

Regional Branding Initiative Recommendations

February 20, 2020
HRPDC Board Meeting





www.envisioning2020.com

Envisioning our story to advance the Hampton Roads region

What is the reputation of the region known as “Hampton Roads”? Do people know who we are? Do they know where we are? For those who know, what do they think about us? Does our reputation help or hurt us in attracting visitors, new residents, and new business investment?

Envisioning 2020 is a region-wide initiative to answer these questions and more, and based on these findings, create a plan to more effectively share our story.

This site explains this collaborative effort by a range of organizations and community leaders across the region. Scroll for more.



7 Things to Know about the Regional Branding Effort

1. The assignment was about how to advance the Hampton Roads market
2. Thousands participated
3. Our region is facing a huge challenge
4. Hampton Roads has never marketed itself as a unified region
5. Right now we need a unifying pride-building campaign
6. The momentum is building
7. Regional branding is a real initiative

Assignment

- Understand Hampton Roads' current brand identity, brand awareness, perceptions and misperceptions.
- Develop recommendations for marketing our region – positioning, communications, and naming implications, etc.

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Project Task Force Members

The Envision 2020 Regional Branding Initiative Project Task Force Members

December 3, 2019

<u>Name</u>	<u>Title</u>	<u>Organization</u>
1. Alisa Crider	Chairwoman	thRive
2. Andria McClellan	Vice Chair	Hampton Roads Planning District Commission (HRPDC)
3. Bob Crum	Executive Director	HRPDC
4. Bob McKenna	President and CEO	Virginia Peninsula Chamber of Commerce
5. Brian Skinner	Senior Executive Vice President and Chief Banking Officer	TowneBank
6. Bryan Stephens	President and CEO	Hampton Roads Chamber
7. Cathie Vick	Chief Public Affairs Officer	Port of Virginia
8. Cathy Lewis	Past President and CEO	CIVIC Leadership Institute
9. SarahJane Kirkland	President and CEO	CIVIC Leadership Institute
10. Delceno Miles	President and CEO	The Miles Agency
11. Jeremy Taylor	Student Representative and Member	Hampton Youth Commission
12. Jim Spore	President and CEO	Reinvent Hampton Roads
13. Joash Schulman	Member	CBDX/CBDA/Virginia Beach Vision
14. Latiesha Handie	Executive Director	Hampton's Citizens Unity Commission
15. Doug Smith	President and CEO	Hampton Roads Economic Development Alliance (HREDA)
16. Kasia Grzelkowski	President and CEO	VersAbility Resources
17. Dr. Keisha Pexton	Director Learning & Workforce Development	Newport News Shipbuilding
18. Kurt Krause	President and CEO	Visit Norfolk
19. Michael Hipple	Chair	HRPDC
20. Priscilla Monti	Senior Vice President	Hampton Roads Chamber
21. Robbyn Gayer	President	Future of Hampton Roads
22. Esmel Meeks	Principal Consultant	Meeks Consulting LLC
23. Gil Bland	President and CEO	Urban League of Hampton Roads
24. Ron Lewis	President and CEO	LTC Consulting
25. Anna James	Senior Vice President	Sentara Healthcare
26. Johnny Garcia	President and CEO	SimIS, Inc.
27. Jeff Abney	Vice President, Marketing	Cox Communications
28. Tom Ryan	President and CEO	Langley Federal Credit Union
29. Craig Quigley	Executive Director	Hampton Roads Military and Federal Facilities Alliance (HRMFFA)
30. Deborah DiCroce	President and CEO	Community Foundation
31. Jason Inge	President	Urban League of Hampton Roads YP

Community Stakeholders Group

- Minority Health Coalition of South Hampton Roads
- Hampton Roads Pride
- Virginia Coalition of Latino Organizations
- Faith Partners Network
- Dominion Virginia Power
- Williamsburg Chamber
- Virginia Beach Human Rights Commission
- Virginia Natural Gas
- Volunteer Hampton Roads
- Virginia Arts Festival
- Shiloh Baptist Church
- LISC
- Busch Gardens
- Coastal Hospitality Association
- Calvary Revival Church
- United Way
- Crosswalk Church
- Asian Business Association of Hampton Roads
- Islamic Center of Hampton Roads
- Jewish Federation of Hampton
- Norfolk Forward
- Virginia Beach Jaycees
- First Baptist Church East End – Newport News
- American Red Cross
- Urban League YP
- Virginia Center for Inclusive Communities
- South Hampton Roads Bar Association
- Downtown Norfolk Council

Nearly 20 Next Gen Groups (Young Professionals)

- tHRive
- CBDX
- Downtown 100
- Jaycee's Peninsula
- Jaycee's Norfolk
- Professionals Under Forty Network (P40)
- Downtown 100
- Generation MOCA
- 757 Driven Professionals
- WHRO Emerging Leaders Board
- Bridge
- Urban League of Hampton Roads
- Tidewater Jewish Federation – Young Adult Division
- Emerging Leaders Society
- Global Shapers Norfolk
- Creative Union
- LRNext
- P40



2,000+

Meeting Manhours

Survey Announced

- All four major TV stations
- Virginian–Pilot
- Sent out by dozens of organizations



2,906

Completed Surveys

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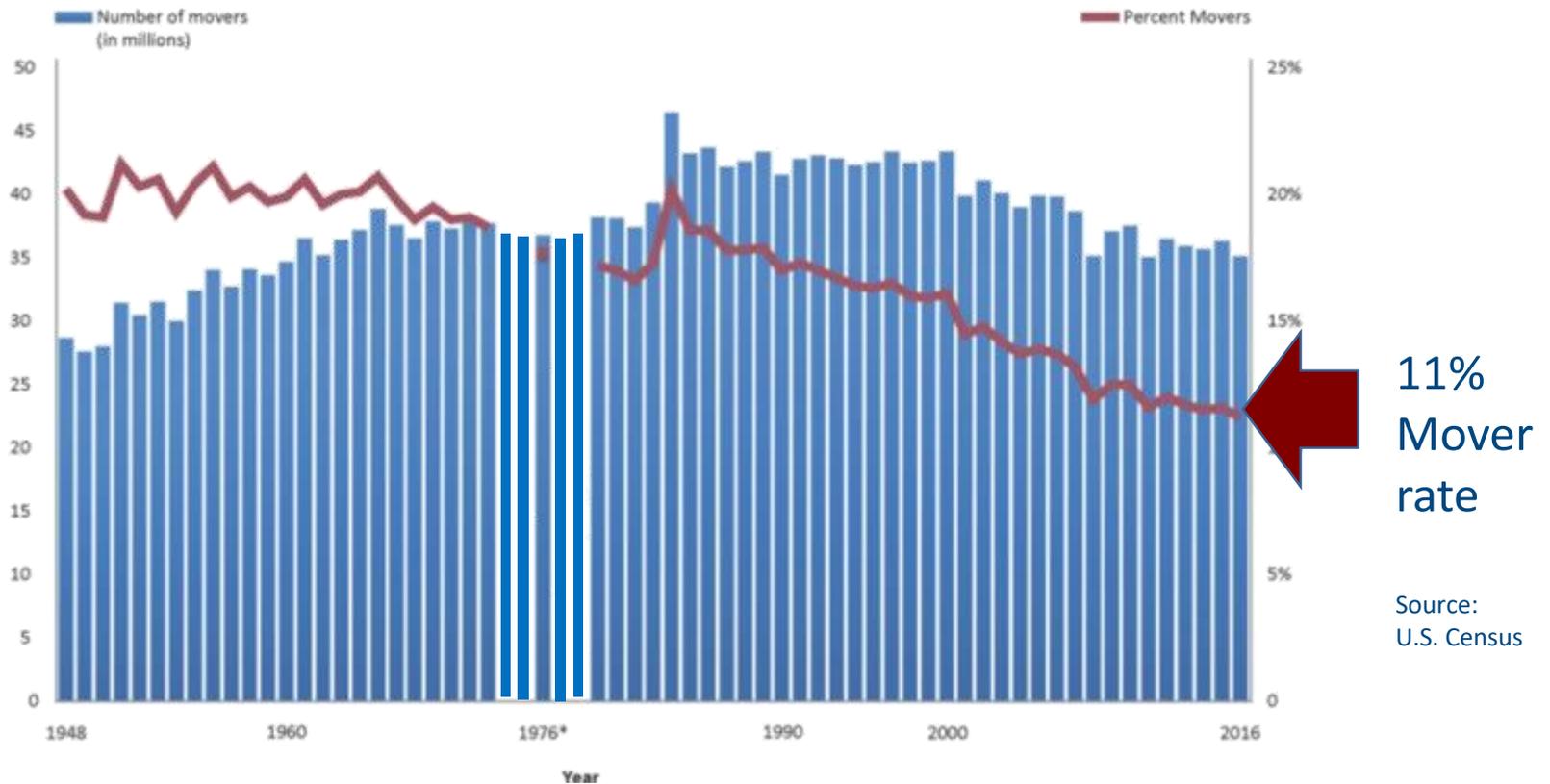


Hampton Roads is
behind other regions
in the 1-4 million
population size.



