

Eddy Alexander™

GROWTH  STRATEGY



DANVILLE AND PITTSYLVANIA COUNTY – SURVEY RESULTS

2022

**Eddy
Alexander**™

GROWTH  STRATEGY



1.

**Meet Eddy
Alexander**

2.

**Project
Overview**

3.

Survey Results

4.

Analysis

5.

Next Steps



EDDY ALEXANDER AT A GLANCE

- Full-service growth strategy marketing firm
- Headquartered in Roanoke, Virginia with staff across the country
- Community-minded and dedicated to thoughtful and intentional regional growth
- Nationally regarded thought leaders in economic development and tourism marketing
- Trusted globally for proven industry experience, expertise, and relationships



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The Financial Impact of Tourism



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DANVILLE AND PITTYSLVANIA COUNTY TOURISM PROJECT GOALS

Eddy Alexander was hired to help the city and county with:



COMMUNITY-CENTRIC BRANDING

Develop a regional brand that helps unify, differentiate, and promote the region.



TOURISM STRATEGIC PLAN DEVELOPMENT

The tourism master plan is the roadmap for both short- and long-term success.

YEAR 1 ROAD MAP: COMMUNITY LED, DATA DRIVEN





PRIMARY RESEARCH

We've been learning about:

Local offerings, preferences, and perspectives through:

- Community-wide survey
- In-person and virtual interviews
- In-person focus groups

Local assets:

- Dan River
- Food
- History
- Museums
- Outdoor recreation
- Farmers market

TAKE THE TOURISM SURVEY!



DANVILLE CITY
PITTSYLVANIA COUNTY
VIRGINIA



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METHODOLOGY

Survey Questions

- Multiple choice, ranking, and open response questions

Participant Recruitment Methods

- Direct mail notifications – postcard invitations were sent to each household address – a total of ~47,774
- Local press releases and media announcements
- Digital advertising
- Display at the city and county public libraries with paper copies available
- Social media posts by the Danville Office of Economic Development and Tourism
- Social media posts by city partners

Participate Response Styles

- Online: 99.8%
- In person-based: 0.19%





SURVEY NUMBERS

2,072 community members and business owners participated during the 5+ week survey period.

This is a strong and statistically significant sample representing a **99.9% level of confidence** with a 2.82% margin of error.



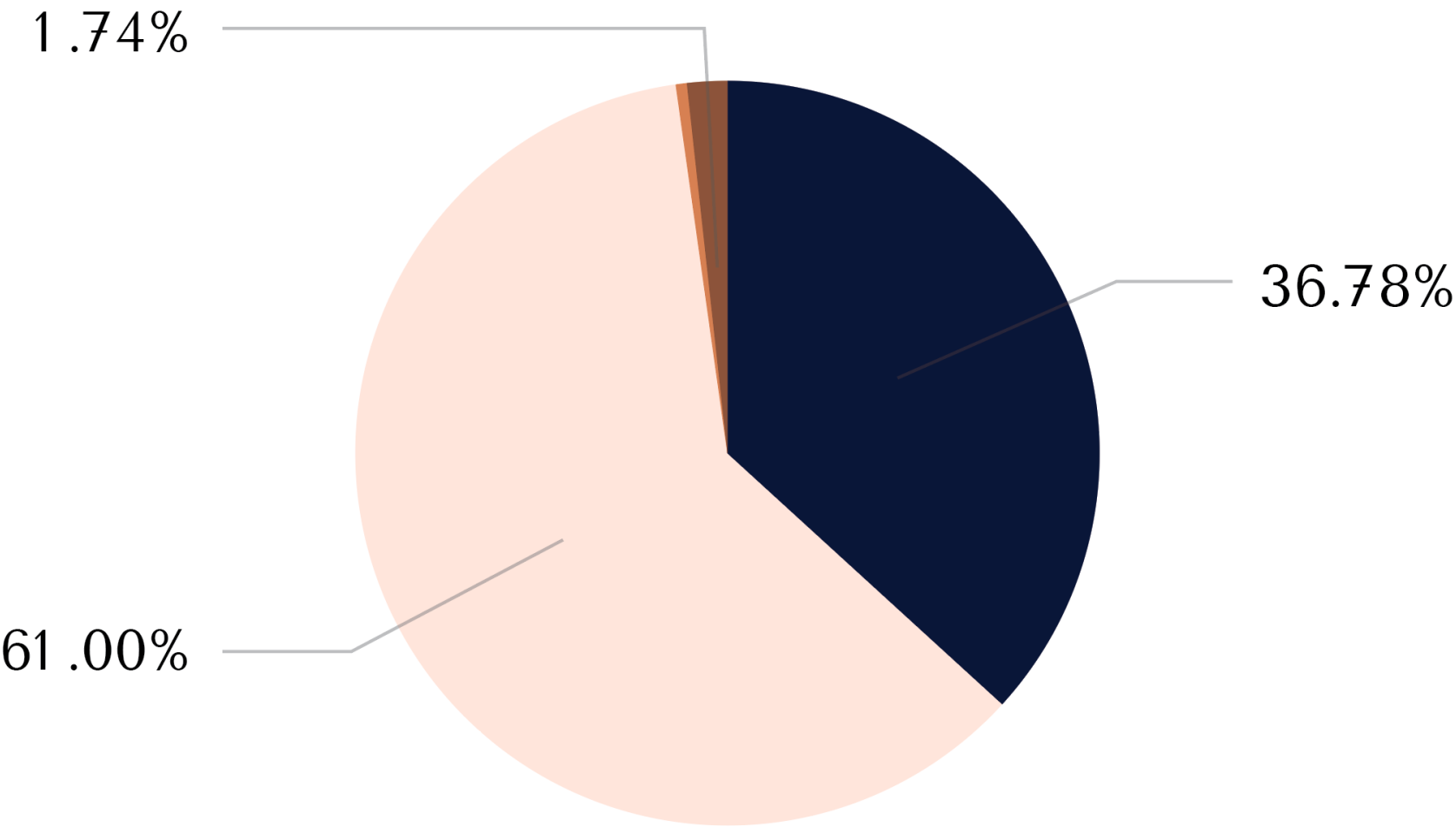
SURVEY RESULTS



RESPONDENT PROFILE

First, we'll review the makeup of
our respondents.

I am...



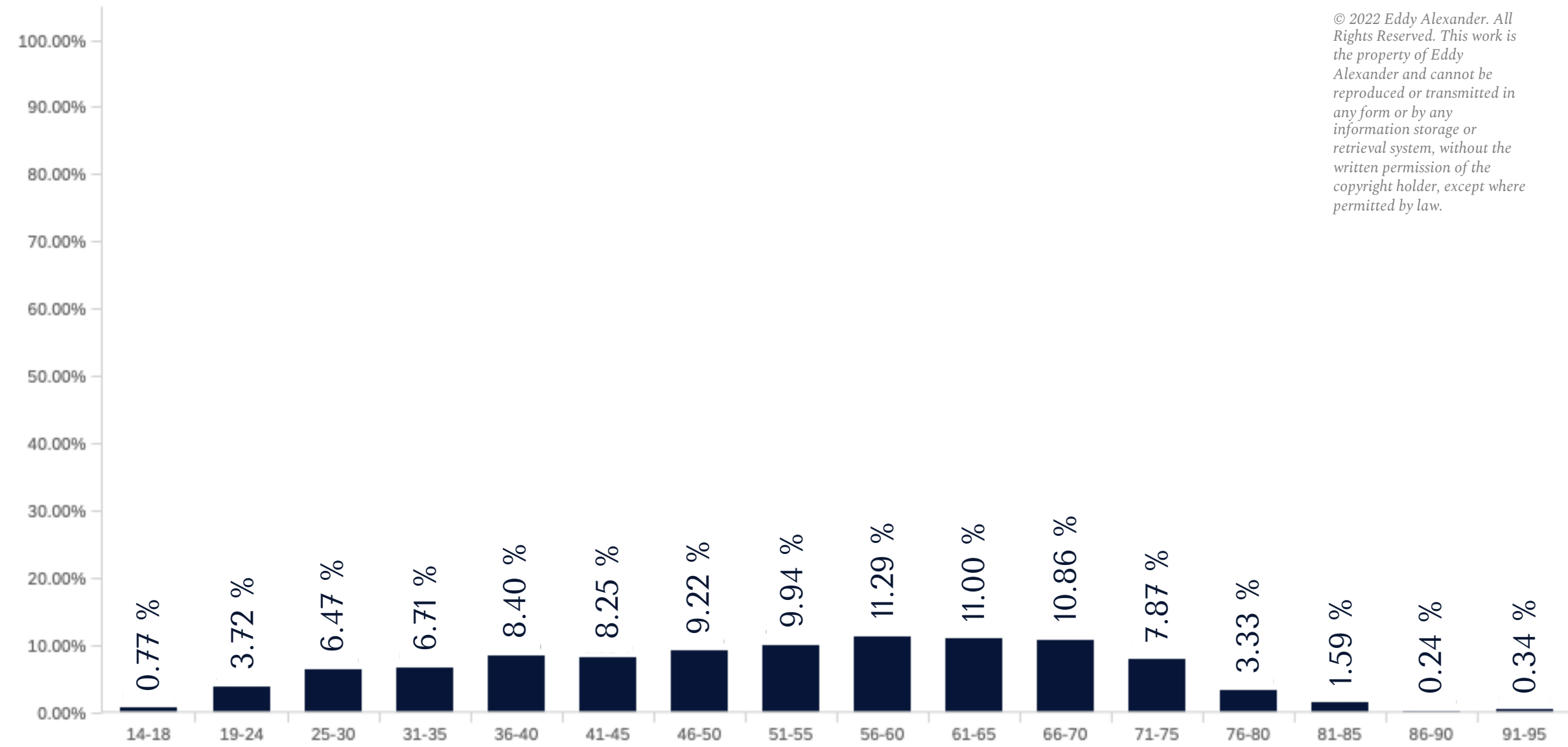
Male

Female

Gender variant/non-binary

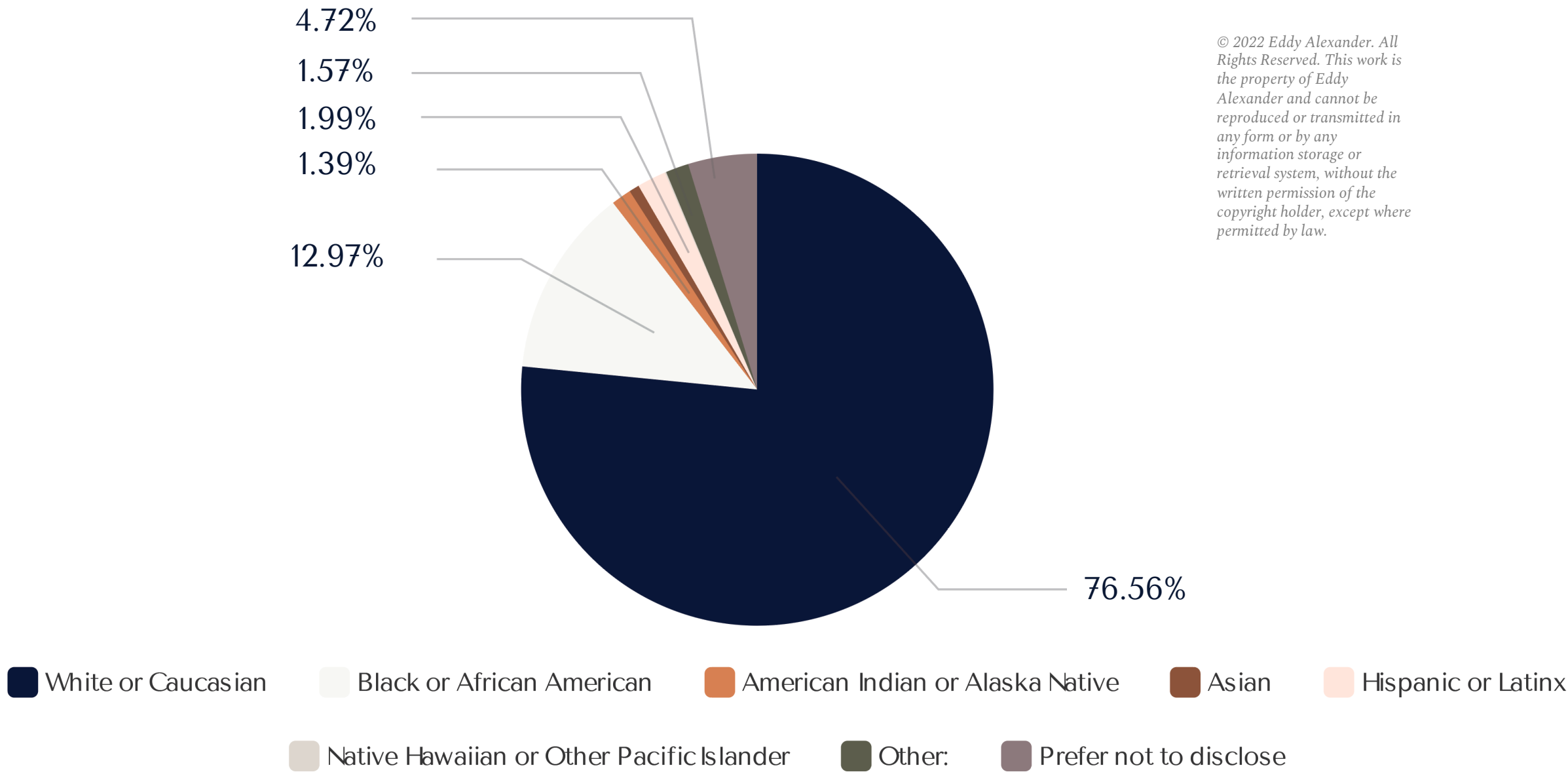
Prefer not to answer

My age is between:

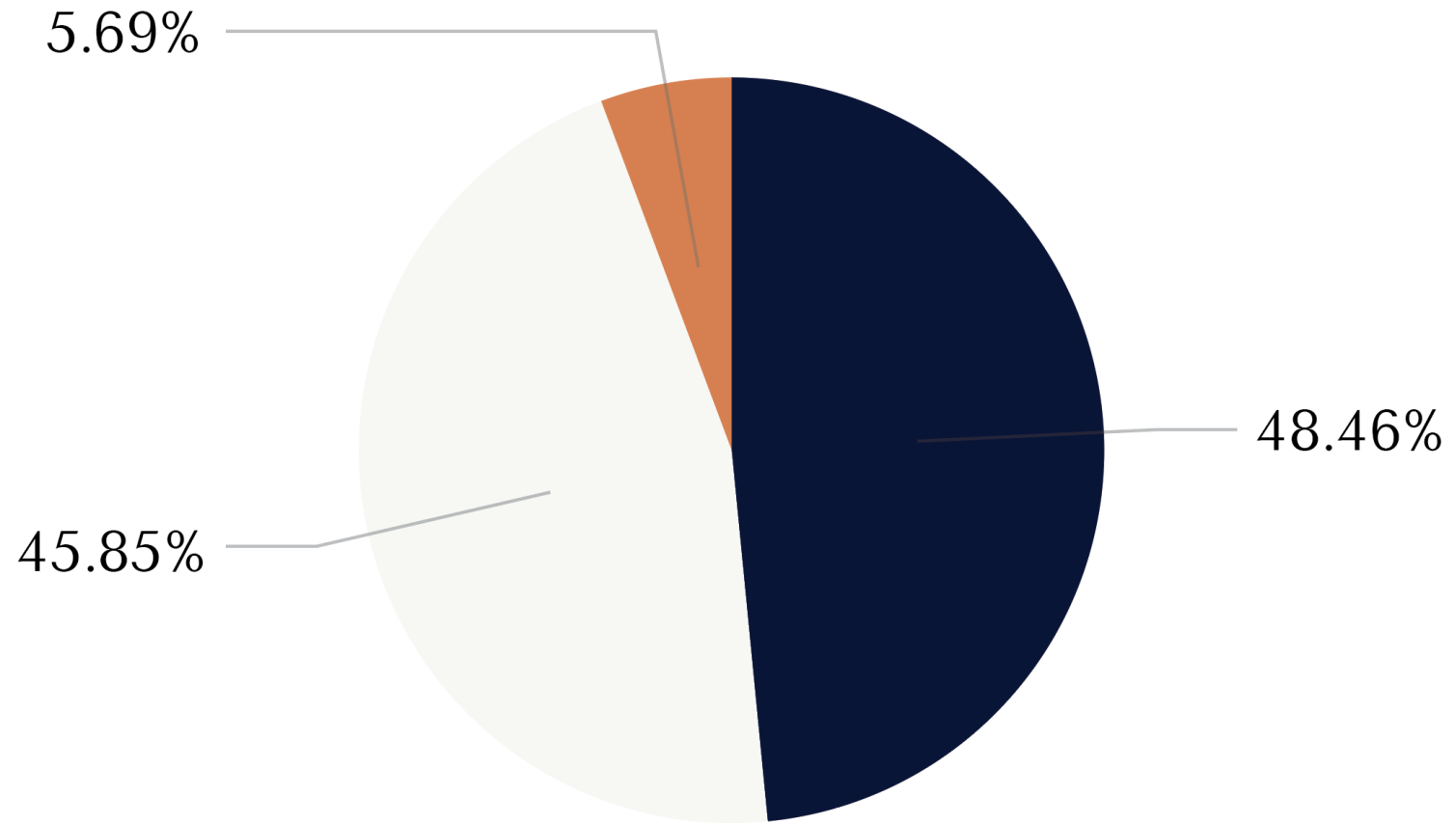


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My ethnicity is/or includes... (Please select all that apply.)



