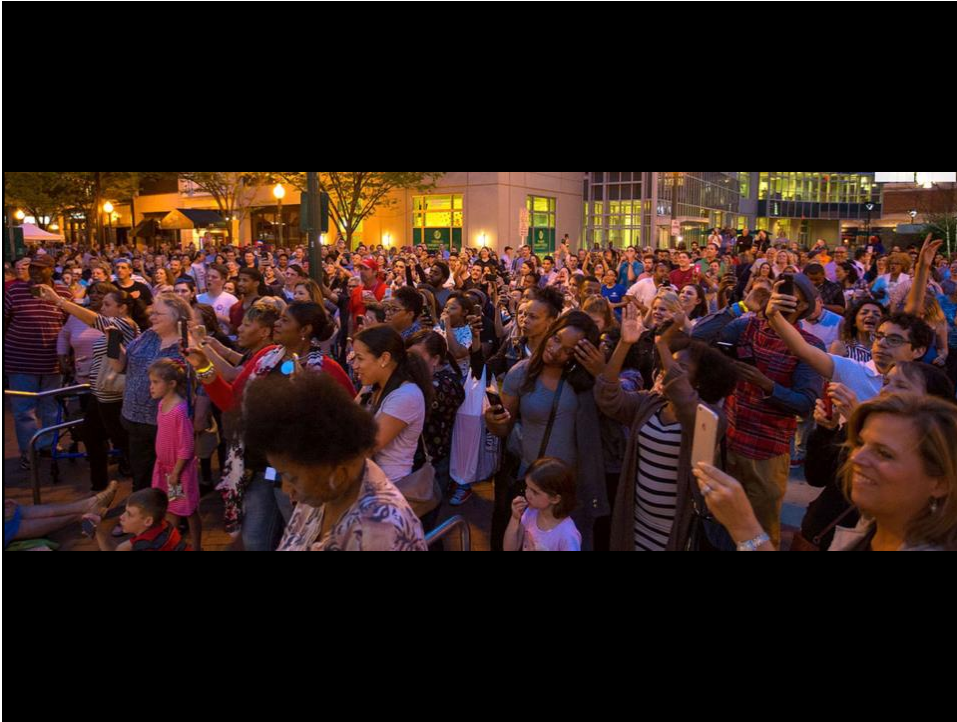
Is Culturally and Ethnically Diverse



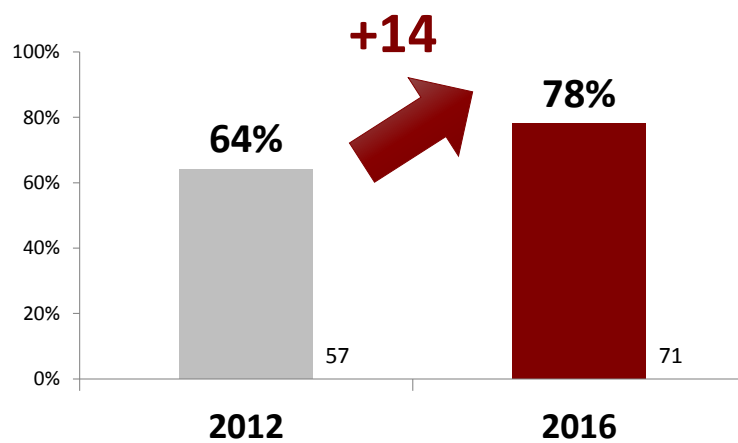
Q20. How well do you think each of the following describes Downtown Norfolk?

49





Offers and Art and Cultural Opportunities



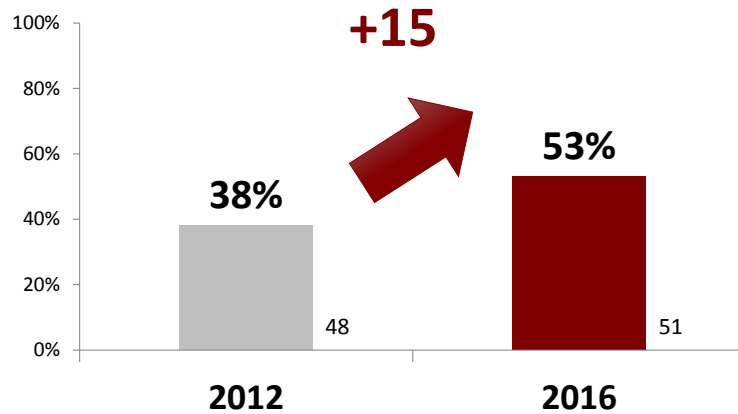
Q20. How well do you think each of the following describes Downtown Norfolk?



Photo from Chrysler Museum website



Offers Outdoor Recreation Options



Q20. How well do you think each of the following describes Downtown Norfolk?

55



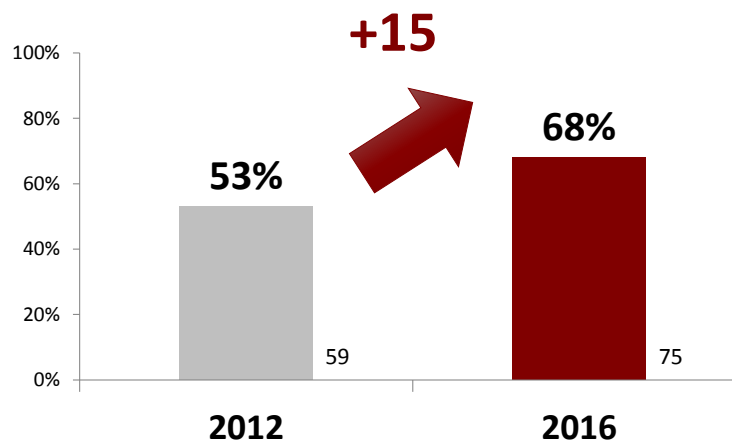


The screenshot shows the SAIL NAUTICUS website. The header includes the logo, navigation links (CONTACT US, MEMBER LOGIN, RESERVE A BOAT), and social media icons. The main content area is divided into two columns. The left column is titled 'ADULT SAILING' and contains links for OVERVIEW, SAIL ABOUT, LEARN TO SAIL, MEMBERSHIP, and FAQ. Below these links is the 'OUR MISSION' statement: 'To impact the academic and leadership achievement of Hampton Roads youth through sailing and maritime sciences.' The right column is titled 'LEARN TO SAIL' and features a large image of people on sailboats. Below the image is the 'ADULT SAILING CERTIFICATION' section, which states: 'Earn a U.S. Sailing Basic Keelboat Certification—the industry's best—taught by our certified instructors. We keep our class sizes small (no more than 8) and maximize your time on the water with...'