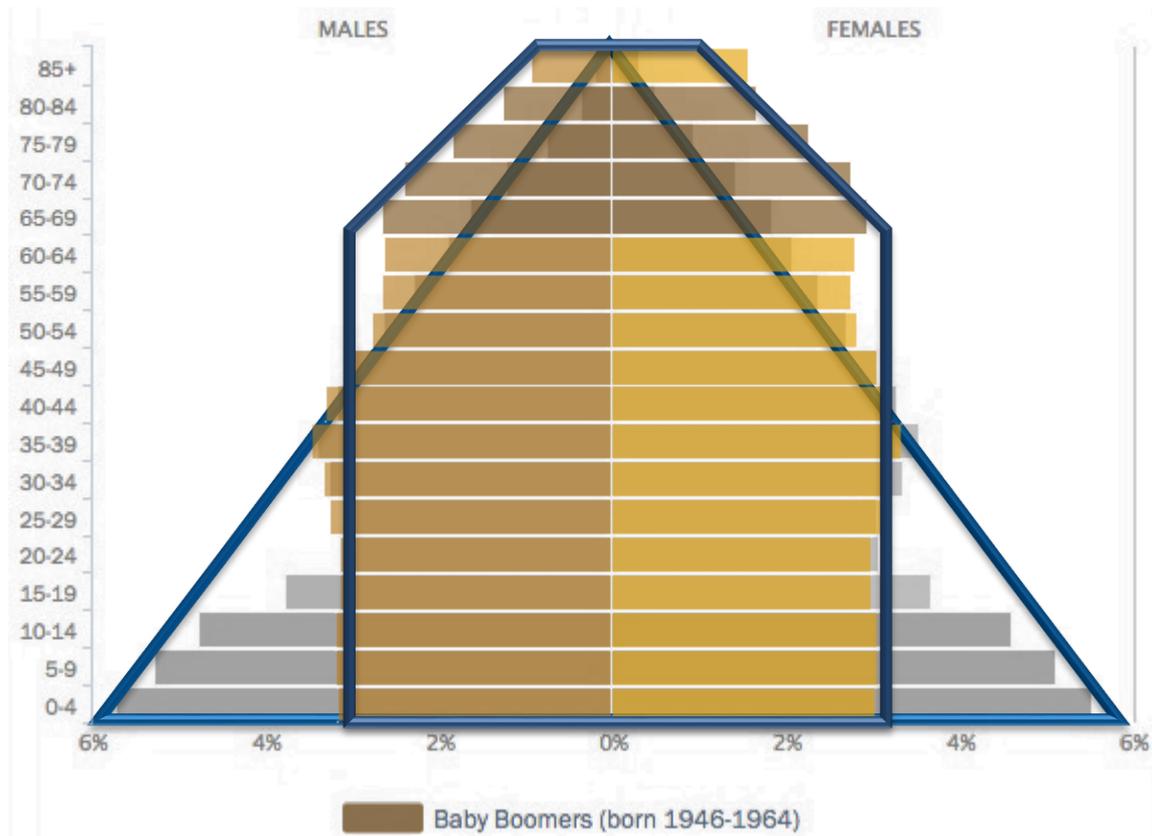
The battle for
qualified young
workers will
continue to heat up.

The U.S. “Mover Rate” is at an All-Time Low – It’s Now at 11%



Source:
U.S. Census

1960 vs. 2030



Source: U.S. Census Bureau

SHORTAGE



YOUNGER ADULTS

ABUNDANCE



OLDER ADULTS



Our placemaking
and place marketing
should be biased towards
becoming more attractive to
and known by young people.

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The Consequence?
Little External
Awareness
of Our Region



The Consequence?
Little Internal
Understanding
of Our Region

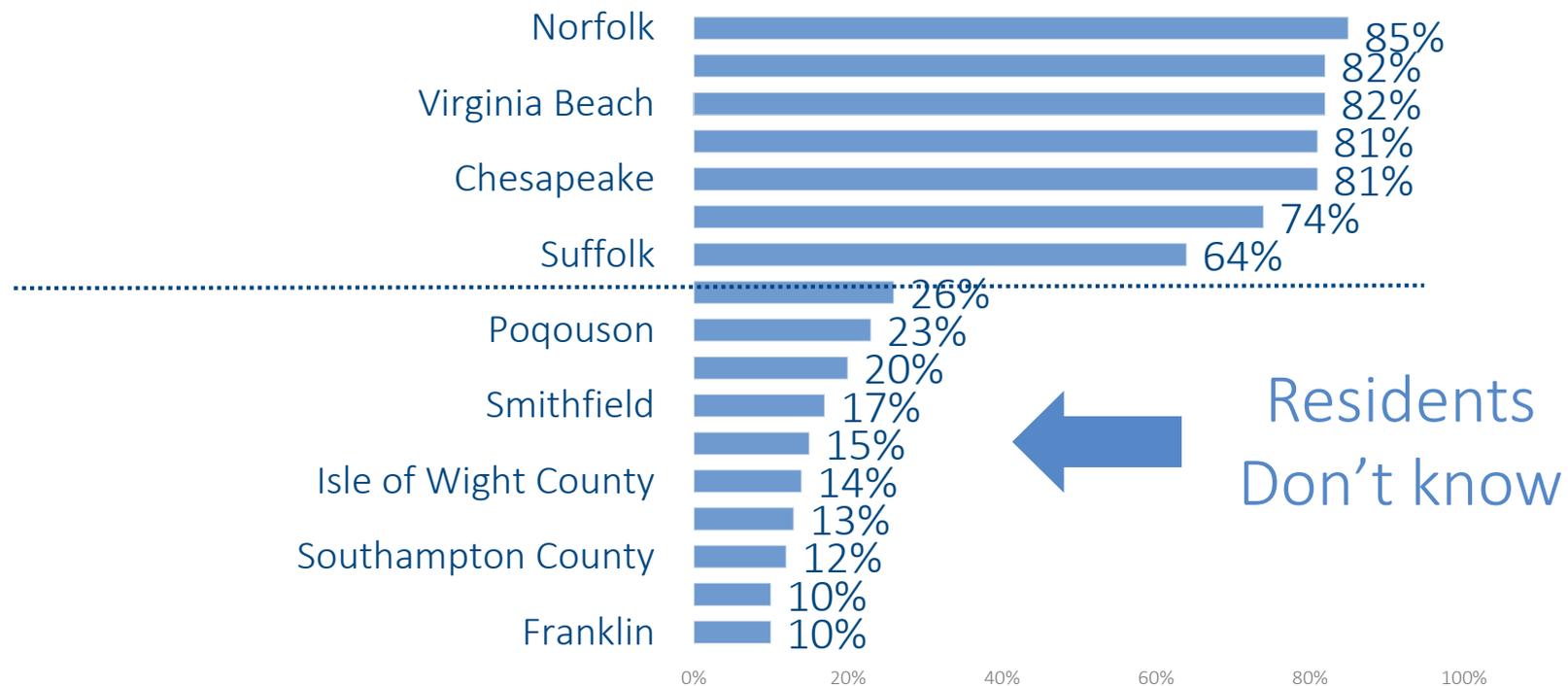


For local residents and
business leaders, it's
hard to define what
Hampton Roads is or
to be emotionally
connected to it.



If we launch a
new name now,
it may divide our
region even more.

