

ADVOCACY EFFORTS



Downtown Plan 2030 Update
Served on the Mayor's Steering Committee to update the plan for Downtown



Parking
DNC staff and Board members worked with City staff to develop recommendations that would enhance revenue to the City's Parking Enterprise Fund, be fair and equitable to parking customers and support the overall economic growth of downtown.



Wayfinding
Supported Hampton Roads Transit, Elizabeth River Trail, Fort Norfolk, and VisitNorfolk to develop new or expanded wayfinding programs. Began planning next phase of Downtown signage



Elizabeth River Trail
\$10,000 in Sponsorship to Support \$4M Capital Campaign
100 Hours of Volunteer Time

Downtown Norfolk FY20 YEAR IN REVIEW

While our community has been impacted like never before due to the COVID-19 pandemic, we believe it is important to share the accomplishments of the Downtown Norfolk Council over the past year. We had a strong foundation before the crisis, and with the support of our stakeholders and members, we know we will come back stronger than ever. – *Mary Miller, President and CEO*

CLEAN & SAFE



1,609
Homeless Outreach Touches



1,246
Panhandling Resolutions



4,767
F.R.E.D. Passengers



93,000
Complimentary Dog Waste Bags



262.5
Tons of Trash Collected



5,002
Stickers Removed



579
Graffiti Removal



PLACEMAKING



39
Tree Wells Landscaped
with Downtown Norfolk Civic League



18
Arch Lights Installed
Completing Lights Over Granby



17
Pages of Outdoor Dining Guidelines
Advisory Document to ARB



1
Alleyway Beautification Initiative
Led by Complete Streets Committee

ECONOMIC DEVELOPMENT



100%
Occupancy in Selden Market



3
Vibrancy Grants Approved
For Existing Businesses



4
Richmond Businesses
Expanding to Norfolk



3
Downtown Arts and Cultural Incentives
Adopted by City of Norfolk

NEW

STREET LEVEL BUSINESSES

Chicho's Backstage
Glass Light Hotel & Gallery
Mod & Soul
The Neon House
Norfolk Pedal Tours
ODU Innovation Center
Sugar & Grace
Suite 1200
Syd's Fish Pig Cafe
TCC Perry Glass Wheel Arts Center
Virginia ABC Store
Wink Lash and Beauty Bar

BY THE NUMBERS



81
Downtown Walk Score



700
DT100 Volunteer Hours



6,500
Downtown Residents



12
New Street Level Businesses



28,000
Downtown Workers



40
Years of Downtown Norfolk Council

**Downtown
Norfolk** dn

208 E. Main Street, 2nd Floor
Norfolk, VA 23510
757-623-1757

DowntownNorfolk.org

MARKETING



Over 95,000
Social Media Followers



\$1,468,010
Public Relations Value



135
Electronic Communications Sent



1,161,158
Views to DowntownNorfolk.org

HOLIDAY PLACEMAKING



Peppermint Alley
on Market Street



Impulse See Saws
and Island of Warmth



Directional Signage
For Attractions & Retail



EVENTS



9,000
First Fridays Attendees
May, August, and October



1,300
Volunteer Hours
Grand Illumination Parade



26
Participating Restaurants
Restaurant Week



14
LiveNFK Summer Intern Events
Social and Professional Development

NEON DISTRICT



10
New Public Art Projects



7
Public Art Tours



5
Years of NEON Festival
Over 300 Artists and Performers since 2015



445
New Apartments Slated for NEON



8
New or Expanded Businesses



\$900,000
Streetscape Improvement Project
Launched by City of Norfolk