59

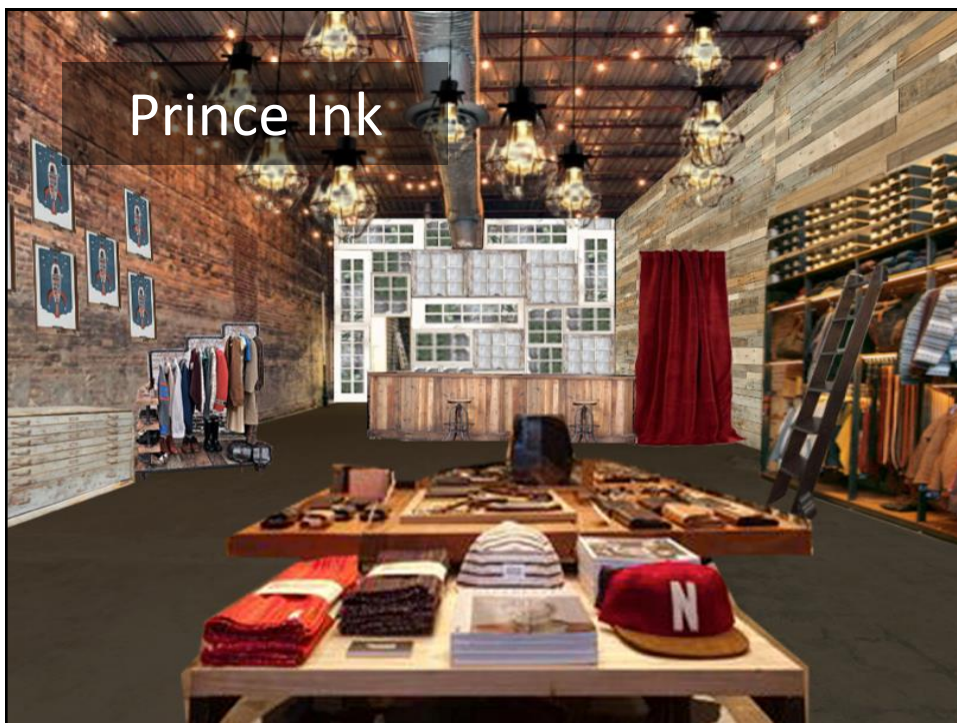
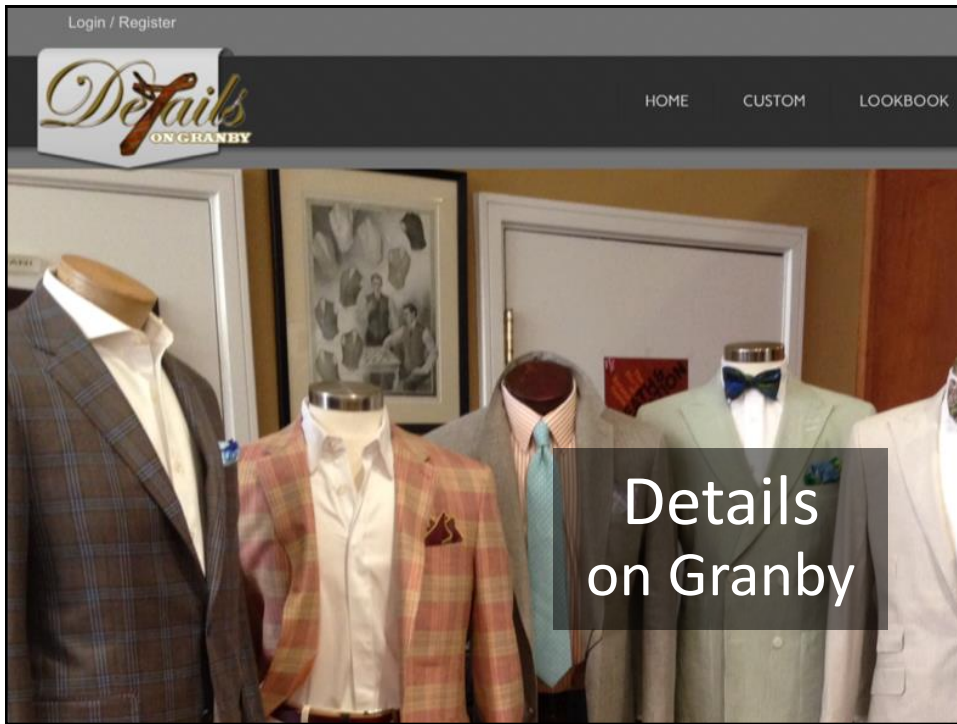
EIR

Has a Variety of Shopping Options

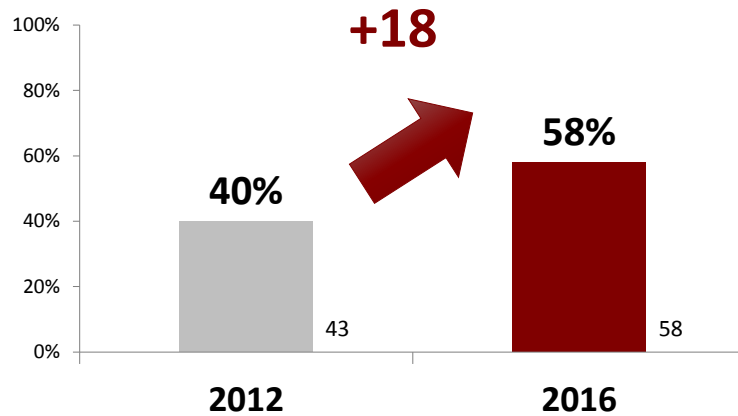


Q20. How well do you think each of the following describes Downtown Norfolk?

60



Embraces Creativity



Q20. How well do you think each of the following describes Downtown Norfolk?

63



VIBRANT SPACES

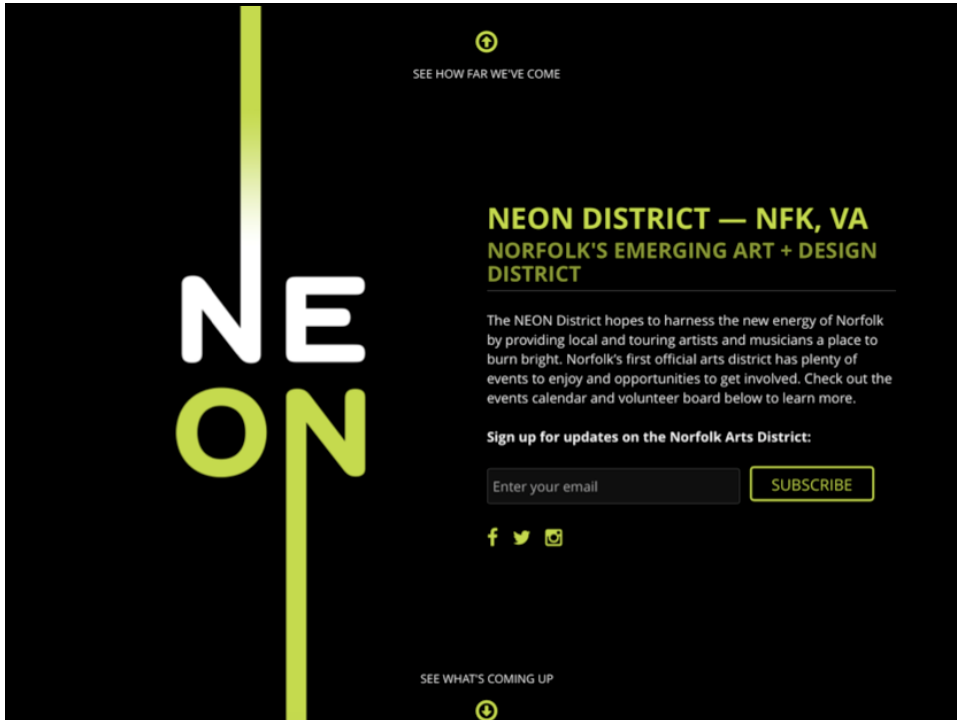
Accelerating Neighborhood-Defining Businesses in Downtown Norfolk

OVERVIEW SELECTIONS VIBRANCY GRANTS GET INSPIRED MOMENTUM PRESS

The Results Are In

64





SEE HOW FAR WE'VE COME

NEON

NEON DISTRICT — NFK, VA NORFOLK'S EMERGING ART + DESIGN DISTRICT

The NEON District hopes to harness the new energy of Norfolk by providing local and touring artists and musicians a place to burn bright. Norfolk's first official arts district has plenty of events to enjoy and opportunities to get involved. Check out the events calendar and volunteer board below to learn more.