“The 7 Cities” were most mentioned as being a part of the “Hampton Roads region”



Q12. Which of the following areas in Virginia do you consider as being a part of the “Hampton Roads region”? *Select all that apply*

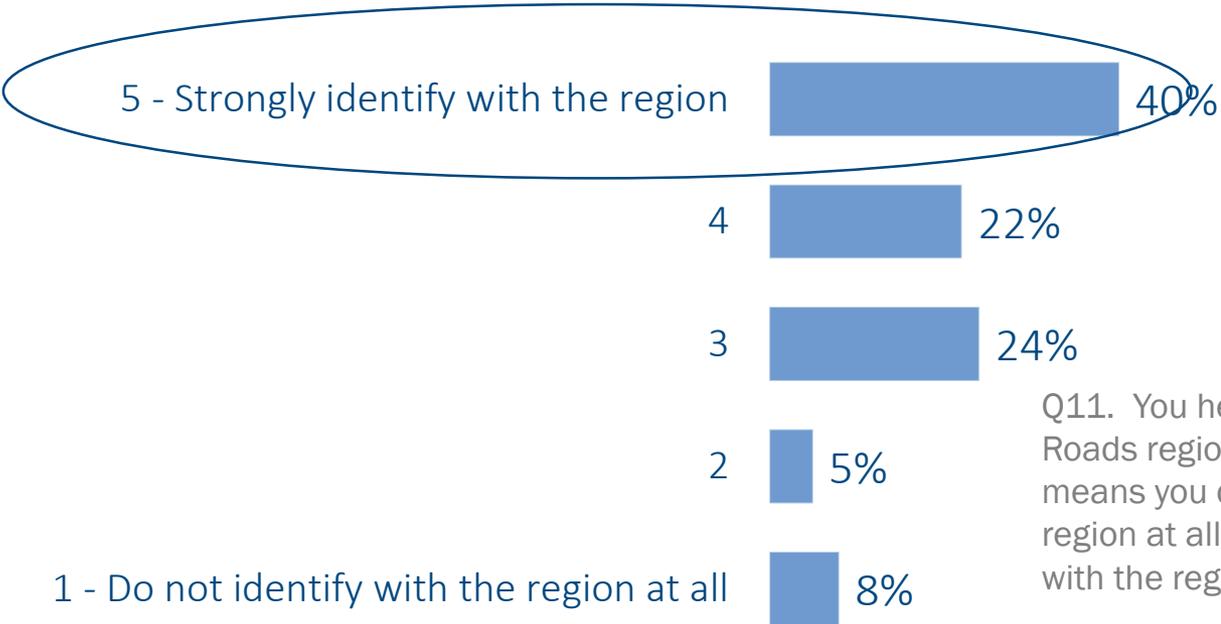
n =615



You hear people talking about the “Hampton Roads region,” do you identify with the region?

Using a scale of 1 to 5, where 1 means you don’t identify with the Hampton Roads region at all and 5 means you identify strongly with the region, where on that scale are you?

Less than half (40%) of residents say they identify strongly with the Hampton Roads region



40%
Residents

Q11. You hear people talk about “the Hampton Roads region.” Using a scale of 1 to 5, where 1 means you don’t identify with the Hampton Roads region at all and 5 means you identify strongly with the region, where on that scale are you?

0% 20% 40% 60% 80% 100%

Residents' Verbatim Comments

“There isn't a cohesive sense of community.”

*“There is no regional focus here.
Instead of the cities working together,
they compete.”*

Residents' Verbatim Comments

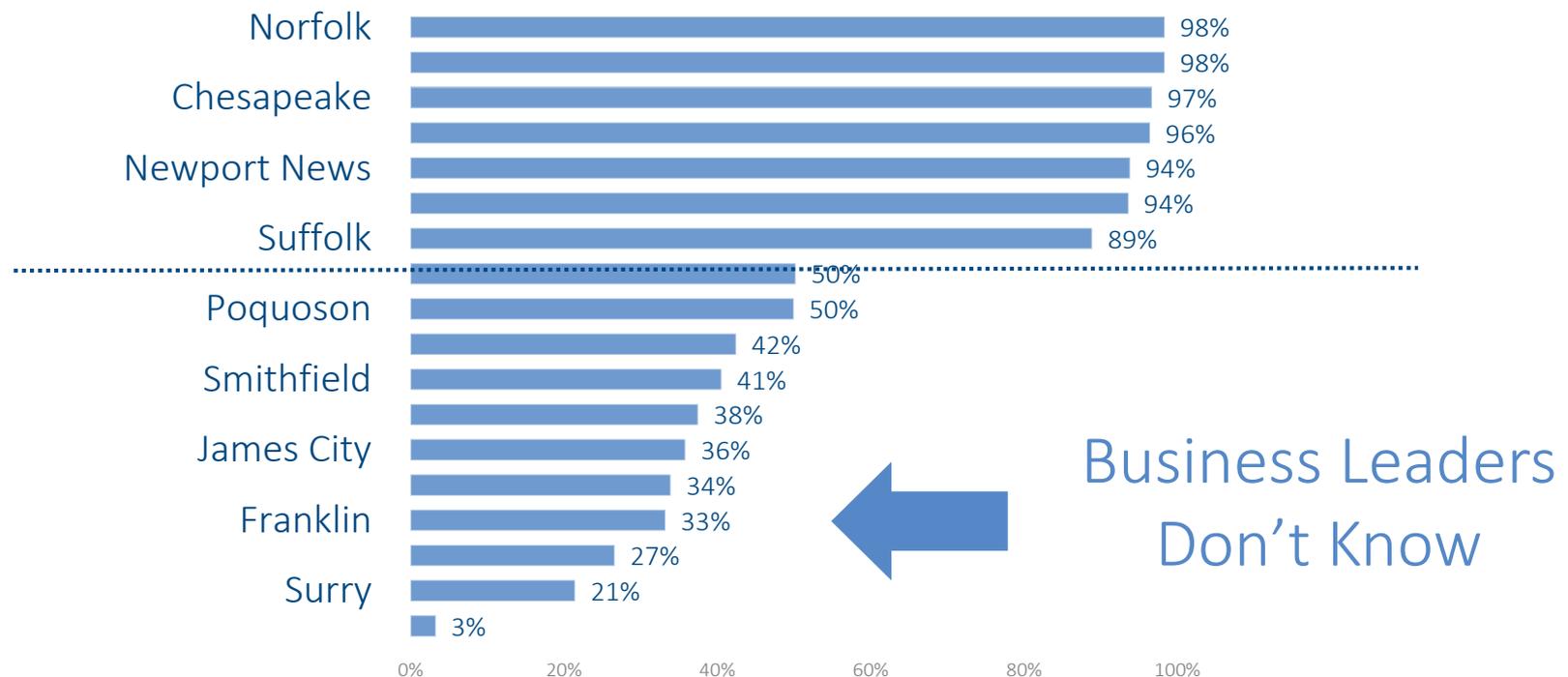
“Our cities don't seem to work well together - I feel like I live in my city, not a greater region. I wish we made plans as a cohesive unit. If there is cohesion and collaboration, it's very hard to discern . . .”

“There is very little regional pride and therefore investment.”



Business Leaders

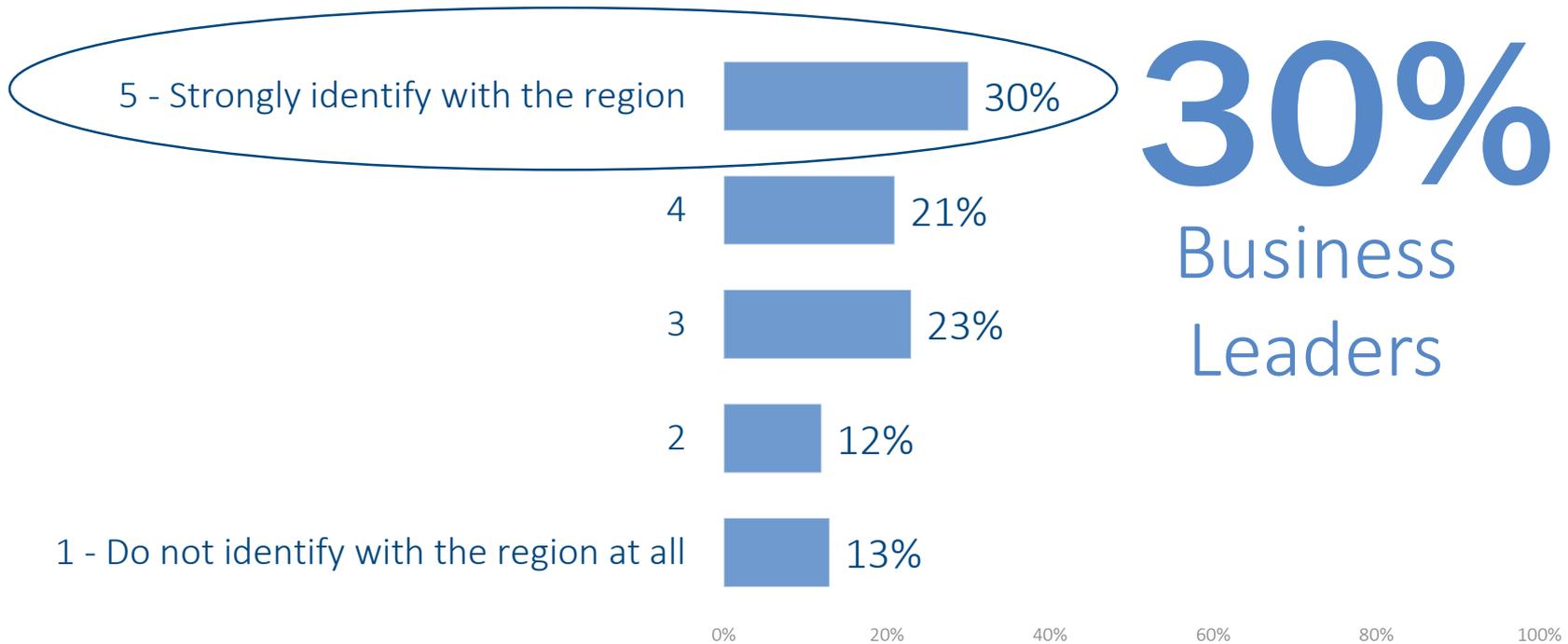
“The 7 Cities” were most mentioned as being a part of the “Hampton Roads region”



Q11. Which of the following areas in Virginia do you consider as being a part of the “Hampton Roads region”? Select all that apply

n = 424

Only 30% of business leaders say they identify strongly with the Hampton Roads region.



