

## What are your assets?

Human

Who are your entrepreneurs?  
Who is the engaged public?

Heritage

What are your built history assets? (bricks & mortar)

Cultural

List your cultural history (noteworthy stories, traditions, ethnicity)



## TEAM

Who is on your team?



Working together is successful.

Henry Ford

And can be stressful.

Ann Glave



*A Brand*

Clear compelling and Unique

Is the foundation that helps to make a place desirable as a business location, visitor designation or a place to call home.

The branding strategy is a deeper, more emotionally shared vision that influences actions.



Request  
For  
Proposal



## 6 Essentials

Describe the end result – what problem are you trying to solve?

Clearly define information

- Where to send proposals
- Contact person
- Numbers of copies
- How you want to receive info
- Deadline – give adequate time to respond

Offer background information

Define the scope of work

Identify review process

Communicate with the vendors



## higashi glaser design

BRANDING / PACKAGING / PROMOTIONS / PUBLICATIONS / SIGNAGE / ENVIRONMENTAL GRAPHICS / PRODUCT DESIGN  
 Higashi Glaser Design brings over 35 years of award-winning design experience from Los Angeles to New York, and has operated from Downtown Fredericksburg since 1990



BY GEORGE!  
 Fredericksburg, Virginia



empowerHOUSE



Little George  
 STAFFORD, VIRGINIA



GLOBAL ACTION FOR CHILDREN



Sunshine Lady  
 FOUNDATION



FREDERICKSBURG  
 DEMOCRATS



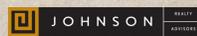
CAMPBELL & EVANS  
 CONSULTING ARCHITECTS



LEPKOFSKY FAMILY FOUNDATION



ACCESS EYE  
 STAY FOCUSED



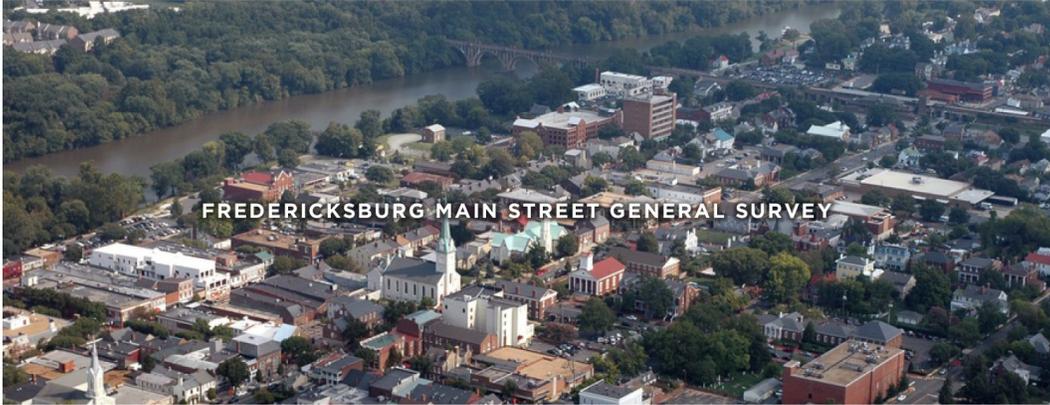
JOHNSON  
 REALTY  
 ASSOCIATES



JULIAN BROS. PRODUCTIONS



DOWNTOWN  
 BODYWORKS  
 FITNESS



FREDERICKSBURG VA MAINSTREET SURVEY RESULTS: PART I



	COMMUNITY RESPONSE	MERCHANT RESPONSE
TOP	1) Family Friendly 1) Small Town 2) Parks/Outdoors 3) Restaurants/Food 4) River Use 4) Colonial History 4) Civil War	1) Family Friendly 1) Small Town 2) Restaurants/Food 3) Colonial History 3) Civil War
BOTTOM	<ul style="list-style-type: none"> <li>• DC/Richmond Proximity</li> <li>• National Retail</li> <li>• First Fridays</li> <li>• Murals</li> </ul>	<ul style="list-style-type: none"> <li>• National Retail</li> <li>• Murals</li> </ul>

