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**This Report is One of 10 SIR Envision 2020 Input Deliverables\***

\*SIR is the strategic consultancy supporting the Envision 2020 Regional Branding Initiative's Task Force ([www.sirhq.com](http://www.sirhq.com))

1. Secondary Research Report (Relevant Data and Existing Research)
2. Peer Cities/Regions Place Marketing Report
- 3. Hampton Roads Place Marketing Report**
4. National Social Media Sentiment Naming Report
5. Hampton Roads Resident Survey Report
6. Hampton Roads Young Professionals and High School Students Reports\*\*
7. Hampton Roads Business Leaders Survey Report
8. Hampton Roads Prospective Visitors Survey Report
9. Corporate Real Estate Professionals Survey Report
10. Site Selection Consultants Interview Report

Envision 2020 Project Task Force Findings and Recommendations Report

**This Report**

\*\*High school students input handled by High School Task Force Member

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- I. Report Goals and Methodology
- II. Key Insights
- III. Implications for Envision 2020

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## I. Report Goals

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## Communications Audit Goals

- Identify the current state of local communities' (cities and counties) communications efforts to advance a regional positioning and regional brand (shared messages and symbols).
- Identify the current use of Hampton Roads and other regional names among organizations – public and private sector.

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## Study Methodology

- SIR contacted many of the tourism and economic development departments across the region, requesting samples of their communications campaigns.
- SIR also reviewed tourism and economic development departments' websites.
- SIR audited and analyzed these materials to prepare this document.

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A large, light gray rectangular area containing a large red circle. Inside the circle, the text "II. Key Insights" is centered in a bold, black font. A solid black dot is positioned on the right side of the red circle's circumference. In the bottom-left corner of the gray area is a small red number "7". In the bottom-right corner is a circular logo with the letters "SIR" inside.

**II.**  
**Key Insights**

7

A light gray rectangular area featuring a dark red rectangular box on the right side. To the left of the box is a red circle containing the number "1" in a large, white font. A solid black dot is on the right side of the red circle's circumference. The text inside the dark red box is white and reads: "Regional organizations invest a significant amount of money marketing their respective places (cities and counties)." In the bottom-left corner of the gray area is a small red number "8". In the bottom-right corner is a circular logo with the letters "SIR" inside.

**1**

Regional organizations invest a significant amount of money marketing their respective places (cities and counties).

8



# \$50M

**Estimated total annual spending of the local tourism and economic development organizations across Hampton Roads. Marketing communications outreach is a subset of this number.**

Source: Reinvent Hampton Roads

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## IMPLICATION FOR ENVISION 2020

**The Envision 2020 Regional Branding Initiative's strategic plan should include ways to leverage the existing efforts and resources of local place marketing initiatives across the region.**

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Currently, the local marketing efforts of the 17 jurisdictions that make up Hampton Roads show no intentional coordination in the use of strategic regional messages, symbols, or naming architecture.

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**Sample of  
City of Norfolk  
Communication Materials**

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### City of Norfolk Municipal Website



### City of Norfolk Tourism Website

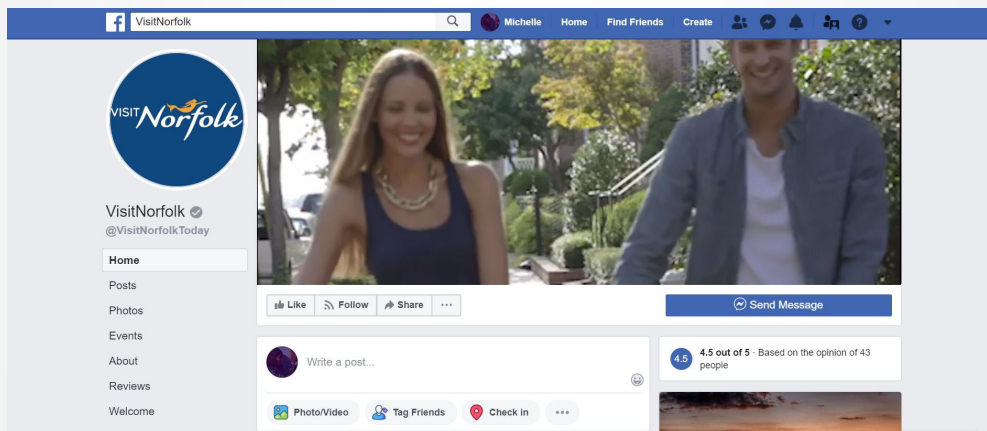


13



13

### City of Norfolk Facebook Page

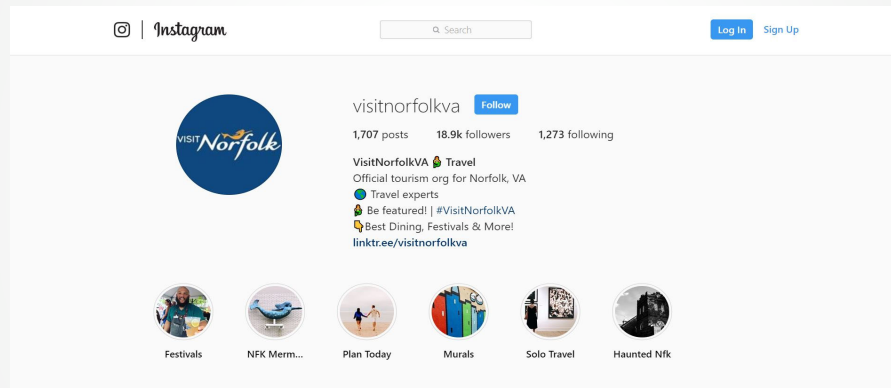


14



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## City of Norfolk Instagram Page

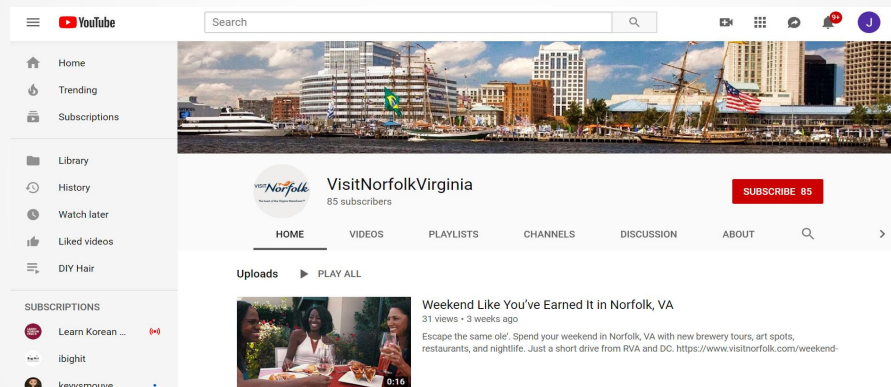


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15

## City of Norfolk YouTube Channel



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## City of Norfolk Twitter Page

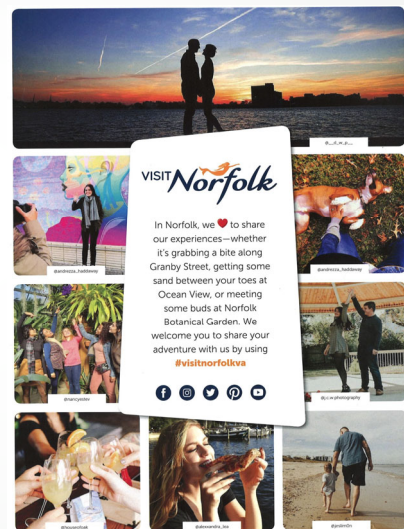


17



17

## City of Norfolk Advertising



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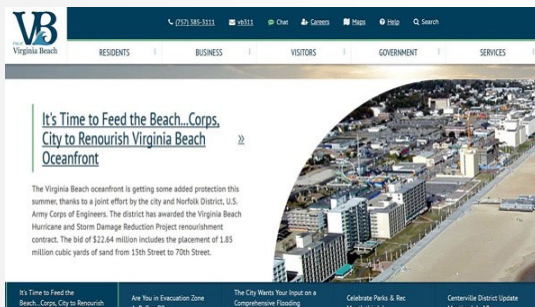
# Sample of City of Virginia Beach Communication Materials

19



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## City of Virginia Beach Municipal Website



