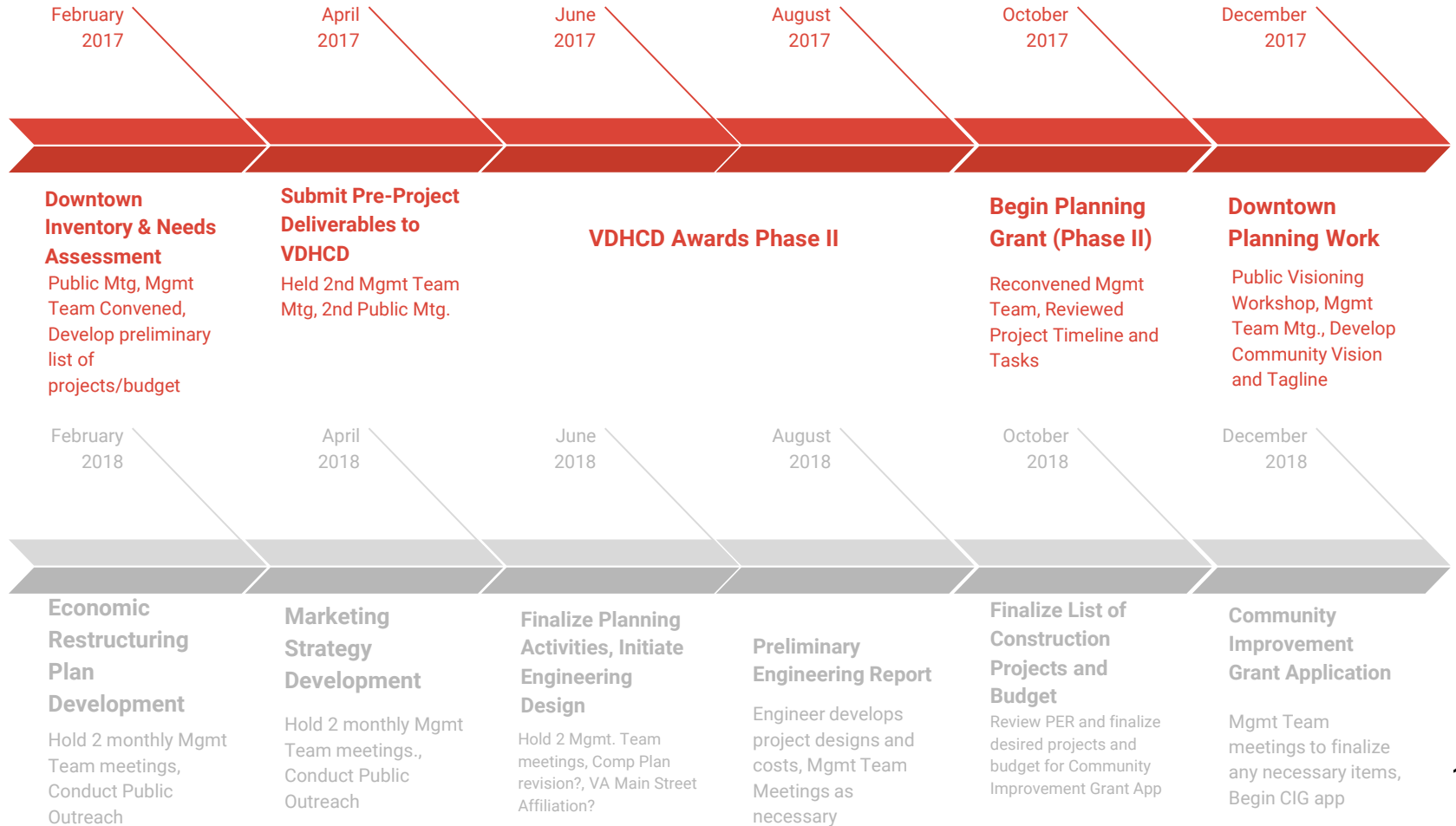


PROJECT SCHEDULE



COMMUNITY VISION STATEMENT

“Parksley is a historic railroad town conveniently located to water-access and regional attractions centrally located on Virginia’s Eastern Shore. The walkable town square is lined with unique locally-owned shops and restaurants, Victorian homes dot the town’s tree-lined streets, and a year-round Farmers Market and state-of-the-art library and cultural center provide modern conveniences. Parksley’s historic charm and Southern hospitality make it a great place to live, work and play.”