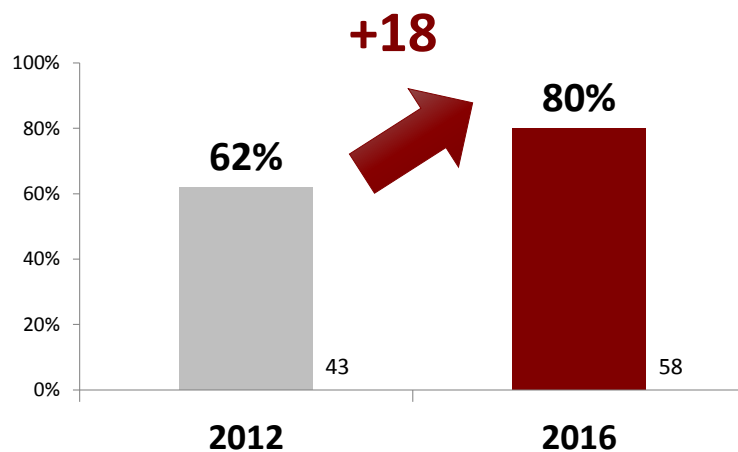
Sign up for updates on the Norfolk Arts District:

Enter your email

f t i

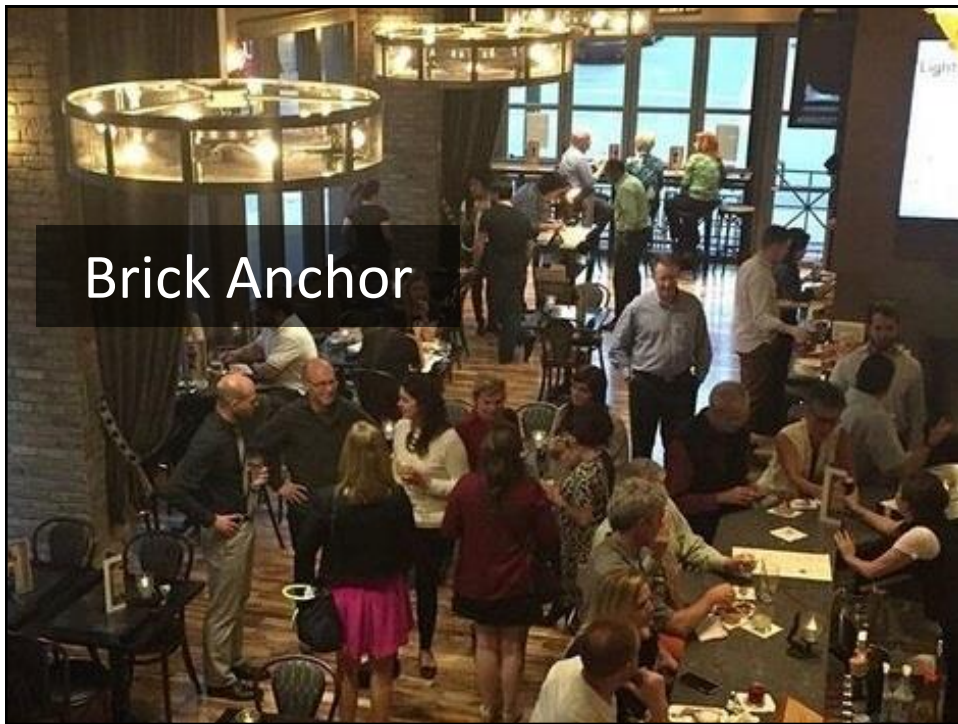
SEE WHAT'S COMING UP

Offers a Variety of Dining Options



Q20. How well do you think each of the following describes Downtown Norfolk?

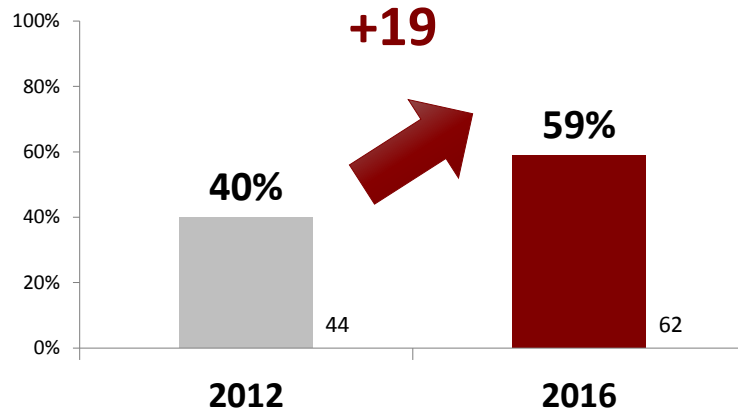




Brick Anchor



Has a Variety of Employment Options



Q20. How well do you think each of the following describes Downtown Norfolk?

71



A screenshot of the ADP website homepage. The header includes a 'Site Menu' with links for 'United States', 'Worldwide Locations', 'About ADP', 'Investor Relations', 'Media Center', and 'Careers'. Below the header is a navigation bar with 'Services & Products', 'Partner Solutions', 'Why ADP', 'Insights', and 'Contact & Support'. A search bar and 'User Logins' button are on the right. The main content area features a large image of a man working at a computer with the text 'Software in the cloud. Experts on the ground.' overlaid in a pink box. Below this is a link to 'Explore ADP products' and three small circles. At the bottom, there are five columns for different business sizes: 'Small Business (1-49 employees)', 'Mid-sized Business (50-999 employees)', 'Large Business (1,000+ employees)', 'Multinational Business (of any size)', and 'Partner Solutions (Accountants, advisors, & more)'.

72



5

Our more
seamless messaging
is working.

73



“What three words come to mind when you think of **Downtown Norfolk** specifically?”



74



Norfolk's Story: Our Brand Message Architecture

PROPOSAL:
We are creating an amazing community where people desire to live, work, and play.

POSITIONING STATEMENT:
Norfolk is an amazing place, a vibrant and historic port city where culturally diverse citizens, the military, and businesses are creating the most dynamic and authentic urban waterfront community in America.

BRAND PURPOSE:
Whether you are a resident, worker, or visitor, Norfolk is an amazing place where you feel welcomed, connected, and fulfilled. Here you quickly become part of a dynamic and authentic urban waterfront community.

PERSONALITY:
Vibrant, Inclusive, Diverse, Creative, Innovative, Transformative, Urban, Hip, Nautical, Laidback, Fun, and Welcoming.

A NOTE ON TAGLINES:
"Life. Celebrated Daily." is Norfolk's current tagline. For this initiative, let's take a step back from using a tagline and see what emerges from Norfolk's creative culture, which has already developed community inspired expressions like "NFK" and "We're not Norfolk'ing around." Let's also take this opportunity to refresh and update Norfolk's message, embracing different looks and uses.

WHAT MAKES NORFOLK UNIQUE?
What three words describe Norfolk when compared to other cities? Diversity, History and Water. This Wordle™ chart shows the words mentioned most often by residents, workers, and visitors in a recent survey. The larger the word, the more times it was mentioned.

THE NORFOLK COLLABORATIVE

This document is Norfolk's story. It was designed by and for all the organizations that are responsible for growing Norfolk's brand. It is owned by Norfolk's citizens, workers, and visitors.

This brand message architecture serves two very important purposes. First, the message framework will inform, inspire, and guide every organization to enhance a more cohesive story on why people should live, work, and play in Norfolk. Second, this framework will help inform the development of Norfolk's future promotional and product development initiatives, ensuring guidance on what signs with and reinforces Norfolk's unique and compelling story.

This document was created by the Norfolk Collaborative, a cross-sector process that included the leaders, staff, and boards of dozens of Norfolk's leading organizations, the City Council, and over one thousand engaged stakeholders, people who live, work, and play in Norfolk. The Southampton Institute of Research provided research and strategic development support.