I live in...

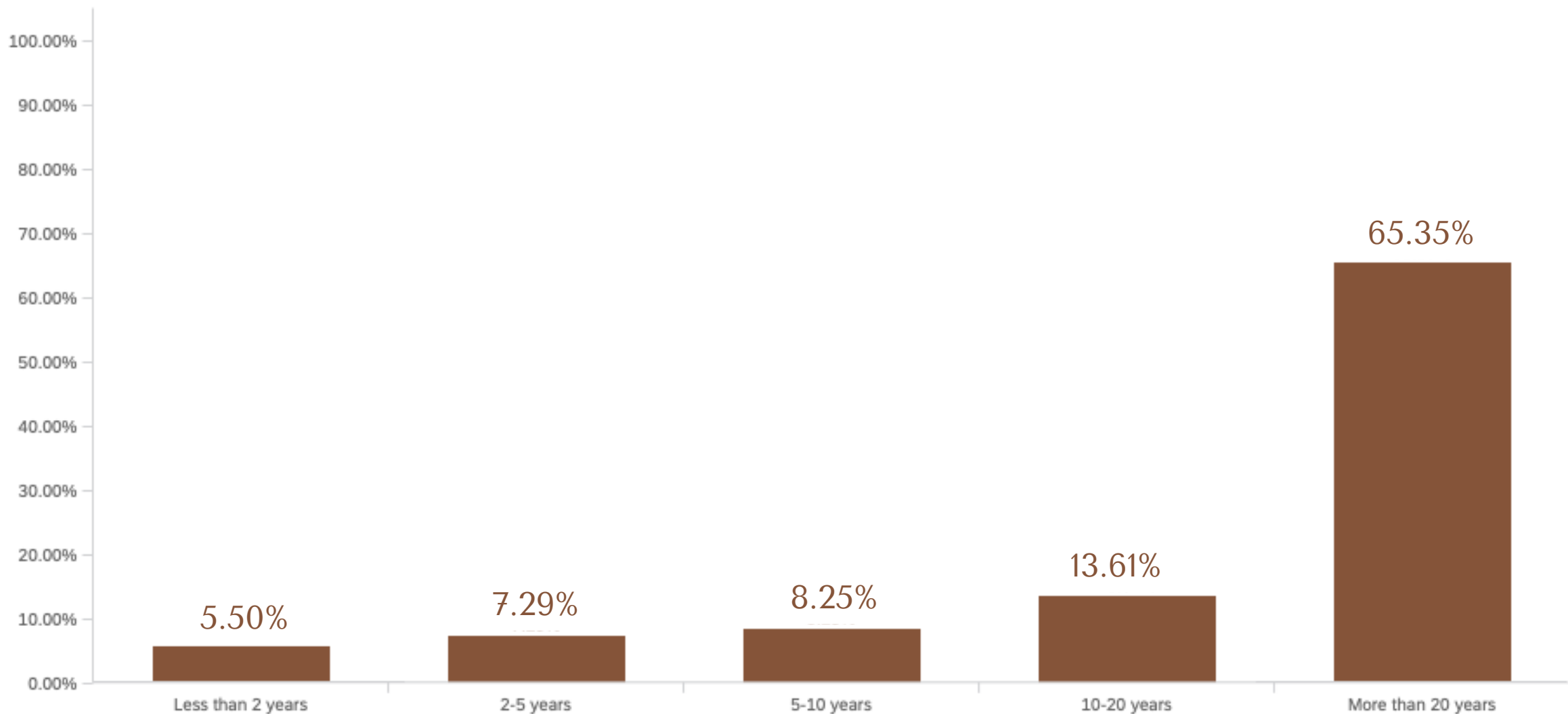


 Danville, VA

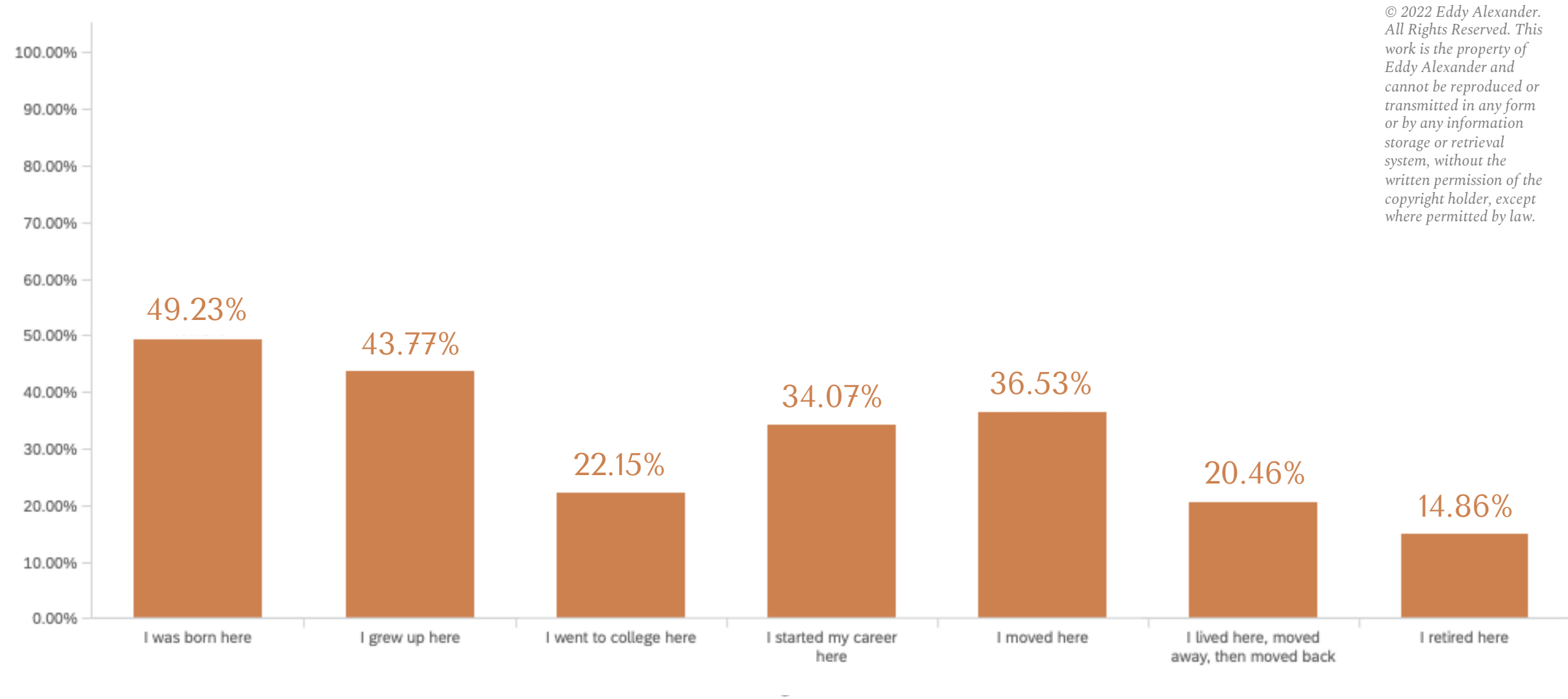
 Pittsylvania County, VA

 Other:

I have lived in this area...

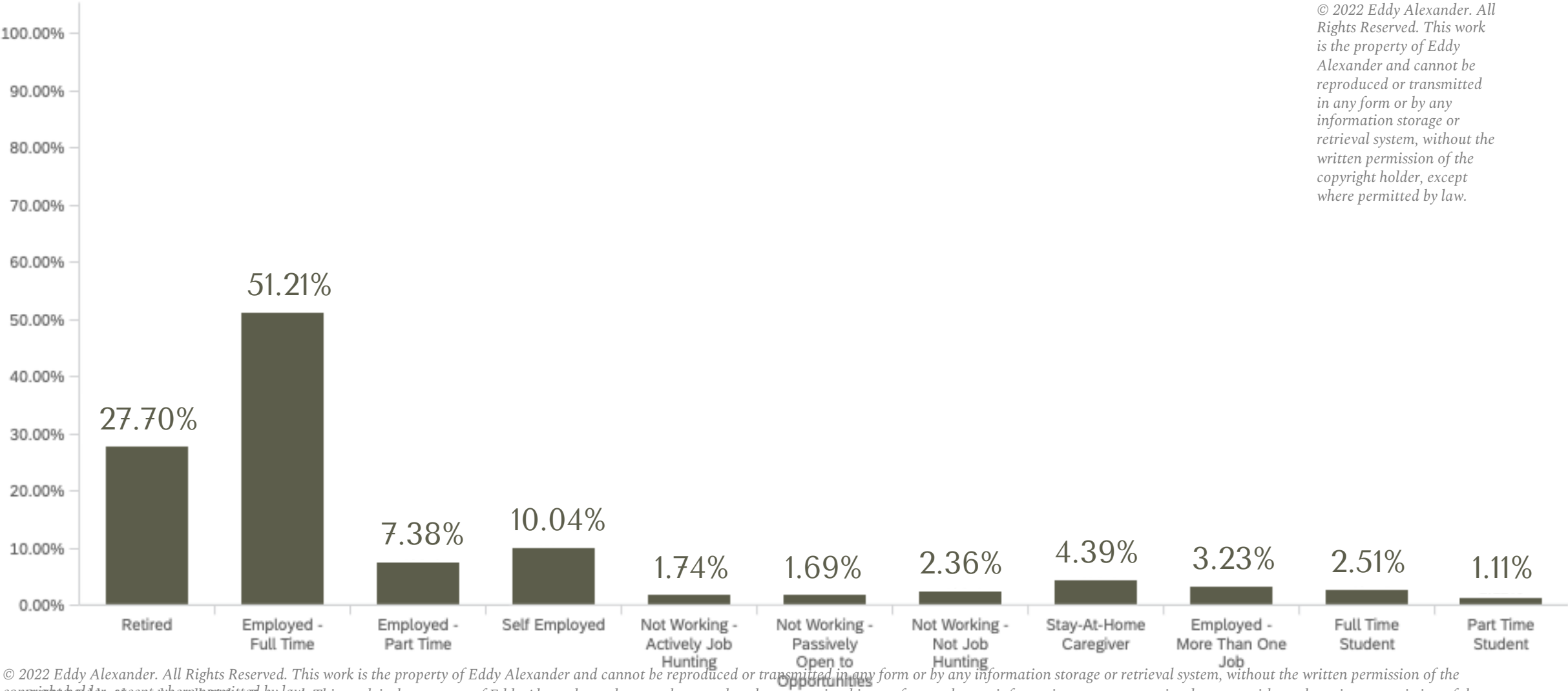


Which of the following apply to you? (Please select all that apply.)



My current employment status is best described as:

(Please select all that apply.)



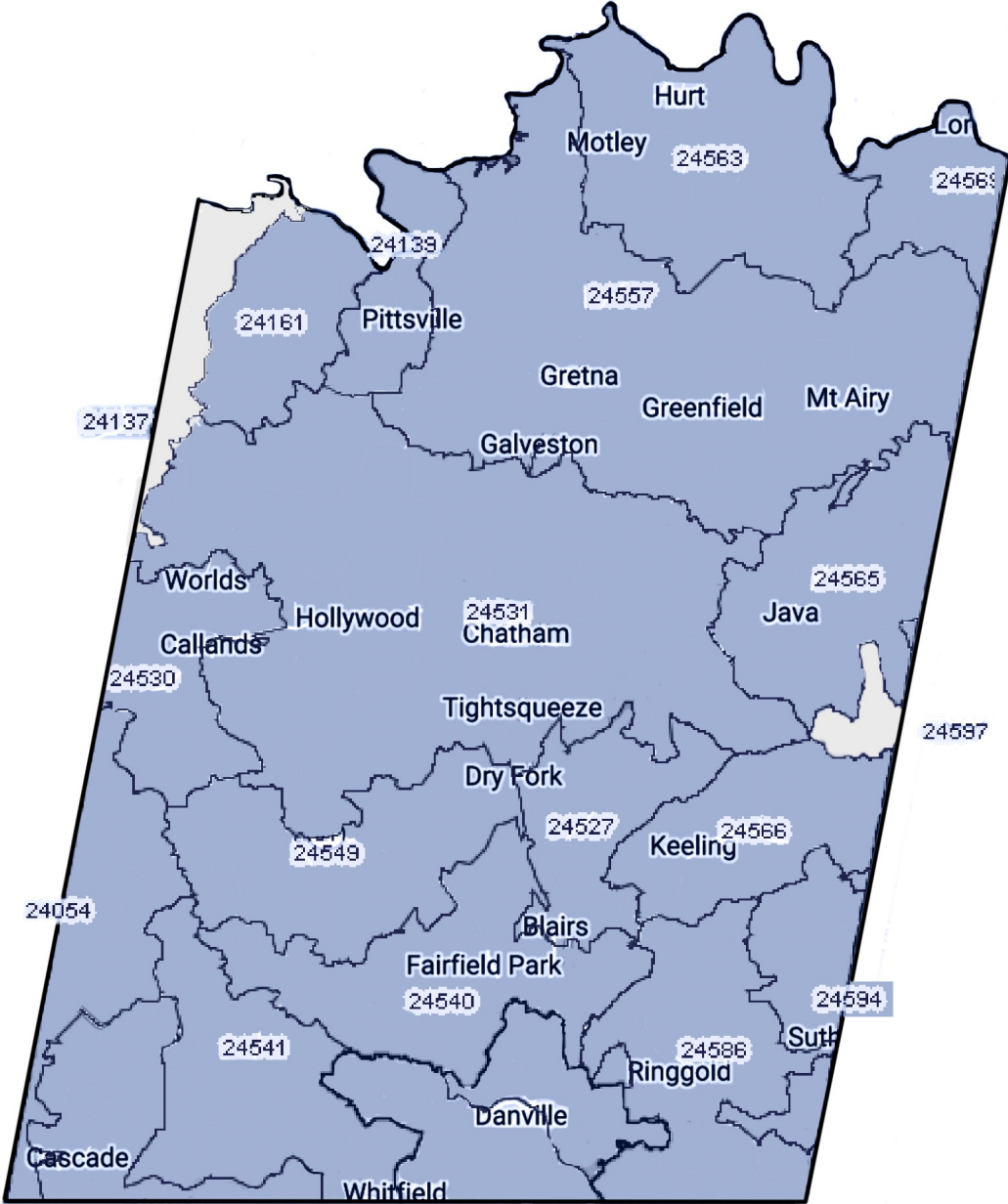
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I consider myself a part of the _____community/communities.
(Please select up to three of the most relevant area identifiers.)