## FREDERICKSBURG VA MAINSTREET SURVEY RESULTS: PART II

*Historic Sites*

	COMMUNITY RESPONSE	MERCHANT RESPONSE
TOP	<ol style="list-style-type: none"> <li>1) Battlefields</li> <li>2) Ferry Farm</li> <li>3) Kenmore</li> </ol>	<ol style="list-style-type: none"> <li>1) Battlefields</li> <li>2) Ferry Farm</li> <li>3) Kenmore</li> </ol>
BOTTOM	<ul style="list-style-type: none"> <li>• Market Square</li> <li>• Lincoln's Visit</li> <li>• Renwick Building</li> </ul>	<ul style="list-style-type: none"> <li>• George Washington Downtown</li> <li>• Jefferson Downtown</li> <li>• Lincoln's Visit</li> <li>• Renwick Building</li> </ul>

*Historic Figures*

	COMMUNITY RESPONSE	MERCHANT RESPONSE
TOP	<ol style="list-style-type: none"> <li>1) George Washington</li> <li>2) Mary Washington</li> <li>3) Robert E. Lee</li> </ol>	<ol style="list-style-type: none"> <li>1) George Washington</li> <li>2) Mary Washington</li> <li>3) James Monroe</li> </ol>
BOTTOM	<ul style="list-style-type: none"> <li>• John Paul Jones</li> </ul>	<ul style="list-style-type: none"> <li>• Robert E. Lee</li> <li>• Stonewall Jackson</li> <li>• Gari Melchers</li> <li>• John Paul Jones</li> </ul>

## FREDERICKSBURG VA MAINSTREET SURVEY RESULTS: PART III

*Points of Distinction*

ESSAYS	COMMUNITY RESPONSE	MERCHANT RESPONSE
<i>For you, what makes Fredericksburg unique?</i>	<ol style="list-style-type: none"> <li>1) History</li> <li>2) Small Town</li> <li>3) Restaurants/Food</li> <li>4) River/Trails</li> <li>5) Architecture</li> <li>6) Walkability</li> <li>7) Shopping</li> <li>8) Friendly Community</li> <li>9) Culture</li> <li>10) Close to DC/Richmond</li> <li>11) Art</li> <li>12) Family Friendly</li> <li>13) Blend of Old/New</li> <li>14) Active Vibrant Community</li> </ol>	<ol style="list-style-type: none"> <li>1) History</li> <li>2) Small Town</li> <li>3) River/Trails</li> <li>4) Shopping</li> <li>5) Colonial History</li> <li>6) Restaurants/Food</li> <li>7) Arts</li> </ol>

## FREDERICKSBURG VA MAINSTREET SURVEY RESULTS: PART IV

*Key Benefits*

ESSAYS	COMMUNITY RESPONSE	MERCHANT RESPONSE
<i>What about living in Fredericksburg most attracts or benefits you?</i>	<ol style="list-style-type: none"> <li>1) Location (DC/Richmond/mtns/ocean)</li> <li>2) Small Town</li> <li>3) Walkability</li> <li>4) Restaurants/Food</li> <li>5) River/Trails</li> <li>6) History</li> <li>7) Shopping</li> <li>8) Downtown</li> <li>9) Culture</li> <li>10) Family Friendly</li> <li>11) Events/Festivals</li> <li>12) Independent Shops</li> <li>13) Art</li> <li>14) Cost of Living</li> </ol>	<ol style="list-style-type: none"> <li>1) Walkability</li> <li>2) Small Town</li> <li>3) River/Trails</li> <li>4) Restaurants/Food</li> <li>5) Shopping</li> <li>6) History</li> <li>7) Friendly Community</li> <li>8) Arts</li> </ol>