Q10. You hear people talk about “the Hampton Roads region.” Using a scale of 1 to 5, where 1 means you don’t identify with the Hampton Roads region at all and 5 means you identify strongly with the region, where on that scale are you?

n = 424



What is the greatest challenge facing the Hampton Roads region as a business location?

A word cloud of various terms in shades of red and maroon. The largest word is 'REGIONALISM'. Other prominent words include 'TRANSPORTATION', 'TOGETHER', 'BUSINESSES', 'CITIES', 'ROADS', 'AIRPORT', 'TRAFFIC', 'LEADERSHIP', 'WORKFORCE', 'MILITARY', and 'COOPERATION'. Smaller words include 'SEA LEVEL RISE', 'COMMUNITY', 'PERCEPTION', 'DIFFERENT', 'LOCATION', 'ACCESS', 'WATER', 'LOCAL', 'SPENDING', 'DEVELOPMENT', 'HOUSING', 'TUNNELS', 'FLIGHTS', 'CRIME', 'GOVERNMENT', 'WORKING', and 'TALENT'.

SEA LEVEL RISE LEADERSHIP PERCEPTION
COMMUNITY WORKFORCE
TOGETHER BUSINESSES DIFFERENT
LOCATION ACCESS WATER
LOCAL SPENDING ROADS TRANSPORTATION DEVELOPMENT
HOUSING TUNNELS FLIGHTS
REGIONALISM AIRPORT CRIME
GOVERNMENT TRAFFIC
WORKING
TALENT MILITARY
COOPERATION CITIES

Business Leaders' Verbatim Comments

“We’re acting as 17 or more independent entities/localities versus one major region.”

“We should act like the big metro area we are. Instead, we act like 1 medium sized market and 6 small markets all fighting each other.”

Business Leaders' Verbatim Comments

“Well, we don't even know who's in Hampton Roads and who isn't. Try searching online to find a definitive description of Hampton Roads...

... I did just that and ended up more confused than enlightened. So how can we promote Hampton Roads as a business location when we cannot clearly define what it is?”

Major Finding

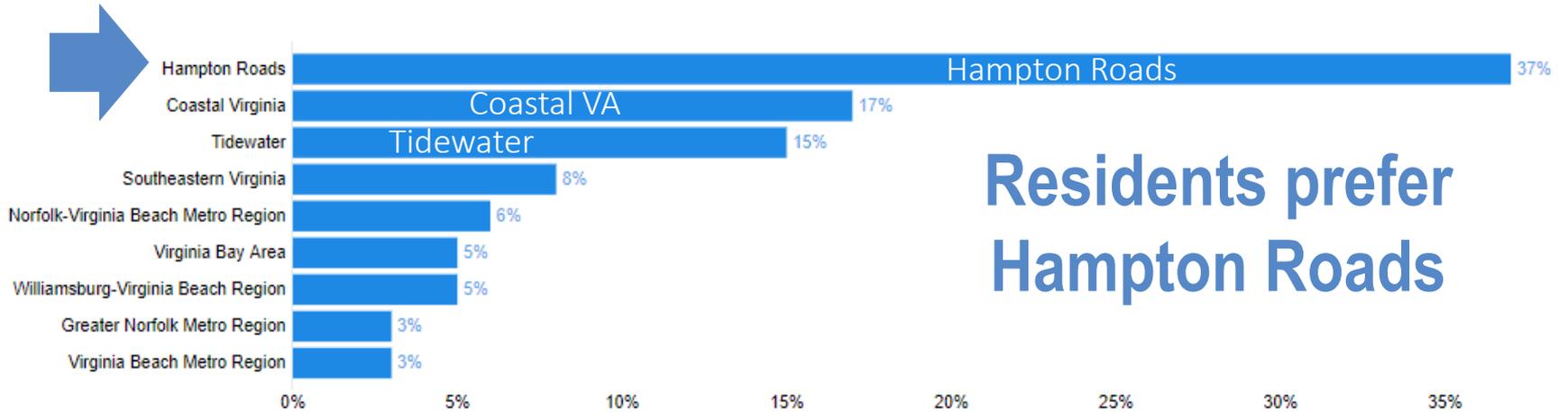
Coastal Virginia and
Hampton Roads have equal
but opposite support

Warning: The Task Force did not make this
branding initiative a voting contest.

Formal Name – Max Diff

RESIDENTS

PREFERENCE SHARE: Hampton Roads is the most preferred name and Virginia Beach Metro Region is the least preferred.

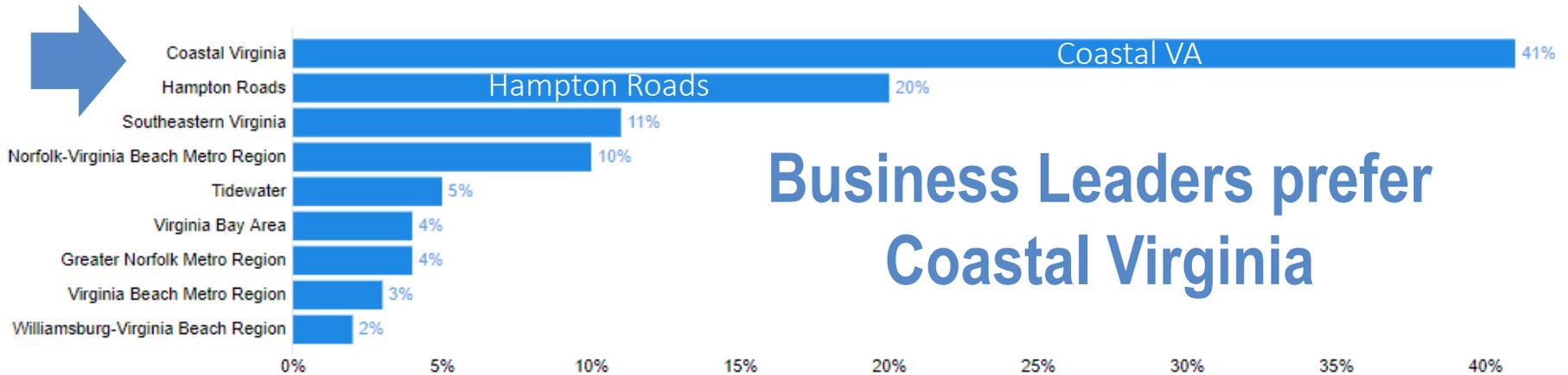


Residents prefer Hampton Roads

Formal Name – Max Diff

BUSINESS LEADERS

PREFERENCE SHARE: Coastal Virginia is the most preferred name and Williamsburg-Virginia Beach Region is the least preferred.



n = 421

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WIFM Benefits of Our Assets and Experiences

- Water** *“Helps me feel connected to the natural world.”*
- Military** *“The military presence contributes to making this area feel both safe and patriotic.”*
- History** *“I think due to the history here, you have a sense of belonging.”*
- Diversity** *“Many people from different backgrounds can work and live together.”*
“Everyone feels welcome here.”
- Science/Tech** *“It brings people together and gives more job opportunities.”*

WIFM Benefits of Our Assets and Experiences

Water

“Helps me feel connected to the natural world.”

Military

“The military presence contributes to making this area feel both safe and patriotic.”

History

CONNECTING

“I think due to the history here, you have a sense of belonging.”

Diversity

“Many people from different backgrounds can work and live together.”

“Everyone feels welcome here.”

Science/Tech

“It brings people together and gives more job opportunities.”

Market Position for Residents

*Where Everyone Easily
CONNECTS to One
Another, Our Coastal
Environment, Our Country,
and the World.*

Market Position for Business

*Where Companies Easily
CONNECT to One
Another, the World, and
the Talent They Need.*

The Real Truth . . .

- ✓ Costal Virginia757
- ✓ Tidewater757
- ✓ Hampton Roads757



757 is already
in use today, especially
with young people.



