



# EXPERIENCE NORFOLK

2019



# EXPERIENCE NORFOLK – WHAT MAKES A GREAT CITY



Local Identity



Open Space



Destination Downtown



Diverse, Inclusive Community



Vibrant Neighborhoods



Open for Business



Public Safety Network



Multiple Modes of Transit



World Class Art and Culture



Beaches



# INVEST IN NORFOLK – A GLOBALLY IMPORTANT PLACE



Leaders in Global Security



Front Door for Global Trade



International Leader in Resilience



Rockefeller Foundation



America's Headquarters for NATO



Highest Capacity Internet

## COMPETITIVE ADVANTAGES



Naval Station Norfolk



Multi-modal Connectivity



Port of Virginia



Medical Hub



Cultural Hub



Jobs Center

## PAST FIVE YEARS



The Main: 300 jobs



ADP: 2,100 jobs



Waterside: 800 jobs



Norfolk Premium Outlets: 1,000 jobs



Optima Health: 400 jobs



# TRANSFORMATION

## PAMUNKEY INDIAN CASINO

- \$ 700+ Million development
- Four-diamond 500 room hotel (subject to change)
- 3-5 on-site restaurants
- 750 seat entertainment facility
- Spa
- Waterfront promenade
- Approximately 3,500 new direct jobs
- 2,900 indirect jobs created
- 4,000 -5,000 construction jobs



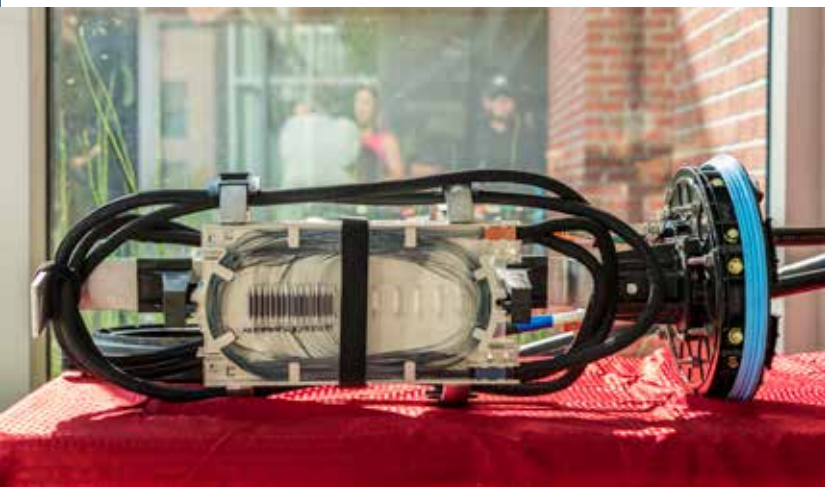




## GATEWAY TOWER PROJECT

HL Development and Harvey Lindsay Commercial Real Estate are moving closer to announcing the new Gateway Tower project at the northeast corner of St. Paul's Boulevard and Waterside Drive.

The planned state-of-the-art, energy-efficient office building will feature best in class technology integration to support a collaborative and healthy building environment. The project will also feature the latest site and building resiliency solutions as part of a mixed use, master planned site. Hanbury Architects serves as the project's design team.

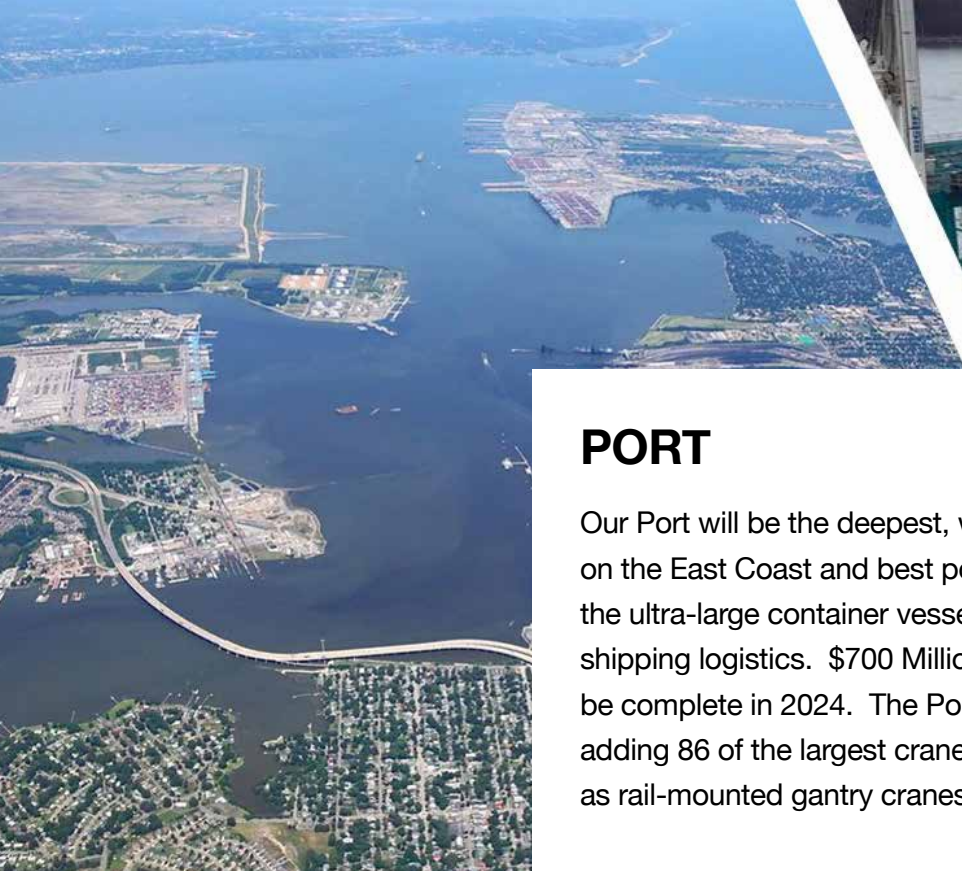


## DIGITAL PORT

Five Southside cities will be connected by approximately 100 miles of fiber-optic connections from two trans-Atlantic cables, The Marea (Spain) and Brusa (Brazi). This Regional Connectivity Ring backbone will expand affordable broadband access to underserved and unserved communities as well as advance innovation, improve educational opportunities and attract business investment with the fastest internet speeds available in the USA. The HRPDC has established a Regional Broadband Steering Committee and is spearheading the collaborative project. A cost analysis study is underway.







## PORT

Our Port will be the deepest, with ice free channels on the East Coast and best positioned to accept the ultra-large container vessels revolutionizing shipping logistics. \$700 Million in investment will be complete in 2024. The Port is in the process of adding 86 of the largest cranes in the world known as rail-mounted gantry cranes by 2020.



## FEDERAL PARTNERSHIPS

Mayor Alexander has visited the White House and the U.S. Capitol to tell Norfolk's story. Joining mayors from other great cities in America, this has presented an opportunity to work across party lines to forge consensus and get things done. Norfolk has created a direct line to our federal partners which is greatly benefitting our city.

## OFFSHORE WIND INDUSTRY

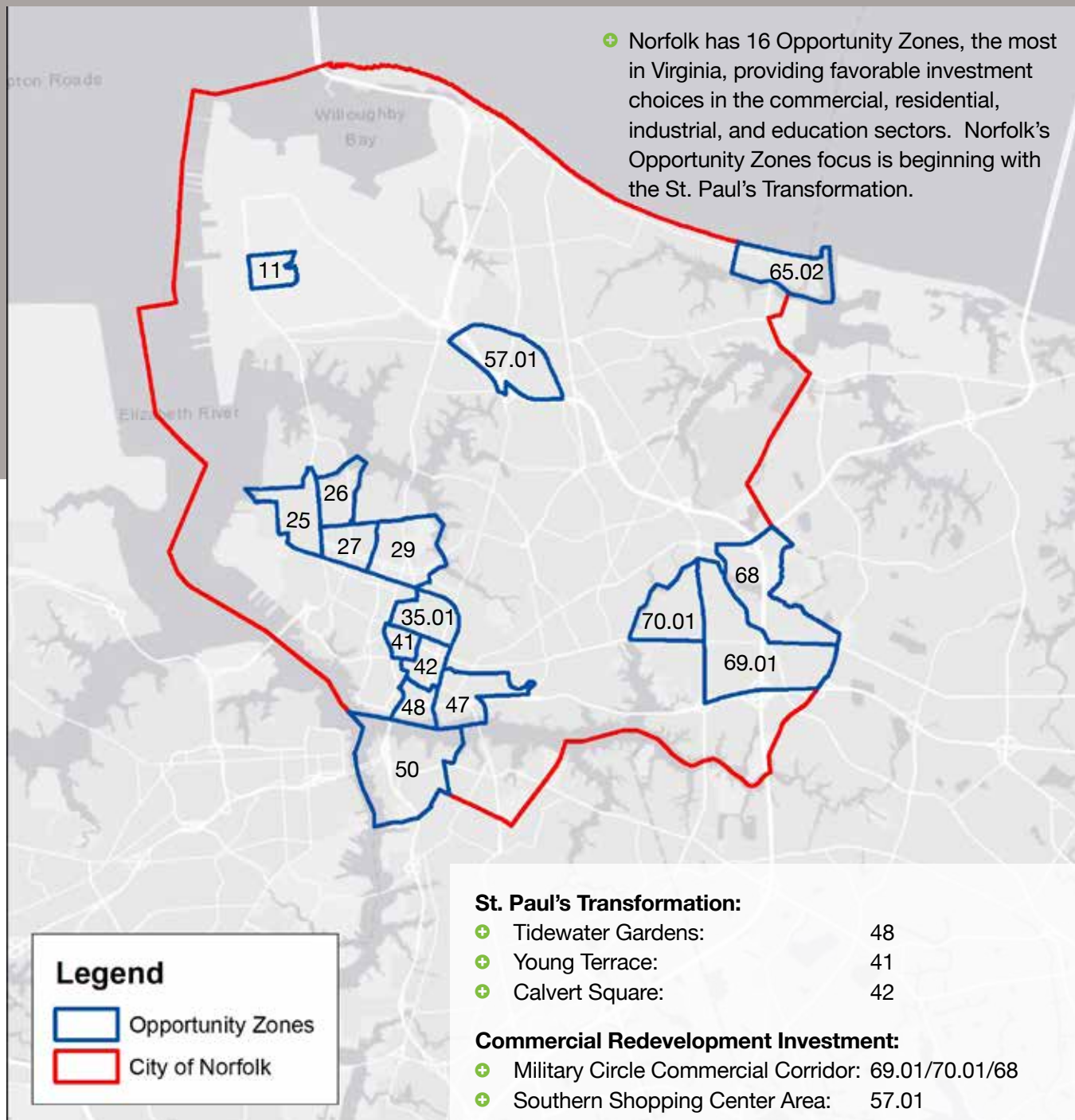
In December 2018 the Commonwealth issued a major roadmap for the offshore wind supply chain in Virginia. There are big opportunities for businesses in the region including Colonna's Shipyard, General Dynamics Ligon Street Yard and others in our city to support this growing industry.

In January, the HRPDC announced its support for offshore wind development off the coast of Virginia with the support of the cities of Norfolk and Virginia Beach, the Virginia and HR Chamber, Reinvent HR and the Northern Virginia Regional Commission.





# NORFOLK OPPORTUNITY ZONES



An Opportunity Zone is a portion of an economically-distressed community where new investments, under certain conditions, may be eligible for preferential tax treatment. Localities qualify as Opportunity Zones if they have been nominated for that designation by the state and that nomination has been certified by the Secretary of the U.S. Treasury via his delegation authority to the Internal Revenue Service. Opportunity Zones were added to the tax code by the Tax Cuts and Jobs Act on December 22, 2017.

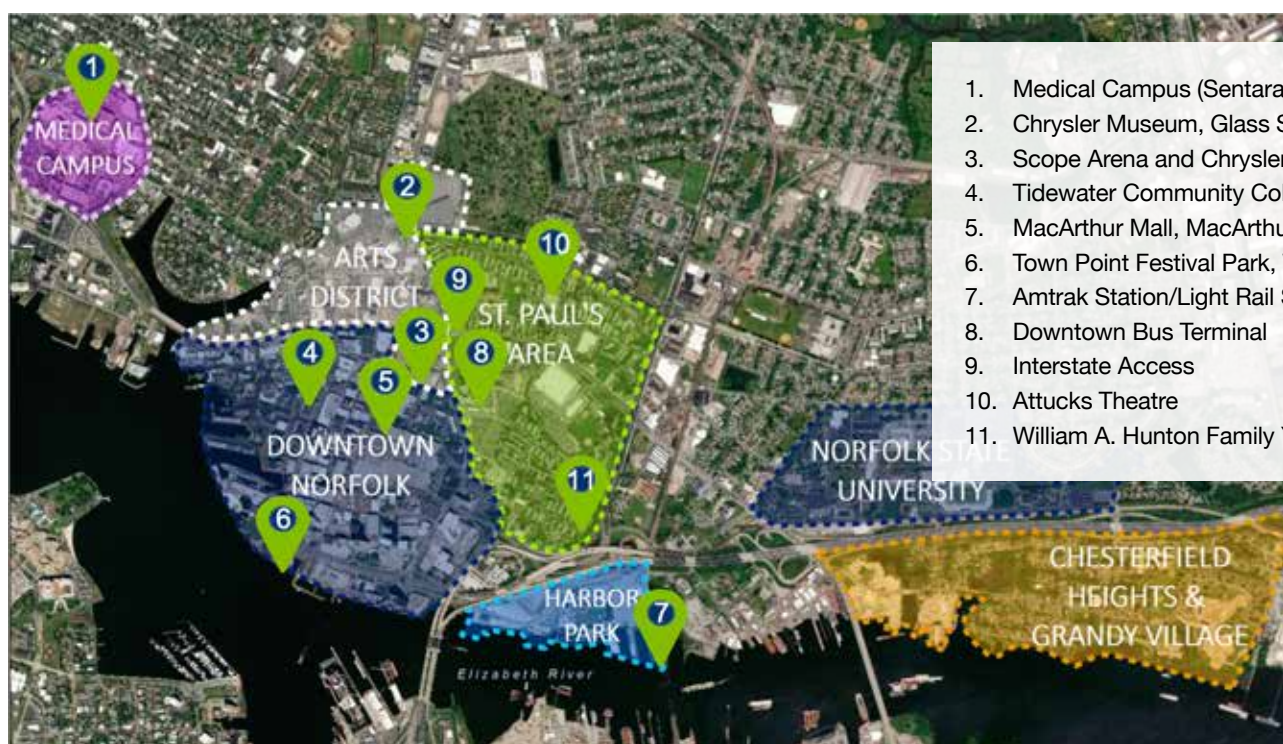


# ST. PAUL'S TRANSFORMATION: THE VISION

## Building An Inclusive and Resilient Community



## ASSETS IN PROXIMITY TO ST. PAUL'S









# RESILIENCE

The City Manager's Office of Resilience implements Norfolk's resilience strategy. That strategy is driven by three community identified goals:

- Design the coastal community of the future
- Create economic opportunity by advancing efforts to grow existing and new industry sectors
- Advance initiatives to connect communities, deconcentrate poverty, and strengthen neighborhoods



The Resilience Office uses a collaborative approach to advance these goals. Working with other city departments, nonprofits, businesses, volunteers and national and international experts, it is working to develop and implement strategies that advance multiple goals at the same time.