## FREDERICKSBURG VA MAINSTREET SURVEY RESULTS: PART V

*Future Vision*

ESSAYS	COMMUNITY RESPONSE	MERCHANT RESPONSE
<i>Where would you like to see Fredericksburg in 10 years?</i>	<ol style="list-style-type: none"> <li>1) Diversify Shops</li> <li>2) River/Trails</li> <li>3) Diversify/Expand Restaurants</li> <li>4) Just Like It Is Now</li> <li>5) More Music/Performing Arts</li> <li>6) Fill Empty Buildings</li> <li>7) More Events</li> <li>8) Busy/Thriving/Vibrant</li> <li>9) Restoration/Preservation</li> <li>10) Nightlife/Open Later</li> <li>11) Cleaned Up</li> <li>12) Preservation</li> <li>12) More Modern</li> <li>13) Keep Shops Independent</li> <li>14) More Family Friendly</li> <li>15) More Jobs</li> <li>16) More Marketing/Advertising</li> <li>17) Improve Entry Corridors (Lafayette or William)</li> </ol>	<ol style="list-style-type: none"> <li>1) River/Trails</li> <li>2) Better/More Diverse Shopping</li> <li>3) More Tourists</li> <li>4) Pedestrianize Caroline</li> <li>5) Cleaned Up</li> <li>6) Preserve Historic Buildings</li> </ol>

FREDERICKSBURG VA MAINSTREET SURVEY RESULTS: PART VII

*Best Attended Events*

	COMMUNITY RESPONSE	MERCHANT RESPONSE
<i>Check all that you have attended.</i>	1) Farmer's Market 2) Christmas Parade 3) Restaurant Week 4) Small Business Saturday 5) Oktoberfest 6) First Fridays 7) Friday Concert Series	1) Farmer's Market 2) Christmas Parade 3) Small Business Saturday 4) Holiday Open House 5) Restaurant Week 6) Oktoberfest 7) Car Show

*Perception*

*Please rate the following on your current perception of Downtown Fredericksburg:*

• Variety of Shopping	Improving	Improving
• Quality of Shopping	Good	Good
• Variety of Restaurants	Improving/Good	Improving/Good
• Quality of Restaurants	Good/Excellent	Good/Excellent
• Housing availability	Fair/Improving	Fair/Improving
• Cleanliness & Attractiveness	Good	Good
• Parking	Poor	Poor
• Safety	Good	Good
• Entertainment	Good	Improving/Good

FREDERICKSBURG VA MAINSTREET SURVEY RESULTS: PART VI

*Show Enhancement*

ESSAYS	COMMUNITY RESPONSE	MERCHANT RESPONSE
<i>What do you think would enhance the quality of life in Fredericksburg?</i>	1) River/Trails 2) Grocery Store 3) Less/Better Routed Traffic 4) More Diversity/Quality Shops 5) Pedestrianize Sections of Caroline 6) Performance Center 7) Shops Open Later 8) Preservation/Building Maintenance 9) Better Public Transit 10) Music 11) Diverse/Better Restaurants 12) Diverse Downtown Events/Fairs 13) Movie Theater 14) Clean/Rehab Lafayette	1) Better Parking 2) Event Coordination 3) River Projects 4) Less Homeless 5) Grocery Store

FREDERICKSBURG VA MAINSTREET SURVEY RESULTS: PART VIII

*Improvements*

MERCHANT RESPONSE

*What do you consider the most promising drivers of growth to your business?*

TOP

- More Local/Regional-Focused Ads
- More/improved Christmas Display/Events
- Improve/Upscale Downtown's Reputation
- Street/Facade Beautification

BOTTOM

- *Help with Merch/Displays*
- *Street Fairs/Festivals*
- *Downtown-Branded Merchandise*
- *Lifestyle & History Ads*
- *Murals/Street Art*

FREDERICKSBURG KEY BRAND ATTRIBUTES



*In order of survey results:*

- Family-Friendly Atmosphere
- Small Town Charm
- Scenic River & Outdoor Activities
- Fine Food
- Historic Authenticity
- Walking & Bike Paths
- One-of-a-Kind Shops
- Neighborly Community
- Down-to-Earth Lifestyle
- Vibrant Music & Arts
- Proximity to Major Metropolitan Centers