757 Studios/Hampton-Roads-wedding ...
757studios.com



Give Local 757 raises a record \$858...
pilotonline.com



757 Pitch | Member Ne...
hamptonroadschamber.c...



Paint 757 Purple - Samaritan House
samaritanhouseva.org



Six Companies Join Hampton Roads ...
startwheel.org



Hampton Roads VegFest Partners with 757 ...
hamptonroadsvegfest.com



757 Launch to introduce three new ...
dailypress.com



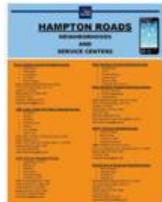
101 Things to Do in the 757 Bef...
pinterest.com



7th Annual 757 Battle of the ...
volunteerh.org



Audience: Give Local 757
navy.com



Housing and Lodging
cnic.navy.mil



757 Stickers | Zazzle
zazzle.com



From the 757 to the NFL: Local Sport...
news.hamptonu.edu



Hampton, VA - Official Website
hampton.gov



Virginia Beach Hampton Roads ...
ebay.com



House & Home 757 - Hampton Roa...
facebook.com



Hampton Roads Conventi...
visithampton.com



Give Local 757!
habitatgw.org



Hampton Roads
navymw@hamptonroads.com



757 HS Soccer (@757...
twitter.com



757 Perspectives: Volu...
amazon.com



7th Annual 757 Battle of the Beers ...
wtkr.com



Hampton Roads Best Towing Co. on ...
towing-companies.cmac.ws



757 is the way many
emotionally
CONNECT with the
entire region.

Powerful Emotional Words Like Proud, Connect, Forever



destiny. @_desssy Follow

I've always been proud to say the 757 is where I'm from but this right here makes me feel so thankful to be able to say that.

SOMETHING IN THE WATER @sitw
The best of the world in Virginia Beach. #SITWfest

12:17 PM - 30 Apr 2019

757 Tweets @757_tweets - Mar 22
Represent the 757 wherever you go with our "757. We run Virginia." bracelet for only \$3.99!

We run VA, let them know! 🇺🇸🇺🇸🇺🇸🇺🇸

757virginia.com/product-page/7...



2 73 131

Missy Elliott @MissyElliott Follow

.@Pharrell and I 🤗 my VA family #757 2 up 🙌🙌 Big up The Whole Hampton Roads #SITWfest big up #DMV



3:16 PM - 30 Apr 2019

806 Retweets 5,128 Likes

@AyyThatsTrey

The 757 the only area code that matters!

CLIFFWORLD4L @bandupcope Follow

Nah....we FOREVER the 757

The Virginian-Pilot @virginianpilot
So wait...we won't be THE 757?

A second area code is coming to Hampton Roads
pilotonline.com/news/local/art...

3:26 PM - 6 Apr 2019 from Chesapeake, VA

Teradja Mitchell TM @7eradja Follow

Proud to be where I'm from 🇺🇸 #757

10:32 AM - 28 Apr 2019

125 Retweets 350 Likes

4 125 350

SUPPORTER COMMENT

I dont live in VA anymore but I will always support anything good for the city. I always will have love for the 757 no matter where I live

Albert Clark Henderson, NV, United States

1 week ago



757 has transformed
from an “area code
reference” into place
brand name.

ALL RESIDENTS

What are the **first three things** you think of when you hear the name 757?



GEN X & BOOMERS

What are the **first three things** you think of when you hear the name 757?



MILLENNIALS

What are the **first three things** you think of when you hear the name 757?

Look
how
small



CONVENIENCE SURVEY RESIDENT RESPONDENTS

Why did you choose 757 as your preferred informal name for the region?

- *757 is already in use and it's kind of hip, kind of cool*
- *Everyone I know calls the Hampton Roads region 757*
- *That is how it was referred to my whole life*
- ***Everyone identifies with the 757***
- *It has a lyrical ring and is already in wide use.*
- *Carries the most weight outside of the region and carries pride within it, **representing all cities, communities, lifestyles, etc. of the region***
- *It's already an informal name for the region so it's instantly recognizable*
- *This has become a popular trend in many areas to represent where people are from. **It is geared toward a younger generation that I believe need to be recognized as part of our community.***
- *It's a known informal name to friends and family and culturally in music*
- *Because that's what people call it. Familiarity.*
- ***We take pride in people and accomplishments connected to the 757.***
- *Catchy; already promoted by entertainment industry, residents (millennials and baby boomers); **identifies all 7 cities without naming any one city***
- ***"757" more closely incorporates the entire area over the other names, in my opinion.***
- *It's already a brand in some respects. Like the Virginian-Pilot's 757Teamz high school web site, which has 100,000-plus followers.*
- *I lived in Colorado for 5 years after growing up here and "The 757" was often used in reference to this area among those of us that happened to meet. It's part of our identity. Also, it's kinda catchy. Why change a good thing, right?*



757 offers everyone an opportunity to join in without undergoing a major name change or rebranding.

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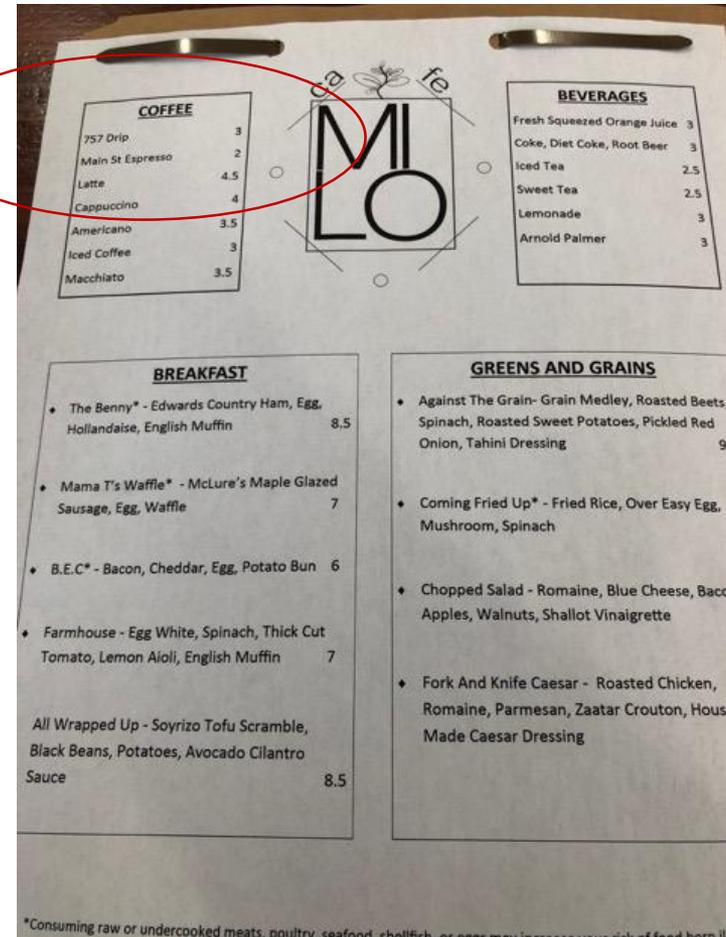
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Outdoor Advertising



Café Milo

The 757 Drip



A New 757 Beer



Car Stickers



HRPDC Publications

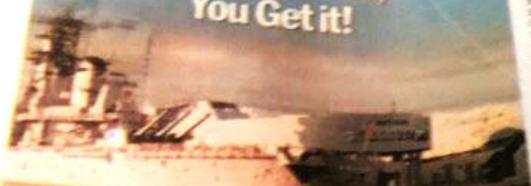


Take advantage of this limited time offer!

\$757 per person, plus tax

Available only to residents with a 757 area code

If You're Local, You Get it!



Featuring The Battleship Wisconsin
757-664-1000 • nauticus.org

Explore the nautical, naval, and natural wonders of our waters!

*Offer valid January 18 through February 29 to residents with a 757 area code. Proof of residency required. No other discounts apply.

Court-mar Navy SEAL nude photo

Prosecutors
allege defendant
pretended to be
female dietitian

By Robert Vanden
and staff

A court-martialed member of the Navy's elite SEAL team who was charged in 2004 with a scheme to procure nude photographs of his superior officer.

Prosecutors say the defendant used his access to the ship's phone system to send nude photos to his superior officer.

U.S. Marine Willie, a prosecutor, accused the defendant of pretending to be a female dietitian to get nude photos of the defendant, Hawaii

IN BRIEF

VIRGINIA BEACH Woman drowns in early morning crash

A woman died Tuesday morning on the 600 block of Neck Road Beach, according to police.

The crash occurred at 12:30 a.m. Grant said. No other vehicles were involved in the woman's death. Only one person was killed at the scene. Police are investigating the crash.