## Brownfields Grants

The Resilience Office is working with Economic Development and Neighborhood Development to use State and Federal grants to revitalize underdeveloped parcels in the City. Harbor Park, the St. Paul's area and Hampton Blvd. are targeted for environmental assessments and remediation

work to enhance the economic development potential of important underutilized city-owned parcels. One parcel in Harbor Park will be redeveloped as a pop-up park to give residents another opportunity to enjoy the downtown waterfront.

## Smart City Sensors

The Resilience Office is working with the City's Right of Way and Public Works Department to test low-cost sensors that have the capability to detect water levels, optimize flood infrastructure effectiveness, and inform residents of flood risk. Currently over 40 sensors are collecting data that will allow the city to better understand and respond to flood risk.

## Retain Your Rain

The Resilience Office is working with RPOS and Public Works to offer civic leagues and other nonprofit organizations in Norfolk grants to design and install innovative water retention systems. Grants offered twice annually have resulted in the installation of community rain gardens and a food forest to help capture stormwater runoff and reduce flooding.

## Bank On

To ensure our residents don't get trapped in the expensive cycle of pay-day loans, the Resilience Office partners with local nonprofits, community volunteers and banks to offer Bank On, a 10 month program that teaches financial management and creates saving plans that helps build an emergency savings account for individuals that helps them avoid predatory lenders.





## Ballentine Boulevard Fishing Pier

### OHIO CREEK WATERSHED PROJECT

The Commonwealth of Virginia, through the Department of Housing and Community Development (DHCD) and the City of Norfolk, was awarded a \$112 Million grant for the Ohio Creek Watershed Project.

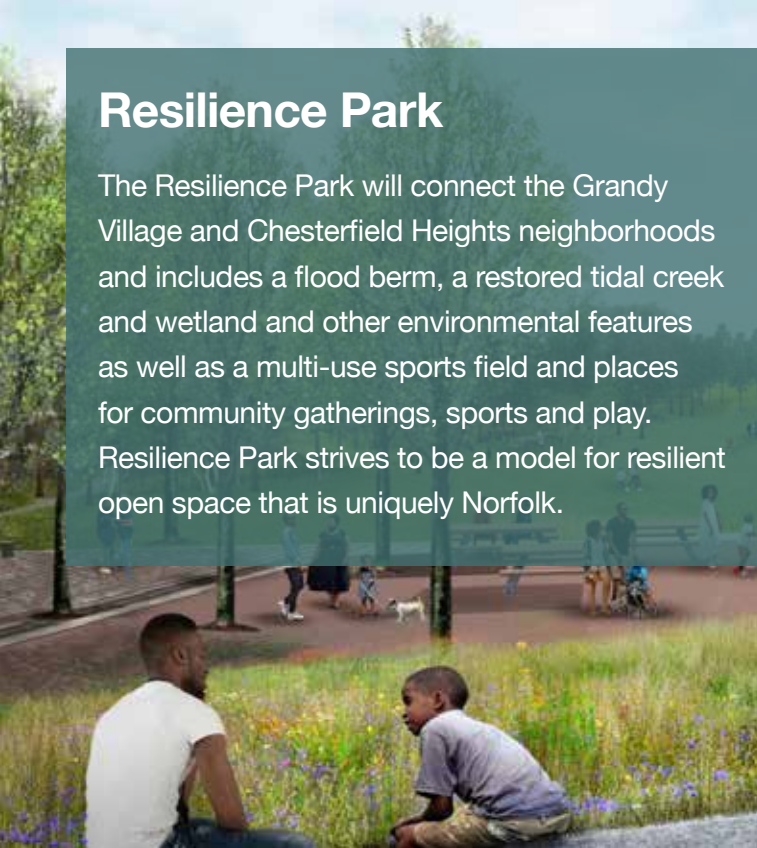
The project was selected by the Department of Housing and Urban Development (HUD) through the National Disaster Resilience Competition (NDRC) process and was awarded Community Development Block Grant Disaster Recovery (CDBG-DR) funding.

This project is part of Norfolk's resilience strategy and supports its three goals: designing a coastal community capable of dealing with the increased risk of flooding, creating economic opportunity by advancing efforts to grow existing and new industry sectors, and advancing initiatives to connect communities, deconcentrate poverty, and strengthen neighborhoods. The design team, with input from multiple planning charrettes, work sessions and public meetings, has identified the following key project elements: coastal defense, tidal shorelines, stormwater management, transportation infrastructure, and landscape and community amenities.

Construction is starting early summer of 2019 and is to be completed summer 2022.

## Resilience Park

The Resilience Park will connect the Grandy Village and Chesterfield Heights neighborhoods and includes a flood berm, a restored tidal creek and wetland and other environmental features as well as a multi-use sports field and places for community gatherings, sports and play. Resilience Park strives to be a model for resilient open space that is uniquely Norfolk.







## SENTARA LEIGH ORTHOPEDIC MEDICAL OFFICE BUILDING

A \$29 Million, 50,000 SF orthopedic building north of campus is under construction.

# HEALTHCARE

## SENTARA LEIGH CANCER CENTER

The new \$93 Million Sentara Cancer Center will bring together expert care teams from Sentara Medical Group, Eastern Virginia Medical School (EVMS), Virginia Oncology Associates, and other community physicians to provide compassionate, personalized cancer care. Outpatient oncology services centralized in one cancer center will give patients and their families access to a single location for multiple appointments and treatments in a healing environment. Cancer rates are expected to grow 36% by 2030. The project completion is expected mid-2020.







## EASTERN VIRGINIA MEDICAL SCHOOL (EVMS)

This \$80 Million, 11-story tower New Education and Administrative Building is currently under construction and expected to be complete in 2020. It will be named Waitzer Hall in recognition of a gift to the EVMS capital campaign from the Leah and Richard Waitzer Foundation. It is the largest family gift ever made to EVMS.

## SENTARA HEART HOSPITAL

For the 18th straight year, the Cardiology & Heart Program at Sentara Norfolk General Hospital has been ranked among the nation's Top 50 heart programs in the U.S. News and World Report's "Best Hospitals" edition.

## SENTARA NORFOLK GENERAL HOSPITAL

This rendering shows the addition of three floors to the River Pavilion and Kaufman wings after the \$199 Million expansion of the campus is complete in 2020.

## CHILDREN'S HOSPITAL OF THE KING'S DAUGHTERS

The \$60 Million new psychiatric medical facility is under development. CHKD is developing a medical-psychiatric unit for patients who require acute medical and psychiatric resources and support. In early 2018, CHKD petitioned the Commonwealth of Virginia for permission to develop a 60-bed inpatient psychiatric hospital, part of CHKD's commitment to pediatric mental health in the region.

## BON SECOURS MERCY HEALTH

The 2018 merger of the two health systems, Bon Secours and Mercy Health, has created the fifth-largest Catholic health system in the U.S. This represents 43 hospitals in seven states including DePaul Hospital.



## BON SECOURS MERCY HEALTH



# EDUCATION



ODU has broken ground for \$200 Million worth in 2019 construction projects, including Hugo Owens Residence Hall, a chemistry building, and S.B. Ballard Stadium.

## FOOTBALL STADIUM

The S.B. Ballard Stadium, a \$67.5 Million project with 25,000 seats and luxury suites is under construction with completion before the home opener of the 2019 football season on August 19th between the ODU Monarchs and NSU Spartans.



## ODU HUGO OWENS RESIDENTIAL HALL

Named for the Civil Rights leader, the "Owens House" will be a state-of-the-art, 470-bed student residential hall.



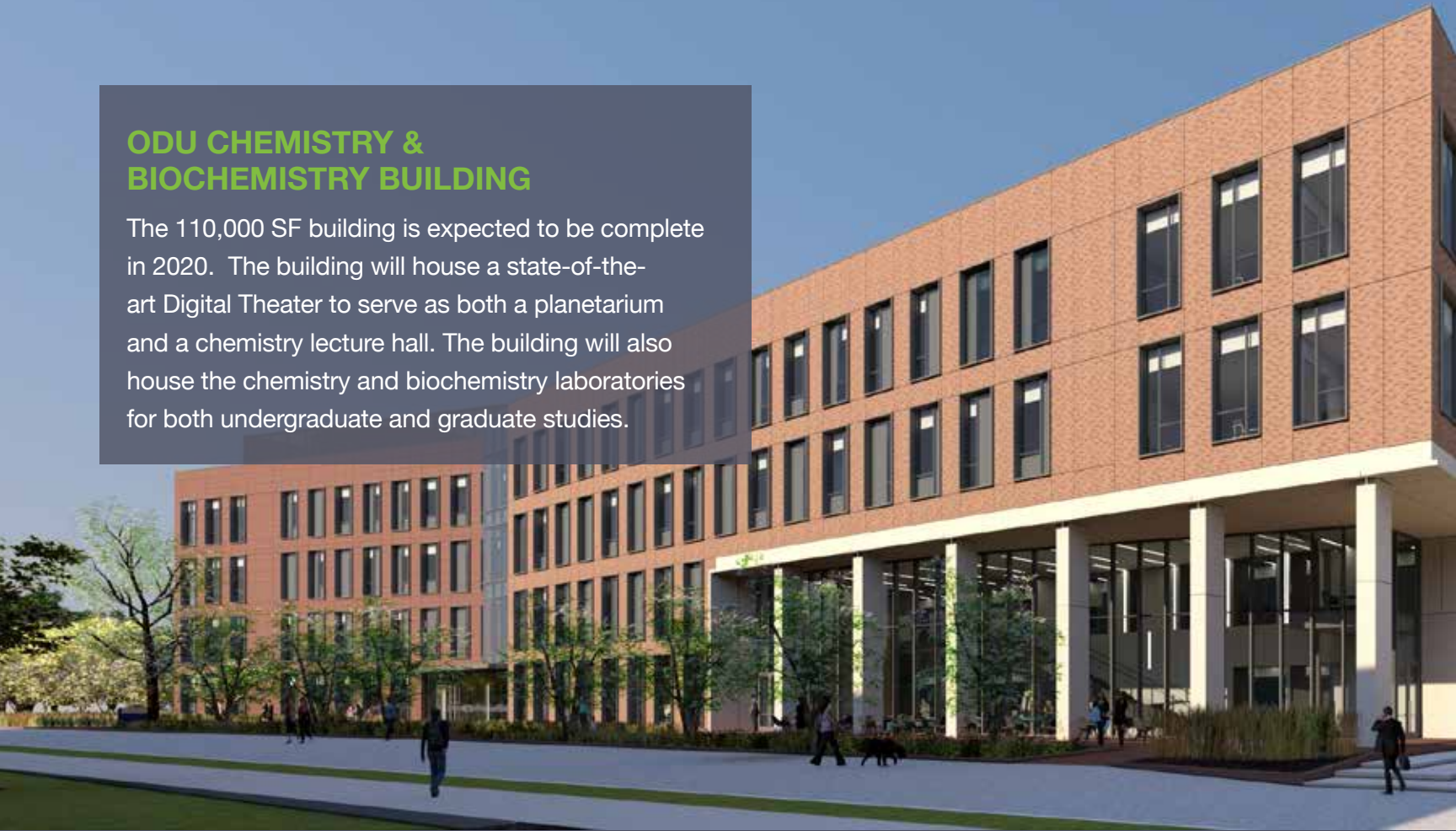
## BARRY ART MUSEUM AT ODU

A 24,000 SF, two-story facility, which is the result of a \$37 Million gift from Richard and Carolyn Barry. The first exhibit features art, more than 300 works in all, primarily from the Barry family's personal collection including 20th-century American modernist paintings, international glass sculptures, historic dolls and European automata.



## ODU CHEMISTRY & BIOCHEMISTRY BUILDING

The 110,000 SF building is expected to be complete in 2020. The building will house a state-of-the-art Digital Theater to serve as both a planetarium and a chemistry lecture hall. The building will also house the chemistry and biochemistry laboratories for both undergraduate and graduate studies.



## ODU CENTER FOR INNOVATION AND ENTREPRENEURSHIP

ODU Center for Innovation and Entrepreneurship will be located in Downtown Norfolk. The OpenSeas Technology Hub will be a center for Innovation in Maritime Trade, Transportation, Logistics and BlueTech Products and Services. This Hub will join others in London, England; Marseille, France; Haifa, Israel; and New York City to bring business opportunities to local companies and an opportunity for foreign investment here in Norfolk. The Hub will showcase ODU and Norfolk as a world leader in maritime and transportation technologies.