## Fredericksburg Downtown Rebranding

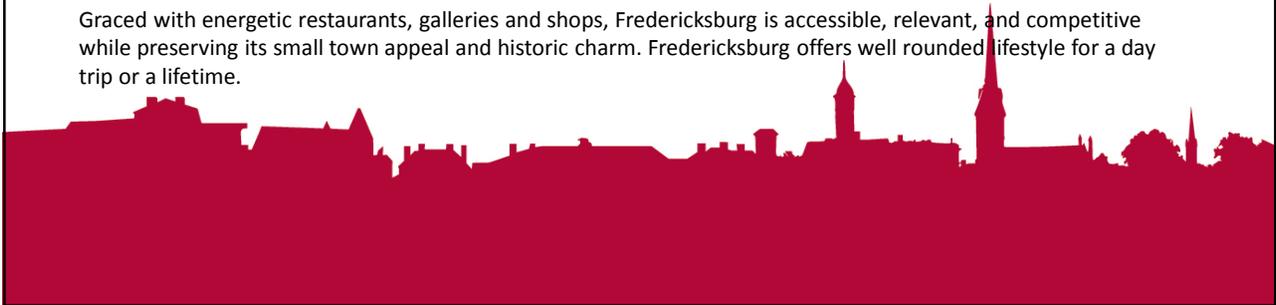
### BRAND POSITIONING

FOUNDED as a key point of Colonial river trade prime for commercial activity, Downtown Fredericksburg's energy and vitality set the stage as our Founding Fathers formed our American Ideals.

TODAY, that inherent historic authenticity creates a quintessential American small town atmosphere that is both inspiring and exhilarating.

### BRAND PROMISE

Graced with energetic restaurants, galleries and shops, Fredericksburg is accessible, relevant, and competitive while preserving its small town appeal and historic charm. Fredericksburg offers well rounded lifestyle for a day trip or a lifetime.