## City of Virginia Beach Tourism Website



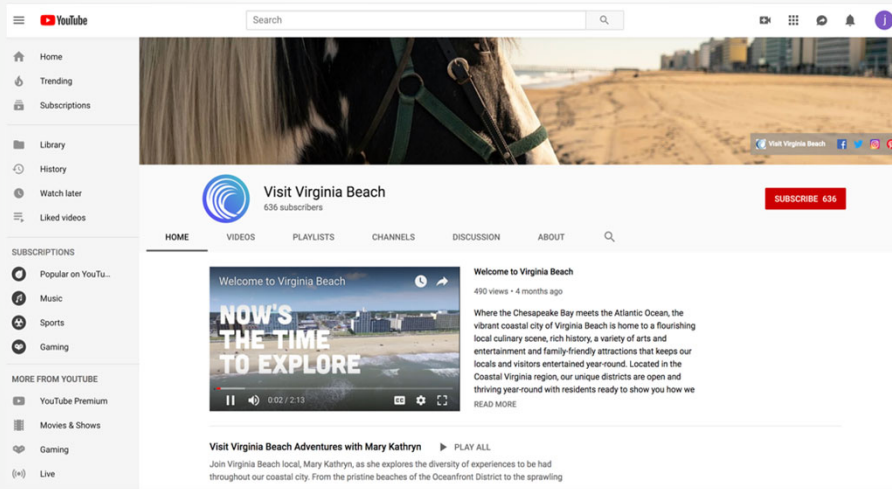
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20



## City of Virginia Beach YouTube Channel

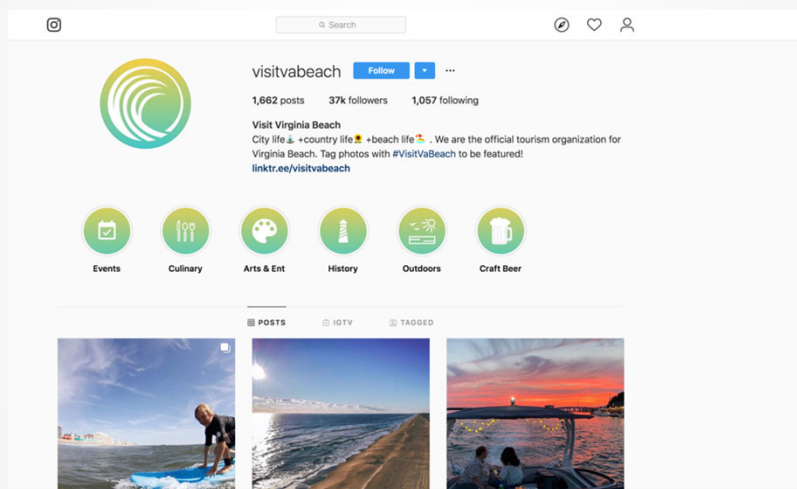


21



21

## City of Virginia Beach Instagram Page



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### City of Virginia Beach Advertising

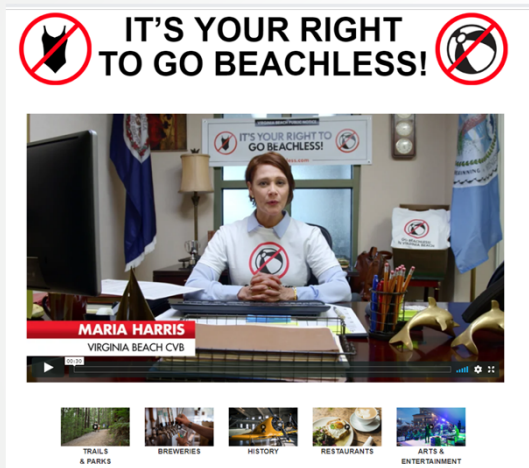


23



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### City of Virginia Beach Advertising



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24



## Sample of City of Portsmouth Communication Materials

25



25

### City of Portsmouth Municipal Website



### City of Portsmouth Tourism Website

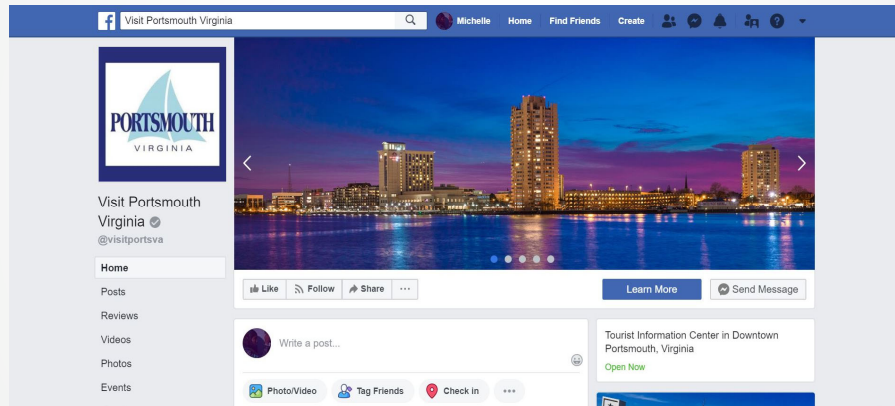


26



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## City of Portsmouth Facebook Page

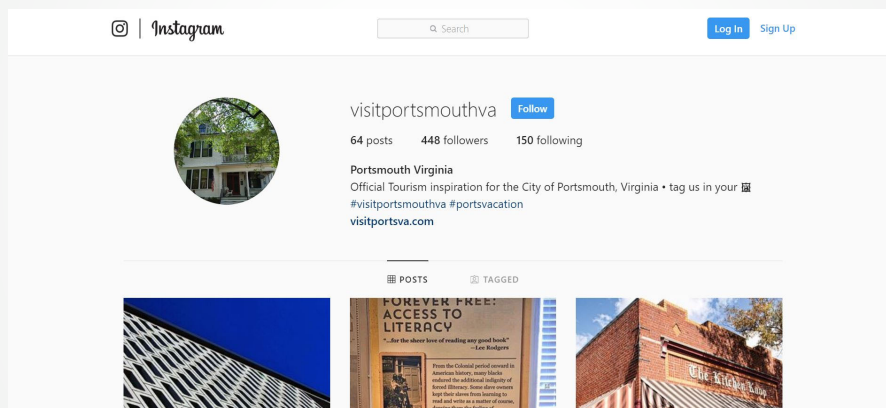


27



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## City of Portsmouth Instagram Page



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## Sample of City of Hampton Communication Materials

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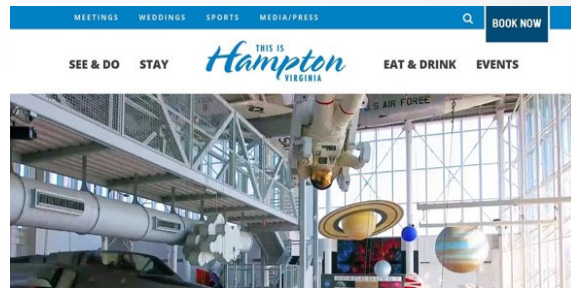
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### City of Hampton Municipal Website



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### City of Hampton Tourism Website



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## City of Hampton Facebook Page

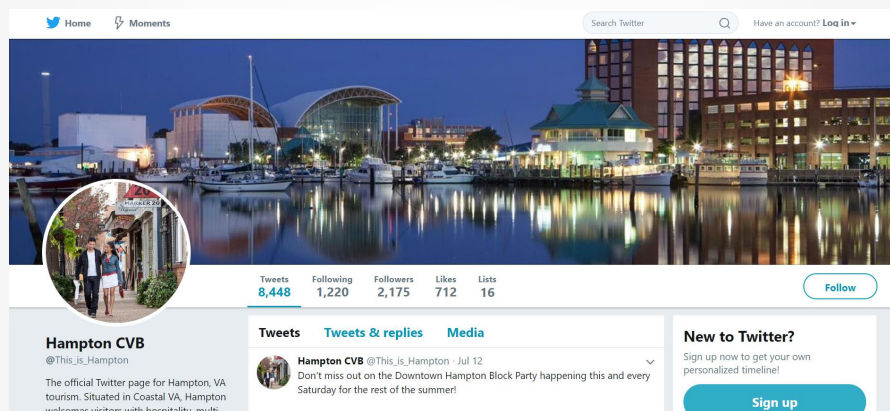


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## City of Hampton Twitter Page

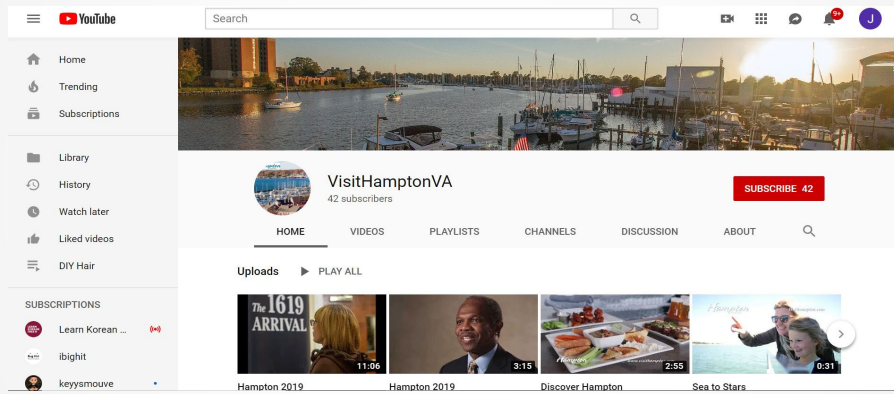


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## City of Hampton YouTube Channel