## NSU RESIDENTIAL HOUSING COMPLEX

The four-story residential facility will include 193,424 square feet and 740 beds for first-year students. The amenity space, which connects the two residential wings, will house offices, conference room, resource production space, fitness room, movement/yoga studio, multipurpose room, group study space, community kitchen, theater, and an open gaming space. Expected completion is December 2019.



## NSU CYBERSECURITY LAB

A 6,000 SF facility, \$4 Million lab, supports NSU as a leader in cybersecurity education and research. The facility has forensic lab instruments and programming such as cybersecurity psychology.



## GWC BROWN MEMORIAL HALL

The hall is a new 3-story, 154,000 SF Classroom and Performing Arts Building. It includes The Mainstage Theater, a 350-seat state-of-the-art proscenium theater. Also, the Hall features a 99-seat Amphitheater as well as a revolving black box Studio Theater.



## NORFOLK STATE UNIVERSITY INNOVATION CENTER ON MAIN STREET DOWNTOWN

The Center's stated goal is to harness the university's "knowledge, experience, and the expertise in entrepreneurship to serve underserved communities, namely, African Americans, women and veterans." As such, it will advance the City's people-first oriented economic development goals and provide NSU with a bridge to our thriving Downtown.



## NSU CAMPUS ENTRANCE

The new Park Avenue entrance has pedestrian entry points and includes a realignment of Presidential Parkway.





# EDUCATION

## TIDEWATER COMMUNITY COLLEGE CENTER FOR VISUAL & CULINARY ARTS

The Perry Center will be a 47,000 SF building will include TCC academic programs and offer dual-enrollment and workforce training. It will feature five culinary program kitchens and a test kitchen open to the public and entrepreneurs. The Culinary Arts and Restaurant Management college will be named for its benefactor, Mr. Houston Odom. The completion is scheduled for 2021.



## TCC SKILLED TRADES ACADEMY

A new 20,000 SF learning center offers state-of-the-art training for in-demand construction and maritime trades for our region. This short-term workforce training is under the direction of the Center for Workforce Solutions. TCC offers a broad range of certification programs throughout the region.



## GOVERNOR'S SCHOOL FOR THE ARTS

The school has increased enrollment this year thanks to the expanded facilities and continues to flourish with partnerships including the Virginia Arts Festival, Virginia Symphony, Virginia Opera and Virginia Stage Company. The 2018 graduating class garnered over \$9.4 Million dollars in scholarships and enrolled in some of most the prestigious arts school in the country. The school presents over 50 performances and exhibitions a year. Photo credit: John Wadsworth, art by Ava Borte, class of 2018 and Visual Art Students.



## NORFOLK TECHNICAL CENTER (NTC)

NTC carpentry students are in partnership with the Friends of the Norfolk Public Libraries. The partnership allows students to build little libraries to connect with the community.



## MODEL NATO CHALLENGE

This is a scholarship competition in which the top 29 applicants along with 6 alternates are chosen to participate in a mock global crisis simulation, confronting issues facing today's NATO Alliance. It is run by actual international NATO personnel. Student Diplomats must work together to address a crisis scenario such a piracy, immigration or another issue that faces the NATO Alliance today. Student Diplomats are assigned mentors, military officers from each of the 29 countries, who assist in preparing the students for the challenge while teaching them about their culture, national military resources and political backgrounds. The 2019 event host is Virginia Wesleyan University.



# TOURISM & HOSPITALITY



## Chrysler Museum Wonder Studio

The Wonder Studio is an interactive gallery which presents different themes related to the Chrysler Museum’s extensive collection.

## CHRYSLER HALL

Chrysler Hall is nearing its 50th anniversary and is in need of renovation. Four designs are under consideration by the City. The chosen renovation project is to be around \$40 Million. Once a design is chosen, it may take approximately five years for completion.



## ATTUCKS TURNS 100!

2019 marks the 100th Anniversary of the Attucks Theatre. All year-long it will celebrate with programs and events throughout the City. In celebration of the history, legacy and entertainers that graced the stage, a 26-minute documentary is now available online. Visit Attucks100.com to view the documentary and for a complete year-long schedule of events.



## VIRGINIA ARTS FESTIVAL

2019 brings the Dance Theatre of Harlem with a dazzling program that includes a world premiere commissioned by the Festival and the 2019 Commemoration, American Evolution. The new ballet’s world premiere performances in Norfolk are a “Signature Event” of American Evolution, which marks and commemorates historical events in 1619, including the arrival of the first recorded Africans to English North America and the recruitment of English women in significant numbers to the colony, a pivotal year in the history of Virginia and the nation.



## BROADWAY IN NORFOLK

Broadway in Norfolk’s 2019-2020 season will feature Hamilton, winner of a record-setting 16 Tony nominations in 2016, and winner of 11, including best musical. It was also the winner of the 2016 Grammy award for Best Musical Theater album and the 2016 Pulitzer Prize for drama. The season will also feature The Band’s Visit, winner of 10 2018 Tony awards including Best Musical.



## HARBOR PARK IMPROVEMENTS

Harbor Park will be brighter this year with new \$430,000 LED lighting system surrounding the field and will provide more direct light and excitement to the field. The new lights can also change color and strobe. Five games this season will be focused on welcoming the Hispanic/Latino community. The Pagritos de Norfolk (Baby Birds of Norfolk) is a shout out to the Baltimore Orioles, of which The Tides is farm team.





*The growth of tourism and Norfolk's capacity to entertain visitors and residents alike is evident in approximately \$40 Million in recent improvements to our existing Sheraton Waterside and Marriott Waterside Downtown hotels.*

## TRU HOTEL

Tru Hotel is coming to Norfolk near the Simon Norfolk Premium Outlet. The 98-room, 4-story hotel is Hilton's newest brand designed for the young-at-heart. Tru features a large lobby with a market, games, lounge, work space and of course, modern rooms and amenities.

## GLASS LIGHT AUTOGRAPH HOTEL & PERRY GLASS GALLERY

Opening late summer 2019, this boutique hotel and glass gallery will host exceptional works of glass art by world renowned artists such as Dale Chihuly, Peter Bremers and Lino Tagliapietra. The hotel will have 117 rooms and a ground floor restaurant with a Michelin star chef. Meeting and event space will seamlessly connect to the gallery. The Glass Light Hotel and Perry Glass Gallery is a \$30 Million investment.

## VIRGINIA ZOO NATURE PLAY

A \$25,000 donation by the Rotary Club of Norfolk is supporting a nearly one-acre play area located near the Zoo's Flora Point section of the park. Nature Play will feature tree stumps and pieces to be used as climbing, walking, and jumping structures, as well as a sandbox for digging, a sensory walk, willow tunnel and a bamboo maze. In addition to being open to the public daily for free-play, the area will be utilized for informal, free programming from the Education Department.

## NORFOLK BOTANICAL GARDEN

The Garden encompasses 175 acres and 15 miles of paths. The Garden strives to enrich life by promoting the enjoyment of plants and the environment through beautiful gardens and educational programs. It receives approximately 400,000 visitors. In 2018, Norfolk Botanical Garden's Million Bulb Walk/Dominion Energy Garden of Lights placed 2nd in USA Today's 10 Best Botanical Garden Holiday Lights.





# TOURISM & HOSPITALITY



## CARNIVAL CRUISE LINES

2019 brings several departures from the Half Moone terminal. Carnival's Triumph holds more than 2,750 passengers. The trips will include five- and six-day cruises to the Bahamas. Two trips to Cuba will depart from Norfolk to Havana in 2020.

## BATTLESHIP WISCONSIN CELEBRATES 75 YEARS

The battleship was commissioned April 16, 1944 and programming will include its role in WWII, the Korean Conflict, and Operation Desert Shield.

## SPIRIT CRUISES ALONG THE ELIZABETH RIVER

Entertainment Cruises, which also is the parent company of locally-based vessel Spirit of Norfolk christened the 70-foot-long Virginia Elite in 2018. The vessels are berthed at Town Point Park in downtown Norfolk. The new addition to the fleet follows Spirit of Norfolk's \$1.2 Million renovation in 2016, which resulted in bookings and revenue increasing by more than 10 percent.

## AMERICAN ROVER

In addition to the iconic red sails, the parent company, Rover Marine has a new 12-year lease on the Waterside Marina. The company will be replacing the floating docks of the 32-slip marina, installing gateway arches, adding kayak spaces in Phase 1 of the improvement plan.

## SEWELLS POINT GOLF COURSE

Sewells Point Golf Course was established in 1927 and is a Donald Ross designed 18-hole PAR 71 Championship Golf Course with New Champion Hybrid Bermuda Greens. In 2018, this previous military MWR course became open to Norfolk residents.



# TRANSPORTATION

## NORFOLK INTERNATIONAL AIRPORT ADDS DIRECT FLIGHTS

Allegiant, American, Delta, Frontier, Southwest and United Airlines will offer seasonal and year-round nonstop service from Norfolk to 30 destinations in 2019. According to the FAA, Norfolk International Airport's passenger activity is ranked in the top 13% of commercial service airports in the United States with over 3.6 Million scheduled passengers served in 2018, surpassing the national growth rate.

## AMTRAK ADDS MID-MORNING DEPARTURE

Virginia Department of Rail and Public Transportation supports passenger service in the Commonwealth for Amtrak's Northeast Regional service. Amtrak added a second departure train March 4, 2019 at 9 A.M. to the current 6:10 train to meet the growing demand. Stops include Richmond, Washington D.C., Baltimore, Philadelphia, New York City and Boston.

## LIGHT RAIL EXPANSION

In partnership with the City of Norfolk, this spring, Hampton Roads Transit will embark on the environmental review process (DEIS) to evaluate a possible extension of high capacity transit to the Tide. The next phase of study will look at potential connections to the Military Circle/Military Highway area as shown in the City's Master Plan, JANAF Shopping Center, Sentara Leigh Hospital, Norfolk International Airport and the largest naval base in the country, Naval Station Norfolk.

## BIKES

Norfolk's Pace bike share program has been incredibly successful in its first year with residents and visitors alike.

## ELIZABETH RIVER TRAIL (ERT)

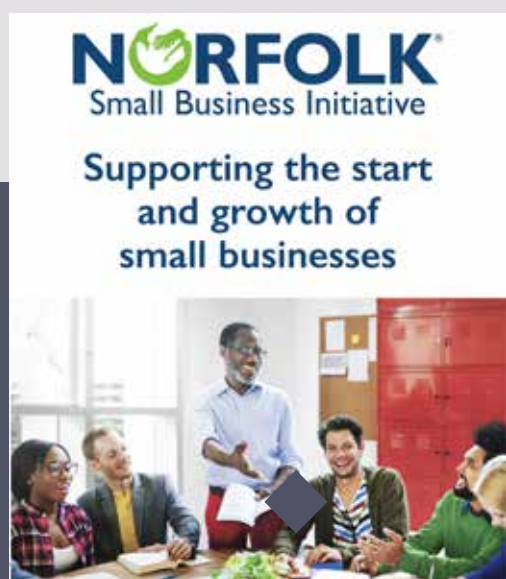
Big projects for 2019 include the installation of a complete wayfinding signage system for the entire 10.5-mile trail, construction of the first signature trailhead at Plum Point Park, and growing the new volunteer Trail Ambassador Program. The trail connects anchor institutions, employers, and economic generators as well as 28 neighborhoods.

The Hampton Roads Transportation Accountability Commission and the Virginia Department of Transportation agreement in April 2019 commits \$3.5 Billion to the Hampton Roads Bridge-Tunnel expansion.





# CITY HIGHLIGHTS



## SMALL BUSINESS INITIATIVE

This initiative partners with experts to provide technical assistance to our growing businesses as well as entrepreneurs. The programs are provided throughout the city at no cost. Topics include Financing, Funding, Marketing, Social Media / SEO, as well as Starting a Business and identifying “The Secret Sauce” to success. In addition, one-on-one business assistance is provided and enables small businesses to be introduced to City services and processes.

## CAPITAL ACCESS PROGRAM (CAP)

Norfolk Economic Development unveiled this program in April 2019 and is available on [NorfolkDevelopment.com](http://NorfolkDevelopment.com). This program offers 5 products and is programmed on a rotating quarterly basis while funds are available. The first month of each quarter activity will be to accept applications; the second month is verification and the third is payout. Here is an overview of the program offerings which are based upon business staging:

1. Micro Grants: \$1,500-\$10,000
2. Norfolk EDA Grant: \$1,500 - \$10,000
3. Reimbursable Grant: funded by CDBG funds, \$35,000+
4. Façade Grant Program: funded by CDBG funds, 50% of the project up to a max of \$10,000
5. Norfolk Revolving Loan Fund: funded by Federal EDA and administered by Virginia Community Capital, \$10,000-\$50,000

## NORFOLK WORKS

Norfolk’s award-winning Norfolk Works program continues to connect Norfolk residents to expanding employers and new Norfolk businesses, such as IKEA Norfolk, assisting in the recruitment of more than 250 full time jobs, and 75 seasonal. Norfolk Works is collaborating with the US Census Bureau to help fill more than 1,000 job openings for the decennial census, many paying \$18 per hour. Since its start in December 2016, Norfolk Works has now completed more than 30 employment projects supporting over 1,400 job offers. In the summer of 2018, Norfolk Works expanded its job resource center’s hours and capacity to serve more residents.

