

# MEDIA RELEASE



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## City of Norfolk & Downtown Norfolk Council Partner with Safe Night LLC

**NORFOLK, VA** – The Downtown Norfolk Council (DNC) and City of Norfolk announced today a new program aimed at bolstering the city's nighttime economy by developing improved relationships among Norfolk's businesses, municipal agencies, and community to improve safety and collaborative problem-solving. DNC has partnered with the City of Norfolk and Safe Night LLC to implement an initiative that will develop a unified municipal nightlife strategy, improve business operation standards, and enhance economic viability.

*A Safe Night Out* is a comprehensive nightlife management model that provides strategies to municipal agencies, business owners, trade associations, and the community to improve safety and build mutually beneficial relationships. The model utilizes a multi-component approach incorporating a voluntary hospitality accreditation program that includes employee policies and multi-faceted training. *A Safe Night Out* is a long-term program implemented in stages and teaches municipal agencies to do the following:

- Understand and evaluate the need for a unified nightlife approach
- Collect data and identify issues through analysis
- Identify vital stakeholders and establish collaborative relationships
- Teach municipal agencies the Proactive Alliance relationship-based approach
- Implement an Accreditation Program for businesses
- Improve effectiveness vibrancy through public-private partnerships

Mary Miller, President & CEO, Downtown Norfolk Council commented that "The Downtown Norfolk Council continues its dedication to the Norfolk community by introducing innovative concepts to reduce harm and improve well-being. DNC is proud to work with City of Norfolk leaders and Safe Night to improve the city's safety and nightlife culture."

"A safe, vibrant nightlife environment is a shared goal among city leaders, businesses, residents and visitors. Our partnership with Safe Night provides a rigorous framework where all stakeholders play a role in improving the safety of our nighttime economy downtown. I look forward to working with Safe Night, the Downtown Norfolk Council and the downtown establishments on this initiative," said Norfolk City Manager, Larry "Chip" Filer.

"Safe Night is excited to partner with the Downtown Norfolk Council and the City of Norfolk to create an accreditation program for businesses and work with city staff. Everyone deserves to feel safe when enjoying nightlife in Norfolk, whether visiting, working, or calling the city home," stated Molly C. Mastoras, LPC, President, Safe Night.

***About Downtown Norfolk Council***

*Downtown Norfolk Council (DNC), founded in 1979, is an award-winning urban place management organization (UPMO) comprised of more than 350 businesses and individual members dedicated to promoting and enhancing business, cultural, retail, and residential initiatives in Downtown Norfolk. The DNC also manages the Downtown Improvement District, a 50-block district originally ordained by Norfolk City Council in February 1999.*

***About Safe Night LLC***

*Founded in 2018, Safe Night is a consulting firm that provides solutions to increase trust, safety, and economic viability. Safe Night works with police departments, local and state enforcement agencies, economic development, business improvement districts, private businesses, community groups, and public-private partnerships to improve the safety and vibrancy of their community.*

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