**WAVY TV's New 757
Super Bowl Commercial**

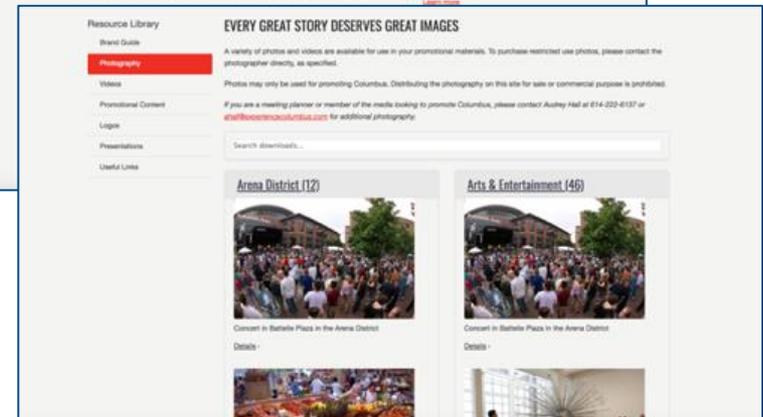
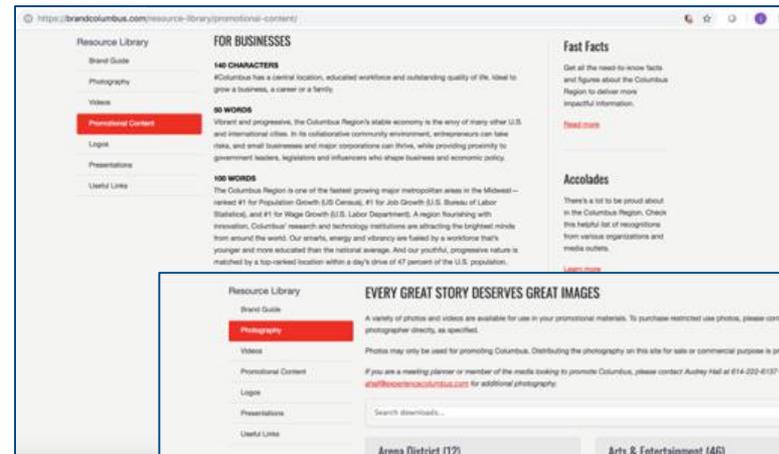
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Create a Branding Task Force

Create A 757 Branding Resource Center



- 757 Logo
- 757 Bumper Sticker
- 757 Website
- 757 Social Media

Create A Place Where Everyone Can Celebrate

COLUMBUS

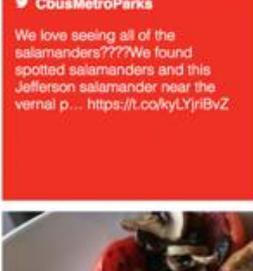
MORE INFO #LifeInCbus

SELECT A CATEGORY EATS AND DRINKS LIVE AND WORK ENTERTAINMENT ARTS

RED ROOF MOVING CORPORATE HEADQUA...


COTA NAMES JOANNA PINKERTON AS NEW ...


CATCO PLUMBS MAGIC IN THE MUNDANE ...


CbusMetroParks
We love seeing all of the salamanders????We found spotted salamanders and this Jefferson salamander near the vernal p... <https://t.co/kyLYrjBvZ>


MEGA WEEKEND - THE ULTIMATE GUIDE TO ...


DirtyFranksDogs
Broken bracket blues? We gotchu. #marchmadness #stpatricksday <https://t.co/QuR7GKb9kU>


FRIDAY FOOD BITES: MARCH 16, 2018


COLUMBUS CHAMBER BUZZ: RACHEL FRI...


FRIDAY FOOD BITES: MARCH 16, 2018


COLUMBUS CHAMBER BUZZ: RACHEL FRI...




Engage famous people
and celebrities from the
757. This may include
Mike Tomlin, Missy
Elliott, Timbaland, Teddy
Riley, Michael Cuddyer,
David Wright, etc.



Our Ask Today

Actively support us for this initial 6-month launch.

Let's see what happens, then regroup to assess the traction and impact.

Then, together, let's then make the best plan for the future of our region... including how we market (and name) our region to the world.