## DIGITAL CITY

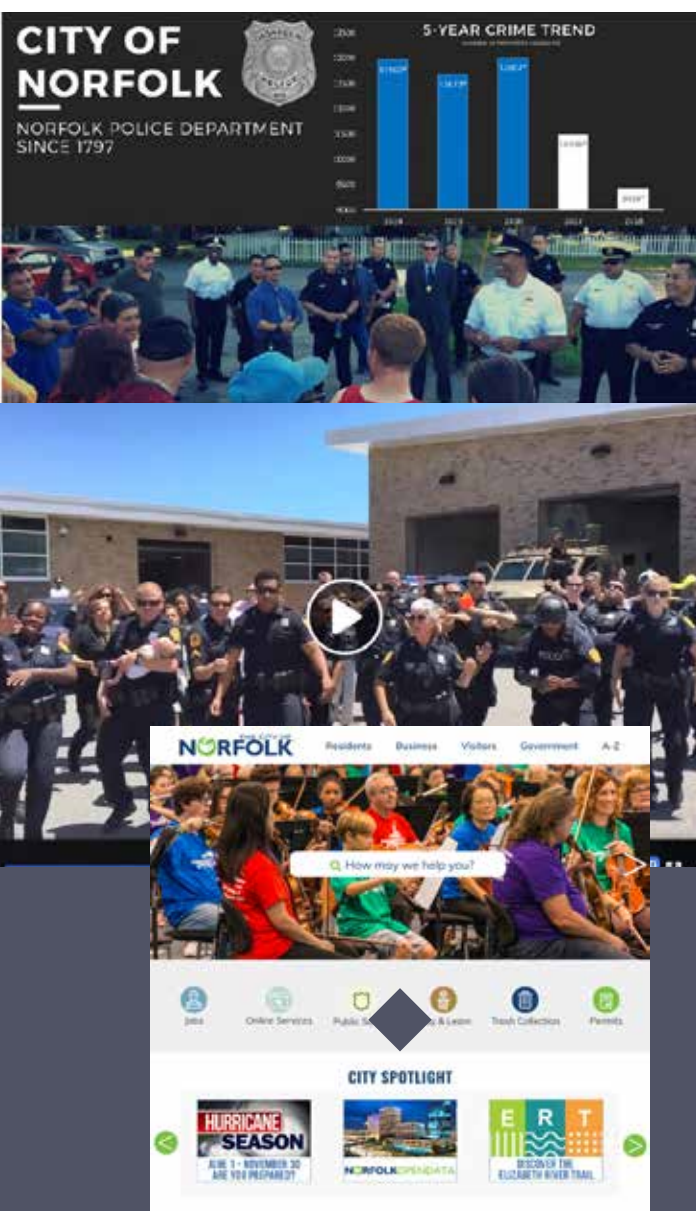
The Center for Digital Government (CDG) announced Norfolk, VA as among the top 10 winners of the 2018 Digital Cities Survey cities in the 125,000 to 249,999 population category. Norfolk has been ranked as a top ten Digital City for the past three years. The Digital Cities Survey summarized Norfolk’s win on its website: Norfolk created its open data policy in 2017 and launched its data portal in March, 2018, giving residents free 24/7 access to information such as the Norfolk Cares call center, permits and streetlights.

## OPEN DATA

Norfolk’s Open Data team is working with the Sunlight Foundation on a Tactical Data Engagement. The foundation is guiding Norfolk in identifying an issue that can be solved with data: resilience and flooding. The Open Data portal currently has 20 data sets.



# CITY HIGHLIGHTS



## 2019 RATING AGENCIES REPORT

Standard & Poor's Global Ratings ("S&P") maintained its positive outlook and joined Fitch Ratings ("Fitch") and Moody's Investors Service ("Moody's") in affirming the strong credit rating on the City's existing long-term ratings. S&P highlighted Norfolk's "strong economy," its "very strong management, with strong financial policies" and S&P Maintains Positive Outlook, Moody's and Fitch Affirm Norfolk's Strong Credit Ratings. The ratings are AA+, AA+ and Aa2 respectively.

## NORFOLK POLICE DEPARTMENT

### CRIME REDUCTION

The Norfolk Police Department celebrated the end of 2018 with the lowest recorded crime in 34 years. The women and men of NPD, working in partnership with the community, State and Federal partners and the support of City Council are largely responsible for these historic double-digit crime reductions to include:

- 30% reduction in violent crime since 2016
- 21% reduction in total crime since 2016
- 42% reduction in fatal/non-fatal shootings since 2016

### SIGNATURE OUTREACH INITIATIVES

Norfolk Police Department was selected among hundreds of cities and police departments to feature 3 of their signature community outreach initiatives at the National Civic League Conference in Denver, Colorado. The purpose was to highlight impactful outreach for citizens, that produce meaningful outcomes, using the 21st Century community policing model. The three initiatives recognized include Clergy Patrol, Cops & Curls and Five-0 & Fades.

### NORFOLK POLICE LIP-SYNC VIDEO

Norfolk Police garnered unprecedented positive national attention for the City of Norfolk, and law enforcement officers from around the country, when Norfolk officers accepted a friendly challenge from the Corinth Police Department (TX) to produce a NPD lip-sync video.

As a result of accepting the challenge, the eyes of the world landed on Norfolk Police Department's Facebook page with over 78 Million views of the lip-sync video, and a more humanizing optic for police officers, and a \$5000 grant from the MASIE Foundation during the 2018 Learning Conference in Orlando, Florida. This video is reflective of the harmonious work environment established under the leadership of Chief Larry Boone.

## WEBSITE

Norfolk's new website brings simplistic design to assist the user in wayfinding, the site will be mobile friendly and feature the most popular search items on the front page. The new CivicPlus platform has additional capabilities and will allow for OpenGov shared communications from our engaged community. Norfolk.Gov's new design previews summer, 2019.



# CITY HIGHLIGHTS



## NORFOLK FIRE AND RESCUE

Service delivery is more than fire calls and medical emergencies. Innovative approaches to technically challenging calls such as hazardous material responses, technical rescue responses and water rescue emergencies are answered by firefighters who are properly trained and prepared to respond on these calls. Norfolk Fire & Rescue professionals are also providing free smoke detectors, Hands-Only CPR training, Stop the Bleed training and PulsePoint.

## AGILE TEAM NORFOLK TRAINING

The City's initiative to create a culture of innovation among all levels of Team Norfolk is finishing a successful first year. More than 250 employees representing 24 departments have completed training which has given them the tools and knowledge to increase efficient delivery of services and to enhance the quality of services for citizens.

## NORFOLK EMERGING LEADERS (NEL)

The City of Norfolk is excited to provide meaningful and educational employment opportunities to Norfolk young adults through the Norfolk Emerging Leaders (NEL) program. NEL participants not only gain valuable work experience, but also take part in work readiness and financial planning workshops, network with city employees, and participate in workshops with community leaders. The program is divided into two employment opportunities: Emerging Leaders and Municipal Interns. All NEL positions are paid and full-time (40 hours/week).

## NORFOLK PUBLIC LIBRARIES SERVE MORE THAN 1 MILLION IN 2018

Norfolk Public Libraries continue to perform as a partner in citizen engagement and an important resource for our community. In 2018, 1,119,718 visits were made to our libraries. Of these visits, 292,341 were for computer usage.

## MERMAIDS – A 20 YEAR CELEBRATION

In 1999, Peter and Bess Decker spearheaded the Norfolk Mermaid Project. Norfolk is known as the “Mermaid City” and in honor of her 20 year anniversary as our mascot, our community is asking for you to snap a “shellfie” with a mermaid and post to social media using the #Mermaid20 and #NorfolkVA hashtags.





# CITY HIGHLIGHTS



## PUBLIC ART WELCOMES VISITORS

Norfolk Public Arts has selected a sculpture for the intersection gateway of the Norfolk International Airport and Azalea Garden Road. The proposed Heron sculpture will be approximately 30 feet tall and 40 feet wide with a depth of 8 feet. The sculpture will be constructed of aluminum incorporating aluminum parts that are recycled from decommissioned airplanes.



## JOINT WATER AGREEMENT

Norfolk and Virginia Beach entered into a historic new water agreement that will continue the successful partnership the two cities that has been in place for 20 years. Norfolk will continue, under this new agreement, to provide Virginia Beach dependable and long-term water treatment services, until 2060. This new agreement will also provide Virginia Beach with 10 million gallons per day of surplus raw water. Norfolk will provide this raw water to Virginia Beach at the same price it provides raw water to Chesapeake and the Western Tidewater Water Authority. The revenue derived from this agreement will help renew and improve Norfolk's water system, which will ensure continued delivery of the highest quality of water to this region.



## DOWNTOWN NORFOLK PLAN 2030

The City of Norfolk undertakes a plan update once every ten years and it is an important process that keeps development, infrastructure, and services aligned with our vision for the City. In the past, Norfolk was able to revitalize Downtown because the plan connected to, and drew from, the strengths of the neighborhoods. Downtown will leverage its strength and bring vitality to the NEON District, St. Paul's Area, Fort Norfolk, and beyond.

## CENSUS 2020

For everyone that goes uncounted, it is estimated that a minimum of \$2,000 of federal dollars to support Norfolk's needs is lost annually, or \$20,000 per individual for 10 years. The count results are used to reapportion the House of Representatives in determining how many seats each state will have. The results are used to redraw the boundaries of congressional and state legislative districts to adapt to population shifts.

United States  
**Census**  
**2020**



## SHORT TERM RENTALS

Norfolk City Council has approved a Short Term Rental policy. The policy regulates for a Homestay Permit, the owner must also be there during the stay. A Vacation Rental Permit requires the owner to leave and the number of guests allowed depends on the property zone. For more information, go to [Norfolk.gov](http://Norfolk.gov).



# CITY HIGHLIGHTS



You are in  
Evacuation Zone



## YOUR NORFOLK. YOUR LIFE.

In addition to the “Your Norfolk. Your Life.” YouTube video series, a monthly emailed newsletter of the same name is delivered directly to subscriber inboxes connecting readers to our urban, waterfront community. The newsletters include articles about city projects and programs, features on city staff, surveys, events and more. Subscribe by visiting [www.norfolk.gov](http://www.norfolk.gov) and click on the newsletter box on the bottom of the homepage.

## KNOW YOUR ZONE

Norfolk is leading an outreach campaign on the Know Your Zone program. The campaign’s goal is to educate residents and businesses on how to both understand and identify what zone they’re located in, and also to obtain evacuation information and alerts. Zone-specific stickers are available for business storefronts from the EOC.

## COMPLETE STREETS

The City has embarked on a new paradigm for multimodal transportation that will provide a range of mobility options to support all residents, businesses and visitors. The Department of Transit aims to achieve complete, safe and healthy streets that support a “people first” mindset that establishes a tone that our public rights-of-way must accommodate all users.

## DRIVE NOW – CDL COMMERCIAL DRIVER PROGRAM

This free program is the result of a new partnership with TCC Jobs Skills Training, Hampton Roads Transit and NorfolkWorks. Successful students will receive a livable wage at 5 weeks and benefits within 60 days of employment as well as a path for a career in transportation.

## ARTIST IN-RESIDENCE (AIR)

The City’s new artist in-residence will work alongside city employees and the community to reimagine aspects of civic life, stimulate outside-the-box thinking, weave artistic spirit into city government and help write the next chapter of Norfolk’s history through significant artistic contributions.

## NORFOLK THEATER FESTIVAL

Norfolk is one of the most theatre-rich cities in Virginia, a diverse community full of spirited audiences in venues large and small. The 2019 inaugural Norfolk Theatre Festival celebrated Norfolk’s role as a cultural destination. It featured unforgettable shows, behind-the-scenes events, and more in a whirlwind Valentine’s Day weekend.



# REGIONAL HIGHLIGHTS



## NATO CREATES JOINT FORCE COMMAND

NATO approved the addition of a Joint Force Command in Norfolk as well as in Ulm, Germany in June, 2018. Together, the two command centers will employ more than 1,200 personnel.

## US NAVY AWARDS CONTRACT

The Navy has awarded a \$15.2 Billion contract for the construction of two nuclear-powered aircraft carriers to Huntington Ingalls Industries-Newport News Shipbuilding (HII-NNS). The ships are scheduled to be delivered in 2028 and 2032.



## U.S. ARMY CORPS OF ENGINEERS

U.S. Army Corps of Engineers study investigating coastal storm risk management problems and solutions reached an important milestone in 2019 as the study with recommendations for \$1.4 Billion received a signature to recommend the study's findings for congressional authorization.



## NASA LANGLEY RESEARCH CENTER

NASA Langley Research Center is comprised of nearly 200 facilities in Hampton Roads and employs about 3,400 civil servants and contractors. Langley works to make revolutionary improvements to aviation, expand understanding of Earth's atmosphere and develop technology for space exploration. A \$94 Million Measurement Systems Lab is to be complete in 2019.



## THOMAS JEFFERSON NATIONAL ACCELERATOR FACILITY

One of two locations being considered for a new \$1 Billion high-energy electron ion collider, a hub of world-class nuclear physics research. If successful, this would attract a major community of new scientists to our region. Its primary mission is to study the atomic nucleus using its Continuous Electron Beam Accelerator Facility (CEBAF), but it also carries out applied research with industry and university partners.

## RISE

RISE is a non-profit organization whose mission is to solve the most pressing resilience problems facing coastal communities. To accomplish this goal, RISE leverages global partnerships to help businesses develop, demonstrate and scale innovations that allow coastal communities to adapt to changing climate and rising sea levels. The 2018 Coastal Community Resilience Challenge was held in Norfolk. RISE partnered with MIT Solve to attract submissions and judges from around the world.





# CORRIDORS

## EAST LITTLE CREEK BUSINESS ASSOCIATION

This new Business Association formed to connect all businesses in the area with opportunity to help brand the area and work closer with community partners including Norfolk Public Schools and Civic Leagues. Within the district boundaries are more than 1,000 businesses.

## NORTH COLLEY BUSINESS ASSOCIATION

Norfolk's newest business association is bringing together 150+ businesses in this growing area to increase awareness of the authentic character and the new businesses continuing to open in the area.



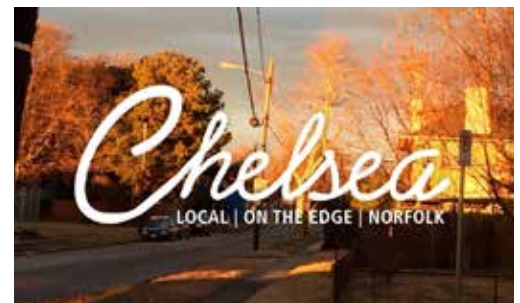
## OCEAN VIEW BUSINESS ASSOCIATION

This growing business association is committed to bringing fun and excitement to the OV area. Plans are underway for a variety of events and community branding opportunities. The area encompasses approximately 700 businesses and has one of Norfolk's largest concentrations of home-based businesses.