75

The **brand message** is all over Festevents' website

COME HANGOUT WITH US

TICKETS GET HERE EVENTS GET INVOLVED MEDIA

THE OFFICIAL EVENT MARKETING AND PRODUCTION AGENCY FOR THE CITY OF NORFOLK

Norfolk Festevents, LLC is a private not-for-profit organization dedicated to producing premier events, festivals, and shows, sports events and providing professional event management services. Since 1982, Norfolk Festevents has grown to become the premier event production and management agency for the City of Norfolk.

76



Renamed the
Norfolk Jazz Festival
to the **Norfolk**
Waterfront Jazz
Festival

77

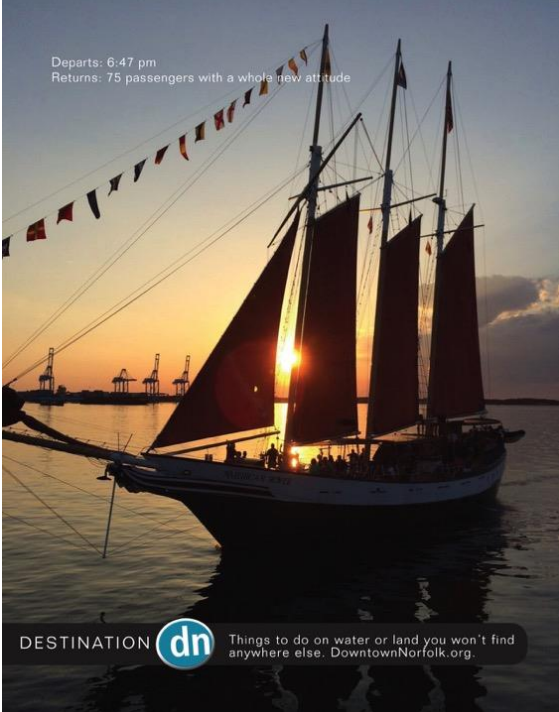


**Downtown
Norfolk** 


***“Things to do on
water or land you won’t
find anywhere else”***

78







Departs: 6:47 pm
Returns: 75 passengers with a whole new attitude

DESTINATION  Things to do on water or land you won't find anywhere else. DowntownNorfolk.org


79



**Downtown
Norfolk **

***“Where all kinds of
people find all kinds of
unique things to do.”***

80





Works at Urban Outfitters.
Plays at Empire, Bayou Boogaloo & the NorVa.

DESTINATION **dn** Where all kinds of people find all kinds of unique things to do. DowntownNorfolk.org

81

ER



Your Job
as a DNC
Member

82

ER

Continue to Spread the Word:

Greater knowledge of
Downtown Norfolk is
associated with more
positive ratings and
intent to visit.

83



How Much Do People Really Know About Downtown Norfolk?

Q21. Which of the following facts about
Downtown Norfolk are you aware of?

84



*How many residents across
Hampton Roads know this?*

The Waterside District,
formerly Waterside, will
reopen in 2017.

85



51%

The Waterside District,
formerly Waterside, will
reopen in 2017.

86



*How many residents across
Hampton Roads know this?*

Over 450,000 people come to
11 events at Town Point Park
every year.

87



27%

Over 450,000 people come to
11 events at Town Point Park
every year.

88



*How many residents across
Hampton Roads know this?*

Over the last three years,
over 1,000 new condominiums
and apartments have been added
to Downtown Norfolk.

89



25%

Over the last three years,
over 1,000 new condominiums
and apartments have been added
to Downtown Norfolk.

90



*How many residents across
Hampton Roads know this?*

The most innovative and
high-tech library in America
is now open in Downtown
Norfolk.

91



25%

The most innovative and
high-tech library in America
is now open in Downtown
Norfolk.

92



*How many residents across
Hampton Roads know this?*

In 2017, The Main, a 23-story hotel and conference center, will open in Downtown Norfolk and be the largest building in the city.

93



16%

In 2017, The Main, a 23-story hotel and conference center, will open in Downtown Norfolk and be the largest building in the city.

94



*How many residents across
Hampton Roads know this?*

Norfolk's exciting new arts
district, located in Downtown
Norfolk, has reached a
critical mass.

95



16%

Norfolk's exciting new arts
district, located in Downtown
Norfolk, has reached a
critical mass.

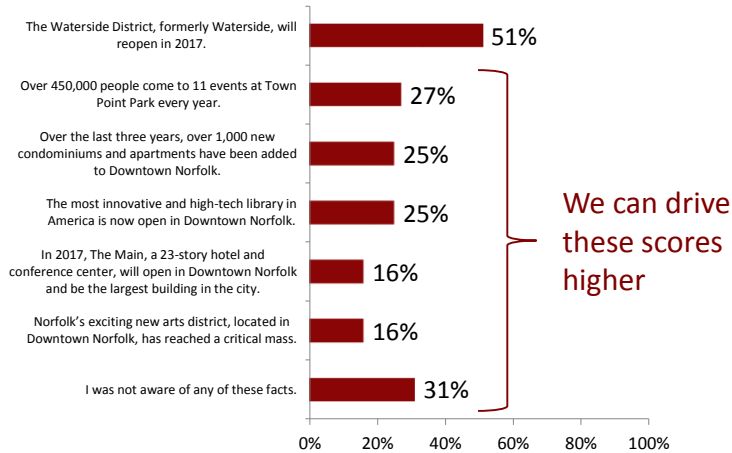
96



69% of respondents were aware of at least one of these facts.

Half of Respondents Are Aware That the Waterside District Will Reopen in 2017

Seven in Ten Were Aware of at Least One of These Facts



Aided statements to rate

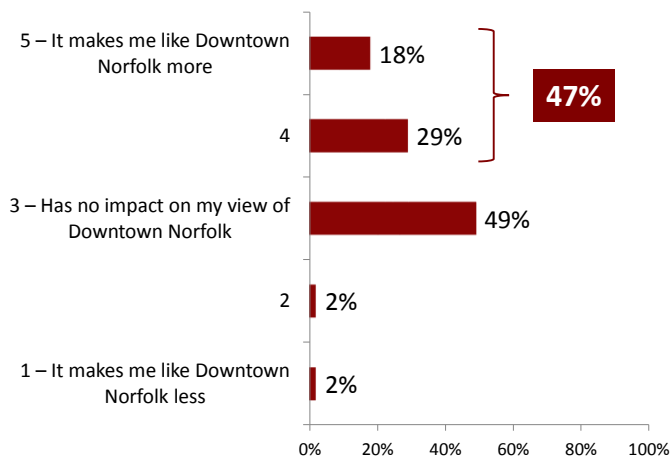
Q21. Which of the following facts about Downtown Norfolk are you aware of?

n = 651

97



About Half of Respondents Say Learning the Previous Facts Makes Them Like Downtown Norfolk More



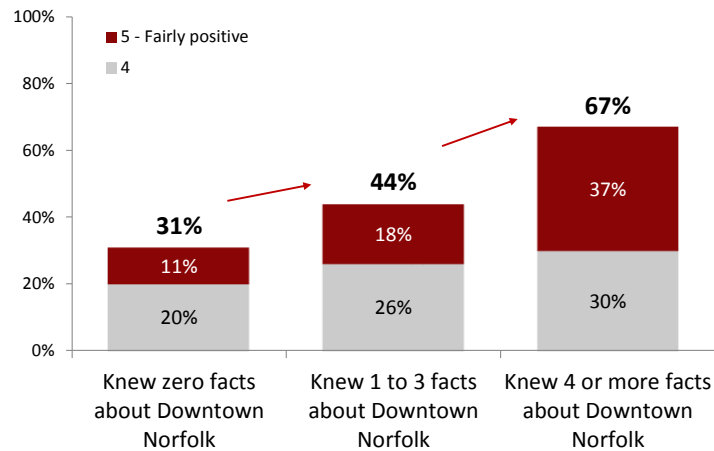
Q22. How does knowing each of these facts impact your view of Downtown Norfolk as a place to live, work, and play?