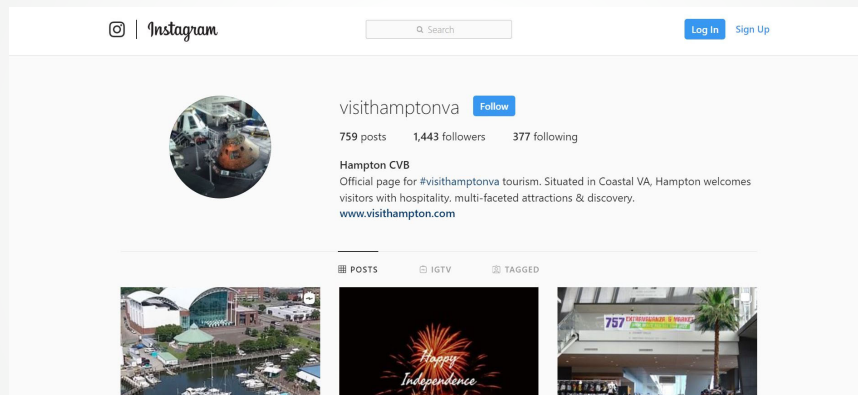


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## City of Hampton Instagram Page



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## City of Hampton Advertising



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## Sample of City of Newport News Communication Materials

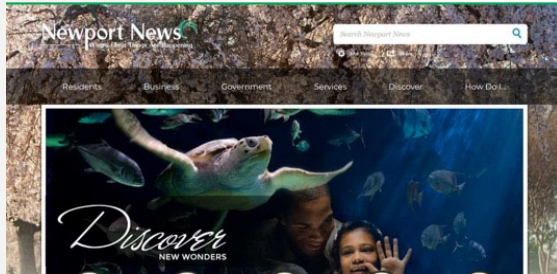
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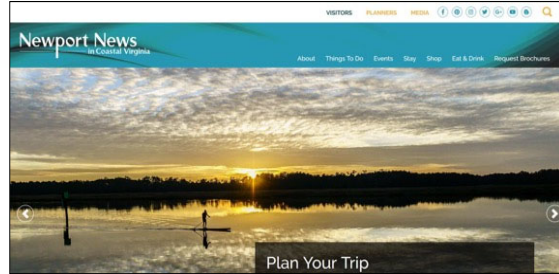
36



### City of Newport News Municipal Website



### City of Newport News Tourism Website

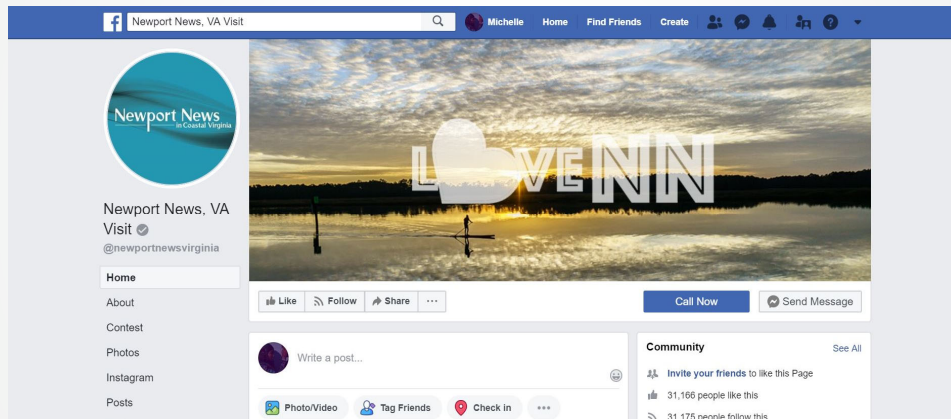


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### City of Newport News Facebook Page

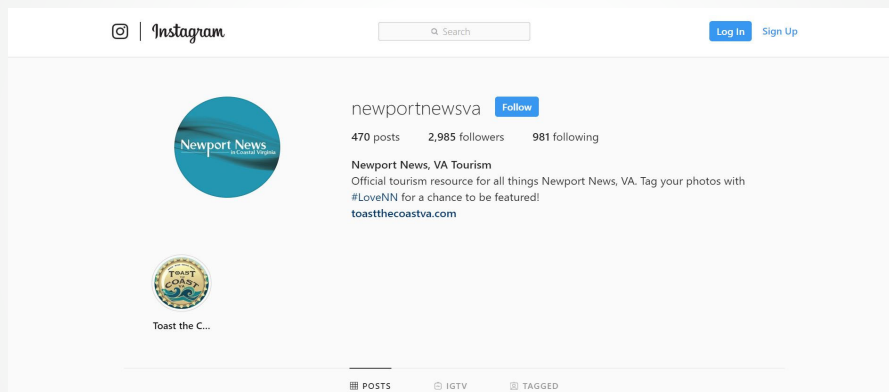


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## City of Newport News Instagram Page

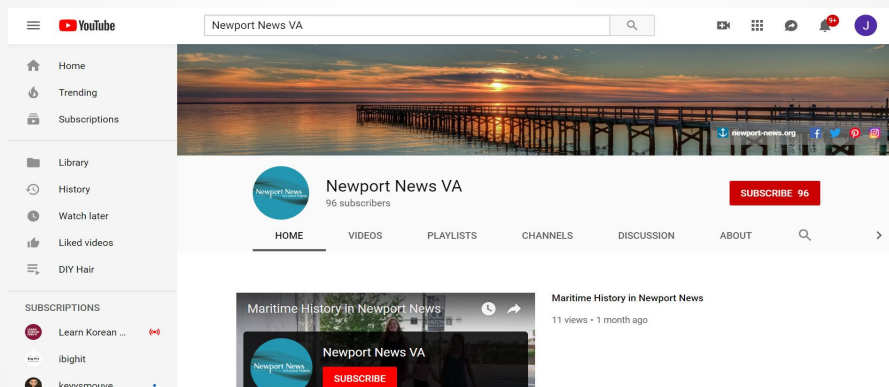


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## City of Newport News YouTube Channel



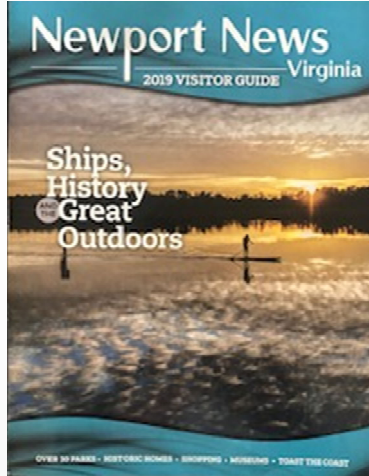
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## City of Newport News Advertising



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## Sample of Williamsburg Communication Materials

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### City of Williamsburg Municipal Website



### Williamsburg Tourism Region Website

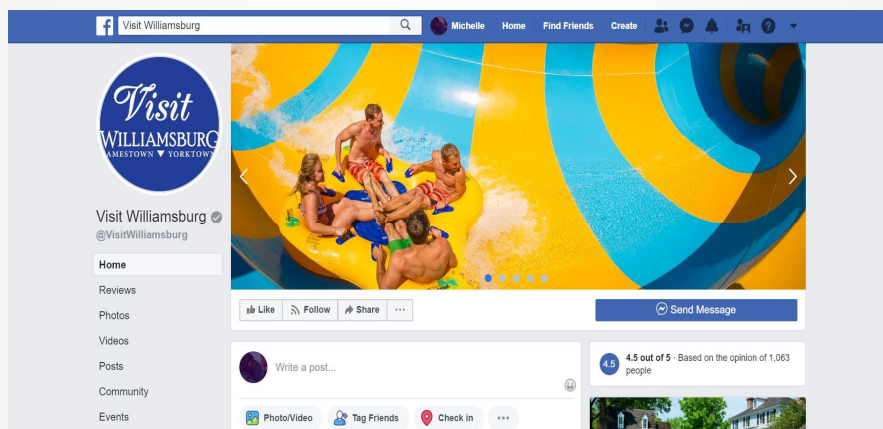


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### Williamsburg Tourism Region Facebook Page