## CHELSEA

This business district is accessible along the Elizabeth River Trail and holds festivals and attracts artisanal food and beverage lovers.



## RAILROAD DISTRICT

This new district is now 270 businesses strong. Unique businesses and restaurants, modern lofts and artisanal manufacturing are mixed together, making this a lively community. The International Economic Development Council (IEDC) awarded Norfolk Economic Development a Silver Excellence in Economic Development Award for Catalyzing Development in a Historic District, a project in the category of Real Estate Redevelopment & Reuse, highlighting the success of the burgeoning Railroad District.







## NEON DISTRICT

Norfolk's first official arts district is covered in murals, creative energy and entertainment options.



## GHENT NAMED A GREAT PLACE IN AMERICA

The American Planning Association has named Ghent in Norfolk, Virginia as one of five great neighborhoods on the APA's annual Great Places in America. The APA's Great Places in America recognizes the streets, neighborhoods, and public spaces in the United States demonstrating exceptional character, quality, and planning which attributes that enrich communities, facilitate economic growth and inspire others around the country.



## RIVERVIEW

Riverview Village Business Association installed its iconic archway to create an identity for this neighborhood corridor in 2018. Riverview Village Days is an open-air market with 65+ vendors and is held on the 2nd and 4th Sundays from April-December in Lafayette Park.



## WARDS CORNER PLAN

A host of community discussions has resulted in an implementation plan for economic, transportation, green infrastructure, and an implementation approach.

## BERKLEY REUNION

2019 will be the 25th Annual Berkley Reunion, a celebration of history, youth and community that draws attendees from near and far and is produced by the Beacon Light Civic Association.



## JORDAN-NEWBY ANCHOR BRANCH LIBRARY AT BROAD CREEK

This \$10 Million, 28,000 SF anchor branch is next door to Richard Bowling Elementary School. The library features a meeting space for 100 people and more than 45 computers and classes.



## RICHARD A. TUCKER MEMORIAL LIBRARY

The new library, set to be 12,000 SF, will be a first in the Campostella area and will feature a 5,000 SF Nature Explorium, an outdoor classroom with active learning stations that will offer a way to connect learning, literacy, and an appreciation of nature as a regular part of a library visit for children and families.





## CITY BEACH

City Beach opened in 1935 to provide the African American Community a beach for recreation. In 1930, Norfolk's City Council purchased 11 acres from the Pennsylvania Railroad in East Ocean View. In 2018, the City recognized this beachfront with a historical marker that features photographs and information about the beach.



## BROAD CREEK TRIANGLE PARK

Broad Creek Triangle Park is a planned park with ADA-accessible walking trails, benches, and trees. Situated across from the Jordan-Newby Library and Richard Bowling Elementary School and a block away from the Kroc Center, the park is a celebration of knowledge, fitness, and health. New fruit trees in the park will provide shade and have edible components like paw paw fruit, pecans, and persimmons. City staff have already expressed interest in educational programming that focuses on the orchard. An art-nouveau-inspired arched sign will serve as a gateway to the neighborhood.



## HUNTERSVILLE PITCH COMPETITION

The second pitch competition will take place in summer of 2019 with \$1,500 awards to be made to 5 entrepreneurs. This Norfolk Small Business Initiative supports the residents of Huntersville with intense sessions such as writing a business plan, marketing & accounting as well as a legal clinic. The sessions are open to the public; the competition has been made possible through a philanthropic donation from the SunTrust Bank Foundation and is co-hosted by the Hampton Roads Workforce Council, City of Norfolk. In 2018, this event was awarded a "Lighting The Way" award.



## RAILROAD DISTRICT MURALFEST

A lot has happened since O'Connor Brewing Company set out to renovate a historical building on 24th Street, opening the expanded and acclaimed brewery's current location in 2014. Now, the district is branding itself. The NFK Street Museum produced by Alchemy and the Contemporary Arts Network is curating 8 murals throughout the Railroad District. In addition to these and more murals by nationally and locally known artists, the festival will feature mural tours, artist talks and activities for all ages as the mural-filled district is unveiled on June 1st.



## NORFOLK PUBLIC SCHOOLS

Our neighborhoods are home to 30,000 students who attend Norfolk Public Schools (NPS) each year. Of those students, 5,091 (15.9%) are identified as gifted. Norfolk Public Schools recently won grants from the Department of Defense Educational Agency (DoDEA) to fund coding and computer science initiatives for elementary students and Sprint 1 Million which enabled deployment of 300 devices to high school students to provide them with Internet access at home. Through a collaborative partnership with the City of Norfolk, 5 new elementary schools have been built within 5 years.





# BUSINESS NEWS



## IpCONFIGURE

A leading developer of IP video surveillance solutions will expand and relocate to Lambert's Point. The \$7 Million investment is projected to be completed by summer 2020. IpConfigure and partners donated and installed equipment aboard the Battleship Wisconsin to create a control center known as the Ship Experience Access Room to provide a virtual tour for those unable to due to physical challenges.

## TRIDENTIS

A professional engineering, logistics and program management firm purchased the former School of Rock building in Downtown and is investing \$1.5 Million and will employ 70, mostly engineers. Tridentis was recently awarded a five-year, \$30 Million single award contract supporting Norfolk Naval Shipyard for the USS John C. Stennis.

## MS INTERNATIONAL

This California-based company is investing \$4.6 Million in a 64,000 SF distribution and showroom facility in the Norfolk Industrial Park. MS International is a leading North American importer and distributor of natural stones, countertops, landscaping tiles and porcelain.

## LAND & COATES

This locally-owned and operated company for more than 70 years has purchased and is renovating its new corporate office in the Norfolk Industrial Park. The company includes Tidewater Power Equipment and is making a \$7 Million investment for a 70,000 SF showroom and a distribution warehouse.

## HOME CO INDUSTRIAL

HomeCo is new to the area and investing \$12 Million in the renovation of a former foam company building into a warehouse and distribution facility in the Norfolk Industrial Park. HomeCo will hire 35 employees.

## ARREFF TERMINALS

ARREFF Terminals will relocate their bulk operation to a property in the Port of Virginia on Northgate Road. ARREFF will invest \$2.5 Million into this new facility which will include some rail improvements, a new rail spur and new unloading and loading equipment. The new facility will remove approximately 10,000 trucks off the roads, projecting to handle 5,000 TEU's per year and hire an additional 10-15 employees.





# BUSINESS NEWS



## KTN EXPANDS

KTN is expanding in the Virginia Renaissance Center. The company will add an additional 80 employees and invest \$75 Million.

## SEAWARD MARINE

A corporation with over 25 years of experience providing underwater and marine construction services is relocating to the Virginia Renaissance Center. Seaward will invest \$8 Million and hire 30 employees.

## AVIATION INSTITUTE OF MAINTENANCE (AIM)

The institute purchased the former Calvary Christian School for \$5 Million and is underway in providing renovations to the 100,000 SF property. The campus environment will allow for the expansion of current programming in the region.



## OPTIMA HEALTH

Optima Health doubled its employees and space within their first year. Currently, Optima Health has 400 employees and a 90,000 SF footprint in the 824 Military building, the former J.C. Penney store at Military Circle.



## CIRS EXPANDS IN CENTRAL BUSINESS PARK – EXCLUSIVE IN CHINA

CIRS has signed an exclusive agreement for its full line of products with Beijing HGPT Technology & Trade. HGPT has a presence throughout China and has expanded into Diagnostic Radiology and Sonography.



## EMBODY

Norfolk-based Embody received \$1.5 Million from area investment groups to develop a cutting-edge treatment for tendon and ligament injuries, including financial support from 757 Angels and the Center for Innovative Technology. The startup also has \$12 Million in funding from a federal Defense Advanced Research Projects Agency grant to advance the treatment of service members and veterans.



## AMPLIFIED IT

Amplified IT received the 2017 Google Cloud Global Partner Award for Customer Service in Google for Education.







## SEND IT!

A new climbing gym facility to be built in Central Business Park which is owned by the Norfolk Economic Development Authority. The facility will face Sewells Point Road and represents a \$1.5 Million investment.



## HAMILTON PERKINS

Hamilton Perkins Collection, in partnership with Hewlett-Packard, created a custom drawstring bag that was selected as an official SWAG Bag at the 2019 Coachella Music Festival. The bag is made from recycled plastic bottle and billboards. The Hamilton Perkins Collection will occupy a pop-up location inside MacArthur Center for four months starting May 1.



## ELECTRIC POWER BIKES

The region's first authorized Pedego Electric Bikes dealership will be opening a sales and rental store across from MacArthur Center on City Hall Avenue. The bikes can move as fast as 20 MPH.



## LATITUDE CLIMBING GYM & DECORUM WAREHOUSE

\$3 Million+ investment to revitalize the historic building that is home to Latitude Climbing and Fitness' 15,000 SF facility and employing 28 people. The facility has a full complement of climbing, fitness space, and a state-of-the-art yoga studio. The remaining 10,000 SF is home to Decorum Furniture storehouse.



## DESCAL-A-MATIC

Descal-A-Matic® provides environmentally sound water treatment technology, to control scale and water quality, without chemicals, in government and industrial installations throughout the world and is heading into its 50th anniversary year.



## ELECTRIC CAR STATIONS

The City of Norfolk has installed electric vehicle charging stations at four of its Downtown garages, with more planned in the coming months. The new vehicle chargers are the first donated by Tesla to be installed by the city, and can be found in the Waterside, MacArthur Center, Bank Street, and Town Point garages.



## LYONS SHIPYARD

Lyon Shipyard celebrated the company's 90th Anniversary in 2018. Lyons is a family-owned and operated, ship repair facility on the Elizabeth River and has two other divisions: Downriver Services and Industrial Services.



## RETAIL



**IKEA**  
Home furnishings

### IKEA OPENS

On April 10, 2019 the grand opening of the long-awaited IKEA drew thousands. This is only the second IKEA in Virginia. The IKEA building has the largest solar rooftop array in Hampton Roads and charging stations for electric vehicles. The 450-seat restaurant serves IKEA's famous Swedish meatballs.

### NORFOLK PREMIUM OUTLETS

New catalytic investment is underway. In addition to new and expanding stores within the successful outlets, surrounding development includes a Tru Hotel, Chick-Fil-A and additional stores.

### ON TAP

**ELATION BREWING** North Colley's first brewery.

**REAVER BEACH BREWING COMPANY** Moving into the former post office at 38th and Colley.

**BOLD MARINER** New location opening in Ocean View in a former bank.

**COVA BREWING COMPANY** A former auto repair garage is transformed into Ocean View's first brewery, COVA Brewing Co. on Shore Drive in the East Beach area. The brewery plans lots of outdoor activities and includes a dog run. Opening summer 2019.

**SMARTMOUTH BREWING** Smartmouth Brewing found overnight success with its Saturday Morning brew. It sold out faster than overnight and garnered national attention. Under expansion.

**BENCHTOP** Benchtop is expanding with a new line for canning and bottling.

**MAKERS CRAFT BREWERY** Opened in 2019 on 23rd Street with Emerson's Cigar Bar right inside.

**O'CONNOR BREWING COMPANY** El Guapo Agave IPA is leading the way as the #1 Virginia craft brand.

**VEIL BREWING COMPANY** A modern brewpub in the new and upcoming Railroad District of Norfolk in the former Norfolk Chop House location.

### BEST BEER CITY

Norfolk won "Best Beer City" in the 2018 Golden Tap Awards for Hampton Roads. The award is based on breweries, festivals and restaurants and is voted on by the readers.





### STOCKPOT NORFOLK

Beautiful build-out in the Selden Arcade, continuing the momentum of Selden Market.

### EAST COAST APPLIANCE

The company purchased the former Toys R Us building as new headquarters and is investing \$5 Million and creating 50 jobs.

### THE PAGODA ORIENTAL GARDEN

Hummingbird Macarons opened on Valentine's Day and is a Norfolk original.

### ALDI

Aldi is working on several sites in the City of Norfolk which will represent well over \$10 Million in capital investment, repurposing sites and one will be new construction. Aldi will be positioning stores in Ghent, East Little Creek and Military Highway.

### DOG PERK

Dogtown is a social outlet for dogs. It is a boarding and kennel-free dog daycare catering to Hampton Roads residents who desire to provide quality care for their dog while at work or away from home.

### COMMUNITY HOSPITALITY PARTNERSHIP

A new program for restauranteurs is underway. This well-received program addresses a variety of topics inherent to running a food and beverage business in Norfolk.

### THE CLAYGROUND AT 757 MAKERSPACE

The Dream Factory continues to add opportunities for makers to get their creative muscle working.

### THE CIRCUIT ARCADE BAR

Granby St. and Market St. streetscapes will be activated by this entertainment venue with new roll-up doors that directly connect our Downtown sidewalks to this fun, new entertainment venue.

### NARO THEATER

A cultural landmark for 83 years, NARO Expanded Cinema is GHENT.

### RAZZO RESTAURANT

A new location for this popular OV restaurant is under renovation in the former Fire Station #12.





# ENTREPRENEURS

## ASSEMBLY

Grow has announced that it is developing Assembly, a downtown office campus, purpose-built to host a curated community of like minded professionals. Leading creative and technology companies, aspiring startups, and talented freelancers will all be sharing, inspiration, and resources. It will occupy three historic department store buildings in Downtown Norfolk.

## PERCOLATOR

Percolator is a collaborative, creative community for entrepreneurs, startups, and innovators with four locations. ODU's Office of Research is partnering with them on entrepreneurial resources for startups. There are four campuses and approximately 40,000 SF programmed. In August 2018, the MacArthur Center campus was opened.



## GATHER AT 500 EAST MAIN

A 30,000 SF Norfolk location will be the largest of Gather's soon-to-be four locations and is based in RVA. The coworking space will be on the 15th and 16th floors of the BB&T building.



