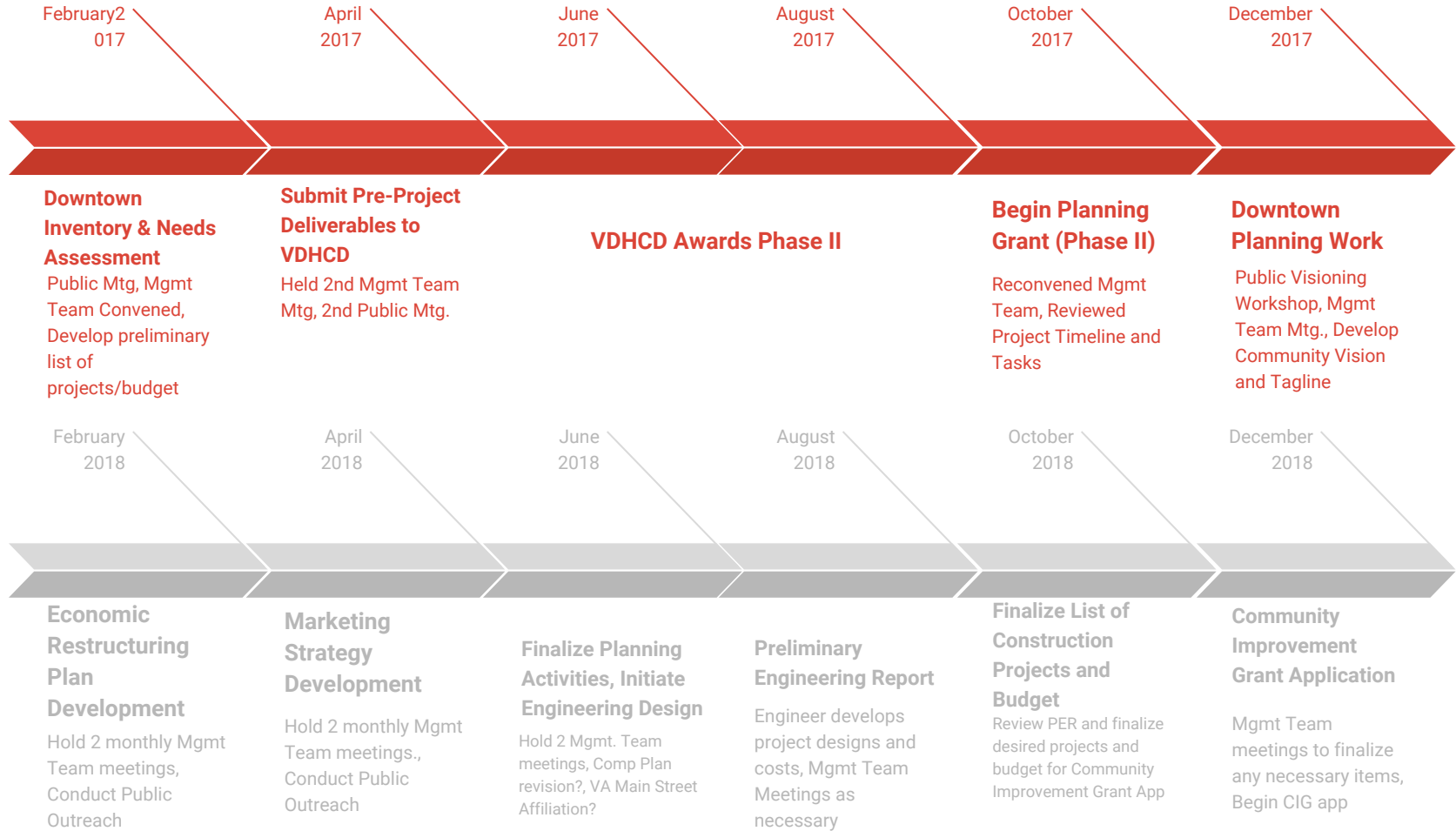


PROJECT SCHEDULE



SURVEY PARTICIPATION

61 Responses

- Age

- a. 35-44 (21 participants)
- b. 65-74 (12 participants)
- c. 45-54 (9 participants)
- d. 25-34 (9 participants)
- e. 55-64 (7 participants)
- f. >75 (2 participants)
- g. 18-24 (1 participant)

- Location

- a. Accomack Co. (25 participants)
- b. Parksley (17 participants)
- c. Near Parksley (7 participants)
- d. Northampton Co. (5 participants)
- e. Other (6 participants)
 - VA Beach, Charlottesville, Richmond, Maryland, Las Vegas, Denver

COMMUNITY VISION STATEMENT

1. “Parksley is a friendly railroad town centrally located on the historic Eastern Shore of Virginia. The town is a welcoming place for work and family that invites everyone to walk around, shop, and live.”