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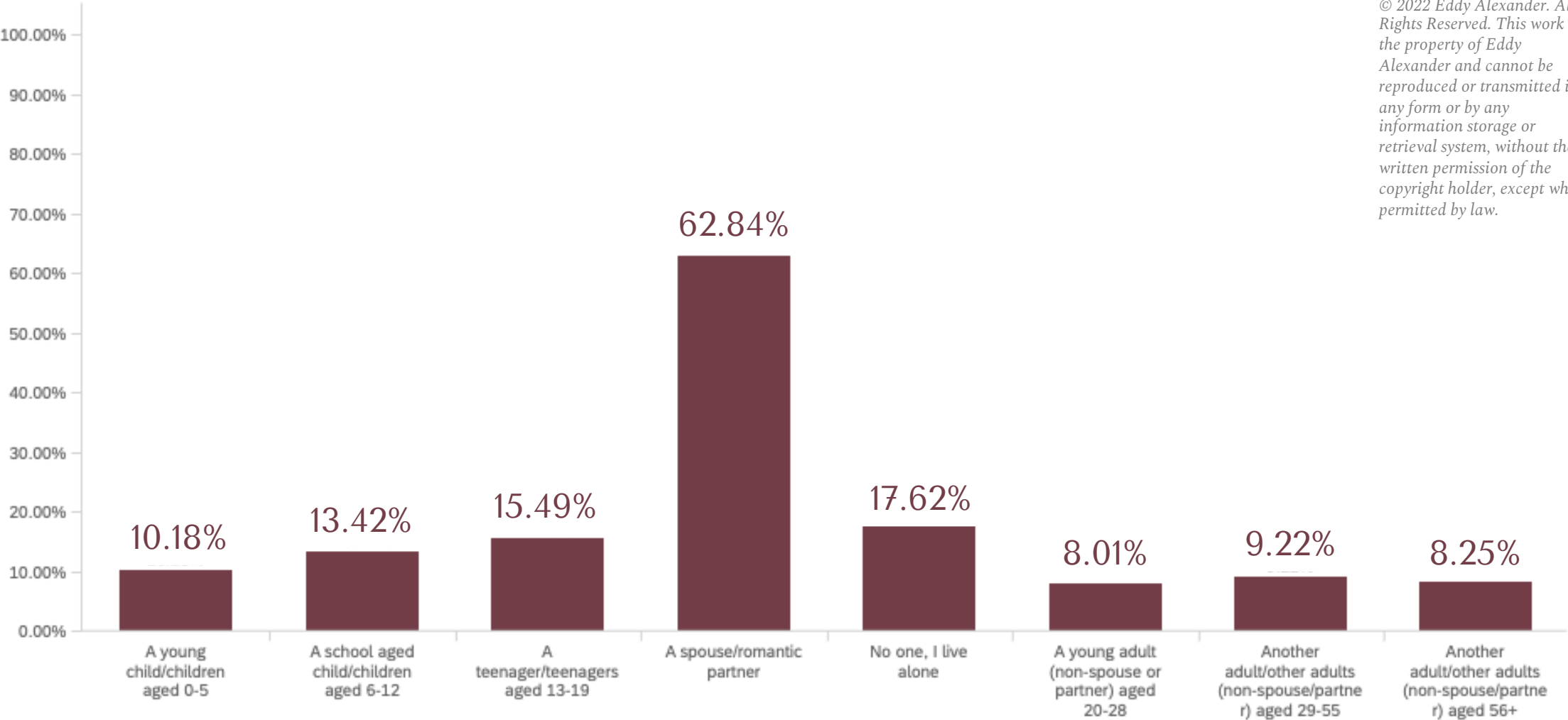
My home zip code is_____.



Survey responses came in from every zip code that sits fully inside the city or county. Two zip codes that overlap with neighboring counties along the mid-eastern and northwestern edges of Pittsylvania County did not have representation in the survey responses. Extra efforts were made to ensure these community members were made aware of the survey opportunity.

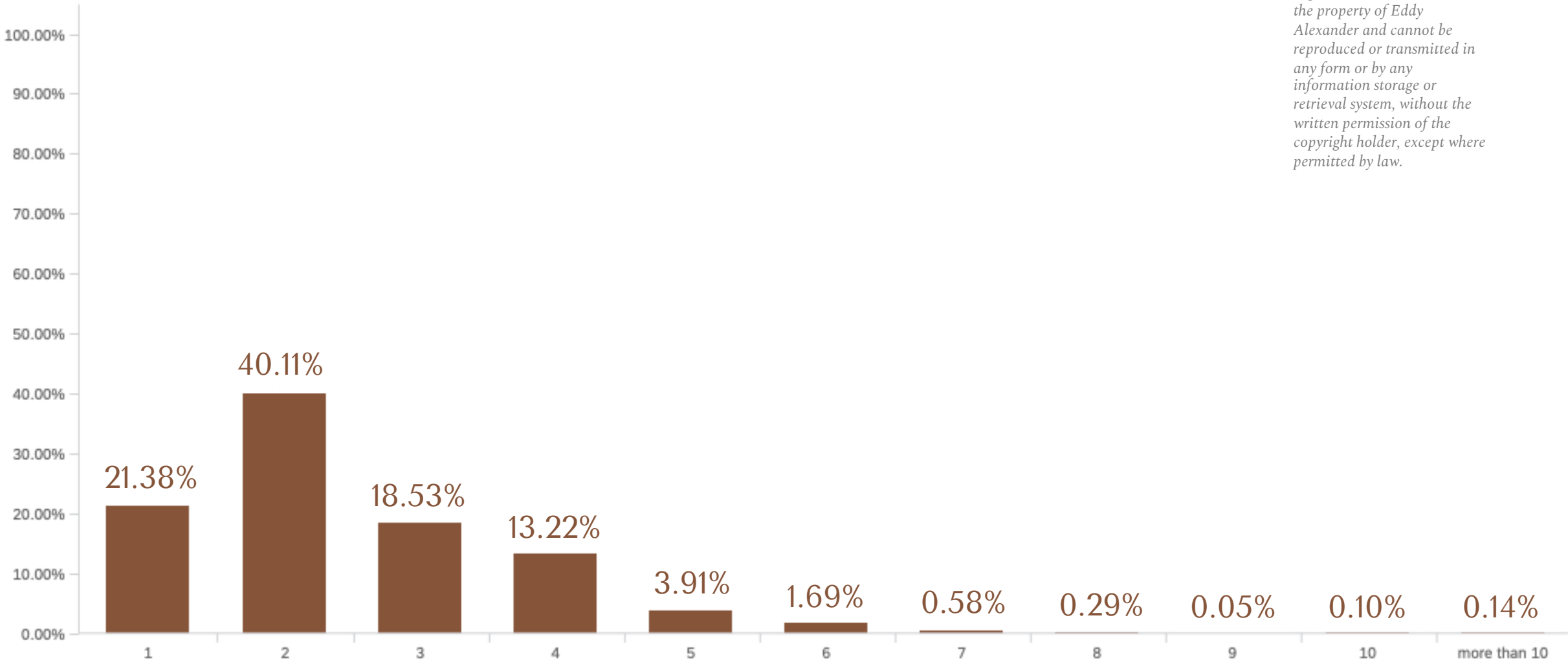
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I share my household with... (Please select all that apply.)



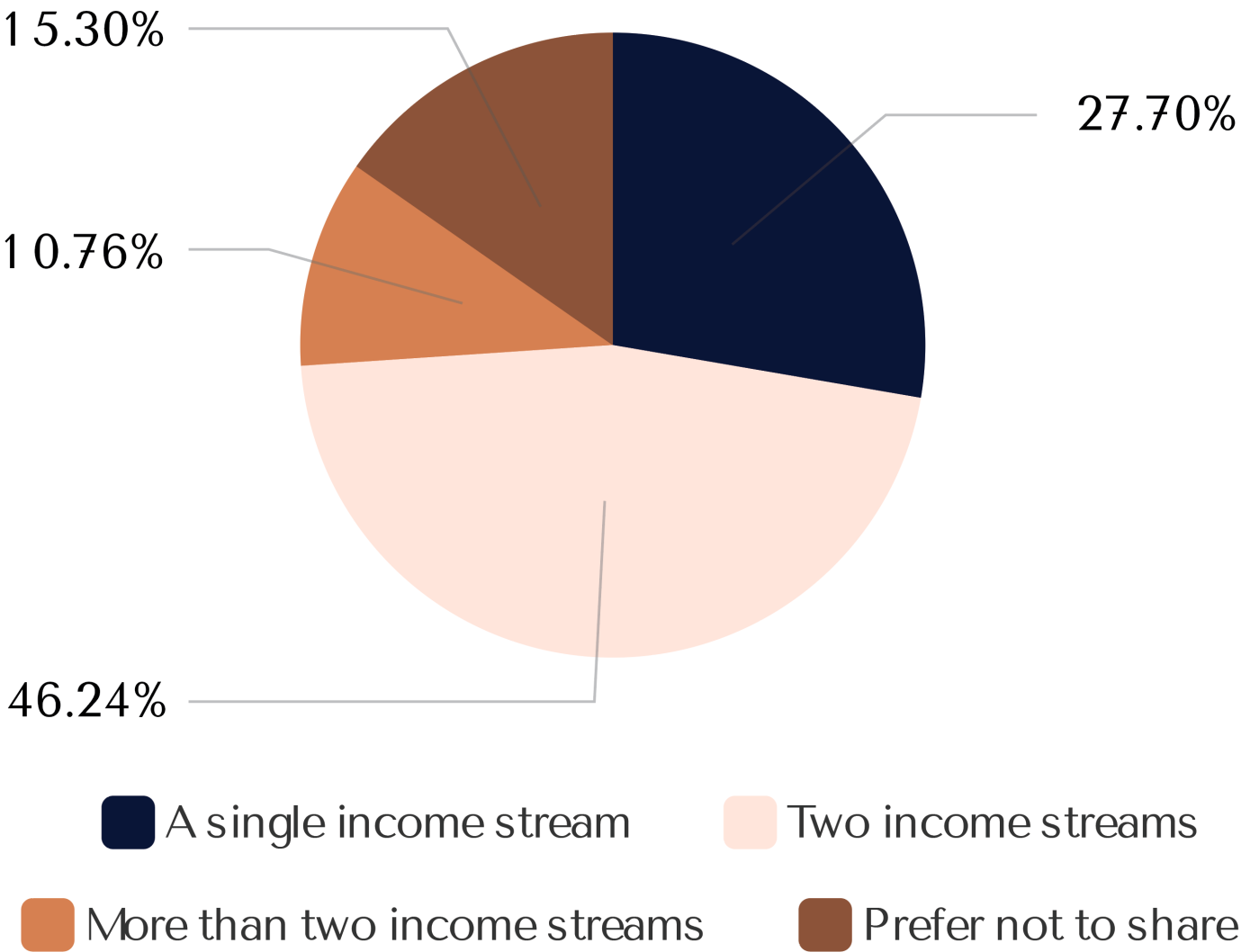
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Including myself, I have ____ people living at my home address.



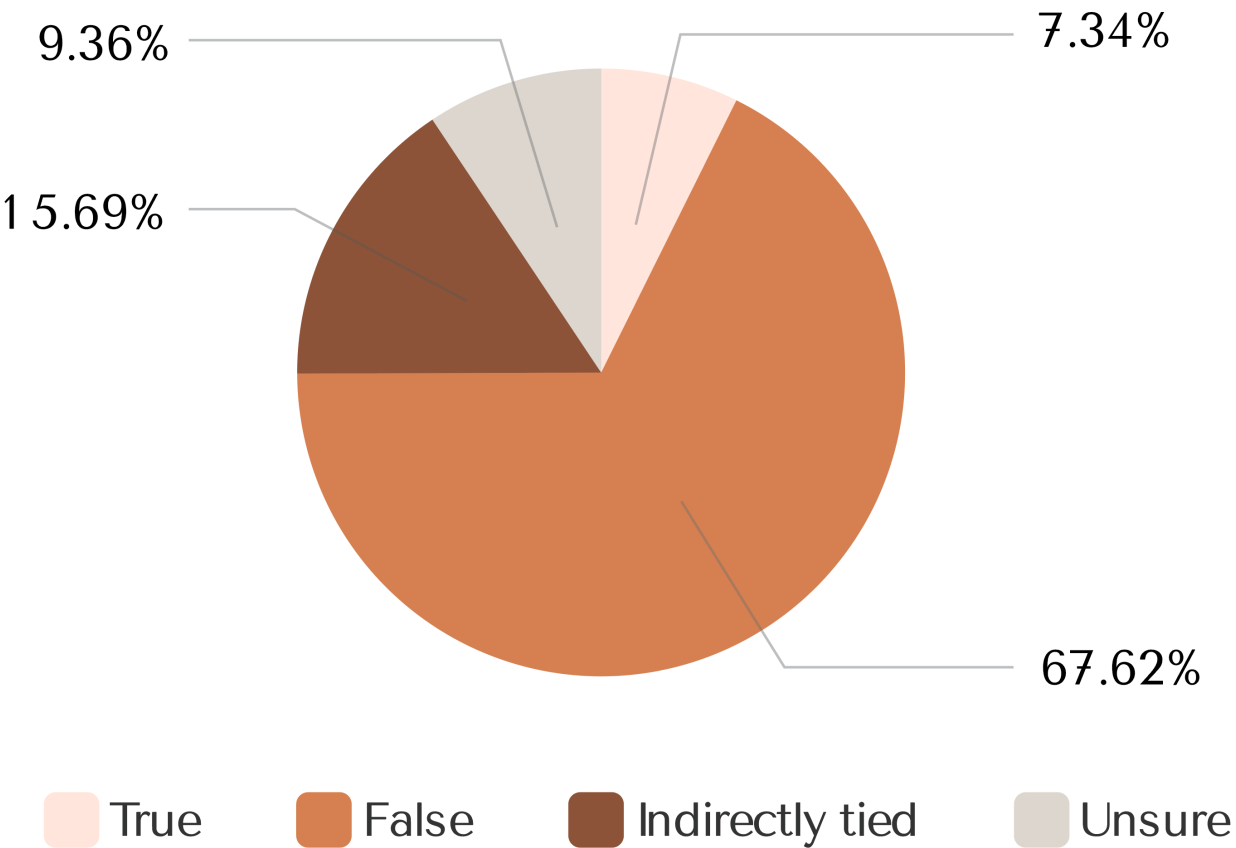
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My household benefits from...



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My job/livelihood is directly tied to local tourism industry.

