

# DOWNTOWN VIBRANCY, DESIGN, & MARKETING PLAN



## ECONOMIC DEVELOPMENT ACTION PLAN

Econsult Solutions, Inc. (“ESI”) along with Group Melvin Design and The Riddle Company were commissioned by the Williamsburg Economic Development Office and Planning Department to aid with the development of a sustainable downtown marketing and design strategy. The focus of the project is to strengthen downtown’s appeal by creating a vibrant environment and develop a sustainable implementation strategy to help generate momentum. The project is still ongoing and we are currently helping the City and investors make better decisions, manage risk, and improve prospects for success

ESI and The Riddle Company are focusing on the potential for expanding retail, transportation and other types of development in the long run while the design firm, Group Melvin Design is concentrated on providing vibrant and modern design plans that are sustainable and economical. Our team is analyzing demographic and housing data and collecting the unique perspectives of local residents through surveys and maintaining ongoing dialogues to facilitate our progress at every turn by holding public meetings.

Our strategy is to create a plan landing page on the City of Williamsburg’s main website to serve as a “homebase” to all project events, documents, and outreach tools. By doing so we are allowing residents to be a part of the progress while keeping them engaged and informed. By combining their input with our economic analysis and real estate data we have developed a strategy to enhance visitation and patronage to the downtown area, create a brand identity for downtown and build a sense of pride and project ownership within the community for residents and business.



### FOR MORE INFORMATION:

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