## PROJECT SCHEDULE

February2 \ 017

April \
2017

June \ 2017 August 2017 October 2017 December 2017

Downtown Inventory & Needs Assessment

Public Mtg, Mgmt Team Convened, Develop preliminary list of projects/budget

February \ 2018 Submit Pre-Project Deliverables to VDHCD

Held 2nd Mgmt Team Mtg, 2nd Public Mtg.

April

2018

**VDHCD Awards Phase II** 

June \ 2018 August 2018

Begin Planning Grant (Phase II)

Reconvened Mgmt Team, Reviewed Project Timeline and Tasks

October \
2018

Downtown Planning Work

Public Visioning Workshop, Mgmt Team Mtg., Develop Community Vision and Tagline

December 2018

Economic Restructuring Plan Development

Hold 2 monthly Mgmt Team meetings, Conduct Public Outreach Marketing Strategy Development

Hold 2 monthly Mgmt Team meetings., Conduct Public Outreach Finalize Planning Activities, Initiate Engineering Design

Hold 2 Mgmt. Team meetings, Comp Plan revision?, VA Main Street Affiliation? Preliminary Engineering Report

Engineer develops project designs and costs, Mgmt Team Meetings as necessary Finalize List of Construction Projects and Budget

Review PER and finalize desired projects and budget for Community Improvement Grant App Community
Improvement
Grant Application

Mgmt Team meetings to finalize any necessary items, Begin CIG app

# 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:	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
UNIQUE TAGLINES	3	Where You're Met with a Smile!	9	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	Θ	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 StopParksley	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)
- 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

- Option 15: We Wear a lot of Hats (45 votes)
- Option 8: Ask Us! We'd Love to Chat with You (40 votes)
- 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)