Get Everyone To Use



With Their Existing Name(s)...
In Their Marketing



Williamsburg VA



Virginia Beach



Norfolk, VA



Naval Station Norfolk



Town Center Virginia Beach

Add 757 or 757 Community whenever possible

HAMPTON VA

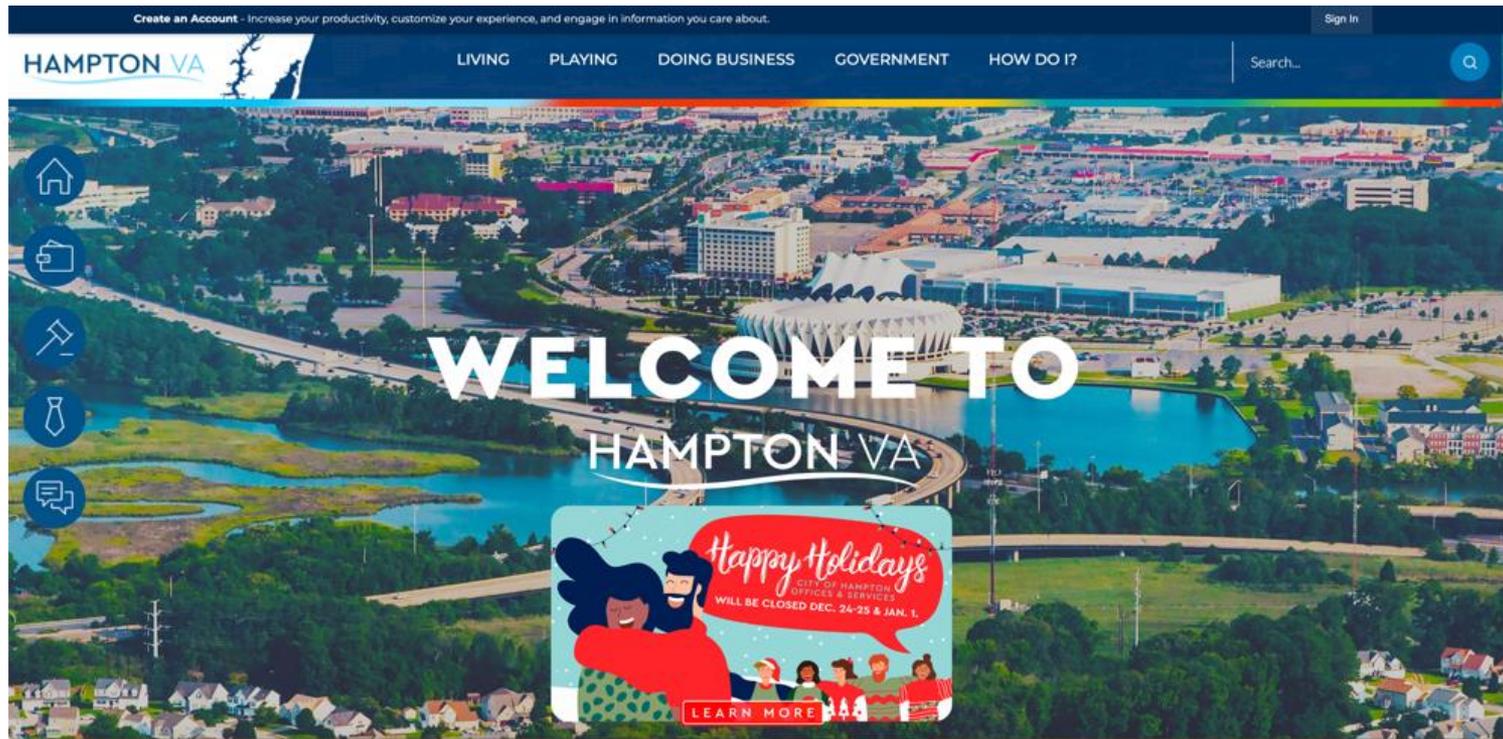


A 757 Community

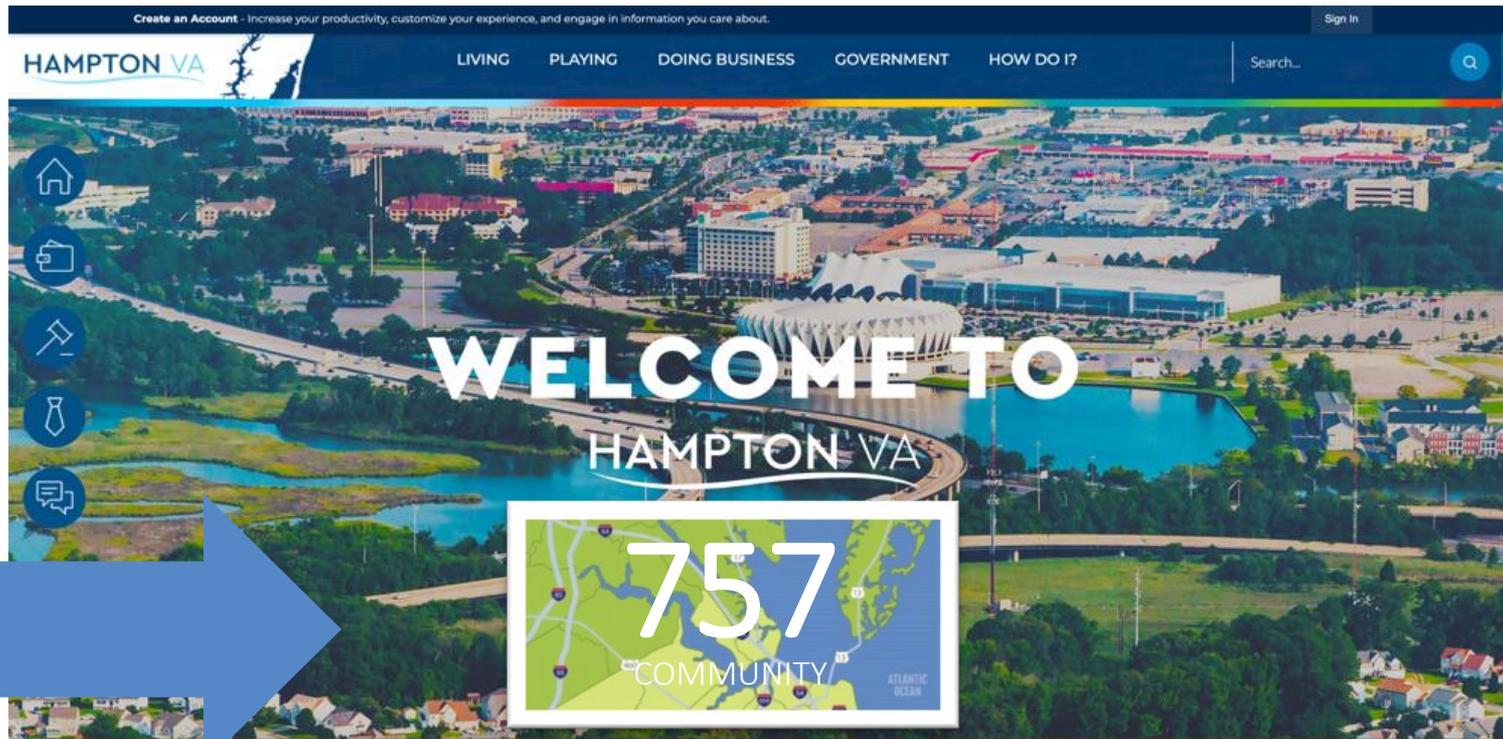
HAMPTON 757VA



Add 757 to Hampton's Websites



Add 757 to Hampton's Websites



Add 757 to Hampton's Social Media

The image shows a screenshot of the Facebook page for Hampton, VA - Gov. The page features a holiday-themed cover photo with the text "Happy Holidays" in a red speech bubble, "CITY OF HAMPTON OFFICES & SERVICES" below it, and "WILL BE CLOSED DEC. 24-25 & JAN. 1." in a smaller red box. The cover photo also depicts a family of five in winter attire. The page layout includes a left-hand navigation menu with options like Home, About, eNews Signup, Posts, Videos, Photos, Community, Groups, Notes, and Events. The main content area shows a "Create Post" section with a "Write a post..." prompt and options for Photo/Video, Tag Friends, and Check in. Below this is a post from Hampton, VA - Gov dated December 20 at 1:39 PM, with the text: "Here's what you can do in Hampton: Tour home decorations, 'Elf the Musical Jr.,' hot rod show, blues with Jackie Scott, Small Works exhibit, and more. <https://bit.ly/2Z7sGv4>". The right-hand side of the page displays "Community" statistics: 15,118 people like this, 15,595 people follow this, and 4,922 check-ins. Below the statistics is an "About" section with contact information: (757) 727-8311, a Send Message button, the website www.hampton.gov, and the address Government Organization · City Hall · City. There is also a Suggest Edits option.

Add 757 to Hampton's Social Media

Add this



The image shows a screenshot of the Hampton, VA - Gov Facebook page. A blue arrow points to the profile picture, which has the number '757' overlaid on it. The page features a holiday-themed cover photo with the text 'Happy Holidays CITY OF HAMPTON OFFICES & SERVICES WILL BE CLOSED DEC. 24-25 & JAN. 1.' The page includes a navigation menu on the left, a 'Create Post' section, and a 'Posts' section with a recent post from December 20. The right sidebar shows community statistics and an 'About' section with contact information.

Hampton, VA - Gov

Hampton, VA - Gov
@HamptonVA

Home
About
eNews Signup
Posts
Videos
Photos
Community
Groups
Notes
Events
Create a Page

Like Follow Share ...

Sign Up Send Message

Create Post

Write a post...

Photo/Video Tag Friends Check in ...

Community See All

15,118 people like this
15,595 people follow this
4,922 check-ins

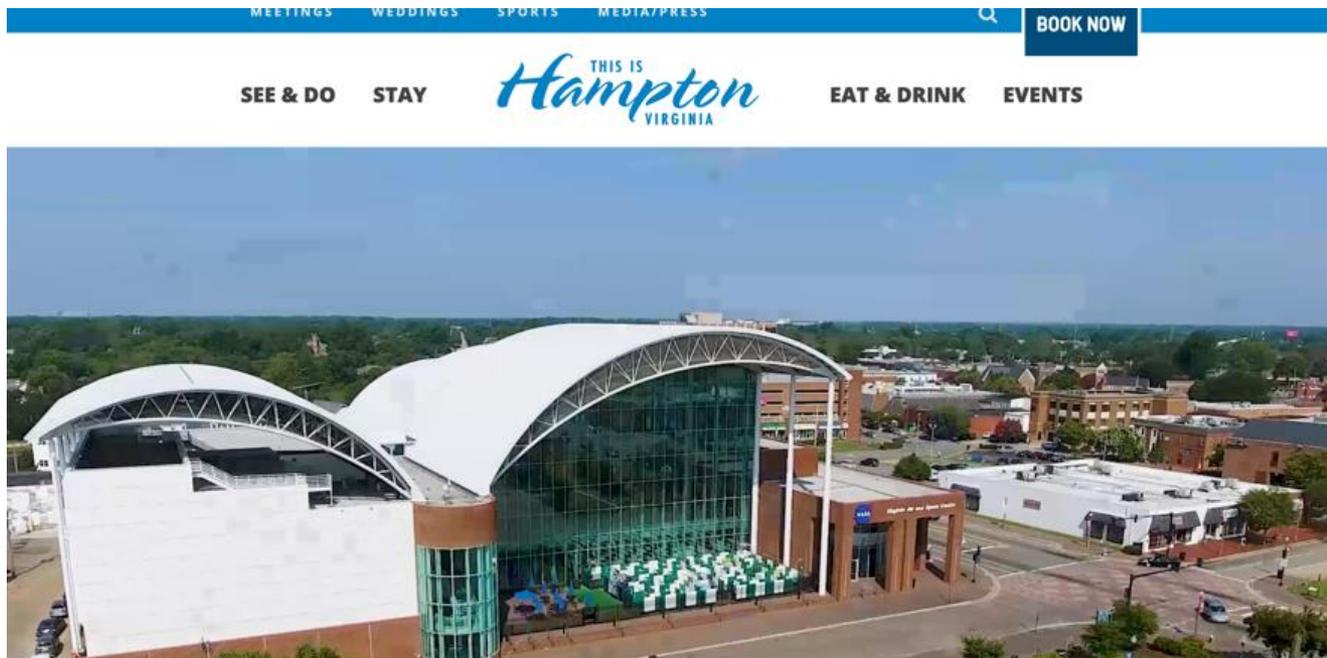
About See All

(757) 727-8311
Send Message
www.hampton.gov
Government Organization · City Hall · City
Suggest Edits