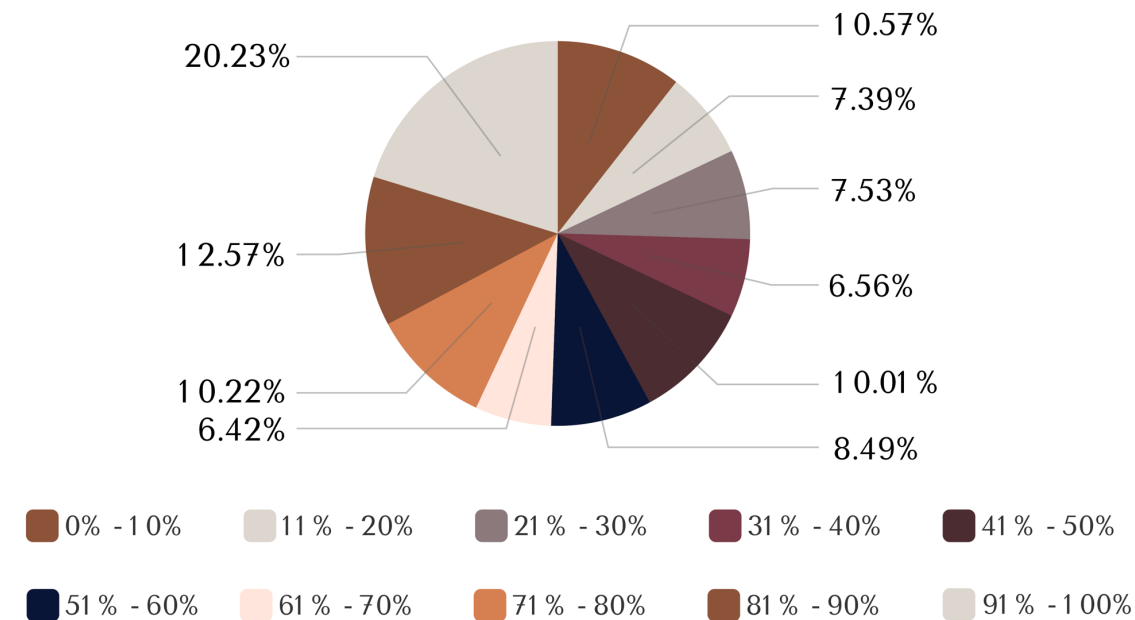




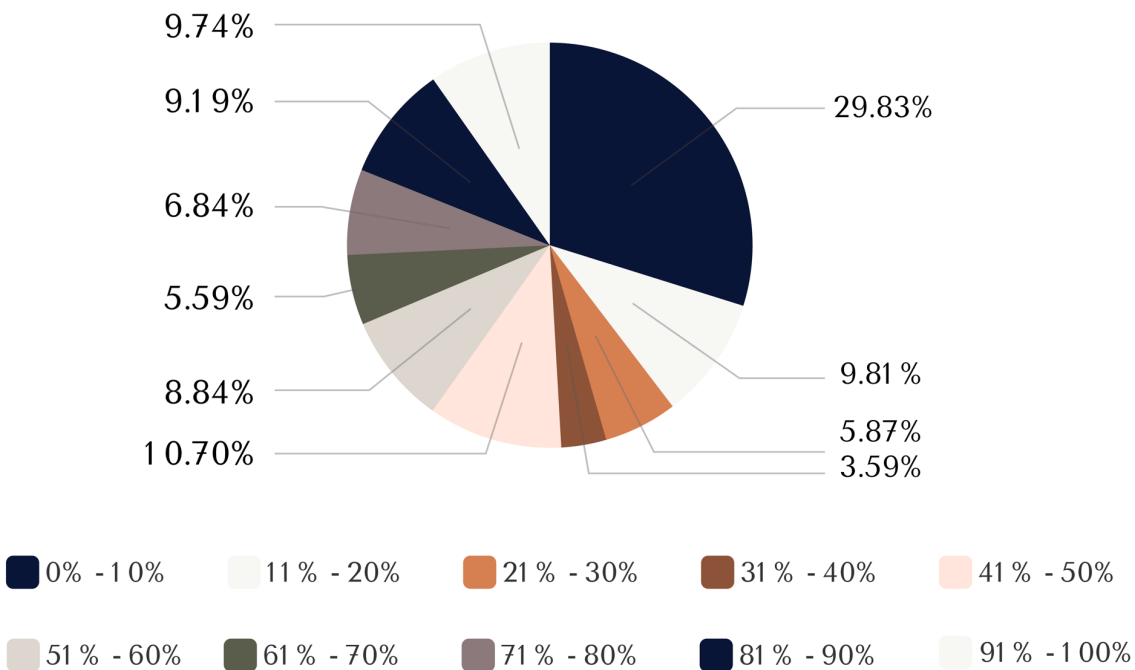
DANVILLE & PITTSVYLANIA COUNTY ENGAGEMENT & AFFILIATION

Next, we asked respondents a bit more about their personal behaviors and preferences as they relate to local tourism.

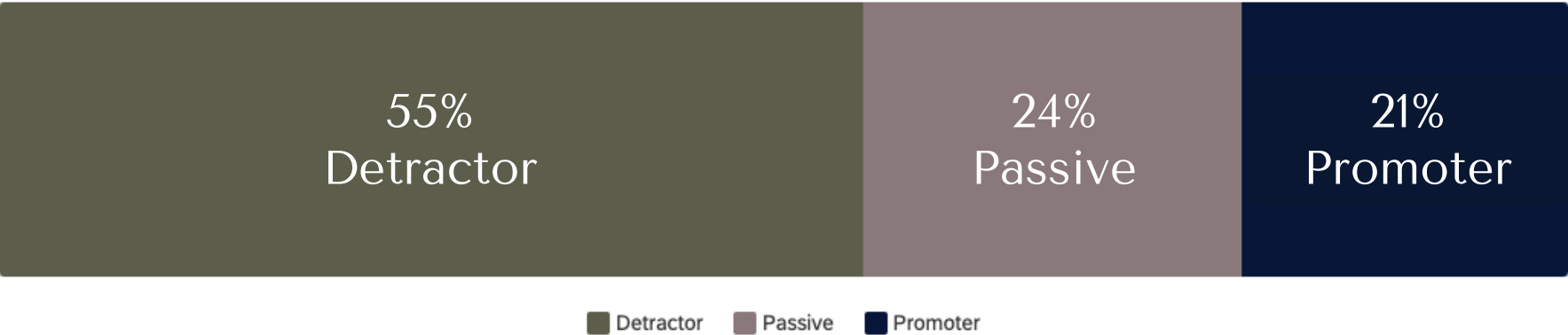
In the last twelve months, I've spent approximately ____% of my time in the City of Danville.



In the last twelve months, I've spent approximately ____% of my time in Pittsylvania County.



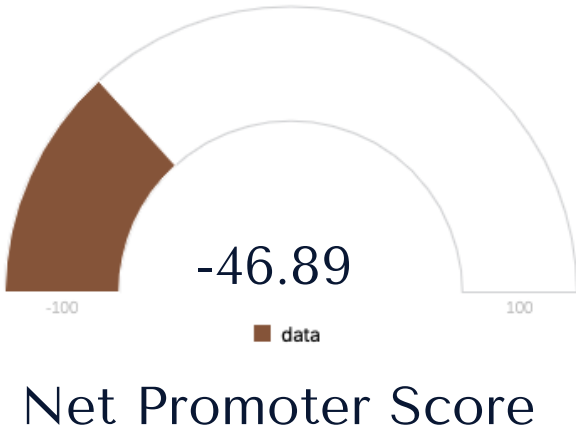
On a scale of 1-10, how likely are you to recommend a visit to...
the City of Danville to a friend or colleague?



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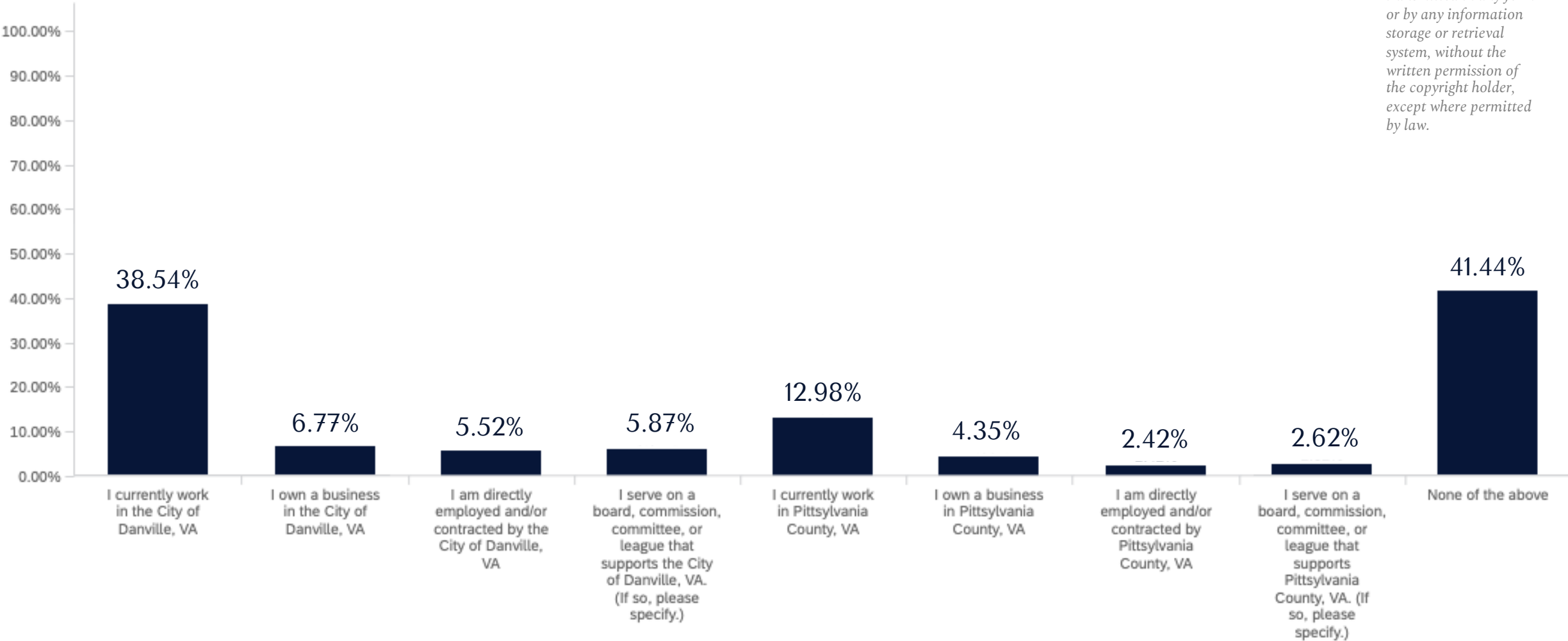
Pittsylvania County to a friend or colleague?



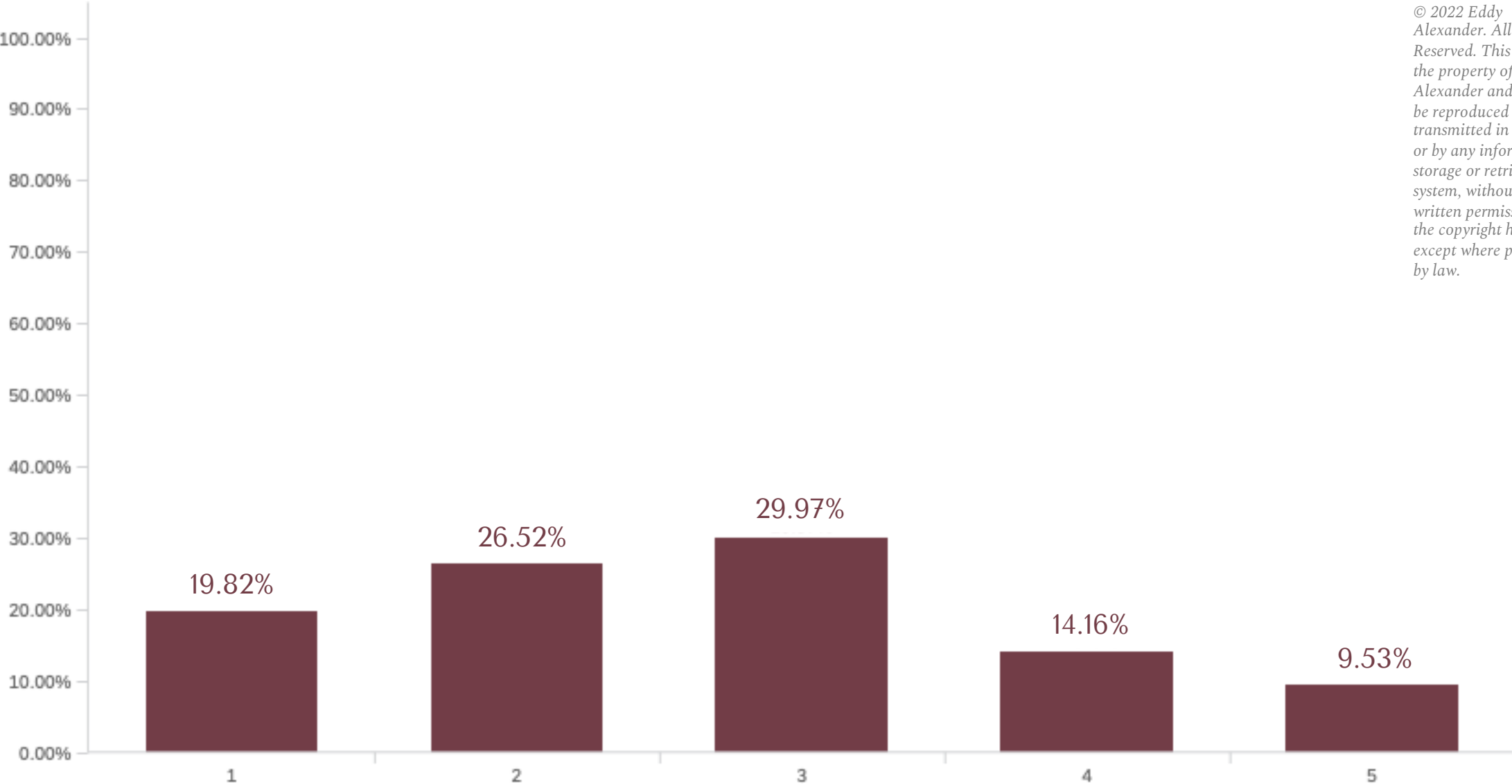
Promoters responded with a score of 9 or 10 and are typically loyal and enthusiastic community advocates. **Passives** respond with a score of 7 or 8. They are generally satisfied with services but not happy enough to be considered promoters having a more neutral effect on the economic potential of visitation. **Detractors** respond with a score of 0 to 6. These are less satisfied citizens or consumers who may discourage others from visiting the region. These survey results will serve as a benchmark that can be leveraged to measure program impact on regional quality of life over time.

The following accurately describes me: (Please select all that apply.)