n = 651

98



Knowledge About Downtown Norfolk Significantly Increases **Overall Perception Ratings** for Downtown Norfolk



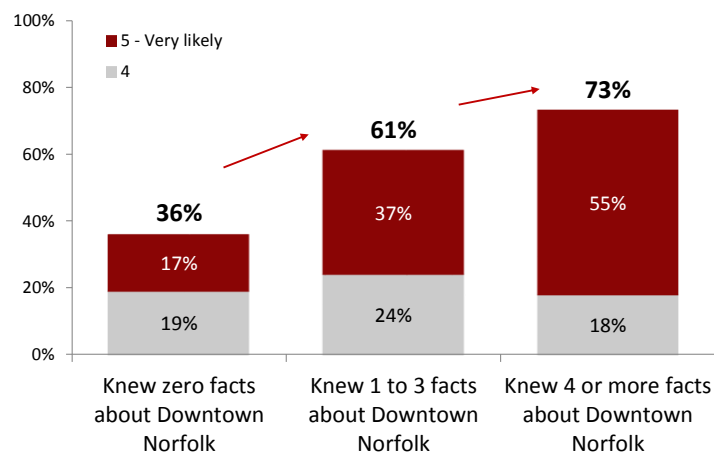
Q14. Generally, what is your overall perception of Downtown Norfolk—more positive or more negative?
Q21. Which of the following facts about Downtown Norfolk are you aware of?

n = 651

99



Knowledge About Downtown Norfolk Also Significantly Increases **Future Likelihood** **to Visit** Downtown Norfolk



Q19. How likely are you to go to Downtown Norfolk in the future for any reason other than to go to work?
Q21. Which of the following facts about Downtown Norfolk are you aware of?

n = 651

100



Why Your Role Is So Important

Future of Downtowns

101



Winning or Losing Downtowns

102



The Population Age Pyramid

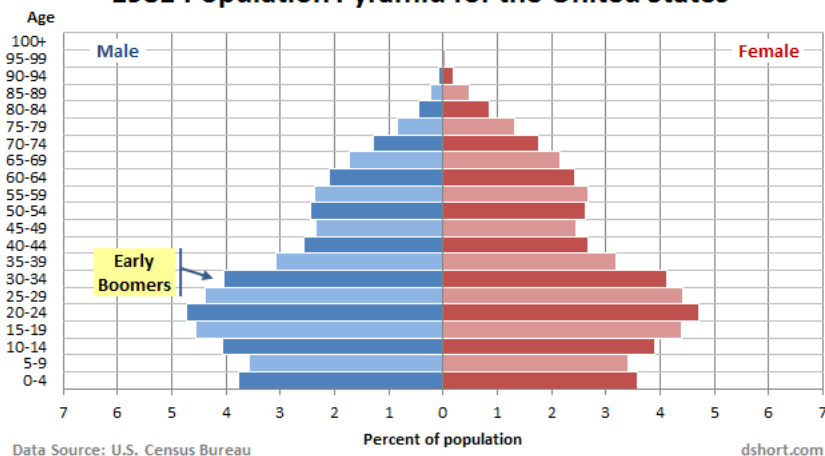


103



1981

1981 Population Pyramid for the United States

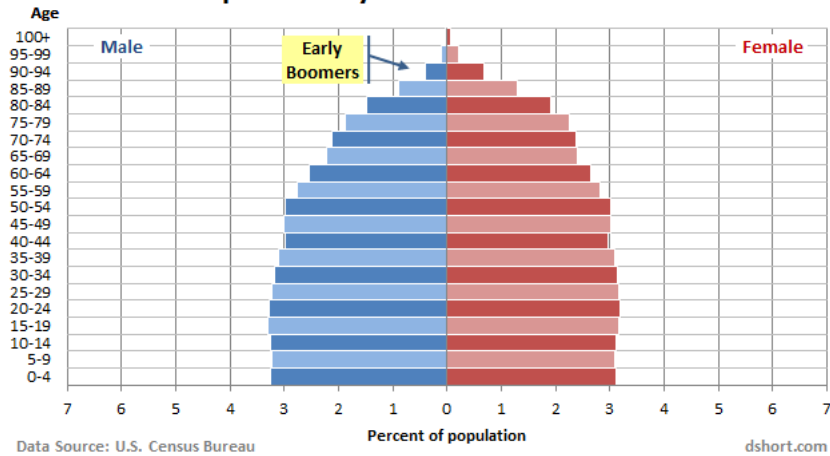


104



2041

2041 Population Pyramid for the United States



105



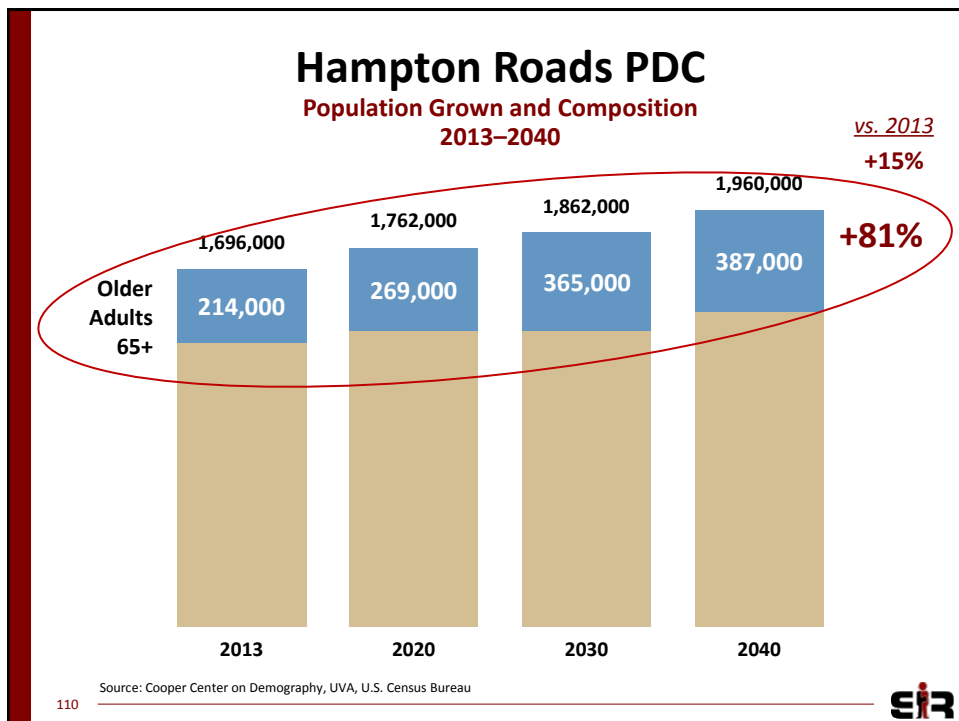
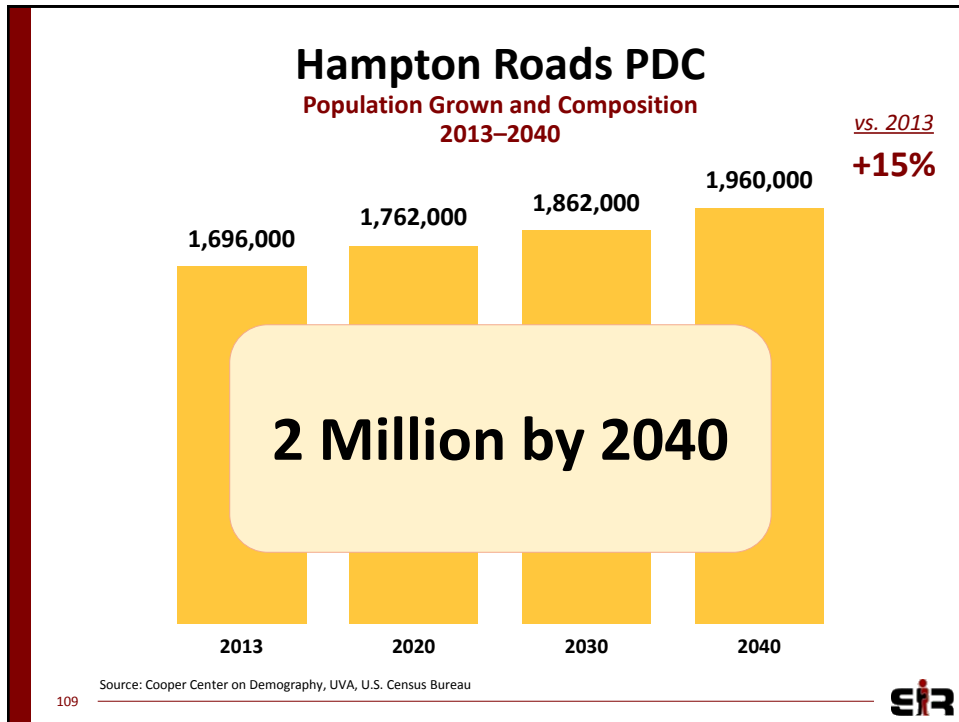
1981 vs. 2041