## 757 ANGELS

757 Angels has added \$36 Million of capital investment into 16 companies demonstrating a strong investor voice that is supportive of startup and early stage companies.



## 757 ACCELERATE

757 Accelerate was created with capacity-building funding from the U.S. Economic Development Administration's i6 Challenge Grant and in partnership with the National Institute of Aerospace, TowneBank, six Hampton Roads cities, four regional universities, 757 Angels, and Reinvent Hampton Roads.



## GRANBY STATION

Granby Station, NFK Food Hall, will be bringing people together through the power of food. With a \$1.5 Million investment and 100+ jobs, Granby Station will be comprised of up to 14 kiosks.

## TECHNOLOGY ZONE EXPANSION

In 2017 the City created its Technology Zone program to provide tax incentives for new companies to come to Norfolk. Recently, significant changes to the City's Technology Zone program have been made, allowing existing, fast-growing technology firms to tap this incentive to further fuel job growth. The zone was also expanded to include more area around our major universities and further connect Norfolk's "Tech Trail" which runs from NSU to ODU.







### SELDEN MARKET

Downtown Norfolk Council received the highly coveted Pinnacle Award from the International Downtown Association (IDA) in the economic and business development category for its first retail incubator, Selden Market. The Pinnacle Award represents the most creative and inspiring innovations in the industry. The Selden Market is an innovative space for entrepreneurs to develop new street-level business ideas. The market provides a low-risk environment with short-term leases, a supportive development program, and a community atmosphere that fosters learning and growth.



### STARTWHEEL

StartWheel helps build an even stronger, more competitive entrepreneurial environment for starting and growing businesses in Hampton Roads as a resource for events and startup culture with information created by and for local entrepreneurs.



### STARTUP IN RESIDENT (STIR)

The STIR program connects startups with government agencies to develop technology products that solve real civic challenges through a 16-week program. Two of Norfolk's challenges are being addressed by ARDX of Norfolk and Civis Analytics from Chicago/D.C.



### BLACK BRAND

Black BRAND is the Hampton Roads Regional Black Chamber of Commerce. The mission is to promote group economics through professional development and community empowerment and provide financial literacy, entrepreneurship training, and networking resources.



### VEER MUSIC AWARDS

The regional music industry was celebrated in February 2019 at Granby Theater. This event drew a capacity crowd to Granby Theater. Local bands, musicians, and industry folks in nearly 40 categories received awards at the 8th annual event. Jae Sinnett's roots-driven, bluesy "Americana Groove Project" and Turncoat Syndicate rockin' "The Life You Wanted" each were given Album of the Year honors.



### SLOVER MAKERS STUDIO

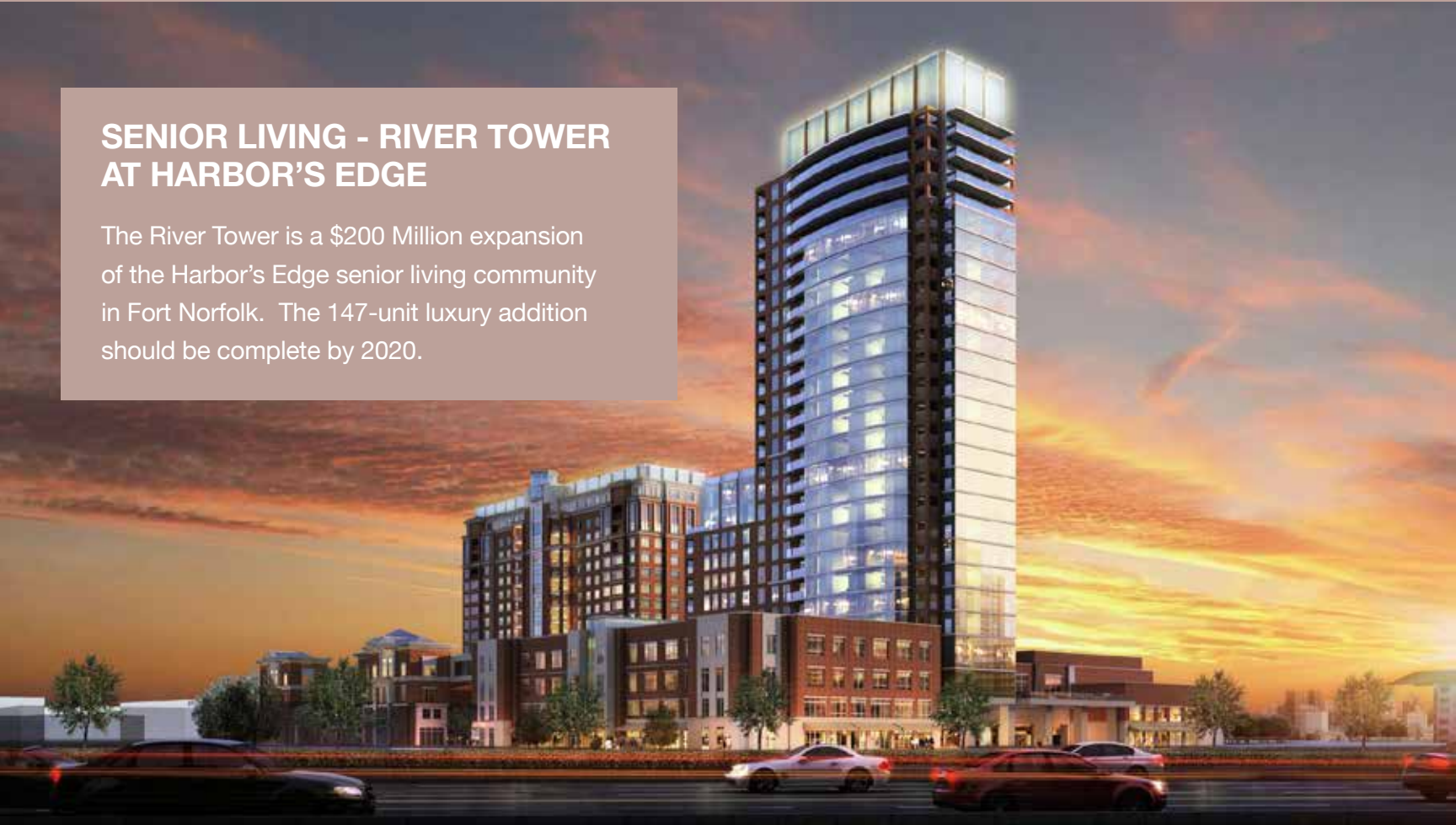
Located in Selden Market next to the Slover Library, the Maker Studio is a brand-new space with a wide range of maker technology, including 3D printing, laser cutting, sewing, and more. The Studio offers free access on four high-end modeling workstations to SolidWorks and CorelDraw.



# MULTIFAMILY

## SENIOR LIVING - RIVER TOWER AT HARBOR'S EDGE

The River Tower is a \$200 Million expansion of the Harbor's Edge senior living community in Fort Norfolk. The 147-unit luxury addition should be complete by 2020.



**SENIOR LIVING - ASPIRE AT EAST BEACH** A 4-floor, 132-unit luxury senior housing facility to be built at 4801 Pretty Lake Avenue. Named "Aspire at East Beach," it will sit on the current property of the Little Creek Marina. The complex includes 2,500 SF restaurant and 3,000 SF of office.



**PINEWELL STATION** Consisting of 145 units, the six-acre project will occupy land where the Ocean View Senior Center and a hotel were located. With an estimated investment value of \$30 Million, the community will include high-end interior designs, a well-equipped media center, state-of-the-art fitness facility, hospitality bar, business center, resort-style amenities including in-pool fire pits and roof top deck overlooking the Chesapeake Bay and the Ocean View Golf Course.



**THE TERN** The Tern will have 96 housing units and is a mixed-use development comprised of a mix of four-story townhomes, three-story townhomes, carriage home style townhomes and 13,000 SF multi-bay restaurant/retail. This \$35 Million investment will be sited on approximately 7.34 acres on Shore Drive at Pleasant Avenue and 21st Bay Street.



**VILLA MARINA** Villa Marina Apartments will be located on the former Vinings Landing Marina site. The 105-unit apartment complex represents a \$23.3 Million investment



More than \$100 Million worth of projects in Ocean View are underway.





**FORT NORFOLK LOFTS AT FRONT STREET** A multi-family apartment development consisting of 258 units, a 5-story apartment building with parking garage on the Elizabeth River with a mixture of studio, one, two and three-bedroom units and includes a pedestrian walkway along the shoreline. A \$52 Million investment.



**RETREAT AT HARBOR POINT** A mixed-income waterfront apartment community consisting of 250 units in Campostella Heights. This project reflects a \$56 Million investment.



**MARKET HEIGHTS** This 164-unit, mixed-income apartment community complete with great amenities will be located at 630 Tidewater Drive. The project is a \$35 Million investment.



**THE ROEBUCK APARTMENTS** This historic building has been renovated into 57 apartments on Front Street. Named in recognition of one of the 4-story building's past lives as a Sears and Roebuck warehouse. Rooftop terrace with river views and of the Hague.

### OLD DOMINION PEANUT COMPANY

This project is an adaptive reuse of this former company's properties into 84 apartments with commercial space.



### B & G PLACE

This project is an adaptive reuse of the former Boys and Girls Club in Park Place into 40 apartments.



### CHENMAN

The former scrap metal yard and recycling facility is being converted into 44 apartments. It is located along the southern boundary of the Park Place neighborhood within the 600 block of West 23rd and West 24th Street between Newport and Gosnold Avenues.



### ST. PAUL'S APARTMENTS

This 126-unit community is being developed by S. L. Nusbaum. It is located in the heart of Downtown Norfolk between Wood Street and Bute Street.



### BELL DIAMOND

This 128-unit affordable townhouse and garden apartment community in Berkley was completely renovated by Woda Cooper Companies, Inc. in cooperation with the Beacon Light Civic League.



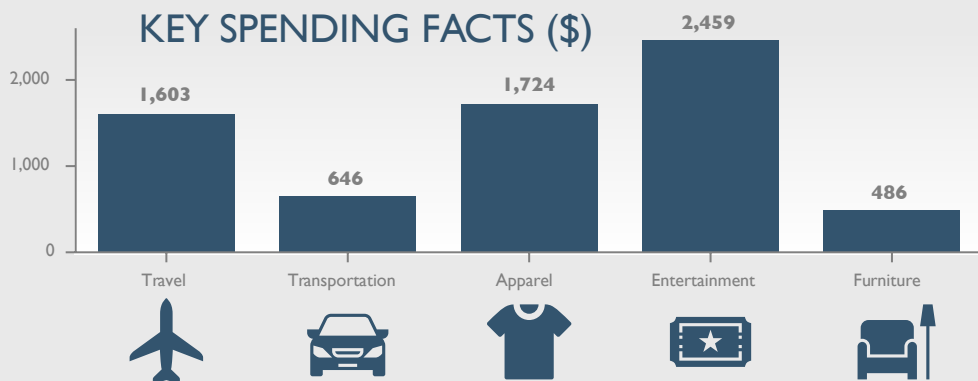
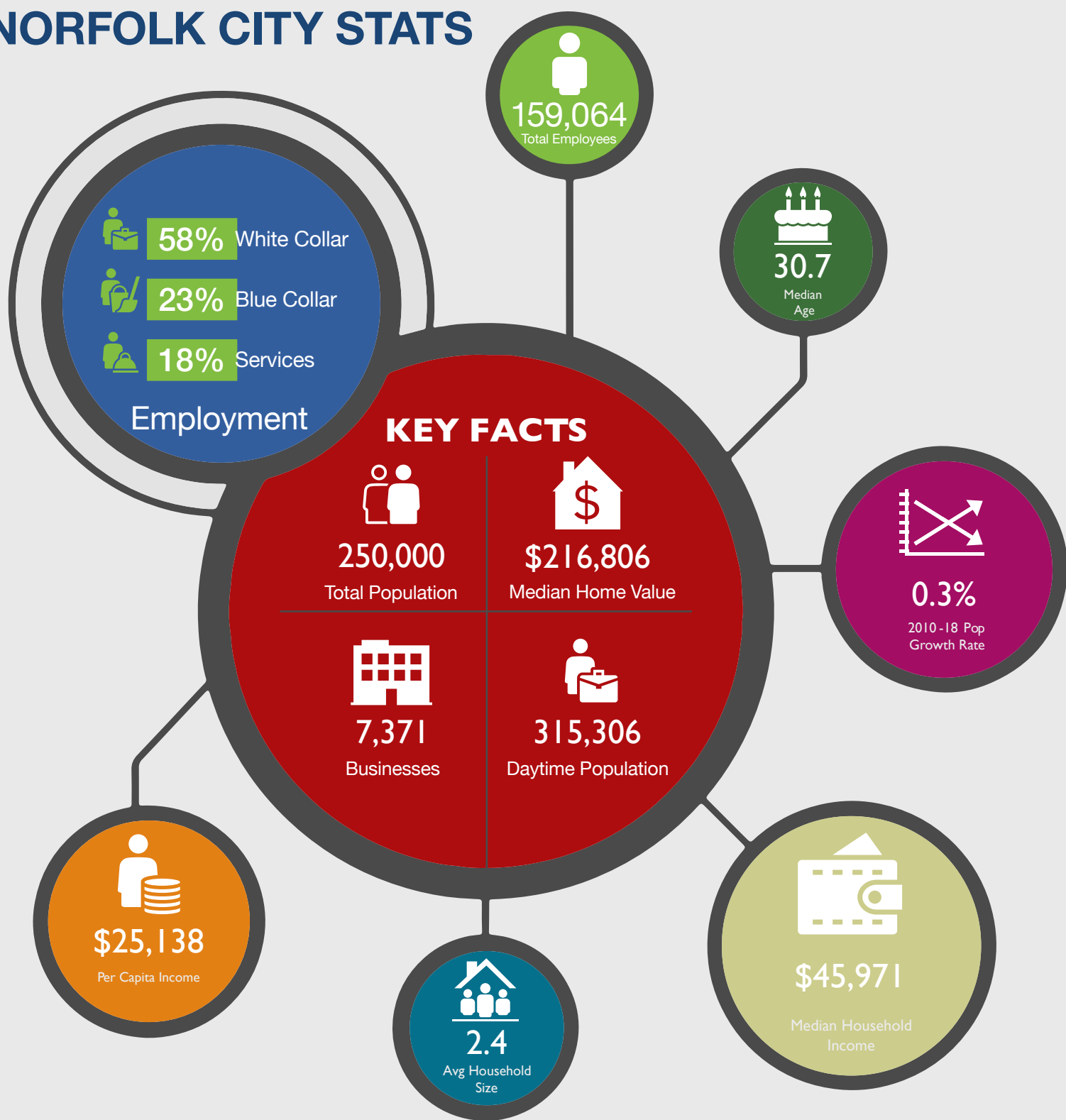
### RENT READY

This is a voluntary and comprehensive program designed to assist landlords, property managers and renters. It is administered by the Department of Neighborhood Development.