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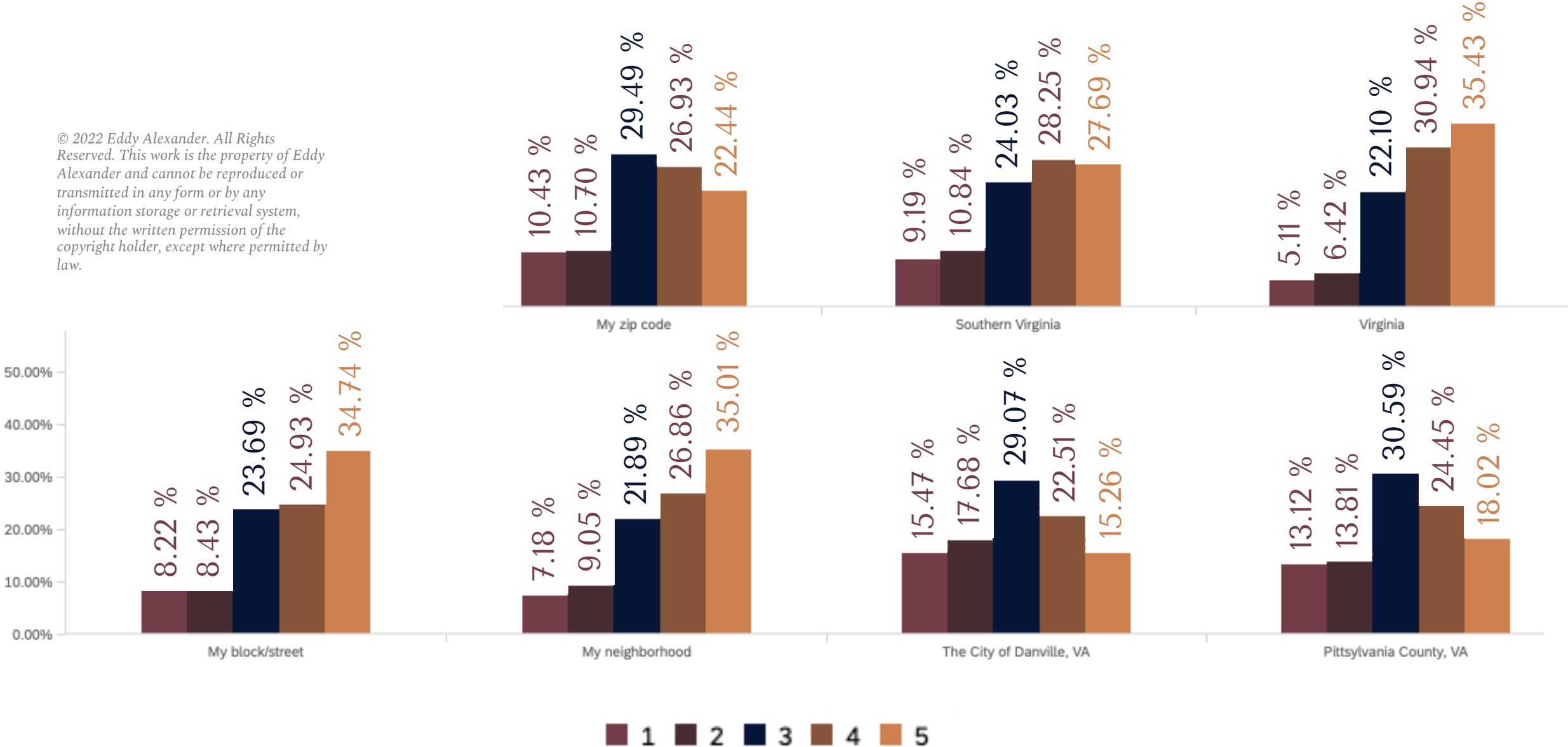
How involved would you say you are in the community? (1 representing not involved at all, and 5 representing very involved.)



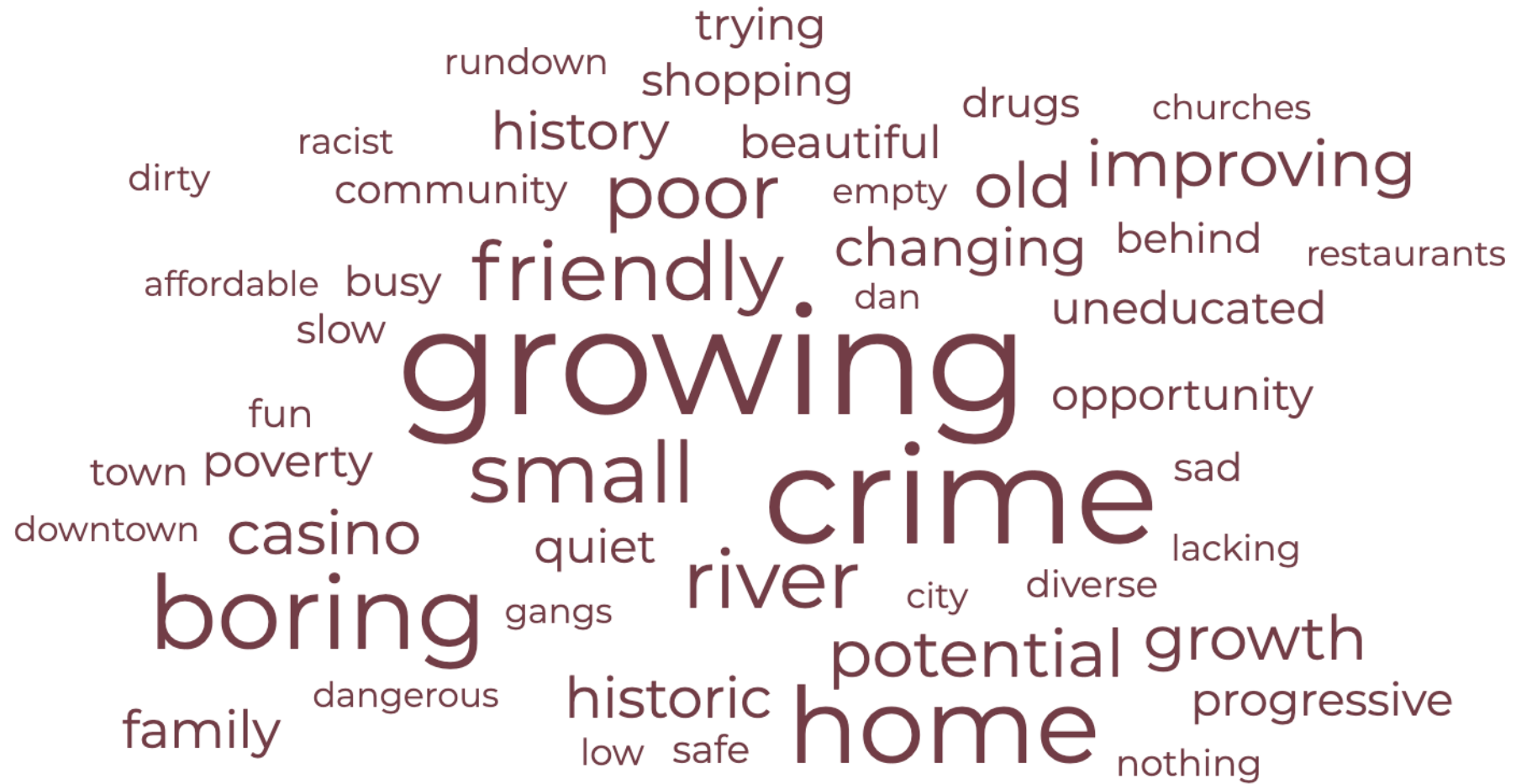
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On a scale of 1-5, how proud do you feel to be affiliated with the following area? (1 equals not proud at all, and 5 equals very proud.)

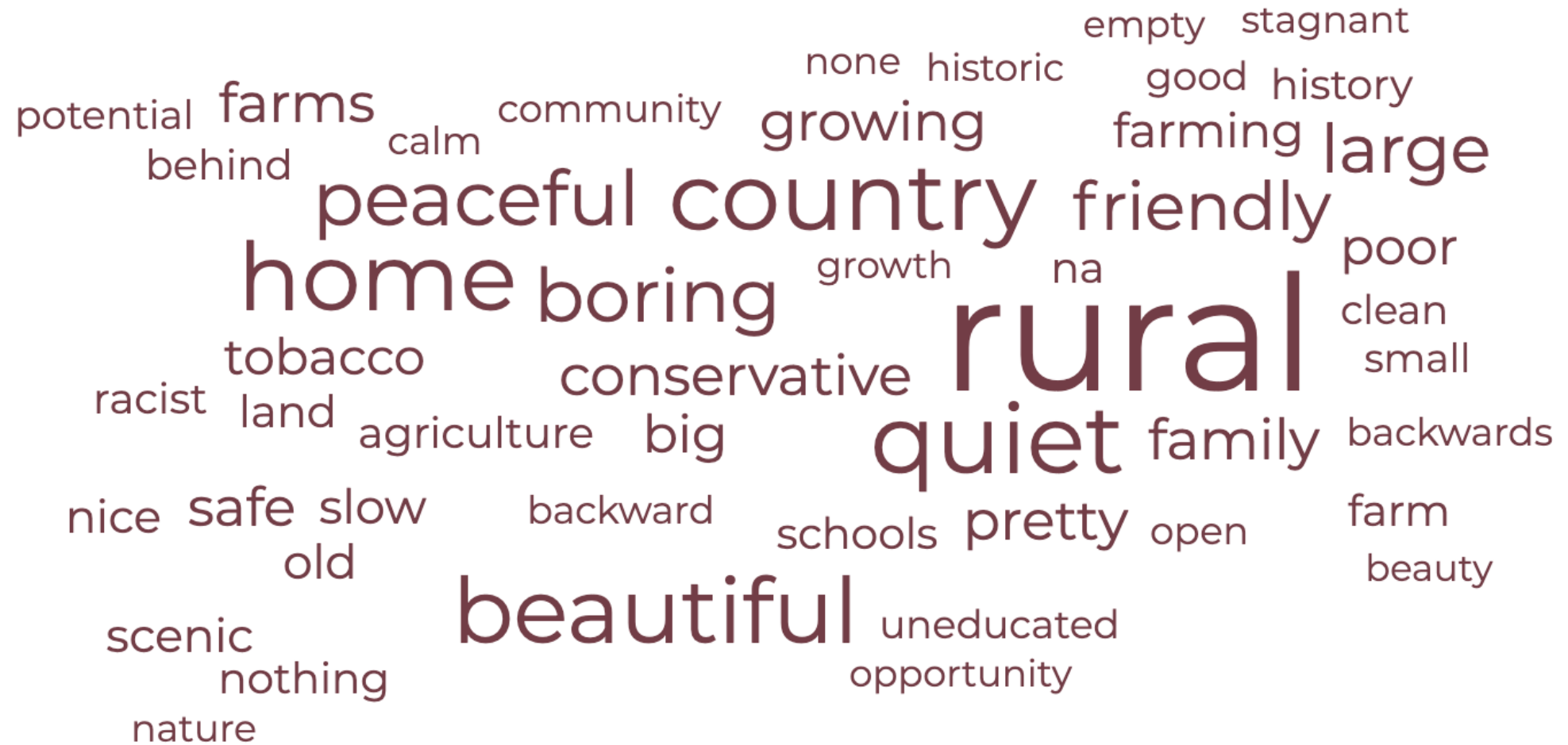
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Today, when I think of Danville, VA these three words come to mind:
(Combined)



Today, when I think of Pittsylvania County, VA these three words come to mind:
(Combined)



When I host out-of-town guests, I sometimes hear them say this about the City of Danville...

Frequent mention of:

- Cute
- Crime / poverty / bad crime
- Casinos
- Changing/changing for the better
- Friendly
- River trail / River District / River/ River Walking Trail
- Nice / nice town
- Quaint
- Quiet
- Small / small town

“Friendly, love the river trail”

“I didn't know Danville have a downtown hub that is so nicely being revitalized.”

“Beautiful clean city; they had a surprisingly good time, amazed at downtown and restaurants; they underestimated it; safer than they thought”

“Excellent restaurants! The downtown area has been revitalized nicely thus far.”

When I host out-of-town guests, I sometimes hear them say this about Pittsylvania County...

Frequent mention of:

- Beautiful / beautiful area / beautiful countryside
- Not much to do

“It's so green and beautiful”

“Pittsylvania County is beautiful and green.”

“Everything is so far apart but it's a beautiful drive to get there.”

“Friendly people, pretty scenery, easy driving distance to areas of interest”

What do your out-of-town friends or family express most interest in seeing/experiencing locally when they visit?

Frequent mention of:

- Breweries
- Dan River / river district / river walking trail / riverwalk
- Danville science center
- Downtown
- Family / family activities
- Historical sites / places / homes
- Museums
- Outdoor activities
- Restaurants
- Smith mountain lake
- VIR



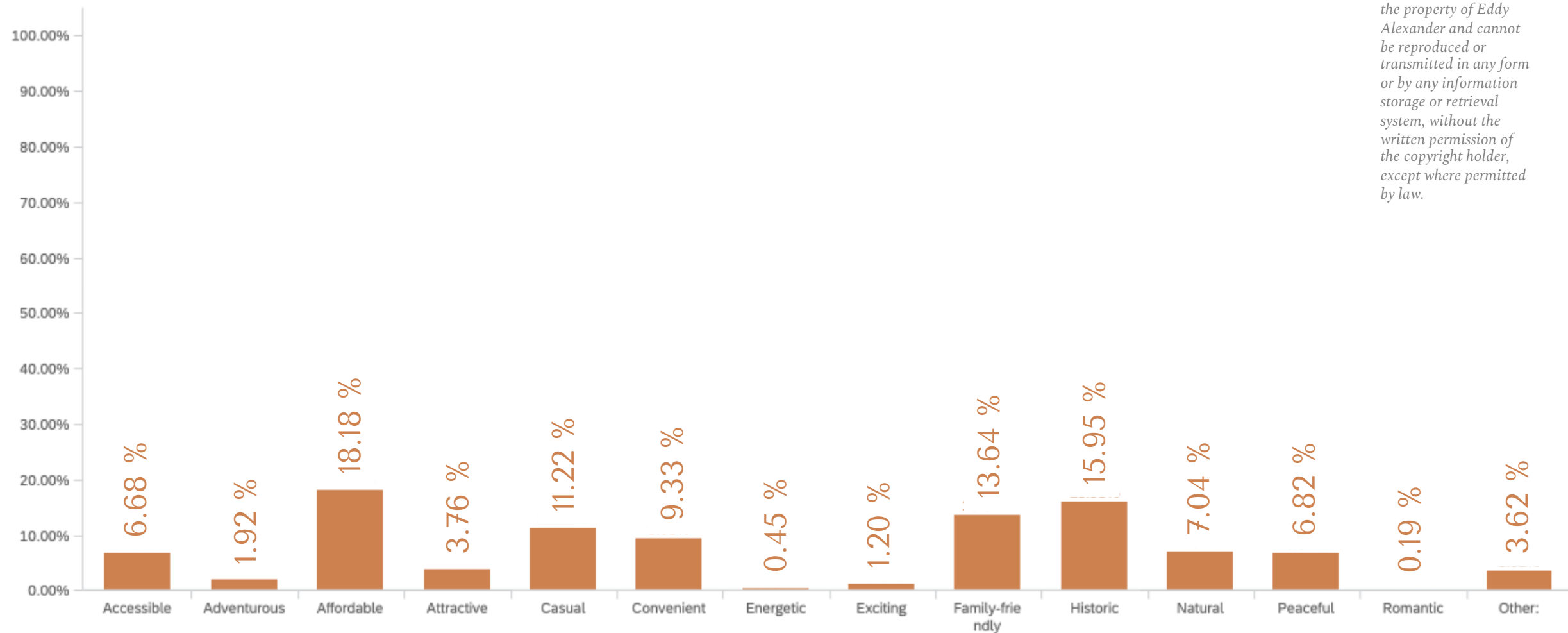
If I was putting together an itinerary for an out of town guest, I would want to make sure they got to see/experience...

Frequent mention of:

- Breweries
- Downtown
- Farmers market
- Millionaires Row
- Museums
- Otterbots game
- River district
- River walk (top by far)
- Science museum
- Smith mountain lake
- VIR



When I think about my favorite Danville and Pittsylvania experiences, the following adjectives best describe what comes to mind: (Please select up to three.)