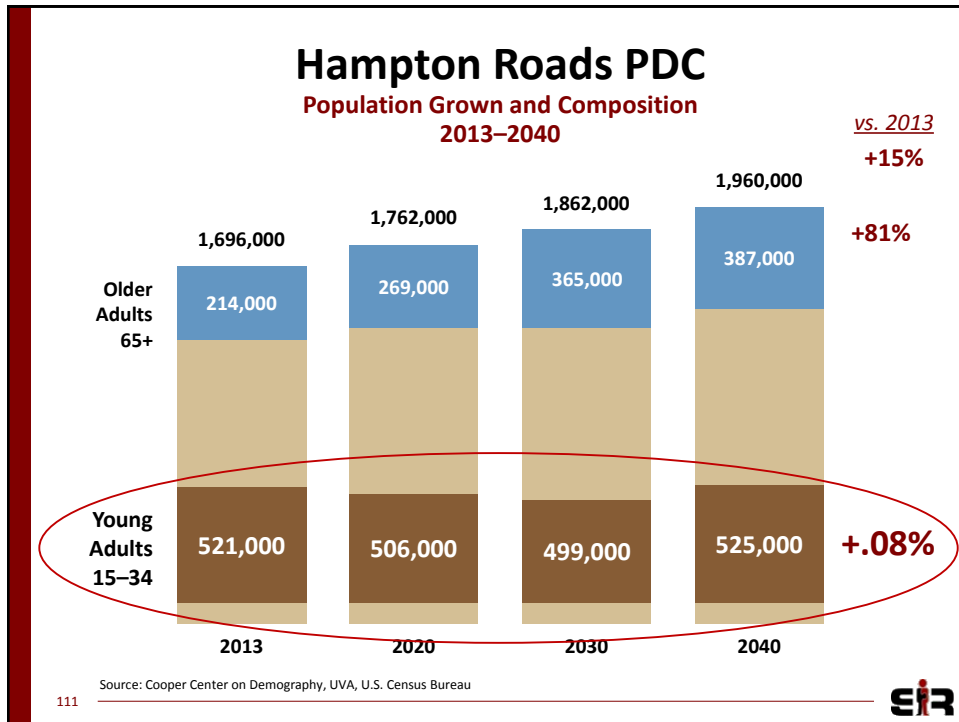


106





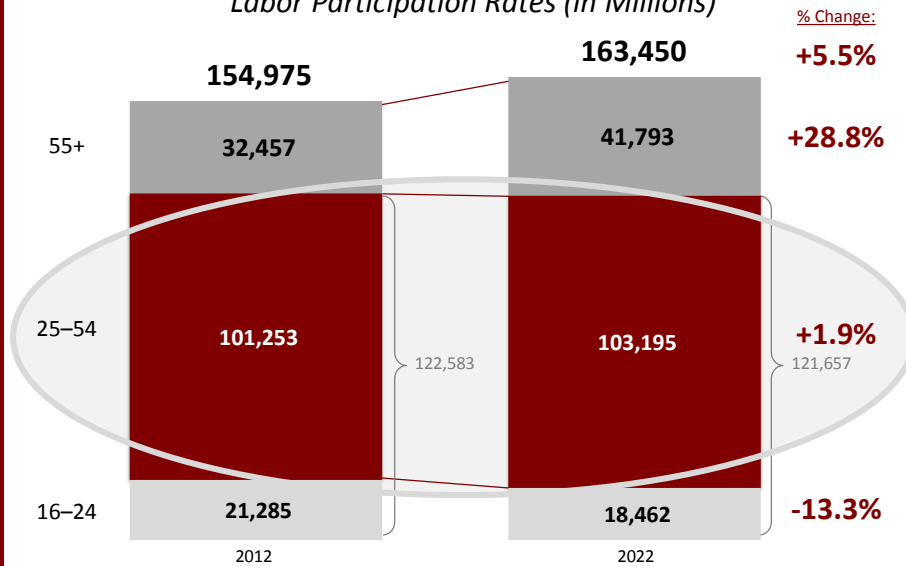




Age Shift Impact on the Future Workforce Pipeline?

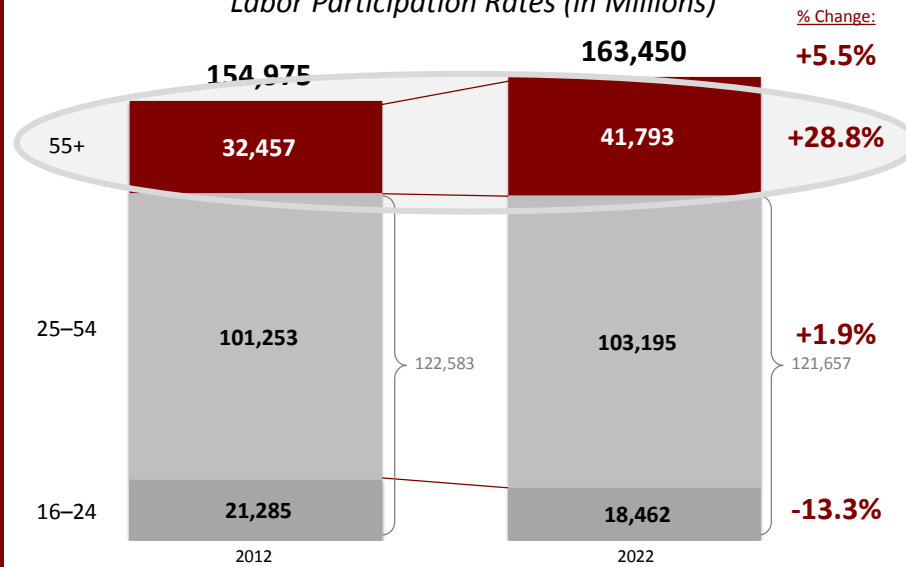
The 25–54 Segment Is Not Expected to Grow