Love	Like	Neutral	Dislike	Hate
7	19	22	6	1

2. “Parksley is a friendly, historic Victorian railroad town that is a nostalgic walk back in time down safe, wide downtown sidewalks with easy access to coastal recreation, a diverse group of businesses, a year-round local farmers market, a Regional Railroad Museum, and a brand new, state-of-the-art public library and cultural center.”

Love	Like	Neutral	Dislike	Hate
13	17	18	7	3

3. “Parksley is a friendly coastal railroad town with rich Victorian history supported by a community of shops and eateries, where you can park and walk to visit all Parksley has to offer.”

Love	Like	Neutral	Dislike	Hate
5	14	23	7	6

4. “Parksley is a coastal town steeped in Victorian and railroad history. A very walkable, friendly town offering recreational opportunities for the whole family. A great place to live, work, play, and visit!”

Love	Like	Neutral	Dislike	Hate
10	15	13	13	6

COMMUNITY VISION STATEMENT

Recap -

- Most loves/likes
 - a. Option 2 (30 votes)
 - b. Option 1 (26 votes)
 - c. Option 4 (25 votes)
 - d. Option 3 (19 votes)
- Most hates/dislikes
 - a. Option 4 (19 votes)
 - b. Option 3 (13 votes)
 - c. Option 2 (10 votes)
 - d. Option 1 (7 votes)

Other Comments -

- Not a coastal town. Misleading. (x2)
- I like the specific nature of the second statement, but it could be more focused and succinct.
- Reference should be made to the town park which includes playground, tennis courts, street hockey rink, picnic tables, and lots of open space that provides additional recreational opportunities.
- “Parksley is a historic railroad town centrally located on Virginia’s Eastern Shore. The walkable town square is lined with 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 provide modern conveniences. Parksley’s historic charm and Southern hospitality make it a great place to live, work and play.”

MARKETING STRATEGIES: UNIQUE TAGLINES

ID	Tagline	Love	Like	Neutral	Dislike	Hate
1	It's Always a Bright Day in Parksley, VA	2	8	17	21	7
2	Little Town with the Big Heart	5	16	18	13	3
3	Where You're Met with a Smile!	0	5	19	24	5
4	Brighten Your Future with a Visit to the Past	1	12	24	14	3
5	Coastal Crossroads to Fun	4	6	18	19	7
6	Walk in our History	1	8	27	15	3
7	Choo-Choo to Parksley	2	6	14	19	15
8	Ask Us! We'd Love to Chat with You	0	5	7	26	14
9	Live, Play, Work	1	8	14	21	10
10	The Heart of Virginia's Eastern Shore	7	8	24	10	5
11	Your Hometown Caboose	2	3	12	20	17
12	All Aboard! Next Stop...Parksley	6	11	18	11	9
13	Come See the Best Kept Secret on Virginia's Eastern Shore	3	11	19	16	6
14	More than a Whistle Stop: Parksley, VA	10	19	16	5	5
15	We Wear a lot of Hats	2	1	4	21	24
16	Parksley Pride! Let Us Show You Why	2	7	19	18	10

MARKETING STRATEGIES: UNIQUE TAGLINES

- Most loves/likes
 - a. Option 14: More than a Whistle Stop: Parksley, VA (29 votes)
 - b. Option 2: Little Town with the Big Heart (21 votes)
 - c. Option 12: All Aboard! Next Stop...Parksley (17 votes)
 - d. Option 10: The Heart of Virginia's Eastern Shore (15 votes)
 - e. Option 13: Come See the Best Kept Secret on Virginia's Eastern Shore (14 votes)

Other Ideas -

- Where Victorian charm meets Southern hospitality
- A junction to the past, chugging towards the future
- The junction of Virginia's Eastern Shore
- Parksley, Virginia invites you to take a walk in our history.
- Your homeplace
- We're not What We Once Were; We're More!

- Most hates/dislikes
 - a. Option 15: We Wear a lot of Hats (45 votes)
 - b. Option 8: Ask Us! We'd Love to Chat with You (40 votes)
 - c. Option 11: Your Hometown Caboose (37 votes)
 - d. Option 7: Choo-Choo to Parksley (34 votes)
 - e. Option 9: Live, Play, Work (31 votes)

Other Comments -

- I like the "Coastal Crossroads", but it needs a change.
- A junction to the past, chugging towards the future
- Parksley's "revitalization" will waste of everyone's time (including mine). Without a beach, wharf, or Route 13, Parksley is just a bigger version of LeeMont.
- If Parklsey had a great micro brewery or cider mill and tasting shed, everything else would fall into palce.

Curt's Notes -

- Overall there were many more votes on the dislike end of the spectrum: Dislike/Hate (416); Neutral (270); Like/Love (182)