*Forever Revolutionary*

FREDERICKSBURG • VA

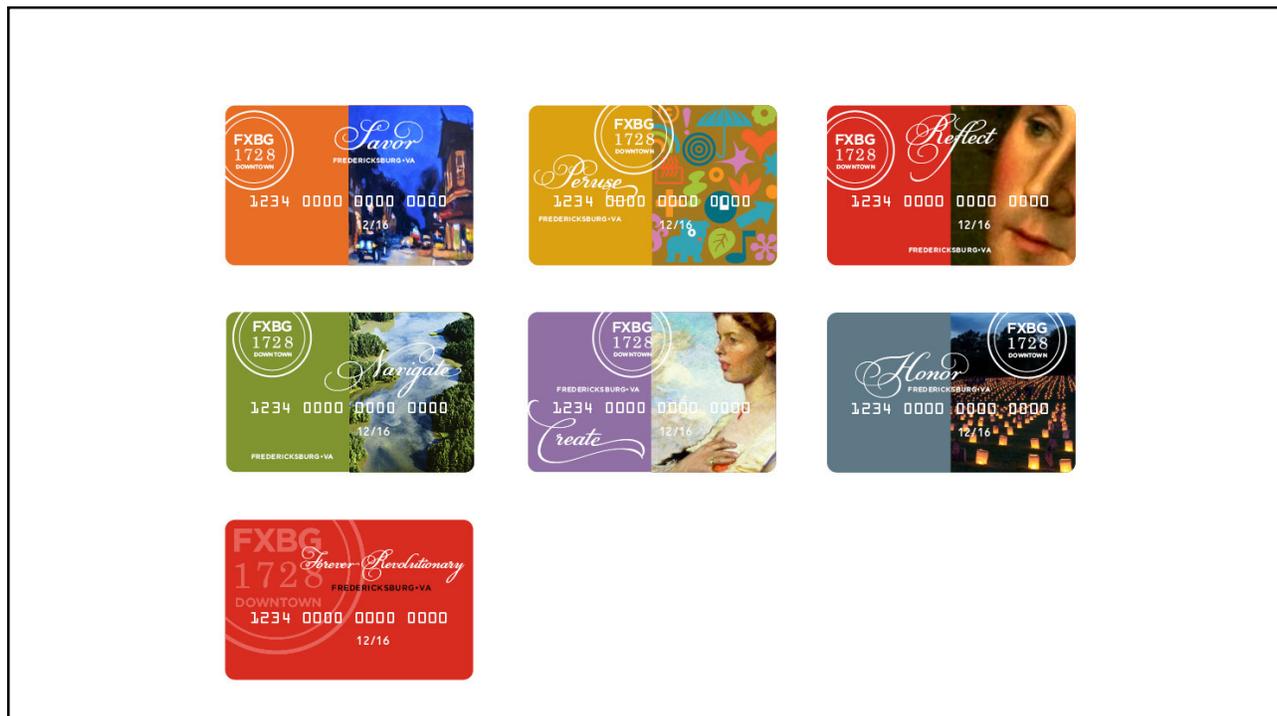
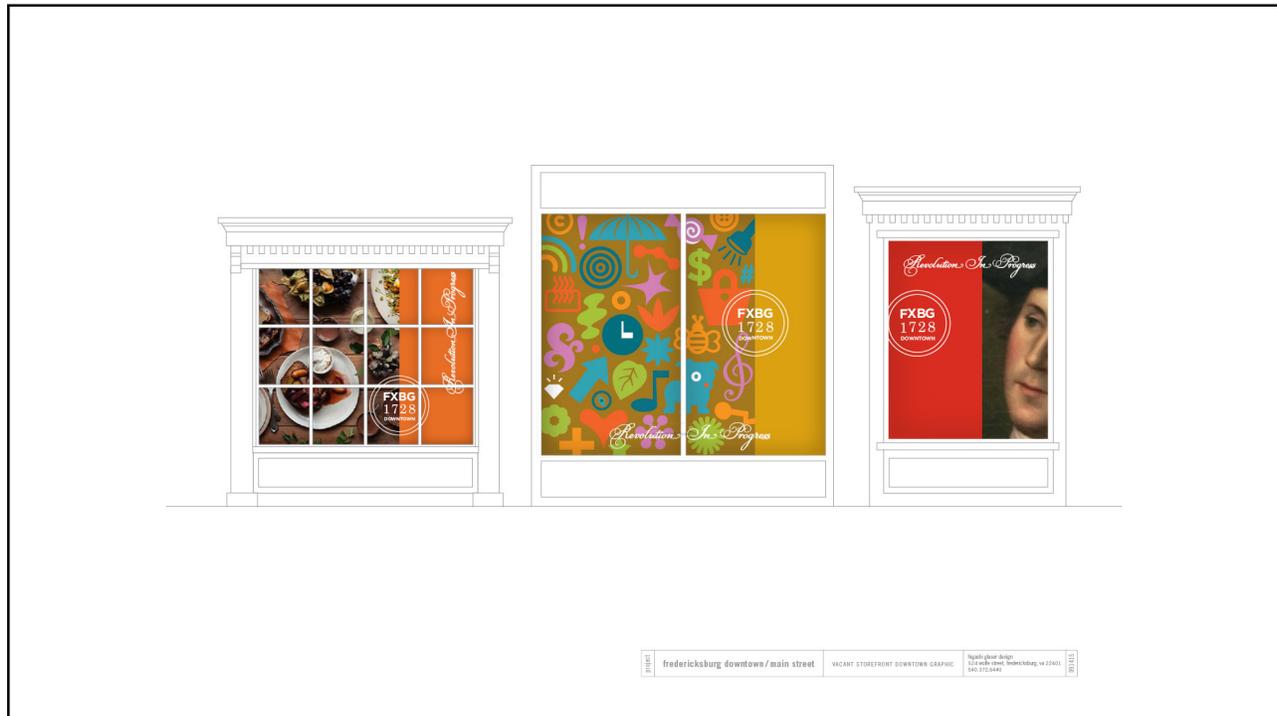








fredericksburg downtown / main street VACANT STOREFRONT MAIN STREET GRAPHIC  
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# What's Next?



*Forever Revolutionary*  
FREDERICKSBURG • VA

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