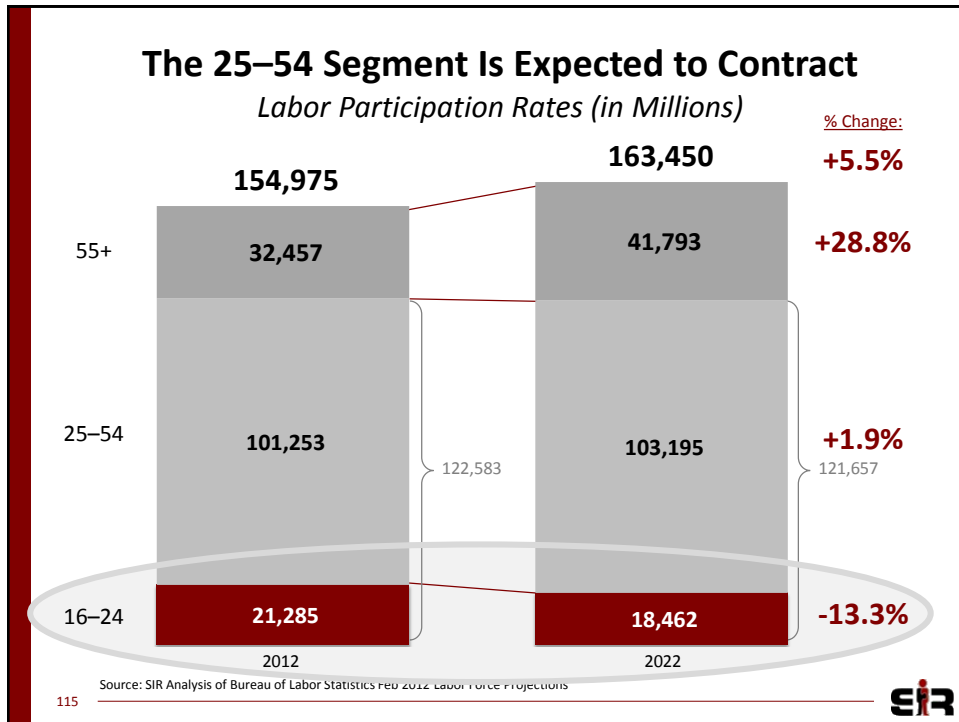
Labor Participation Rates (in Millions)



The 55+ Segment Will Grow Significantly

Labor Participation Rates (in Millions)

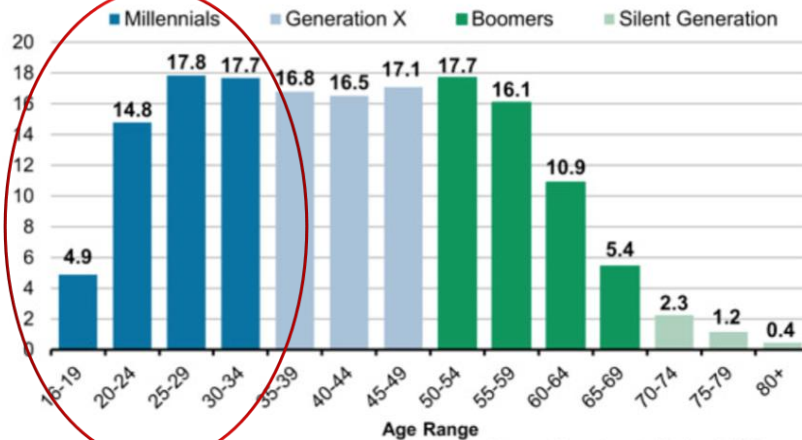




**This Is Why There's
So Much Focus
on Millennials—
and Soon, Gen Z**

U.S. Workforce 2015: 29% Millennials

Projected size of U.S. labor force (in millions) by age, for the year 2015



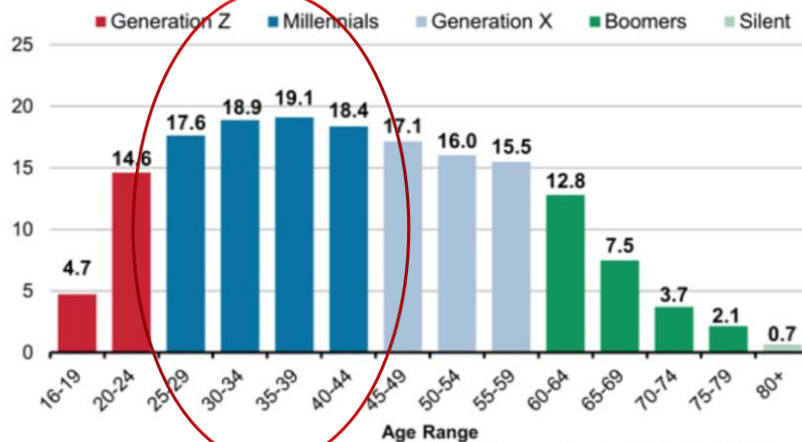
Source: Department of Labor | WSJ.com

117



U.S. Workforce 2025: 44% Millennials

Projected size of U.S. labor force (in millions) by age, for the year 2025



Source: Department of Labor | WSJ.com

118



SIR's Millennial City Placemaking Research

119



88%

of young people want to be
in an urban-feeling setting

120



What Makes a City a Special Place for Young People?

*When you think about a **city as a place you'd really want to live**, how important are each of the following to you? (1–5 scale)*

Offers outdoor recreation options
Higher education options
Offers a great food scene
Is diverse
Has a variety of employment options
Is safe
Has access to water (i.e., river, lakes, ocean) within the region
Offers an active music scene
Embraces creativity
Urban living environment
Embraces innovation
Has rich history
Quality <u>and</u> affordability of housing options
Embraces small business, startups, and entrepreneurship
Offers an active arts scene
Is near the mountains
Has easy public transportation
Is bikeable and walkable, not car-dependent

121



For Millennials, Expectations for Safety, Variety of Employment, and Quality and Affordability of Housing Top the List

Basics

	Raleigh NC	Wash. DC	Charlotte NC	Austin TX	Atlanta GA	Denver CO
Is safe	89%	87%	86%	91%	81%	90%
Has a variety of employment options	90%	82%	83%	85%	82%	87%
Quality <u>and</u> affordability of housing options	92%	83%	87%	87%	83%	83%
Offers outdoor recreation options	71%	60%	71%	77%	71%	76%
Offers a great food scene	76%	75%	78%	85%	77%	75%
Embraces creativity	59%	55%	58%	69%	59%	64%
Embraces innovation	70%	58%	61%	69%	60%	64%
Is near the mountains	28%	24%	40%	17%	30%	64%
Has access to water	59%	54%	64%	65%	54%	63%
Is bikeable and walkable	46%	50%	41%	43%	44%	61%
Has easy public transportation	42%	66%	40%	47%	46%	60%
Embraces small business, startups, and entrepreneurship	54%	48%	60%	61%	54%	57%
Higher education options	76%	60%	60%	73%	62%	57%
Is diverse	60%	63%	55%	69%	55%	55%
Urban living environment	47%	59%	51%	60%	46%	53%
Offers an active music scene	51%	36%	46%	53%	49%	49%
Offers an active arts scene	42%	38%	44%	43%	42%	46%
Has rich history	42%	47%	39%	41%	42%	42%

Q20. When you think about a city as a place you'd really want to live, how important are each of the following to you?