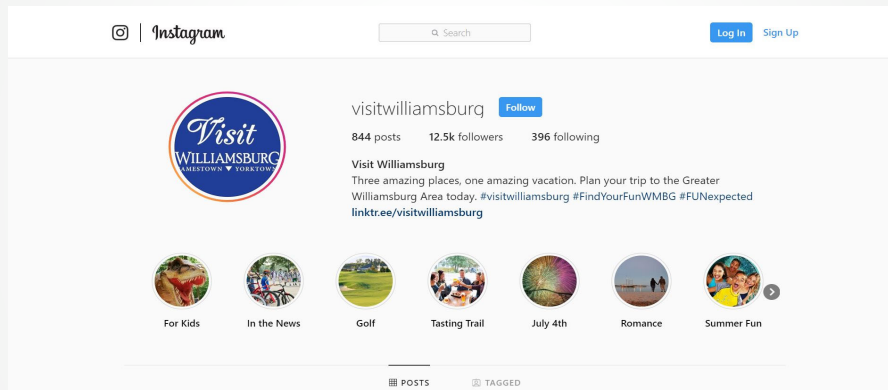


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## Williamsburg Region Instagram Page

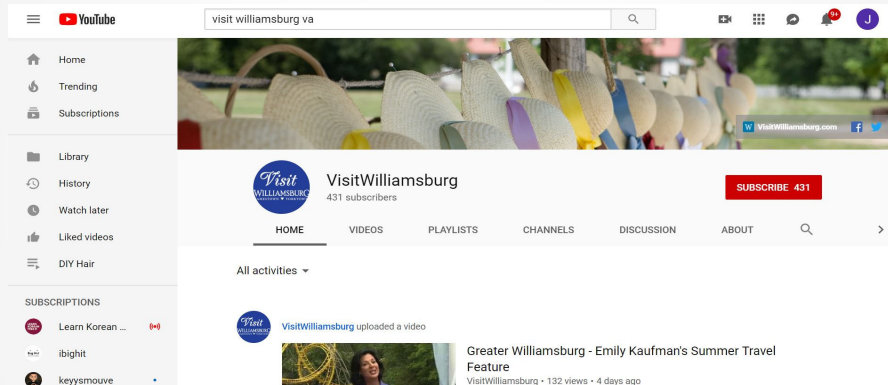


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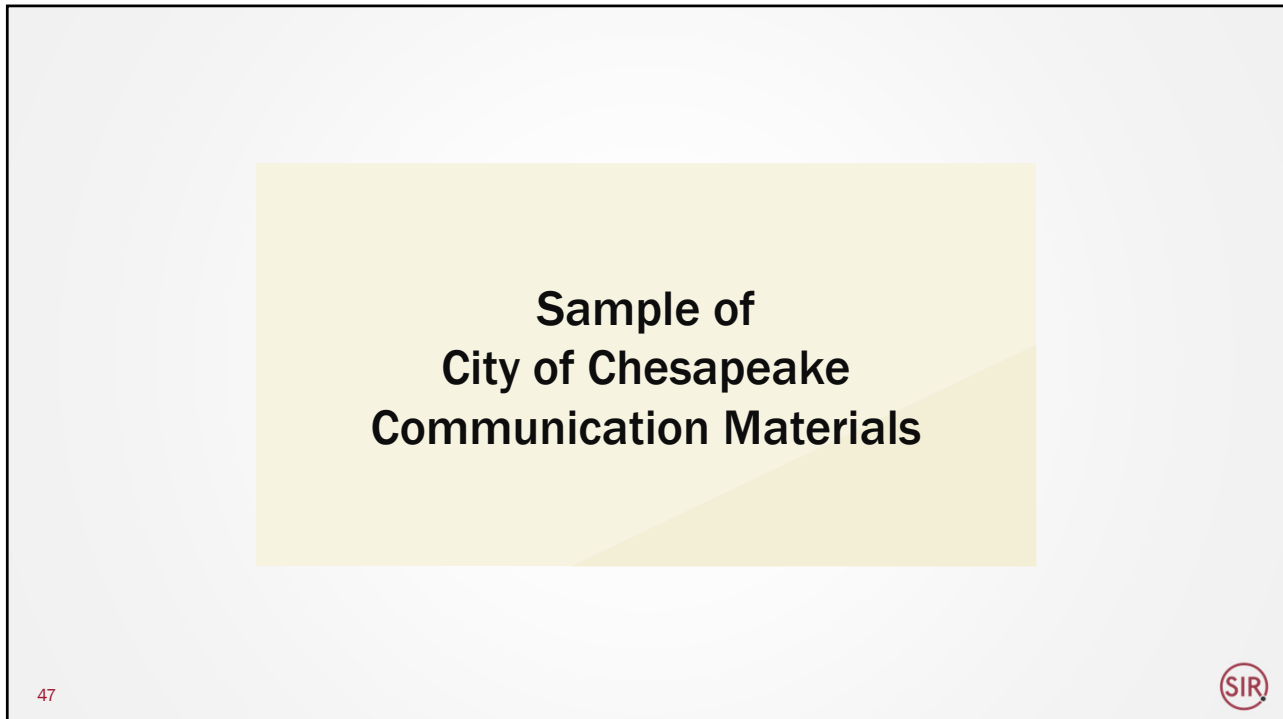
## Williamsburg Region YouTube Channel



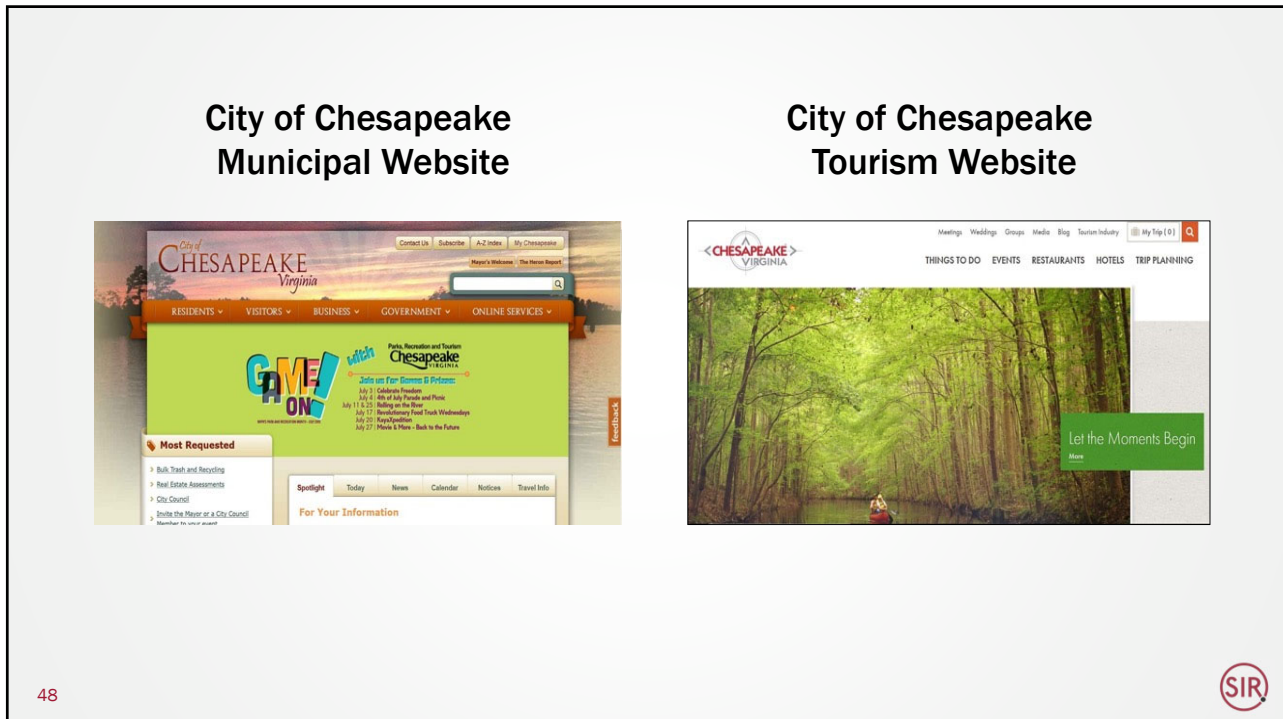
46



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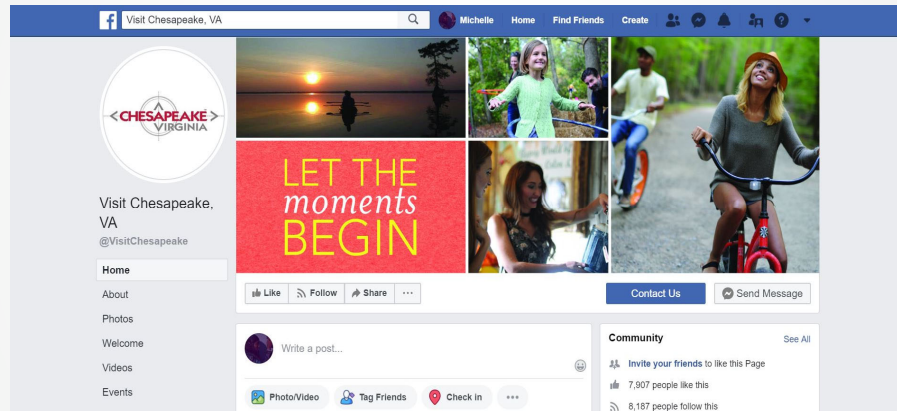