# NORFOLK CITY STATS



Source: Esri Forecast for 2018

## ANNUAL HOUSEHOLD SPENDING





## NORFOLK IS A GREAT PLACE TO:

**Develop Talent.**

**Support Talent.**

**Retain Talent.**

**Attract Talent.**

### LOCATION

55%	U.S. Population are within 750 miles
130 Million	Consumers within one day's drive
66	SQ Miles
144 Miles	Shoreline (lakes, rivers, bay)
90%	Class A occupancy rates (approx.)
2,700,000	Visitors in 2017 (OmniNet)
5%	FY2018 Sales Tax Revenue increased over FY2017
10%	FY2018 Hotel & Meals Tax Revenue increase over FY2017

### PEOPLE

250,000	Norfolk residents
30.7	Median Age Norfolk residents*
1.7 Million	Regional population
45,000	College students in Norfolk (approx.)
100,000	College Students in Region (approx.)
28%	Downtown population growth since 2010
4,486	People per square mile*
46%	Residents never married*
31%	Total single people*
50%	Birthplace in Virginia*
7%	Population foreign born (citizens and non-citizens)*

### TRANSITIONING SERVICE MEMBERS

Naval Station Norfolk processes a little over 10,000 local (Hampton Roads) transitioning Service Members each year. That equates to roughly 250/week minus the weeks there's no transition class due to a Federal holiday.

\*According to the most recent demographics data available from Esri Estimates for 2018, and U.S. Census Bureau American Community Survey 2013-2017



## ANNUAL ECONOMIC IMPACTS

<b>\$88.4 BILLION</b>	Port of Virginia throughout the Commonwealth, 2018
<b>\$13.4 BILLION</b>	US Navy Region in Hampton Roads, 2018
<b>\$1.2 BILLION</b>	EVMS IN 2017
<b>\$9.7 BILLION</b>	Defense Contracts awarded in Hampton Roads in 2017 (Chmura)

## Annualized FTE Enrollment, Academic Year

Institution	Year	Undergraduate	Graduate	First Professional	Total	Institution Type
Norfolk State University	2017-18	4,226	480	-	4,706	Four-Year Public Institutions
Old Dominion University	2017-18	16,784	3,081	-	19,865	Four-Year Public Institutions
Tidewater Community College	2017-18	14,974	-	-	14,974	Two-Year Public Institutions
Eastern Virginia Medical School	2017-18	-	814	604	1,417	Four Year Private, Non-profit Institutions
Virginia Wesleyan University	2017-18	1,486	36	-	1,521	Four Year Private, Non-profit Institutions
<b>Total Enrollment</b>	<b>2017-18</b>	<b>37,470</b>	<b>4,411</b>	<b>604</b>	<b>42,483</b>	

SCHEV Research Report E5A

NOTE: These are actuals based on the most recent CE files submitted by the institutions and thus will often vary from figures reported in the T6 Reports

## Completions Summary

Institution	Academic Year	Assoc.	Bachelors	First Prof.	Masters	Doctorate	Total	Type
Norfolk State University	2017-18	2	729	-	213	12	956	Four-Year Public Institutions
Old Dominion University	2017-18	-	3,934	-	994	231	5,159	Four-Year Public Institutions
TCC	2017-18	2,687	-	-	-	-	2,687	Two-Year Public Institutions
EVMS	2017-18	-	-	140	246	-	386	Four Year Private, Non-profit Institutions
Virginia Wesleyan Univ.	2017-18	-	297	-	2	-	299	Four Year Private, Non-profit Institutions
<b>Total Completions</b>	<b>2017-18</b>	<b>2,689</b>	<b>4,960</b>	<b>140</b>	<b>1,455</b>	<b>243</b>	<b>9,487</b>	

SCHEV Research Report C1

## Norfolk Public Schools (NPS) Enrollment

Total Enrollment	FY 2019	Proj FY2020
Pre-Kindergarten	1,904	1,905
K-12	28,183	27,439
<b>Total</b>	<b>30,087</b>	<b>29,344</b>



## 50 LARGEST EMPLOYERS

1. U.S. Department of Defense
2. Sentara Healthcare
3. Norfolk Public Schools
4. City of Norfolk
5. Old Dominion University, Norfolk
6. Children's Hospital of the King's Daughters
7. Portfolio Recovery Association
8. Eastern Virginia Medical School
9. Anthem
10. Norfolk State University
11. Sentara Health Management
12. Norshipco
13. U.S. Navy Exchange
14. Bon Secours DePaul Medical Center
15. Walmart
16. United States Postal Service
17. U.S. Department of Homeland Defense
18. S.O.S Security, LLC
19. Virginia International Terminal
20. CMA CGM America
21. Top Guard Inc
22. Soc LLC
23. Colonnas Shipyard
24. Tidewater Community College
25. ODU Research Foundation
26. Art FX
27. Cp&o LLC
28. Food Lion
29. Maersk Line Limited
30. Norfolk Naval Station
31. McDonald's
32. Marine Hydraulics International
33. Transit Management Companu
34. Nash Finch
35. Portfolio Recovery Associates Inc.
36. Booz, Allen and Hamilton
37. Lake Taylor Hospital
38. Personal Touch Home Care Inc
39. Coca Cola Bottling Company
40. Virginia Wesleyan College
41. St Mary's Home for Disable Inc
42. Aramark Campus LLC
43. Harris Teeter Supermarket
44. L 3 Unidyne Inc
45. Electronic Data Systems Corp
46. Virginia Paving Company
47. American Funds Service Co
48. Colonial Chevrolet
49. Norfolk Redevelopment & Housing Authority
50. Southwest Airlines

## HAMPTON ROADS MILITARY PRESENCE

*For More Information, please visit HRMFFA*

- + 18 Military Installations (includes 2 joint bases)
- + 4 branches of Military and Coast Guard
- + 125,000 Active Duty, Reserve, Civilian
- + 135,000+ Dependents
- + 230,000 Veterans
- + 4 – 4 Star Commands
- + Norfolk Naval Station Largest Naval Base in the World
- + Langley Air Force Base Longest Continuously Active AF Base in the World
- + \$21.5 Billion direct DoD Spending in 2018

### Also, Virginia has:

- + The fastest growing veteran population in the Nation.
- + The greatest number of veterans in the workforce per capita.
- + The largest percentage of women veterans.
- + The largest percentage of veterans under the age of 28.
- + 1 in 10 Virginians is a veteran (approx. 800,000).
- + Added more Veterans to its workforce than all other states put together.

## NORFOLK SISTER CITIES

- + Kitakyushu, Japan
- + Kaliningrad, Russia
- + Tema, Ghana
- + Toulon, France
- + Halifax, Nova Scotia, Canada
- + Kochi, India
- + Cagayan de Oro, Philippines
- + Wilhelmshaven, Germany
- + Norfolk County, United Kingdom
- + Ningbo-Beilun, China (Friendship City)

## CULTURAL ASSETS

- + Admirals' Row
- + American Rover Tall Ship Cruises
- + Armed Forces Memorial
- + Barry Art Museum
- + Battleship Wisconsin
- + Chrysler Glass Studio
- + Chrysler Museum of Art
- + D'Art Center
- + FestEvents Year-round Festivals
- + Fort Norfolk
- + Hampton Roads Naval Museum
- + Hermitage Museum & Gardens
- + Hunter House Victorian Museum
- + Little Theatre of Norfolk
- + MacArthur Memorial
- + Mermaids on Parade Trail
- + Moses Myers House
- + Nauticus Maritime Center
- + Neon District Art Tour
- + Norfolk Botanical Garden
- + Naval Station Norfolk
- + Norfolk Police and Fire-Rescue Museum
- + Norfolk State Planetarium
- + Ocean View Station Museum
- + Pagoda Gardens
- + Perry Glass Gallery
- + Pretlow Planetarium ODU
- + Self-guided Public Art Tour
- + Slover Library
- + The Cannonball Trail
- + The Generic Theater
- + The Hugh R. Copeland Center
- + The Perry Family Theater
- + Town Point Park
- + Virginia Arts Festival
- + Virginia Opera
- + Virginia Stage Company
- + Virginia Symphony
- + Virginia Zoo
- + Willoughby-Baylor House (History Museum)



# PUBLIC TRANSPORTATION

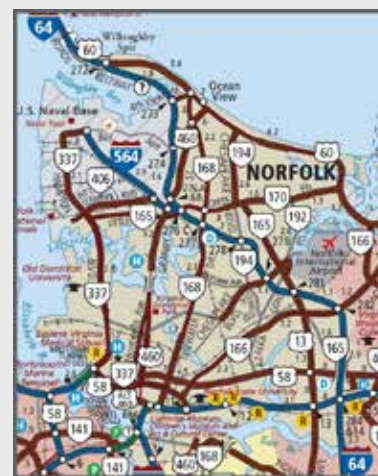
## NORFOLK BUS TRANSIT ROUTES

- + Route 1: DT Norfolk Transit Center / Pembroke East
- + Route 2: Navy Exchange Mall / DT Norfolk Transit Center
- + Route 3: DT Norfolk / Naval Station
- + Route 4: DT Norfolk / ODU
- + Route 5: Willoughby / Evelyn Butts
- + Route 6: DT Norfolk / South Norfolk / Robert Hall
- + Route 8: DT Norfolk / Evelyn T. Butts Ave.
- + Route 9: DT Norfolk / Sewells Point Road
- + Route 11: DT Norfolk / Colonial Place
- + Route 13: DT Norfolk / Robert Hall Boulevard
- + Route 15: Robert Hall Blvd / Evelyn T. Butts Ave
- + Route 18: DT Norfolk / Ballentine Boulevard
- + Route 20: DT Norfolk / Virginia Beach Oceanfront
- + Route 21: NSN / Navy Exchange Mall / JEB Little Creek
- + Route 22: Newtown Rd Station / JEB Little Creek
- + Route 23: Norfolk General / JANAF / Military Circle
- + Route 25: Military Circle / TCC / Sentara Princess Anne
- + Route 27: Newtown Road Station / Pleasure House Road
- + Route 44: Norfolk General Hospital / Midtown Portsmouth
- + Route 45: DT Norfolk Transit Center / Portsmouth
- + Route 919: Silverleaf Park & Ride / NSN Gate 4 (MAX)
- + Route 922: Greenbrier Mall Park & Ride / NSN Gate 4 (MAX)
- + Route 960: Norfolk to Virginia Beach (MAX)
- + Route 961: Newport News / Hampton / Norfolk (MAX)
- + Route 973: Portsmouth / NSN (MAX)
- + Route 974: Chesapeake / NSN (MAX)



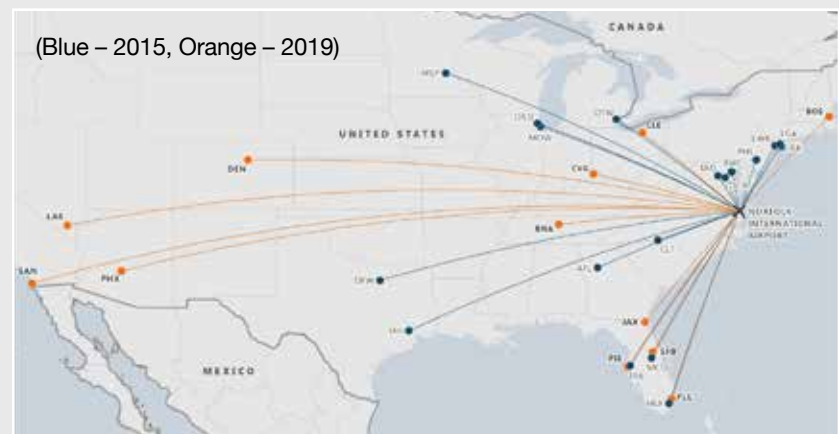
**MORE THAN 200 PACE BIKES AROUND THE CITY. DOWNLOAD THE PACE APP AND GET RIDING!**  
[www.ridepace.com/Norfolk](http://www.ridepace.com/Norfolk)