122



Outdoors, a Food Scene, Creativity, Innovation, and Alternatives to Cars Are All Part of Placemaking

Placemaking

	Raleigh NC	Wash. DC	Charlotte NC	Austin TX	Atlanta GA	Denver CO
Is safe	89%	87%	86%	91%	81%	90%
Has a variety of employment options	90%	82%	83%	85%	82%	87%
Quality and affordability of housing options	92%	83%	87%	87%	83%	83%
Offers outdoor recreation options	71%	60%	71%	77%	71%	76%
Offers a great food scene	76%	75%	78%	85%	77%	75%
Embraces creativity	59%	55%	58%	69%	59%	64%
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Urban living environment	47%	59%	51%	60%	46%	53%
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Has rich history	42%	47%	39%	41%	42%	42%

Q20. When you think about a city as a place you'd really want to live, how important are each of the following to you?

123



Companies Move Downtown

The screenshot shows a Google search results page for the query "companies moving back downtown". The search bar at the top displays the query and a magnifying glass icon. Below the search bar, there are tabs for "Web", "News", "Shopping", "Images", "Maps", and "More". The search results are displayed in a grid format. The first result is a news article titled "In search for talent, companies relocating to downtown ..." from the Chicago Tribune, dated July 31, 2011. The second result is a news article titled "Companies head back downtown - Fortune Management" by Laura Vanderkam, dated July 14, 2011. The third result is a news article titled "In the great Cities vs Suburbs battle, companies and workers" from Treehugger, dated April 10, 2013. The fourth result is a news article titled "Companies Say Goodbye to the 'Burbs - WSJ.com" from The Wall Street Journal, dated December 4, 2013. The fifth result is a news article titled "More companies relocating to downtown | News - Home" from Ksat-TV, dated May 27, 2014. The sixth result is a news article titled "From Suburbia to Downtown: A Look at Savvy Companies ..." from BusinessWeek, dated June 10, 2014. On the right side of the search results, there are several sponsored links for moving services, including "2Movers/4Hours=\$320", "Moving companies", "S895 Long Distance Moving", "JK Moving Services", "\$499—Long Distance Moving", and "\$750 Moving Out of State?".

124



Marriott CEO: We will move our headquarters



CHALLENGE EVERYTHING
YOU'D EXPECT FROM A
SAVINGS ACCOUNT.

By Jonathan O'Connell March 1 [Follow @OConnellPostBiz](#)



125

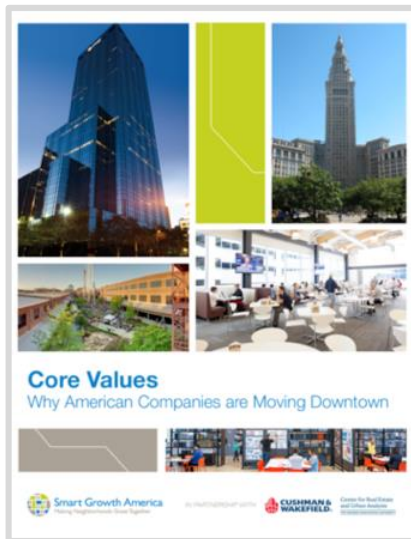


“As with many other things,
our younger folks are more
inclined to be Metro-accessible
and more urban.”

Arne M. Sorenson
Chief Executive

126





500 recent
corporate moves:
**“Talent
recruitment and
retention”**

127

Source: Smart Growth America



**Cities Are Now
Preparing for
This Future**

128



Placemaking



129



The New Economic Development Model

Old Model

Recruit Big Companies

People Follow Companies

Community Grows

130



The New Economic Development Model

Old Model

Recruit Big Companies
People Follow Companies
Community Grows

New Model

Continue to target and recruit companies, but also ...

Build Sense of Place and Community
People Will Flock to It
Businesses Will Grow from Within and Others Will Come

131



Downtown Attributes

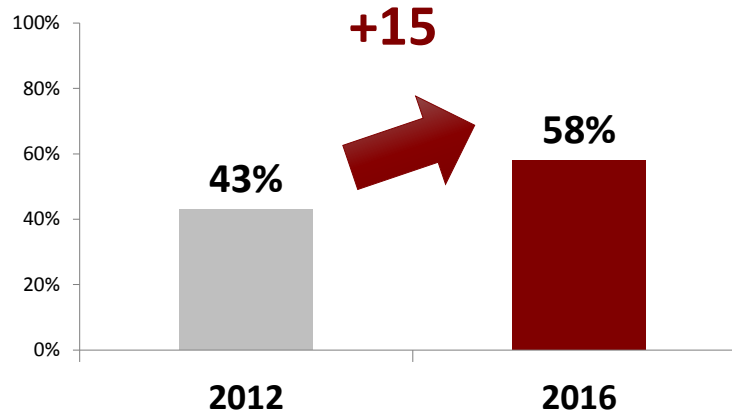
- Offers a variety of dining options
- Offers art and cultural opportunities
- Has a rich history
- Has a variety of shopping options
- Has a variety of live music entertainment
- Has accessible public transportation
- Is culturally and ethnically diverse
- Offers higher education options
- Has a variety of employment options
- Embraces creativity
- Offers outdoor recreation options
- Is easy to travel to the downtown area
- Is easy to get around by biking or walking
- Offers quality housing options
- Is safe

132



Norfolk's Appeal to Downtown Millennials Embraces Creativity

*Chart Shows Norfolk's Millennial Ratings**



**Not statistically significant.*

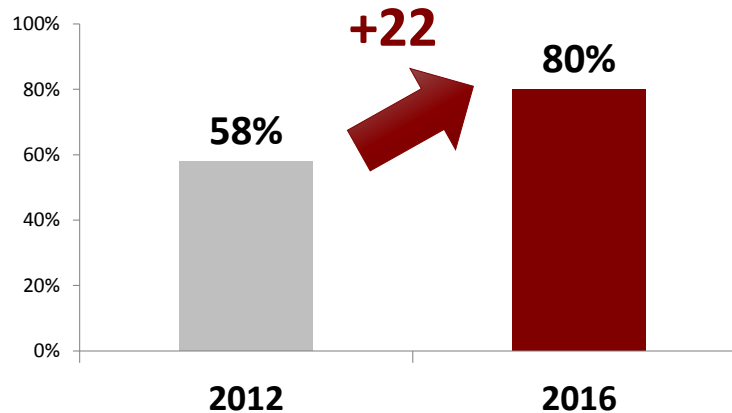
Q20. How well do you think each of the following describes Downtown Norfolk?

133



Norfolk's Appeal to Downtown Millennials Offers a Variety of Dining Options

Chart Shows Norfolk's Millennial Ratings



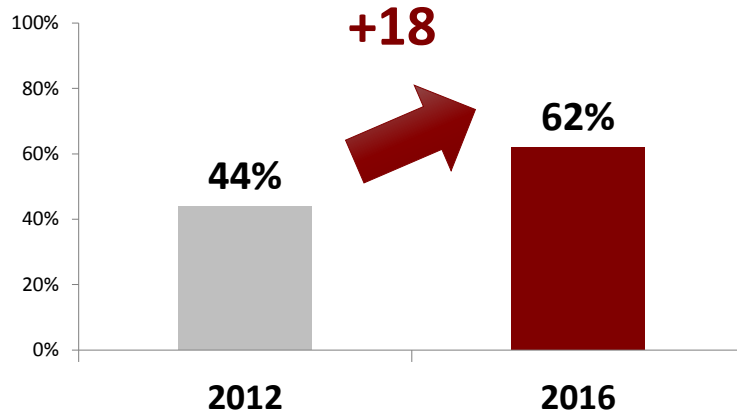
Q20. How well do you think each of the following describes Downtown Norfolk?

134



Norfolk's Appeal to Downtown Millennials Has a Variety of Employment Options

Chart Shows Norfolk's Millennial Ratings



Q20. How well do you think each of the following describes Downtown Norfolk?

135



For questions, please contact:

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jwm@sirresearch.com

136