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## Chesapeake Tourism Facebook Page

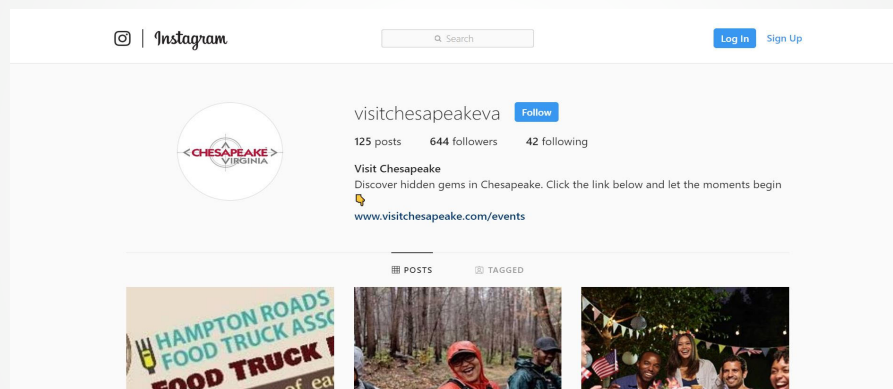


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49

## Chesapeake Tourism Instagram Page

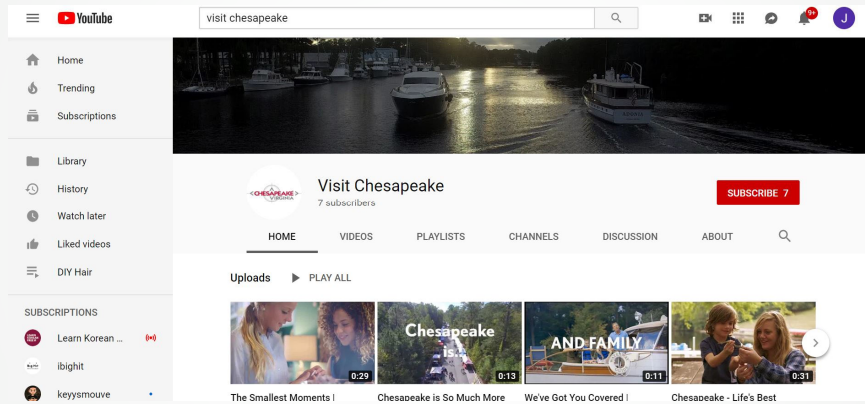


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## Chesapeake Tourism YouTube Channel



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## Sample of City of Poquoson Communication Materials

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### City of Poquoson Municipal Website



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### Sample of Town of Smithfield Communication Materials

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### Town of Smithfield Municipal Website



### Town of Smithfield Tourism Website



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### Town of Smithfield Facebook Page



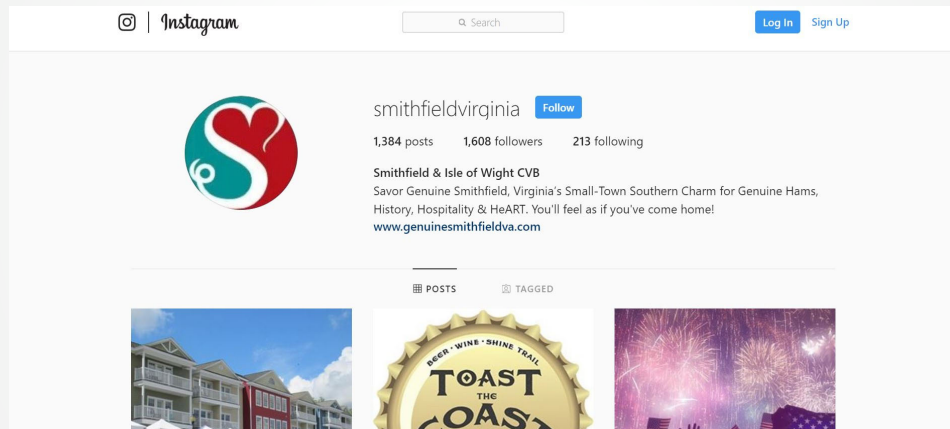
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## Town of Smithfield Instagram Page



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## Town of Smithfield Twitter Page



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## Sample of Southampton County Communication Materials

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### Southampton County Municipal Website



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### Southampton County Tourism Website



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## Southampton County Facebook Page

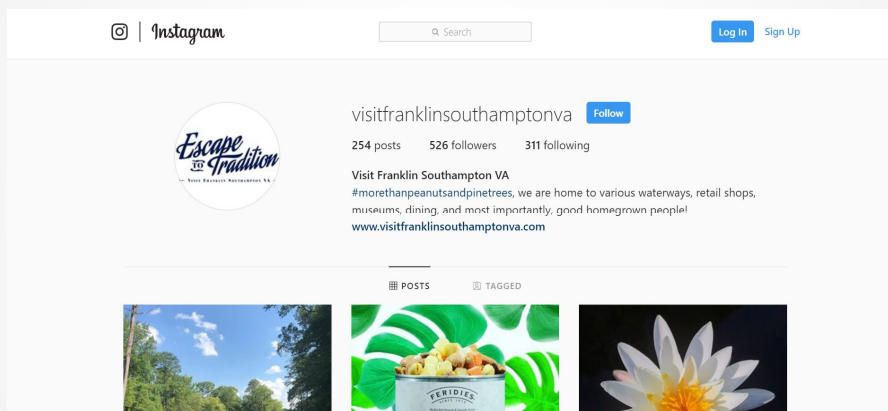


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## Southampton County Instagram Page



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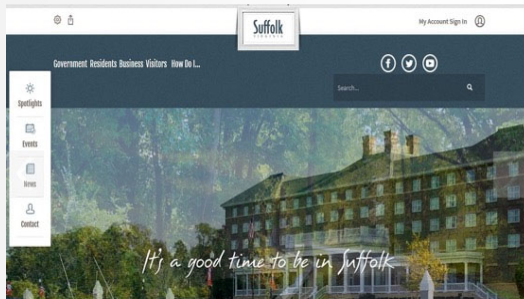
## Sample of City of Suffolk Communication Materials

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### City of Suffolk Municipal Website



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### City of Suffolk Tourism Website



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## City of Suffolk Facebook Page

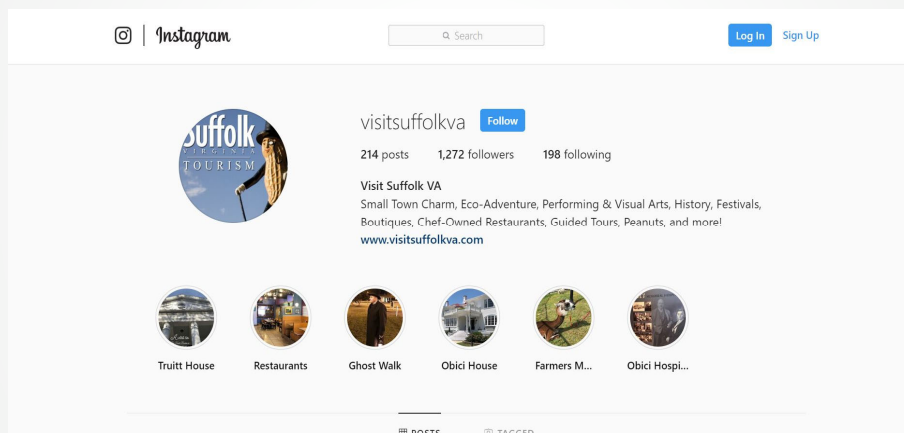


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## City of Suffolk Instagram Page



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## Suffolk Tourism Twitter Page



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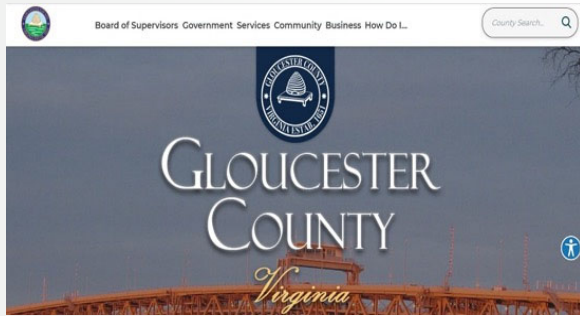
## Sample of Gloucester County Communication Materials