## THE TIDE LIGHT RAIL SERVICE



## NORFOLK HIGHWAYS AND INTERSTATES (VDOT)

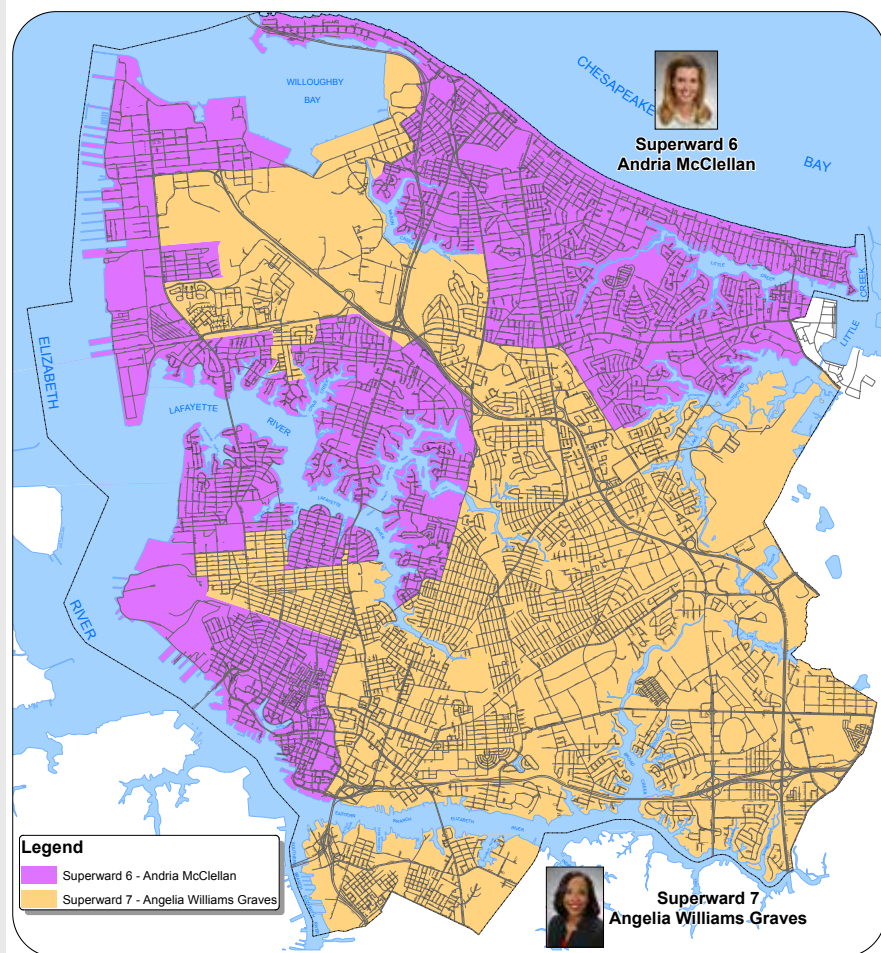
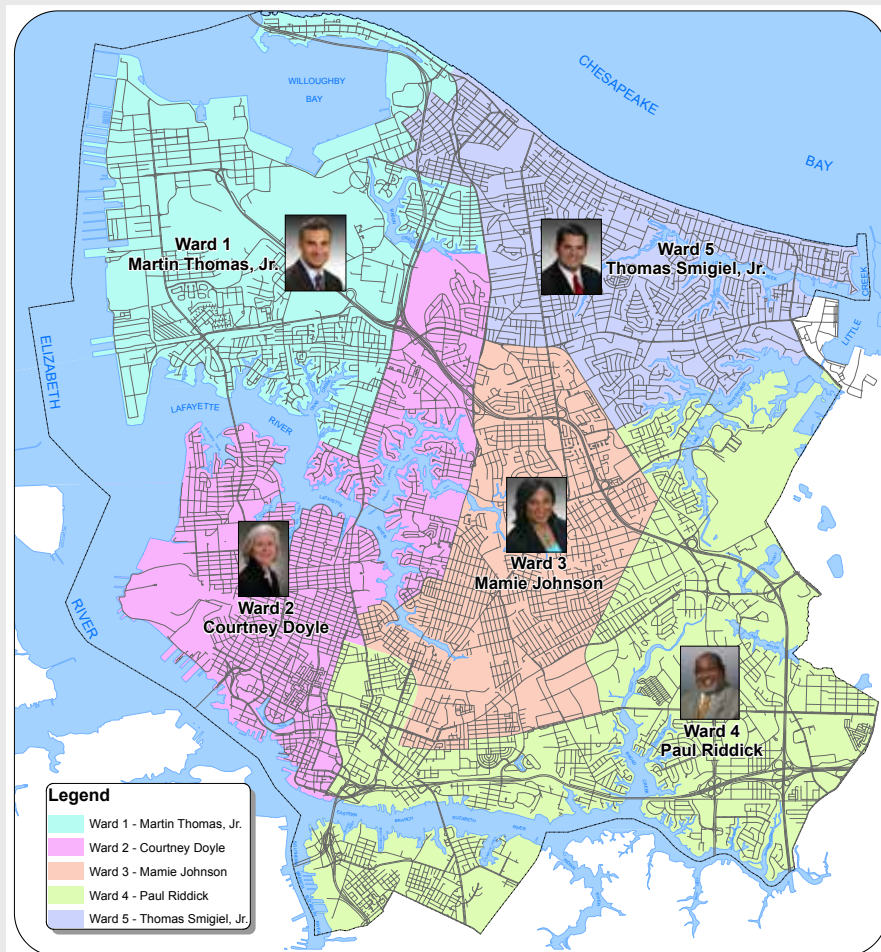
## NORFOLK INTERNATIONAL AIRPORT ROUTE NETWORK GROWTH



Tickets can be purchased at the station through ticket agents, [www.amtrakvirginia.com](http://www.amtrakvirginia.com), from the Amtrak mobile app or by calling 1-800-USA-RAIL for any station along the route between Norfolk and Boston. Norfolk Amtrak Station Main Phone Number: 757-446-9252.



# CITY OFFICIALS



Mayor Kenneth Cooper Alexander

## CITY COUNCIL MEMBERS

Martin A. Thomas, Jr., Vice Mayor

Courtney R. Doyle

Mamie B. Johnson

Paul R. Riddick

Thomas R. Smigiel

Andria P. McClellan

Angelia Williams Graves



Douglas L. Smith

City Manager



# SIGNATURE EVENTS CALENDAR

## March

St. Patrick's Day Parade in Ocean View  
Greening of Ghent

## April

First Fridays Downtown Street Party  
Virginia International Tattoo  
NATOFest  
Virginia Arts Festival (begins)

## May

First Fridays Downtown Street Party  
Spring Town Point Wine Festival  
Big Bands on the Bay  
Spring Stockley Gardens Arts Festival

## June

First Fridays Downtown Street Party  
Norfolk Harborfest  
Bayou Boogaloo  
T.G.O.V. Beach Music (every Friday)  
Big Bands on the Bay (every Sunday)  
Hampton Roads Pride

## July

Great American Picnic  
Latino Music Festival  
Virginia Symphony Orchestra Concert in the Park  
T.G.O.V. Beach Music (every Friday)  
Big Bands on the Bay (every Sunday)

## August

First Fridays Downtown Street Party  
Norfolk Waterfront Jazz Festival  
T.G.O.V. Beach Music (every Friday)  
Big Bands on the Bay (every Sunday)  
Virginia CaribFest

## September

First Fridays Downtown Street Party  
Opera In The Park  
In-Water Boat Show  
Big Bands on the Bay

## October

First Fridays Downtown Street Party  
Children's Festival  
Fall Town Point Wine Festival  
Fall Stockley Gardens Arts Festival  
Masquerade in Ghent

## November

Holidays in the City (begins)  
Grand Illumination Parade & Lighting

## December

Holiday Yule Log Bonfire

## PERFORMING ARTS VENUES

Theatre	Seating Capacity
Chandler Hall, Diehn Fine and Performing Arts Ctr.	200
Chrysler Hall	2500
Crispus Attucks Theatre	624
Generic Theatre Stage Downunder	140
Goode Theatre	185
Granby Theatre (function space)	varies
Harrison Opera House	1632
Hixon Theatre at Virginia Arts Festival	200
Johnson Theatre at Norfolk Academy	575
Kaufman Theatre at Chrysler Museum	375
L. Douglas Wilder Center at Norfolk State U	1800
Little Theatre of Norfolk	184
Nauticus Theater	350
Norfolk Collegiate Performing Arts Center	425
Norva	1450
ODU University Theatre	280
Perry Family Theatre in Hurrah Studios	300
Price Auditorium at Norfolk Academy	300
Roper Theatre	861
Scope	12,600
Ted Constant Center	9,520
The Venue on 35th	50
Todd Rosenlieb Dance Benjack Studio Theatre	120
Wells Theatre	640



# BOARDS AND COMMISSIONS

ADVISORY COMMITTEE/ST. PAUL'S AREA (MACSPA)  
AGING/LONG-TERM CARE (COALTC)  
AIRPORT AUTHORITY (AIR)  
ANIMAL WELFARE BOARD OF REVIEW (ANL)  
ARCHITECTURAL BOARD OF REVIEW (ARB)  
ARTS AND HUMANITIES (ARTS)  
ATTUCKS THEATRE CENTENNIAL COMMISSION (ATCC)  
BICYCLING AND PEDESTRIAN TRAILS COMMISSION (BIKE)  
BOARD OF BUILDING CODE APPEALS (BLDG)  
BOTANICAL GARDEN SOCIETY BOARD OF TRUSTEES (NORFOLK) (BOT)  
CENSUS 2020 COMMITTEE  
CHESAPEAKE BAY ALCOHOL SAFETY ACTION PROGRAM (CBASAP)  
CHRYSLER MUSEUM BOARD OF TRUSTEES (CMB)  
CITY INVESTMENT MANAGEMENT COMMITTEE (CIMC)  
CITY PLANNING COMMISSION (CPC)  
CIVIC FACILITIES COMMISSION (CFC)  
CIVIL SERVICE COMMISSION (CSC)  
COASTAL MANAGEMENT AND REVIEW BOARD (CMRB)  
COMMISSION ON CLIMATE CHANGE MITIGATION AND ADAPTATION  
COMMUNITY POLICY AND MANAGEMENT TEAM (CMPT)  
COMMUNITY SERVICES BOARD (CSB)  
CRIMINAL JUSTICE BOARD (NCJB)  
ECONOMIC DEVELOPMENT AUTHORITY (EDA)  
EMPLOYEES RETIREMENT SYSTEM (RET)  
ENVIRONMENTAL COMMISSION (ENV)  
EROSION ADVISORY COMMISSION (ERC)  
HOSPITAL AUTHORITY OF NORFOLK (HOSP)  
LEGENDS OF MUSIC WALK OF FAME (WALK)  
LIBRARY BOARD OF NORFOLK (LIB)  
LIFELONG LEARNING (LLL)  
MEDICAL COLLEGE OF HAMPTON ROADS (EVMS)  
MILITARY ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (MEDAC)  
NORFOLK REDEVELOPMENT AND HOUSING AUTHORITY (NRHA)  
PERSONS WITH DISABILITIES (DISAB)  
POLICE FIRE-TRIAL BOARD (PFT)  
PUBLIC ARTS COMMISSION (PU ARTS)  
PUBLIC VEHICLE DRIVER APPEALS BOARD OF REVIEW (VEH)  
REAL ESTATE ASSESSMENTS BOARD OF REVIEW (REL)  
RECREATION COMMISSION (REC)  
SENIOR SERVICES OF SOUTHEASTERN VIRGINIA (SSVA)  
SOCIAL SERVICES ADVISORY COMMISSION (SSAC)  
SOUTHEASTERN TIDEWATER OPPORTUNITY PROJECT (STOP)  
THE TREE COMMISSION (TREE)  
TIDEWATER COMMUNITY COLLEGE BOARD (TCC)  
TOWING ADVISORY BOARD (TOW)  
VETERANS AFFAIRS COMMISSION (VAC)  
WETLANDS BOARD (WET)

## NORFOLK OPEN DATA PORTAL

Norfolk provides this data as an affirmation of our commitment to transparency and community collaboration. Use this data to improve your community, spark a business idea or just satisfy your curiosity. Data is updated and expanded frequently as our City works to build a comprehensive data portal – below is a partial list of datasets. **Go to: <https://data.norfolk.gov>**

- + Active Warrants (Public Safety)
- + Address Information Resource Dataset (Real Estate)
- + Arrest Reports (Public Safety)
- + City of Norfolk Employee Demographics (Government)
- + Code Enforcement – Derelict Structures (Government)
- + Community Appearance Index for Keep Norfolk Beautiful (Environment)
- + Crime in Norfolk (Public Safety)
- + Crime Mapping (Public Safety)
- + Incident Reports (Public Safety)
- + International Coastal Cleanup (Environment)
- + Norfolk Cares Center (Government)
- + Mowing Schedule (Government)
- + Norfolk Open GIS Data (Maps)
- + Norfolk Public Art (Government)
- + Parking Citations (Government)
- + Parking Permits (Permits)
- + Parks Data (Recreation)
- + Parks & Playgrounds (Recreation)
- + Permits and Inspections (Permits)
- + Planning Department (Government)
- + Public Works Permits (Permits)
- + Real Estate Assessor's Assessment and Sales (Real Estate)
- + Restaurant Inspection Results (Public Safety)
- + Significant Trees (Recreation)
- + Storm Map (Map)
- + Street Lights (Public Safety)
- + Towing (Government)
- + Tree Planting Program (Recreation)

**Norfolk Cares** – An Award Winning Resource for Visitors, Residents, and Businesses

Call **(757) 664-6510** or email **[healthyneighborhoods@norfolk.gov](mailto:healthyneighborhoods@norfolk.gov)**

Trash & Recycling Info, Request Bulk Pickup, Request Pothole Repair, Report Overgrown Landscaping, Report Street Light Outages, Norfolk Air Map access, Pay Monthly Parking & Tickets, Ask A Question!



# EXPERIENCE NORFOLK

The largest collection of naval operations in the world that touch every branch of the armed services, and home to the future of global security – NATO Allied Command Transformation

A city where the Chesapeake Bay meets the Atlantic Ocean

The epic center of Hampton Roads

A city at the forefront of global trade

A city where an entrepreneur can create a start-up, scale their business, and achieve sustainable growth

The commercial, financial, industrial, and retail center of the region

A city fighting crime and becoming safer every day

A city confronting the growing intensity of natural disasters that threaten social and economic stability by leading in coastal resilience and climate change mitigation

A city where you can earn an industry recognized certification, PhD, or medical degree

A city creating broadband networks, promoting cyber security, and connecting infrastructure and innovation to grow our economy

A city leading the region in arts and culture, emerging as a national tourist destination

A city transforming conditions of poverty to states of prosperity

A vibrant city, a resilient city, a healthy city, and an economically thriving city of the future

— Mayor Kenneth Cooper Alexander