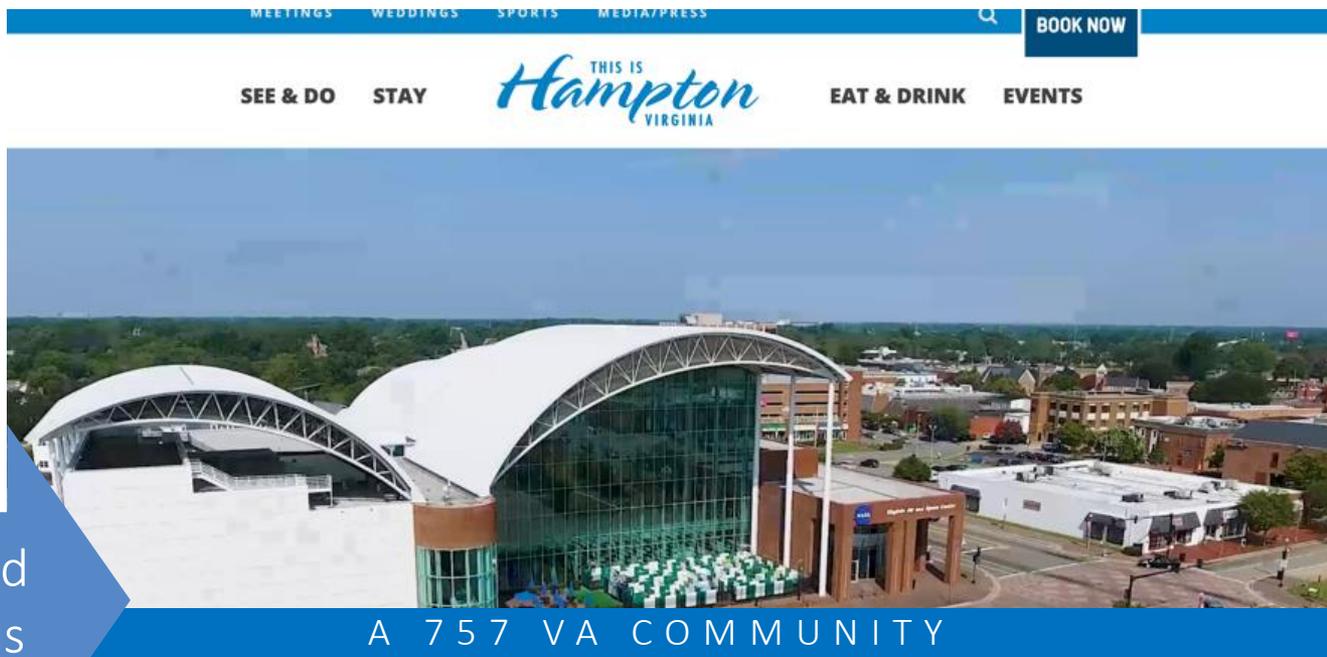
Hampton, VA - Gov
December 20 at 1:39 PM · 🌐

Here's what you can do in Hampton: Tour home decorations, "Elf the Musical Jr.," hot rod show, blues with Jackie Scott, Small Works exhibit, and more. <https://bit.ly/2Z7sGv4>

Add 757 to Hampton's Websites



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Add this

A 757 Community

Place A Large 757 Mobile Sign



Add this sign
to high-volume
traffic site

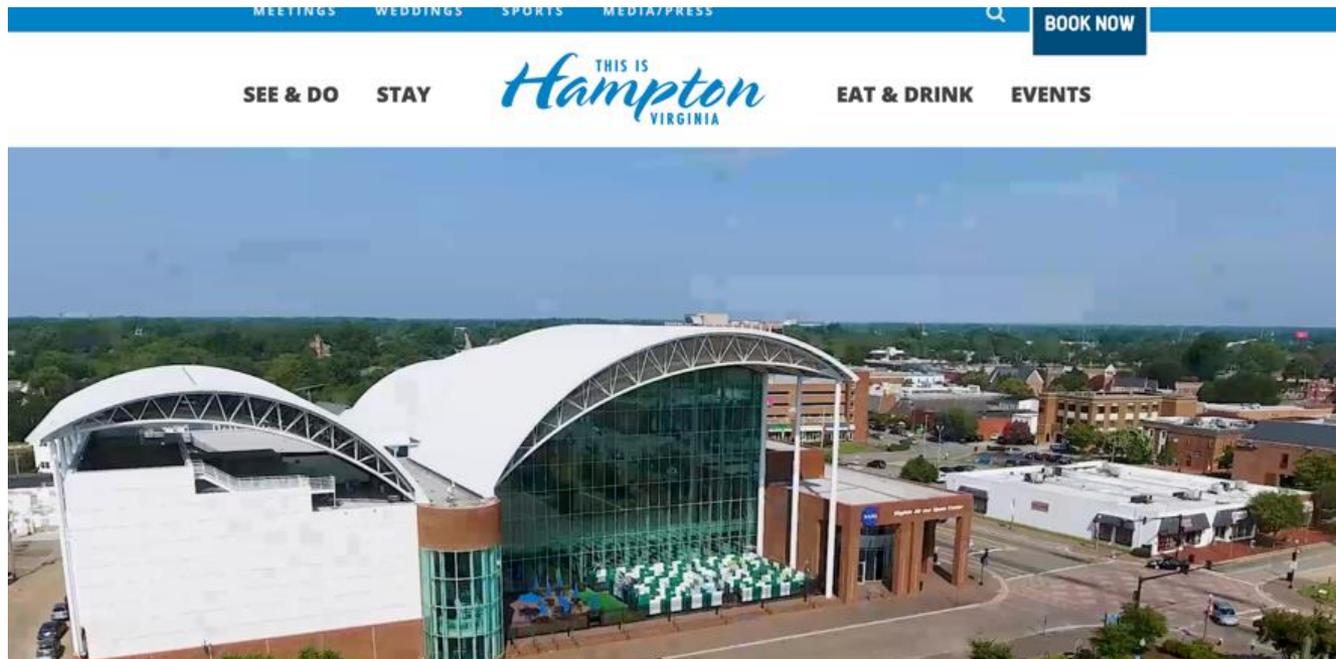
Example of Mobile Sign



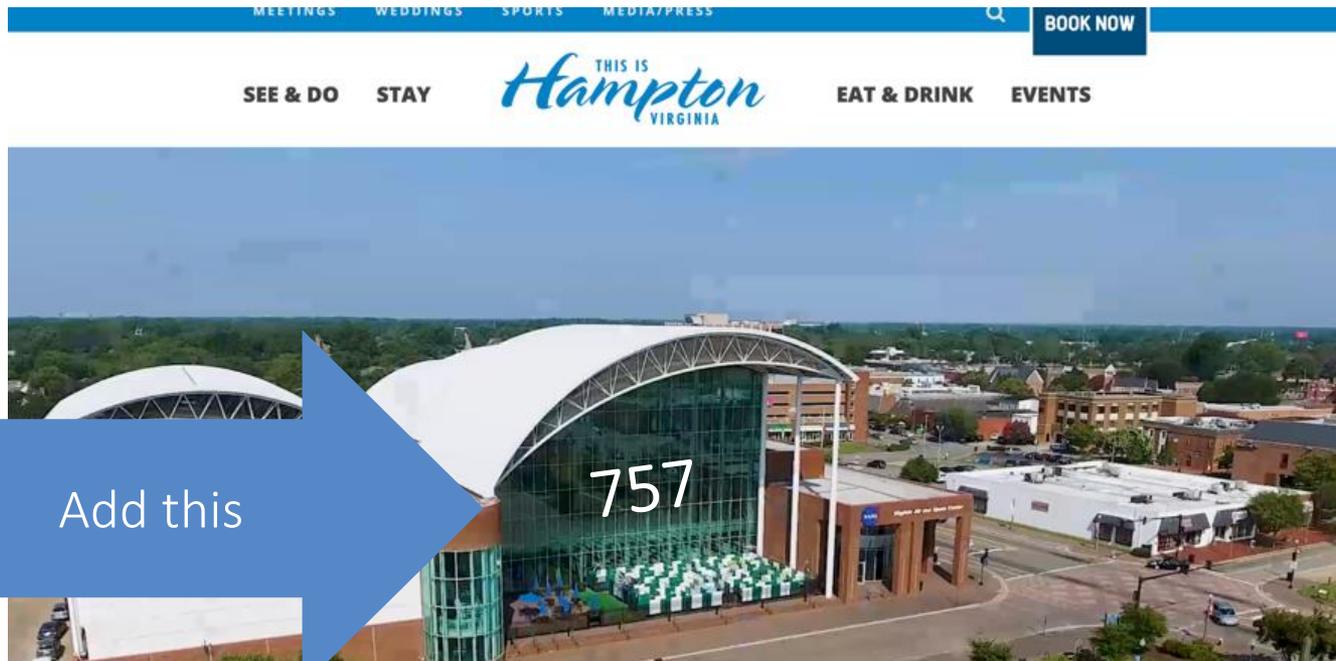
757 Mobile Sign



Look for places to hang 757 banners



Look for places to hang 757 banners



Let's Make and Handout Bumper Stickers



Let's look for big ideas...



We Are 757