68

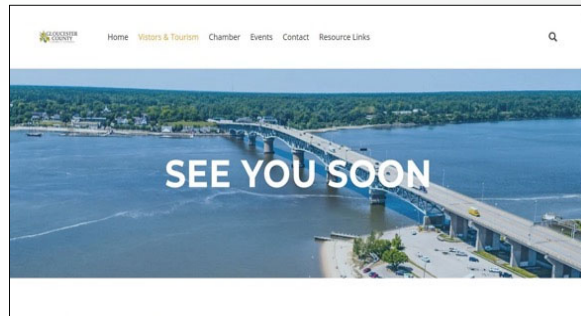


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### Gloucester County Municipal Website



### Gloucester County Tourism Website

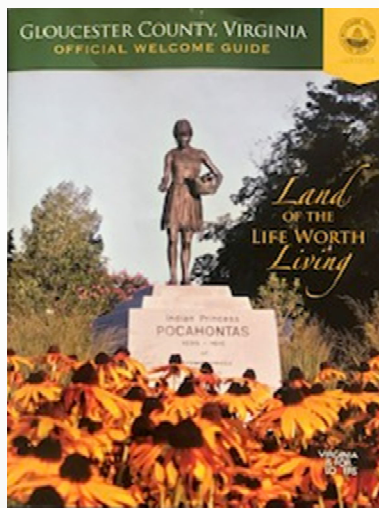


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### Gloucester County Advertising

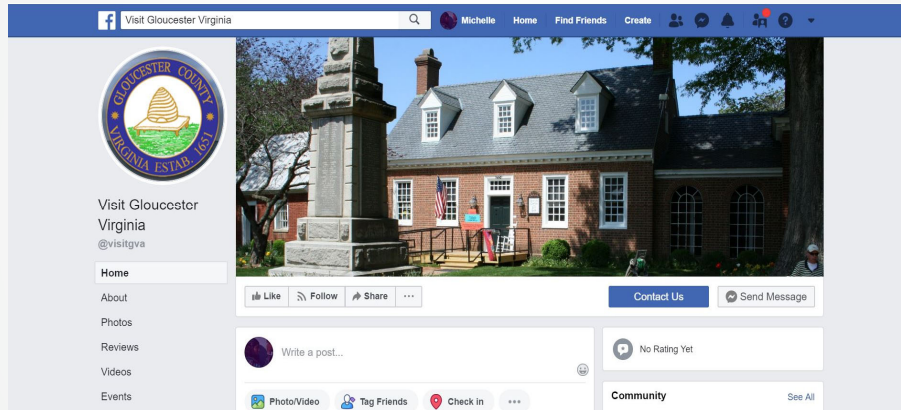


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## Gloucester County Tourism Facebook Page



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## Gloucester County Twitter Page



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## Sample of Isle of Wight County Communication Materials

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### Isle of Wight County Municipal Website



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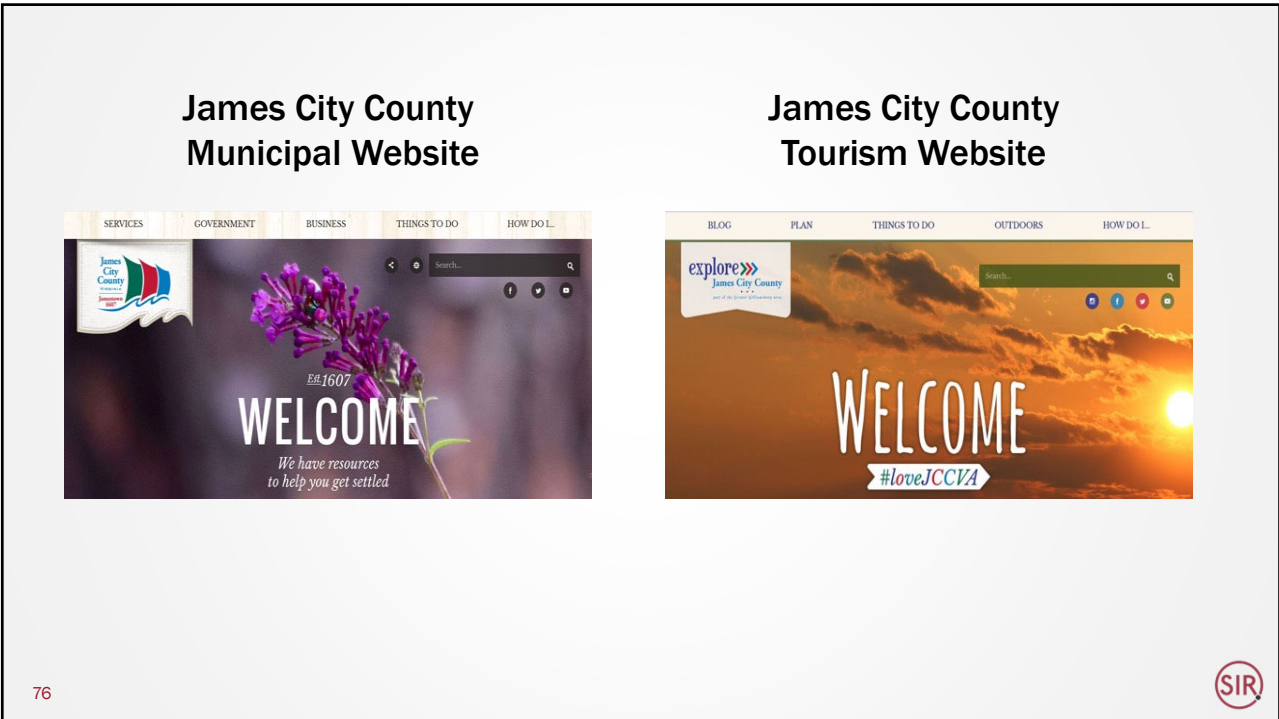
### Isle of Wight County Tourism Website



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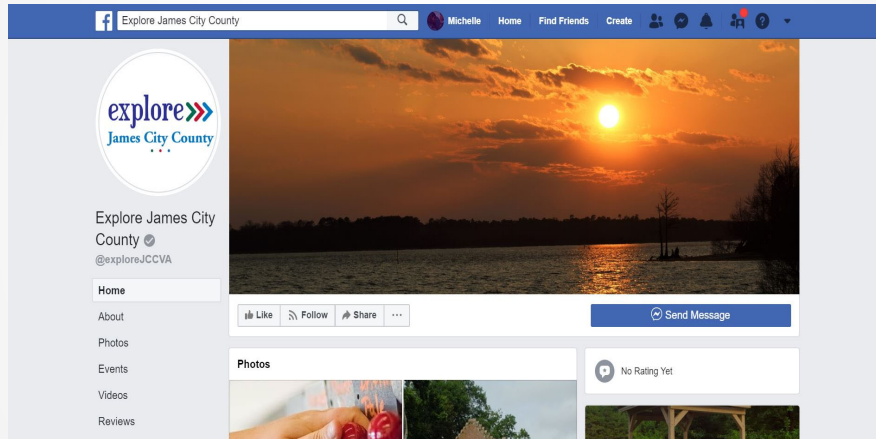


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## James City County Facebook Page

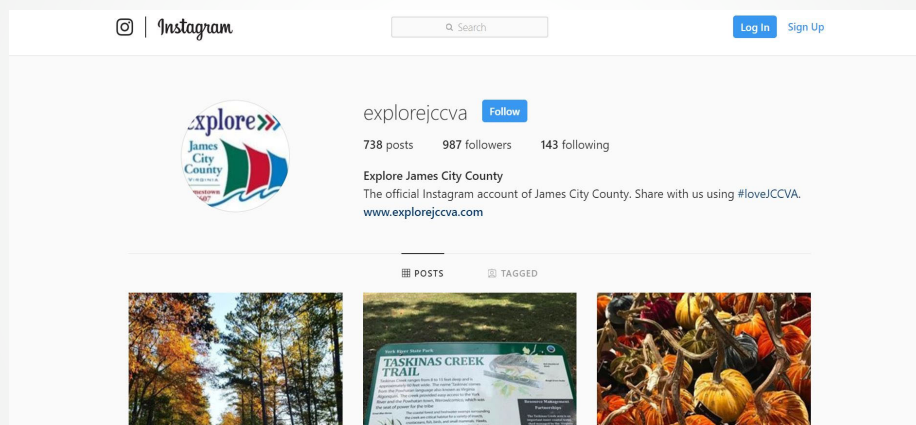


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## James City County Instagram Page