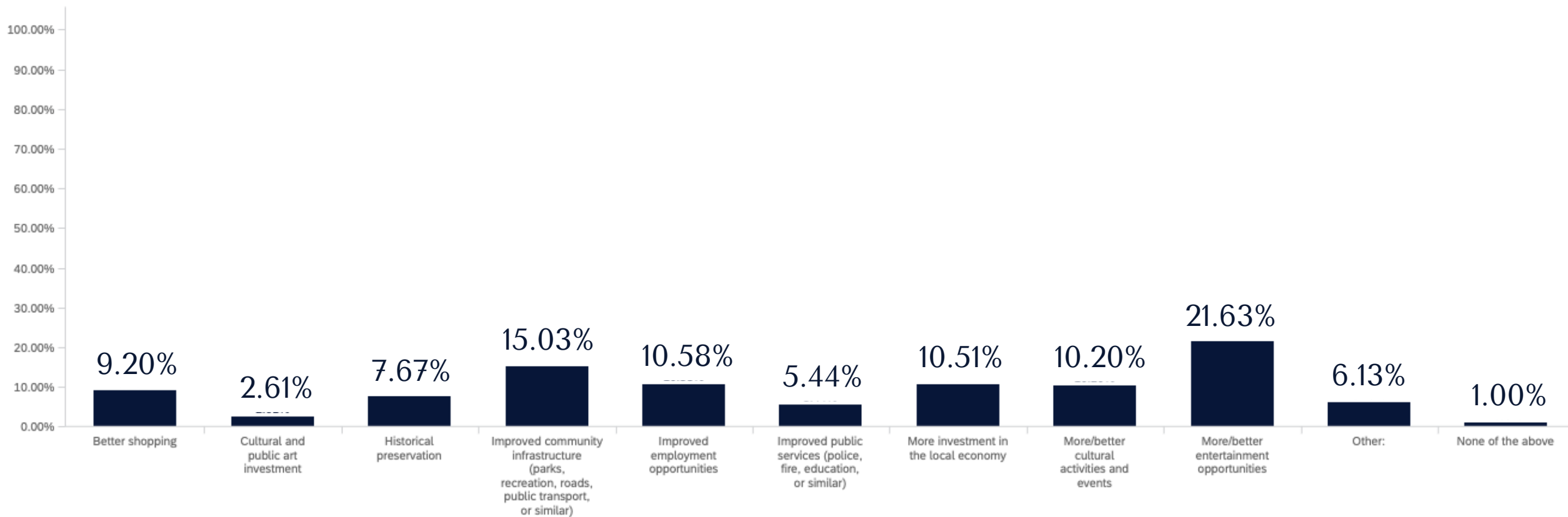
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DANVILLE & PITTSYLVANIA COUNTY PERCEPTIONS

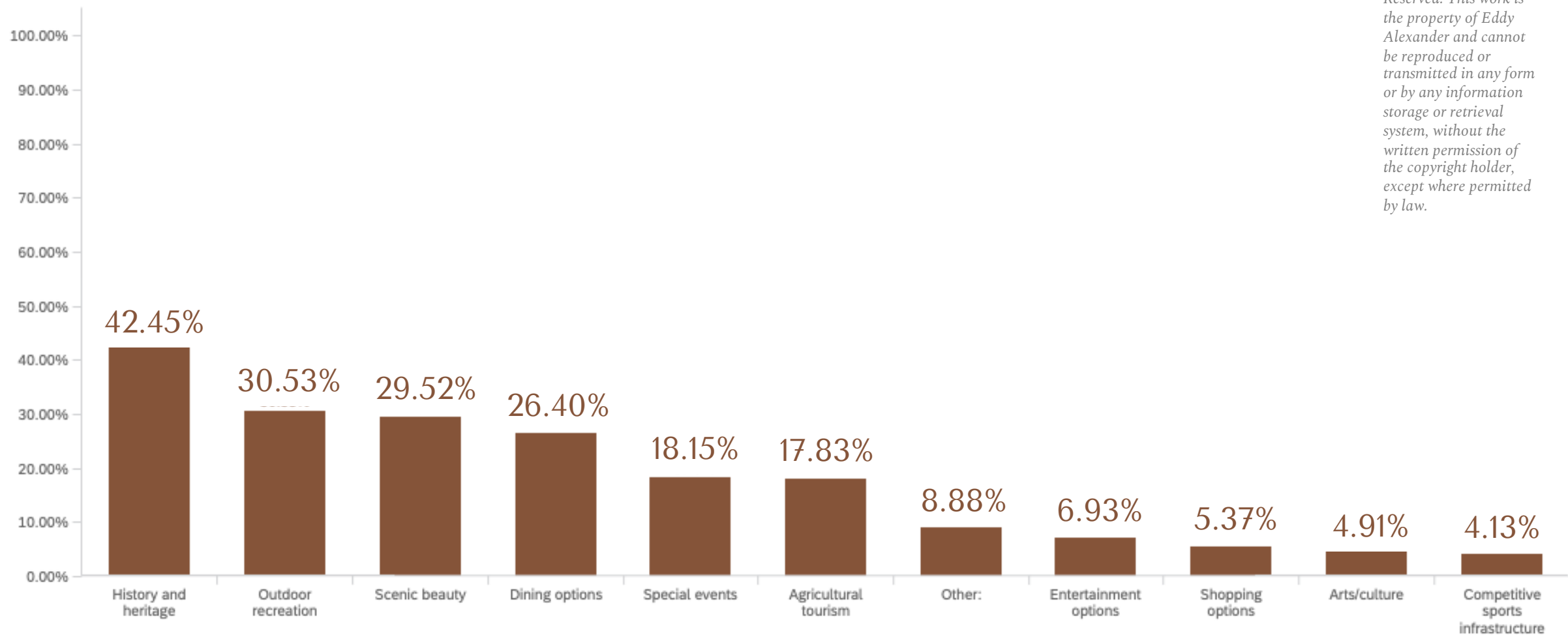
We then asked about respondents' perceptions related to local tourism.

Of the following potential benefits of local tourism marketing, this is the most exciting for me:

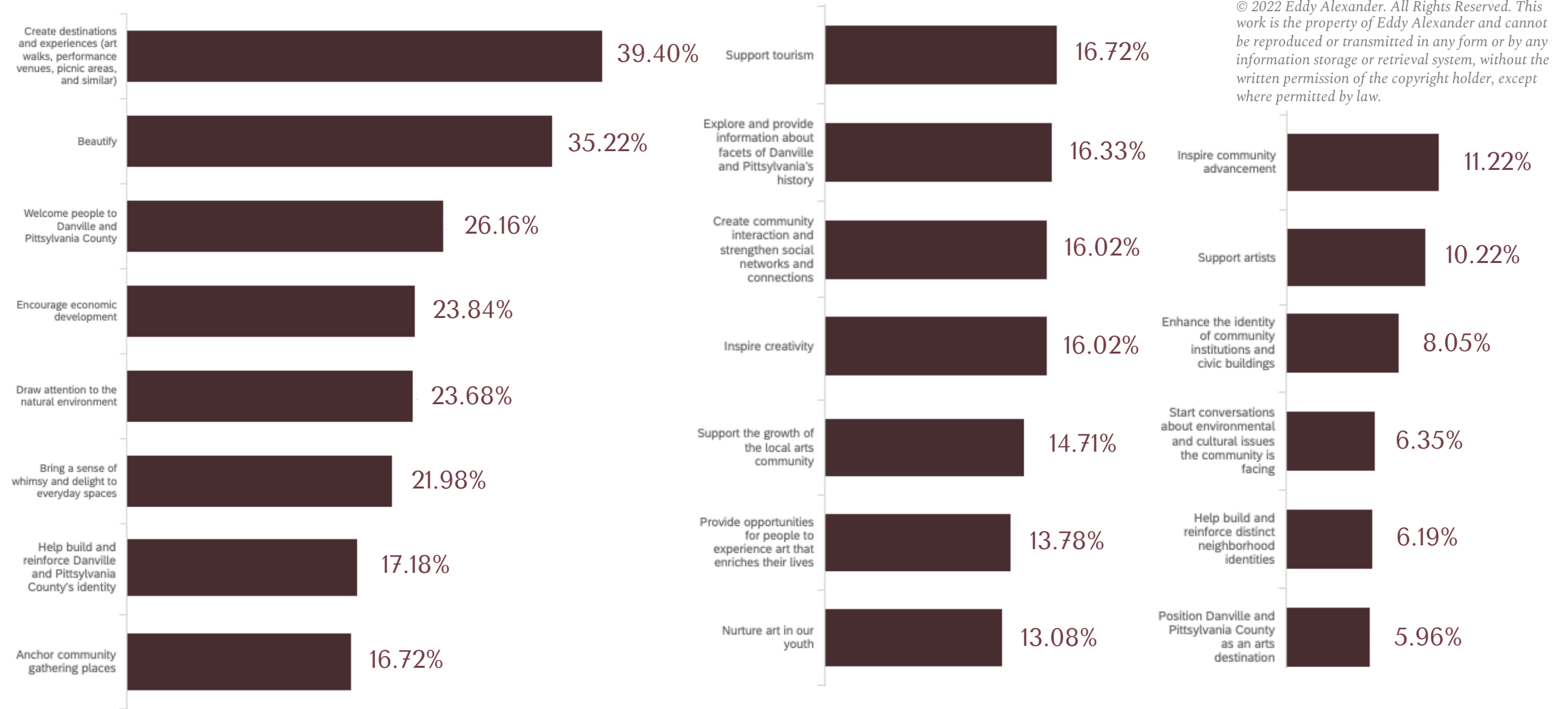


Right now, I believe Danville and Pittsylvania County tourism's greatest appeal to tourists is: (Please select up to three.)

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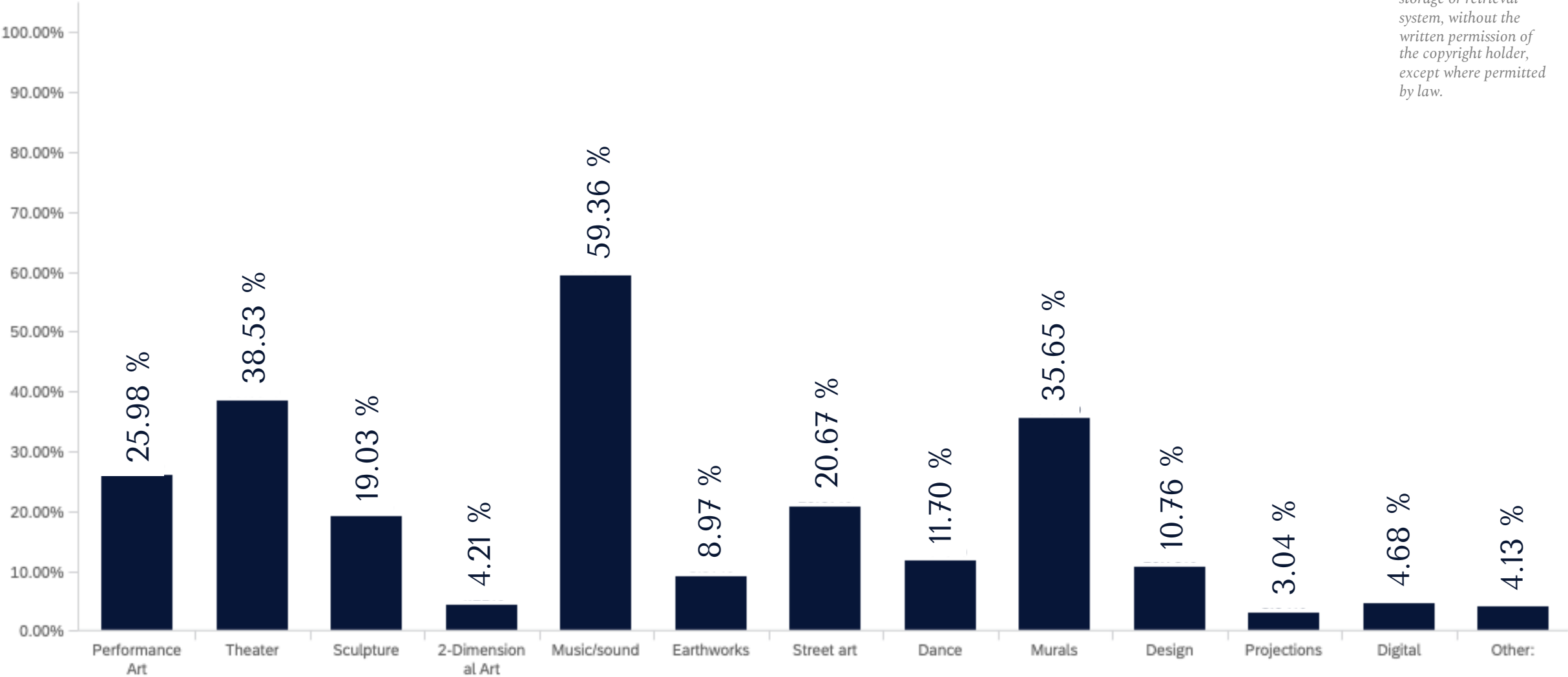
For many tourists, public art helps define a destination or a place. Knowing this, what is the most appropriate role for public art in Danville and Pittsylvania County? (Please select up to five.)



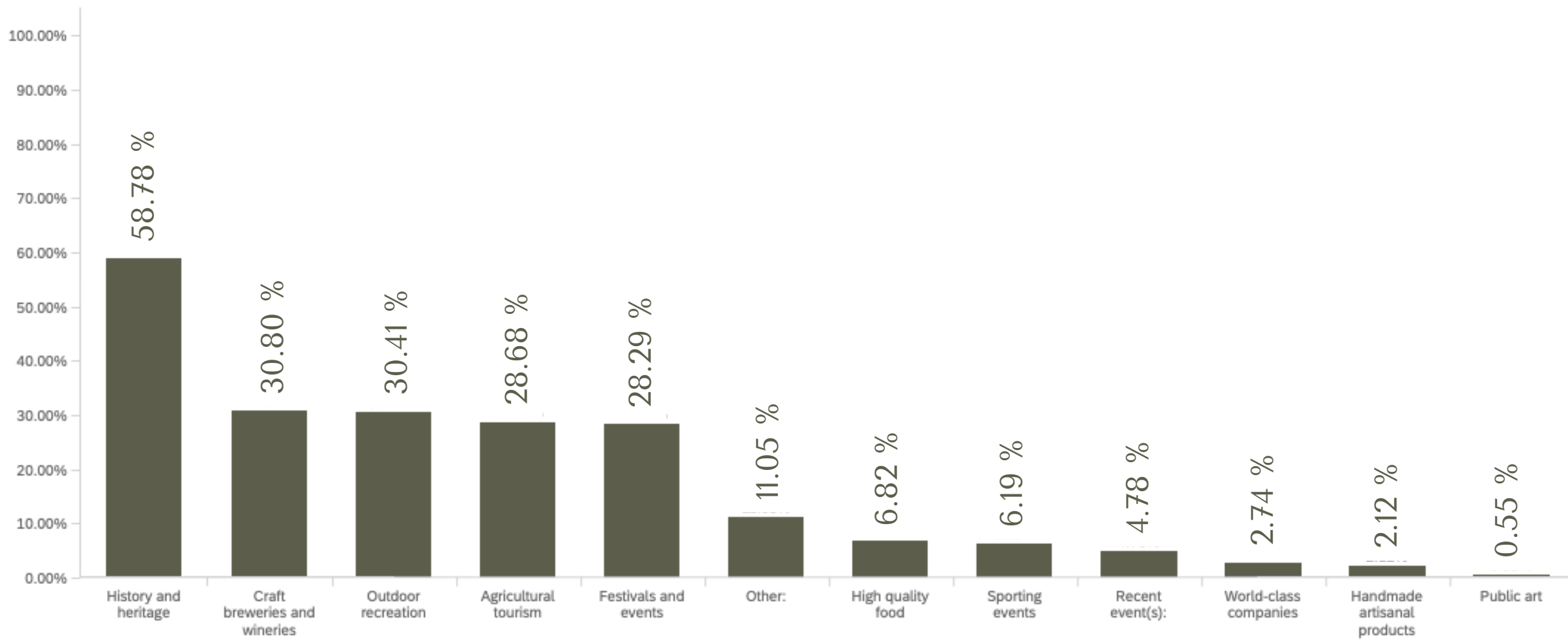
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Of the following art forms, I'd most enjoy having ____showcased in my community. (Please select up to three.)