MARKETING STRATEGIES: UNIQUE TAGLINES

- More Than A Whistle Stop: Parksley, VA
 - Ferguson, MO tagline
- Where Victorian Charm Meets Southern Hospitality
 - Used by other towns & museums
- The Junction Of Victorian Charm & Southern Hospitality
- Others???

ECONOMIC RESTRUCTURING STRATEGIES - SPRING 2017 WORK RECAP



4 Priority Needs:

- Public Safety
- Accessibility
- Aesthetic Qualities (Beautification)
- Natural Hazard Mitigation

ECONOMIC RESTRUCTURING STRATEGIES - EXAMPLES

The following are various examples of goals identified by other small towns.

<p><i>Business Development</i> “Focus on the needs of its local market through basic recruitment activities, improving the downtown business environment, and recruiting asset-based businesses”</p>	<p><i>Reaching New Markets</i> “Focus on extending the business activity season by recruiting businesses to support the local market, marketing to the larger region, and building off-season activities”</p>	<p><i>Branding & Marketing Strategy</i> “Create a ‘brand identity’ focusing on targeting visitors, residents, businesses....”</p>	<p><i>Organizing & Building Partnerships</i> “Build strong partnerships with regional agencies, create grass-roots ownership in the plan, and empower local businesses and stakeholders to participate implementation”</p>	
<p><i>Basic Needs</i></p> <ul style="list-style-type: none"> - Public Safety - Shelter & Healthy Food - Healthy People 	<p><i>Community Engagement & Connections</i></p> <ul style="list-style-type: none"> - Community Pride & Participation - Creative expression - Community wide events 	<p><i>Built Environment</i></p> <ul style="list-style-type: none"> - Lodging & Community Gathering Places - Public Infrastructure - Historic Preservation & Promotion 	<p><i>Sustainable Natural Ecosystems</i></p> <ul style="list-style-type: none"> - Conservation - Open Space & Outdoor Recreation 	
<p><i>Continue Growth As A Thriving Town</i></p> <ul style="list-style-type: none"> - Attract Business to Support Recreation, Arts, & Unique Retail - Nurture Entrepreneurs & Start-Ups - Attract Millennials - Foster Programs & Events in Downtown to Build Momentum & Support for Businesses & Venues - Connect With Broader Opportunities in Region 	<p><i>Transform Into An Environmental Education Campus</i></p> <ul style="list-style-type: none"> - Maximize Use of Available Buildings for Campus - Support STEAM Educational Programs - Include Community in Educational Opportunities 	<p><i>Market As A Top Recreational & Cultural Heritage Destination</i></p> <ul style="list-style-type: none"> - Connect to Existing Assets & Opportunities - Develop a Marketing Plan - Foster Opportunities for Arts, Ecotourism, Recreation & Culinary-Tourism 	<p><i>Promote a High Quality of Life While Keeping Small Town Character</i></p> <ul style="list-style-type: none"> - Encourage & Promote Youth Leadership & Engagement - Develop Next Generation Leadership in Town - Develop Innovative Transportation Opportunities - Provide Opportunities for Elders & Youth 	<p><i>Improve & Enhance Infrastructure & Staffing Capacity</i></p> <ul style="list-style-type: none"> - Grow the Town’s Staffing Capacity - Improve Infrastructure - Encourage & Promote Youth Leadership & Engagement