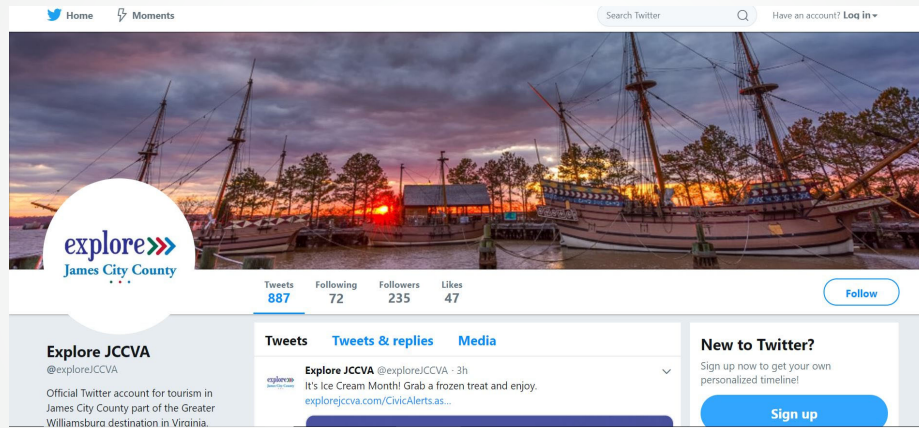


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## James City County Twitter Page

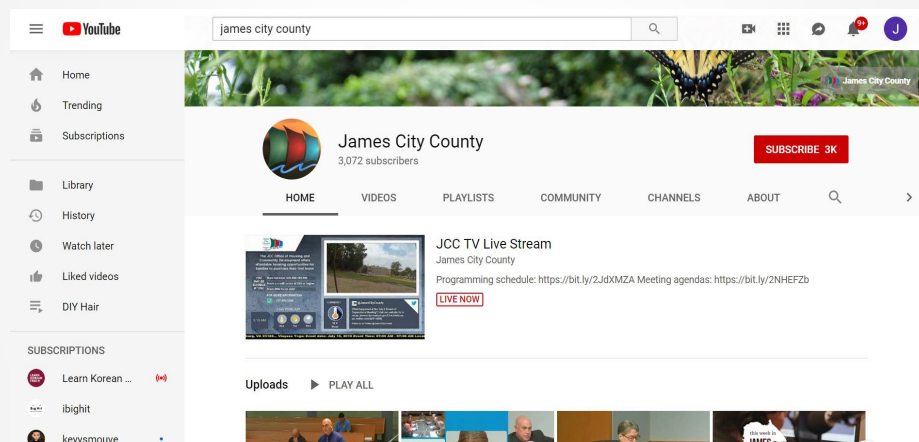


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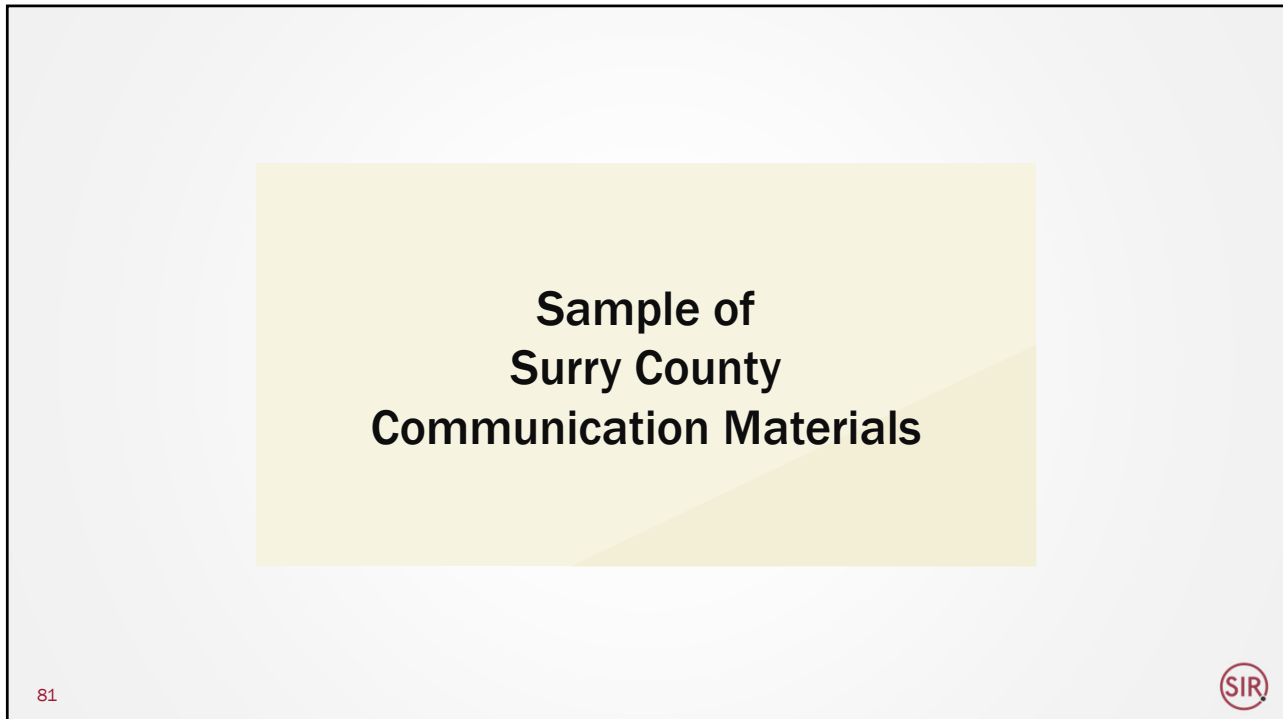
## James City County YouTube Channel



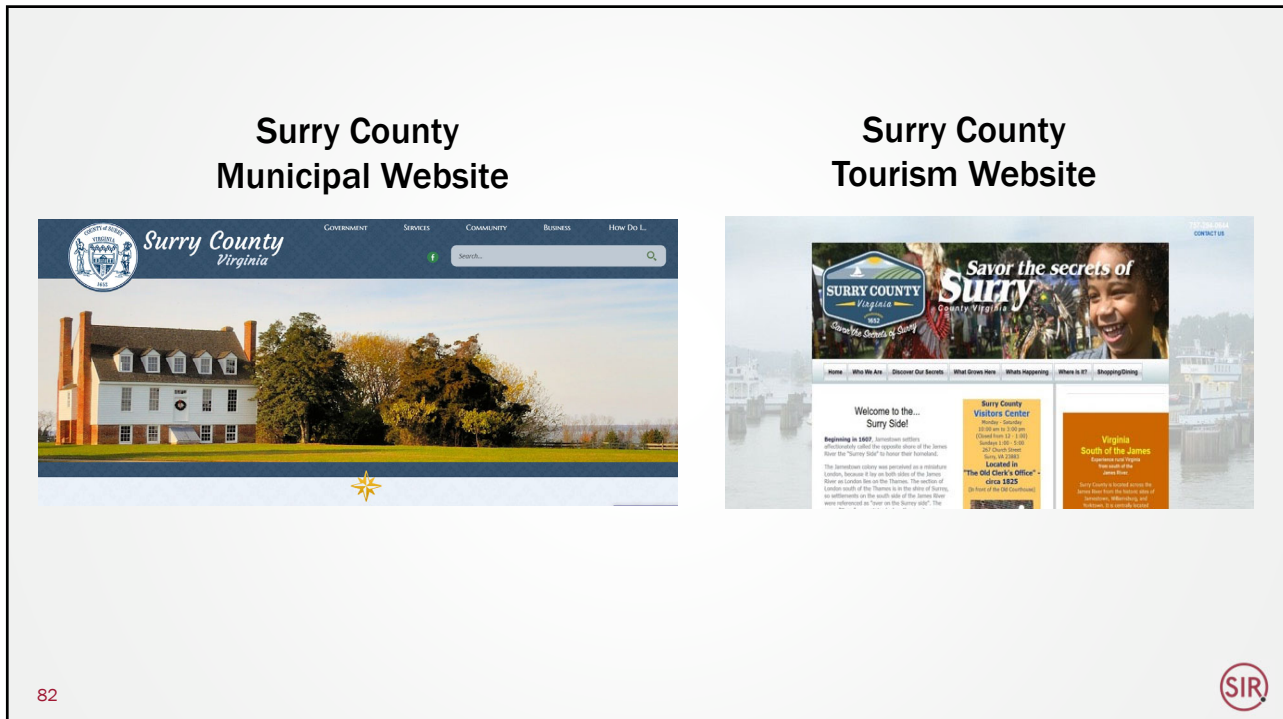
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80