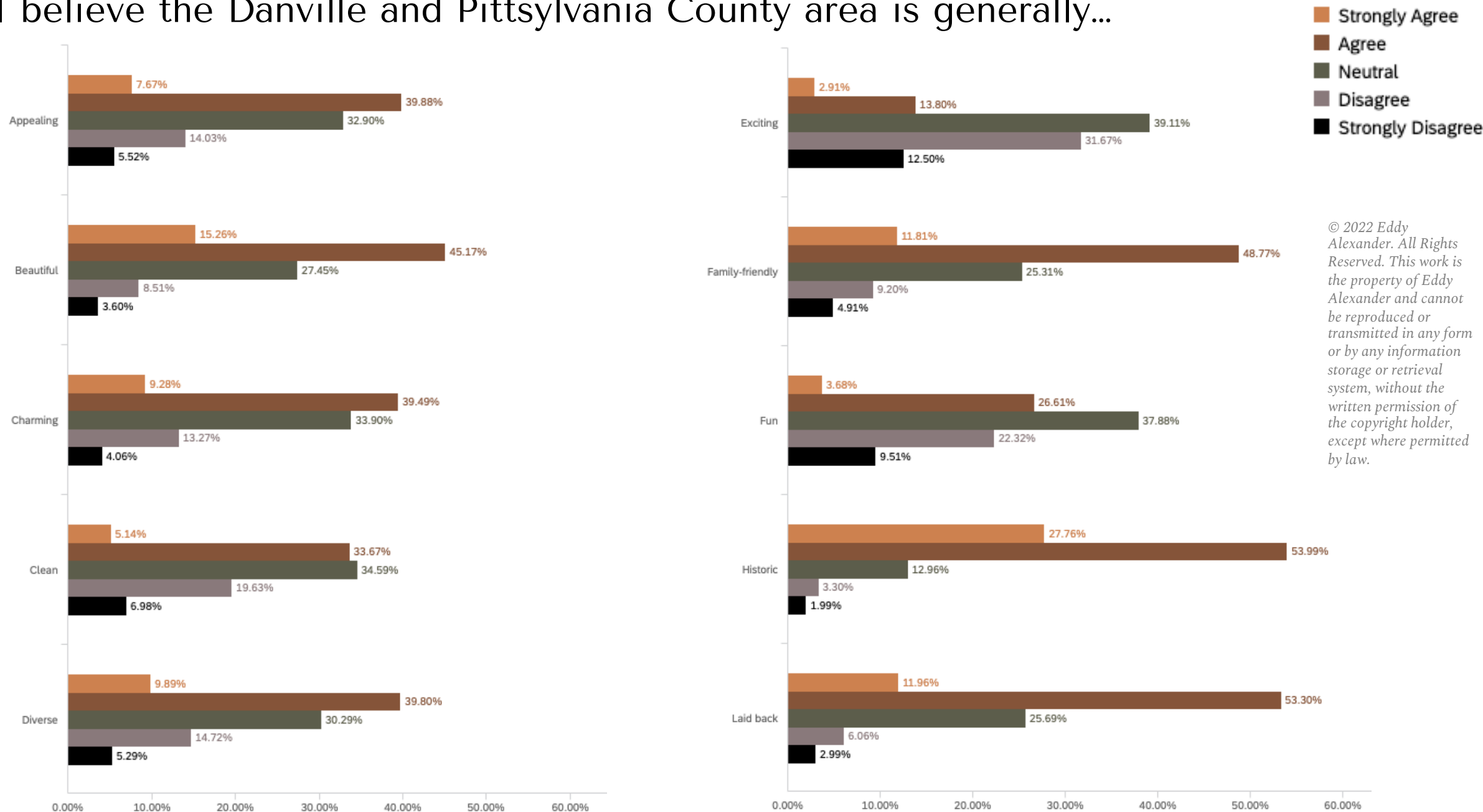
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Today, I believe Danville and Pittsylvania County are best known for...
(Please select up to three.)



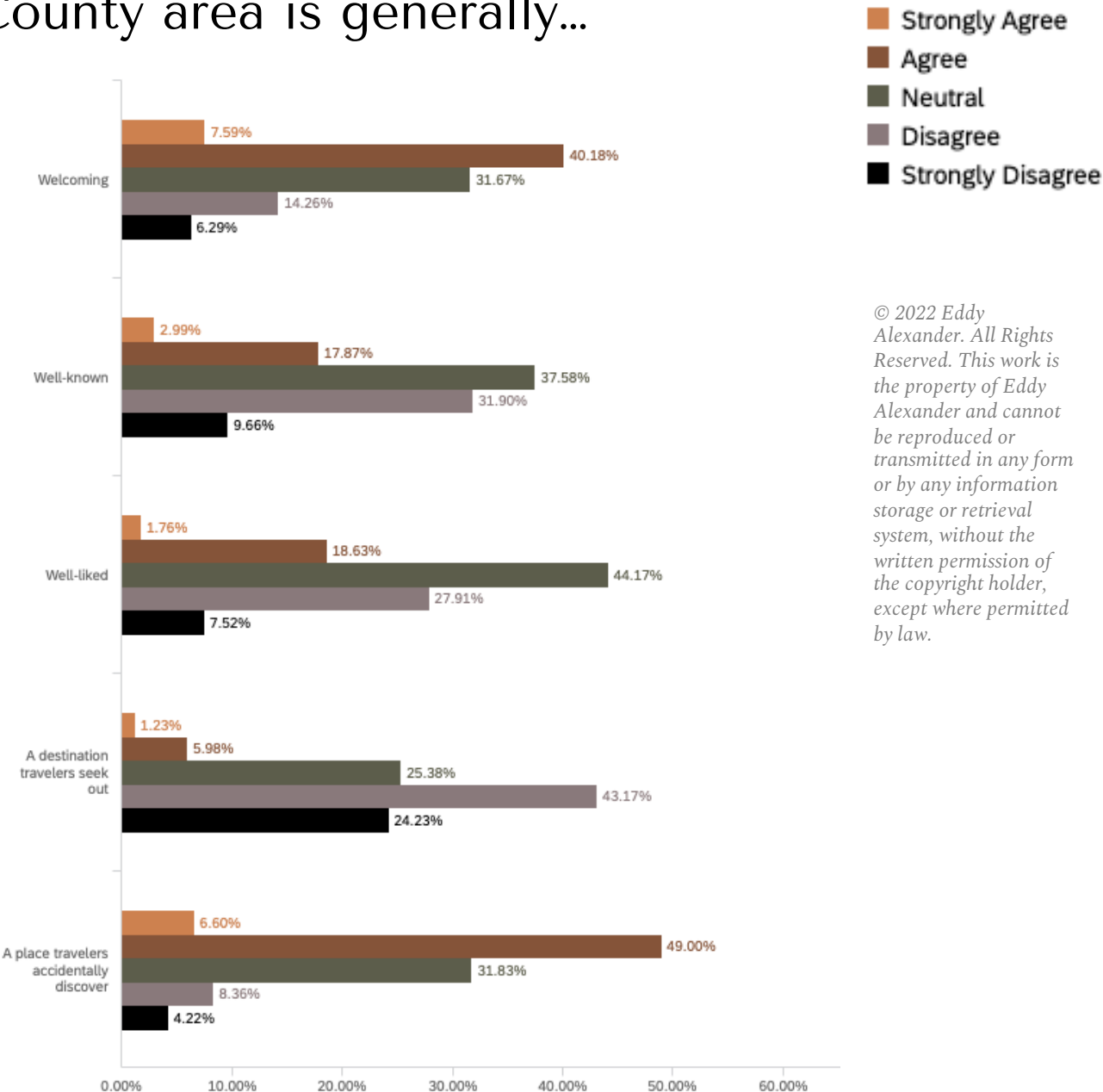
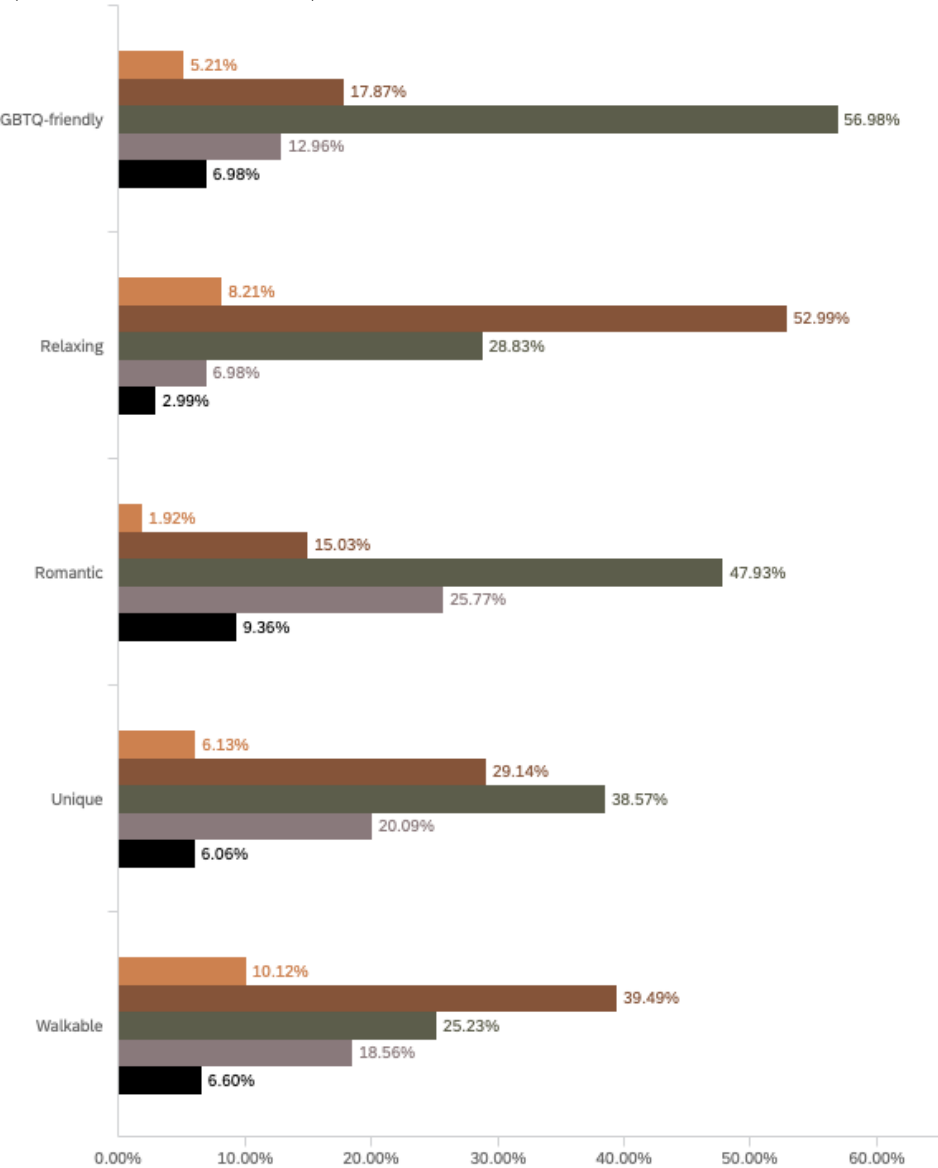
I believe the Danville and Pittsylvania County area is generally...



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I believe the Danville and Pittsylvania County area is generally...

(Continued)



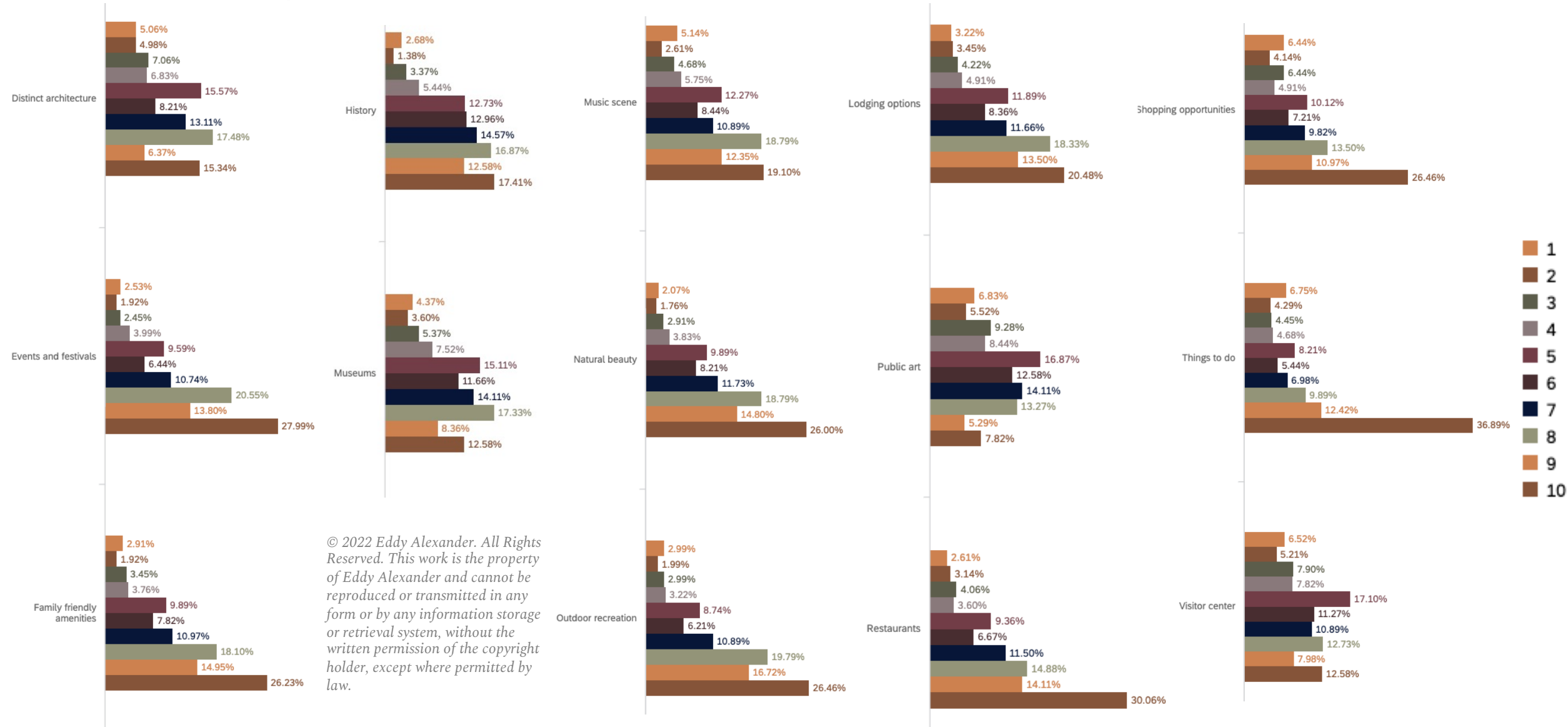
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DANVILLE & PITTSYLVANIA COUNTY REPUTATION

We asked respondents to answer a few questions about how they see the region of Danville and Pittsylvania County.

On a scale from 1-10, how much value do you believe each of the following potential investment areas offer as they relate to a local tourism marketing program? (1 equals no value at all and 10 equals extremely valuable.)





When I picture Danville, I picture... (Please name one local place.)

The top three responses were:



Dan River / River Walk
River Trail



Downtown



The Mills



When I picture Pittsylvania County, I picture...
(Please name one local place.)

The top three responses were:



Chatham / Downtown Chatham
Main St. Chatham



Farms / Farmland / Farming



Tobacco / Tobacco Barns

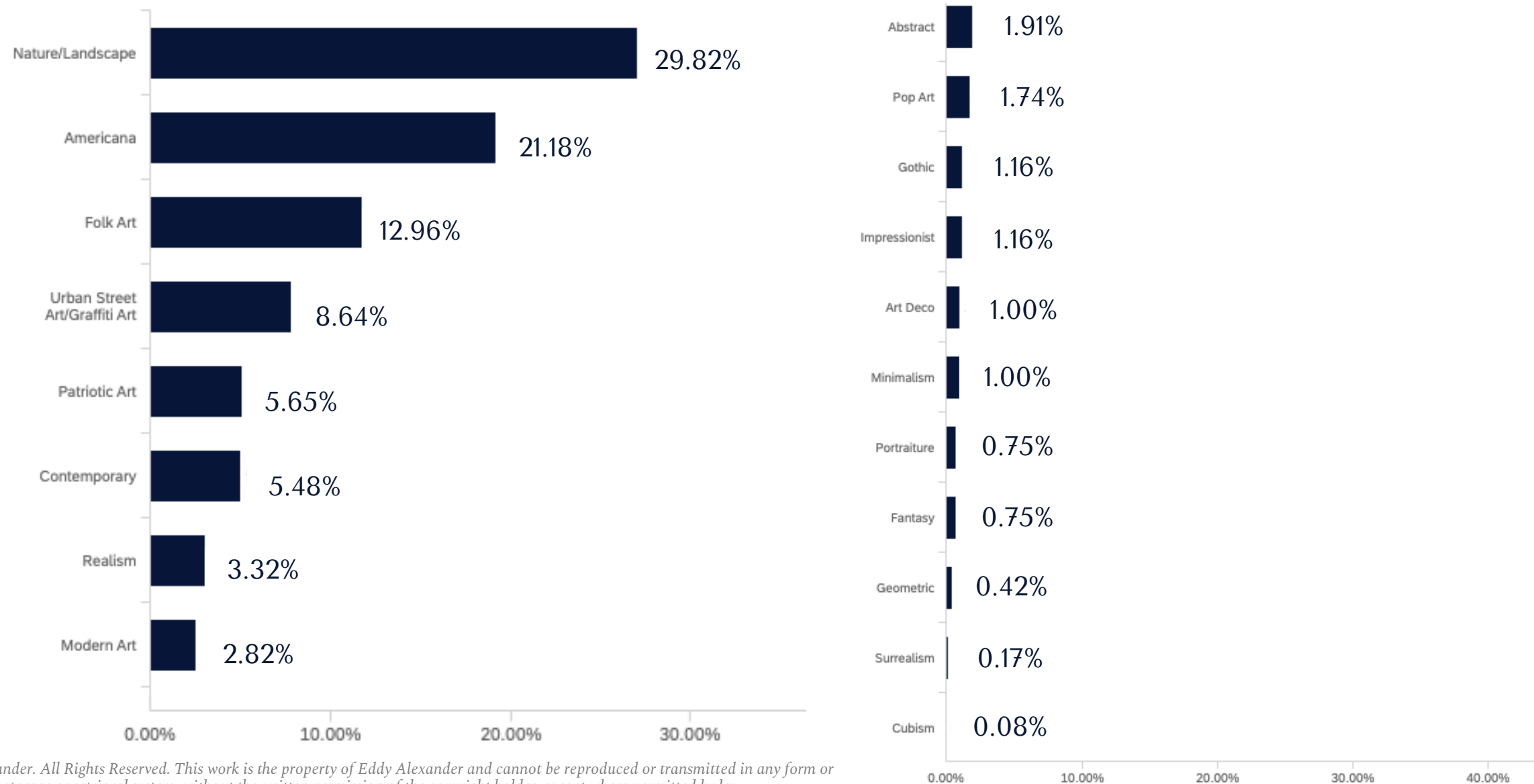
I would describe Danville's atmosphere as:
(Please use just one word.)



I would describe Pittsylvania County's atmosphere as:
(Please use just one word.)



In your opinion, which style of art feels most representative of the Danville and Pittsylvania community today?

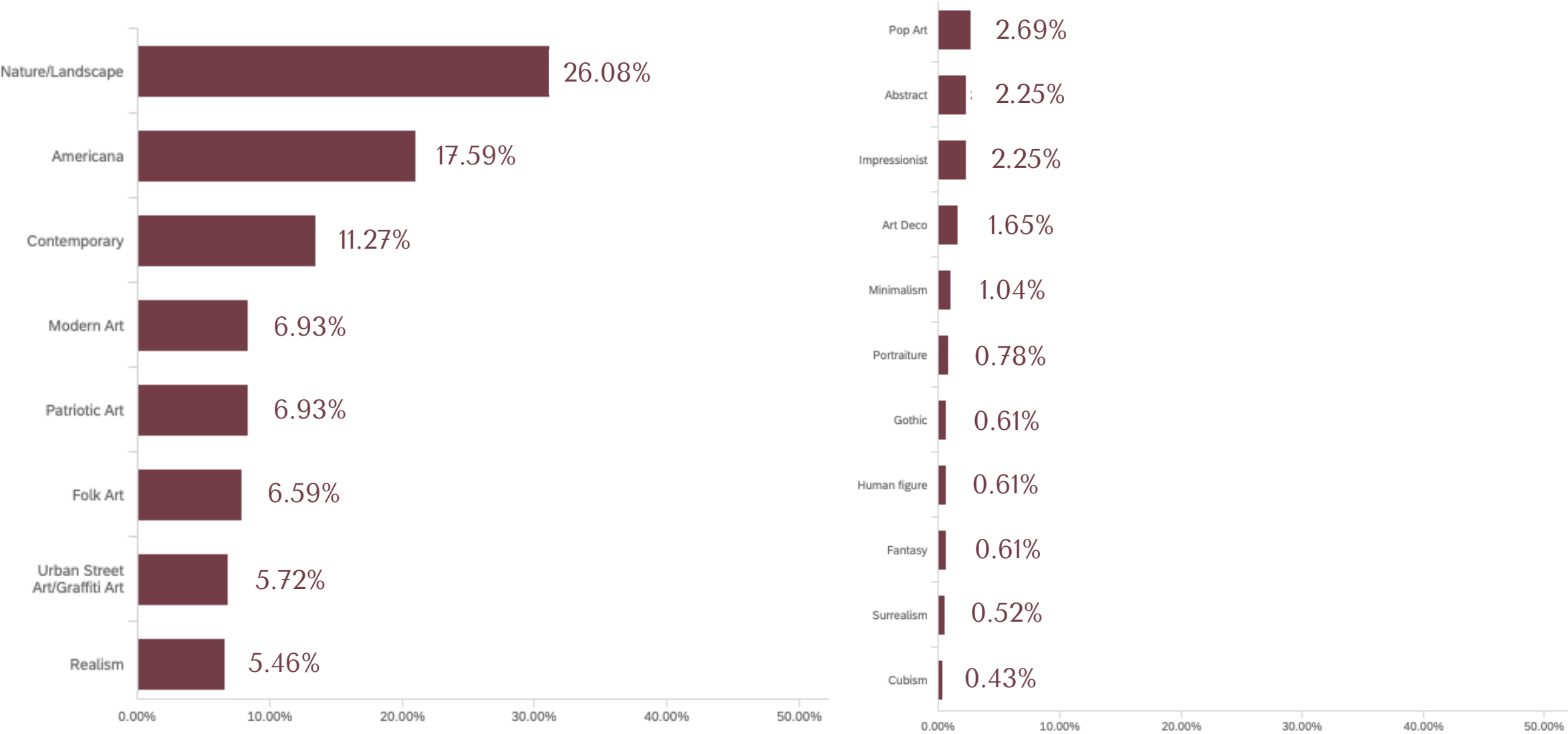




DANVILLE & PITTSYLVANIA COUNTY'S FUTURE

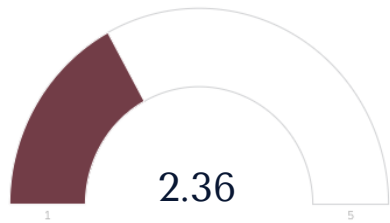
We finished by asking respondents to answer a few questions about how they see the future of Danville and Pittsylvania County.

In your opinion, which style of art feels more representative of how you want the Danville and Pittsylvania community to be perceived in the future?

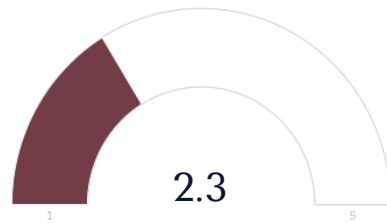


Respondents hoped the Danville and Pittsylvania County region would be seen as more:

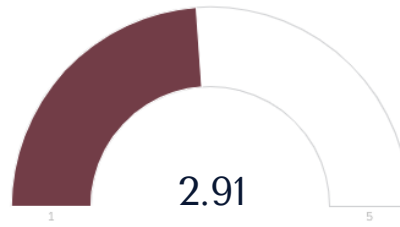
Approachable/Luxurious



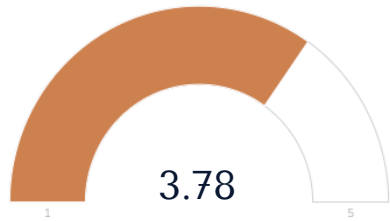
Safe & Secure/Adventurous



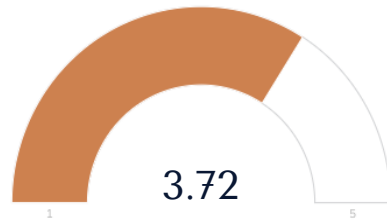
Classic/Modern



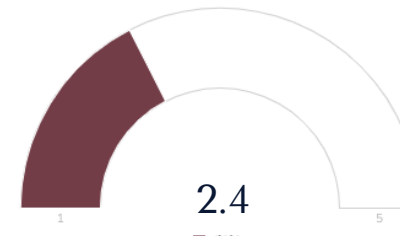
Formal/Laid Back



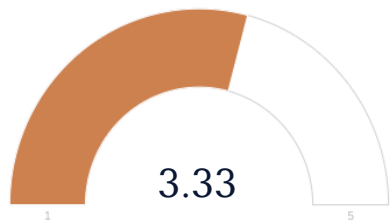
Serious/Playful



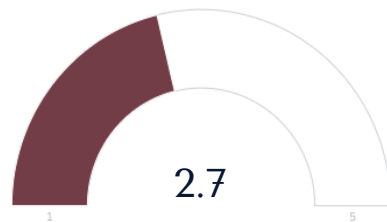
Natural/Urban



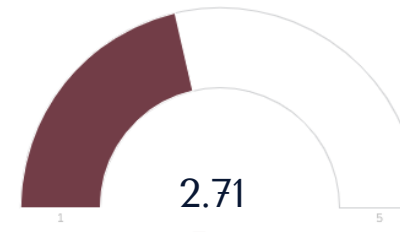
Understated/Bold



Simple/Complex



Handmade/Digital



More:

- Approachable than luxurious
- Safe/secure than adventurous
- Classic than modern
- Laid back than formal
- Playful than serious
- Natural than urban
- Bold than understated
- Simple than complex
- Handmade than digital

What do you hope the area's new tourism brand will most clearly communicate/portray?

Frequent mention of:

- Safe
- Family-friendly
- Welcoming
- Inclusive
- Community
- Diversity
- Fun
- Growth
- History
- Natural beauty

“A safe place for friends and family, with interesting, fun filled opportunities for all, as we leave any differences at the door.”

“An area of inclusion, that fosters art, cuisine, and music of all spectrums of people.”

“That Danville Pittsylvania County is welcoming and friendly and the locals will come to love and brag about what we have to offer rather than complain.”

“That Danville is a cool place with a vibrant economy along a beautiful river that is there to be enjoyed.”

I believe we could make Danville a more appealing destination for visitors by...

Frequent mention of:

- Adding more/ improving attractions, entertainments, shopping, events, things to do
- Cleaning up (top)
- Improved safety / reduce crime
- Advertising / promotion

“Cleaning up and making the entry points into Danville unique and inviting”

“A wider variety of shopping and dining, and a place to attract larger concert events--bigger names.”

“Adding more family friendly venues and attractions, adding the much needed stores and restaurants, upgrading existing stores, accessibility is key having everything at your disposal it relevant for maintaining growth.”

“Creating a beautiful nature driven safe family friendly atmosphere”

I believe we could make Pittsylvania County a more appealing destination for visitors by...

Frequent mention of:

- Adding more attractions, entertainment, events, things to do, activities, family friendly-events
- Advertising / promotion (internal and external)
- Being more welcoming
- Cleaning up
- Emphasize natural beauty
- Improved internet

“Adding more lodging options, having more outdoor attractions and parks.”

“Building up their small towns as shopping and local flair destinations. Either by providing local crafts, antiques, farmers markets, cafes, cute bed and breakfasts, gift shops, breweries and wineries. You need to think out of the box and research to see what other small towns have done to put themselves on the map. In my opinion, Bedford is doing a great job of marketing their small town as a destination.”

“Keeping it clean and safe for people”

“Balancing the casino with natural beauty and outdoors adventure of Pitts Co”



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SWOT

STRENGTHS

- Small town charm
- Outdoor recreation
- History and heritage
- Infrastructure
- High quality museums
- Agritourism
- Athletics
- Motor sports
- Easy driving distances
- Close proximity to other regions (feeder markets)
- Diverse assets
- Affordable
- Scenic beauty
- Friendly citizens/community
- Committed tourism department/team

WEAKNESSES

- Awareness of assets (internal and external)
- Perception of safety
- Lack of cross promotion of tourism assets/events/opportunities across community stagnation

OPPORTUNITIES

- Tourism team embedded within the economic development team
- Arts community development
- Tourism is poised to grow – \$650M++ committed investment
- Family-friendly asset development
- Economic momentum
- Community growth
- More/better entertainment opportunities
- More investment in the local economy
- New tourism brand
- New data-driven marketing strategy

THREATS

- Lack of knowledge about tourism
- Low net promotor scores
- Scarcity mindset



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NEXT STEPS — WHAT TO EXPECT

- Design Concept Development
- Focus Group Testing
- Refinement
- Selection
- Reveal
- Local Promotion
- Asset Development
- Strategic Coordination
- Amplification of Message
- Measure Impact
- Refine and Supplement Programs and Assets
- Measure Impact
- Ongoing Continuous Improvement





WE WANT TO KNOW YOUR THOUGHTS!

Are we on the right track? Did we miss anything?
Stay to talk directly with us OR text us your feedback.

Text “EDDYALEXANDER232” to 22333 to join,
then text your message. Messages cut off after 500 characters, but
you may send multiple texts to share more

Thank you!

Eddy Alexander™

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