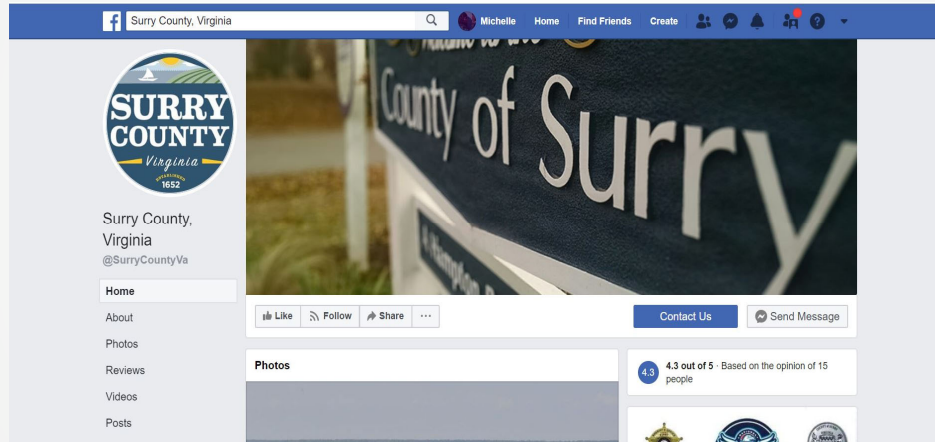


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## Surry County Facebook Page



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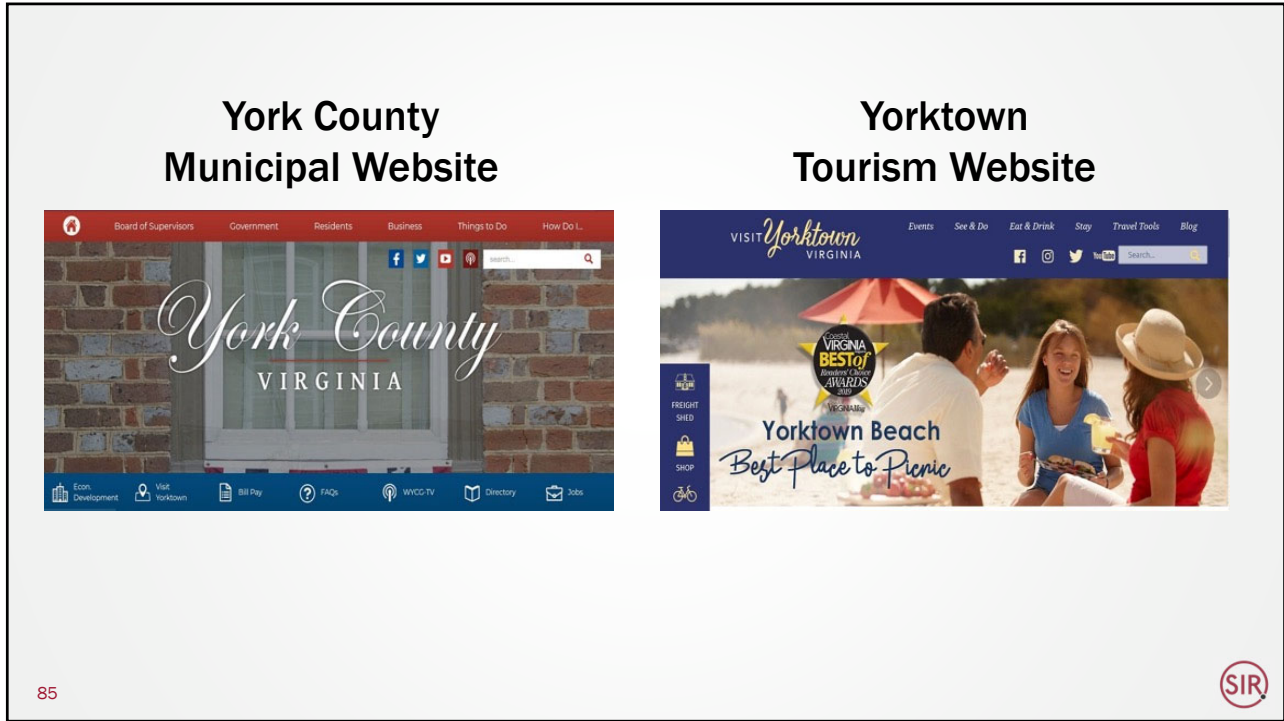
## Sample of York County Communication Materials

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84





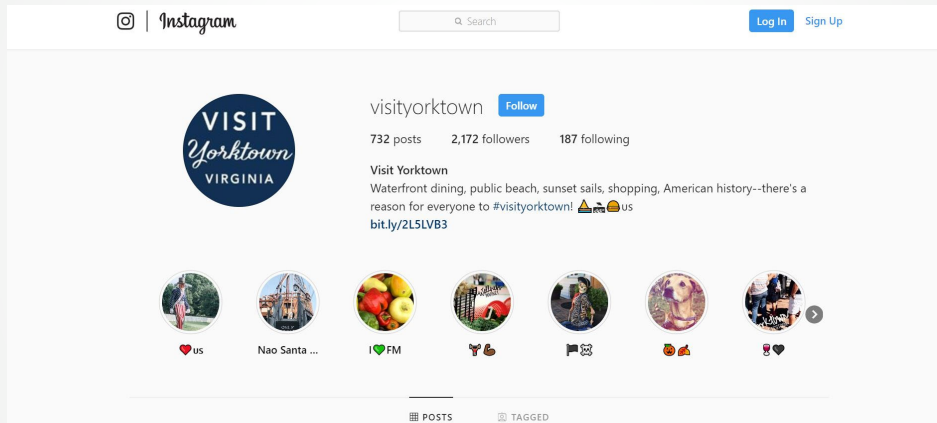
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## Yorktown Instagram Page



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## Yorktown Twitter Page

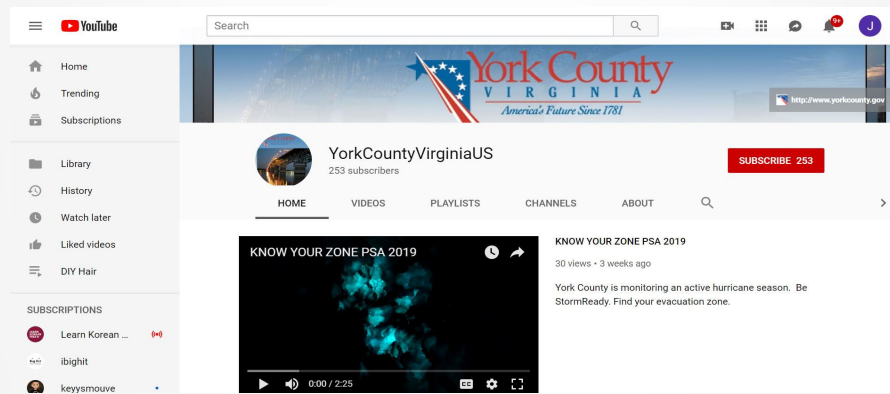


88



88

## York County YouTube Channel



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### IMPLICATION FOR ENVISION 2020

**The Envision 2020 Regional Branding Initiative's plan should provide a blueprint for all jurisdictions to more intentionally coordinate and seamlessly advance messages, symbols, and a naming architecture that cultivates and advances a regional place brand.**

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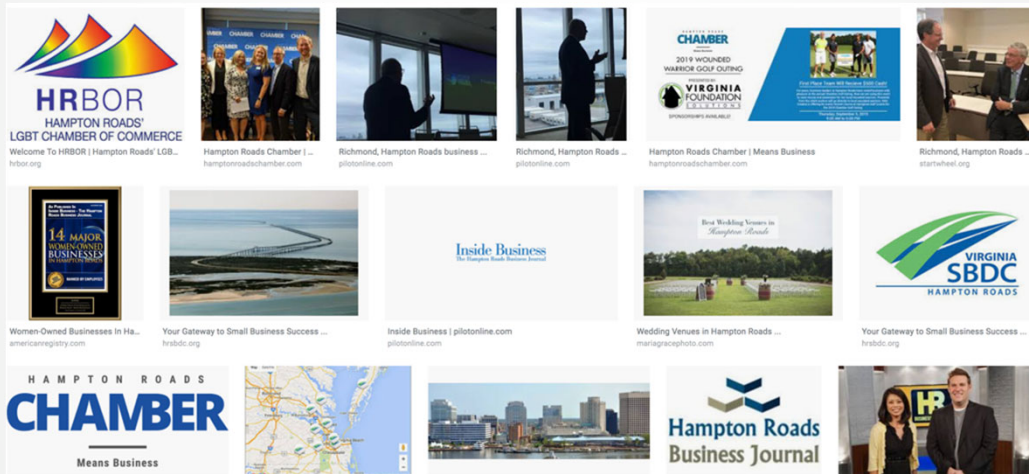
Many of the leading regional names under consideration are being used already by organizations in both the public and private sectors.

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## Hampton Roads



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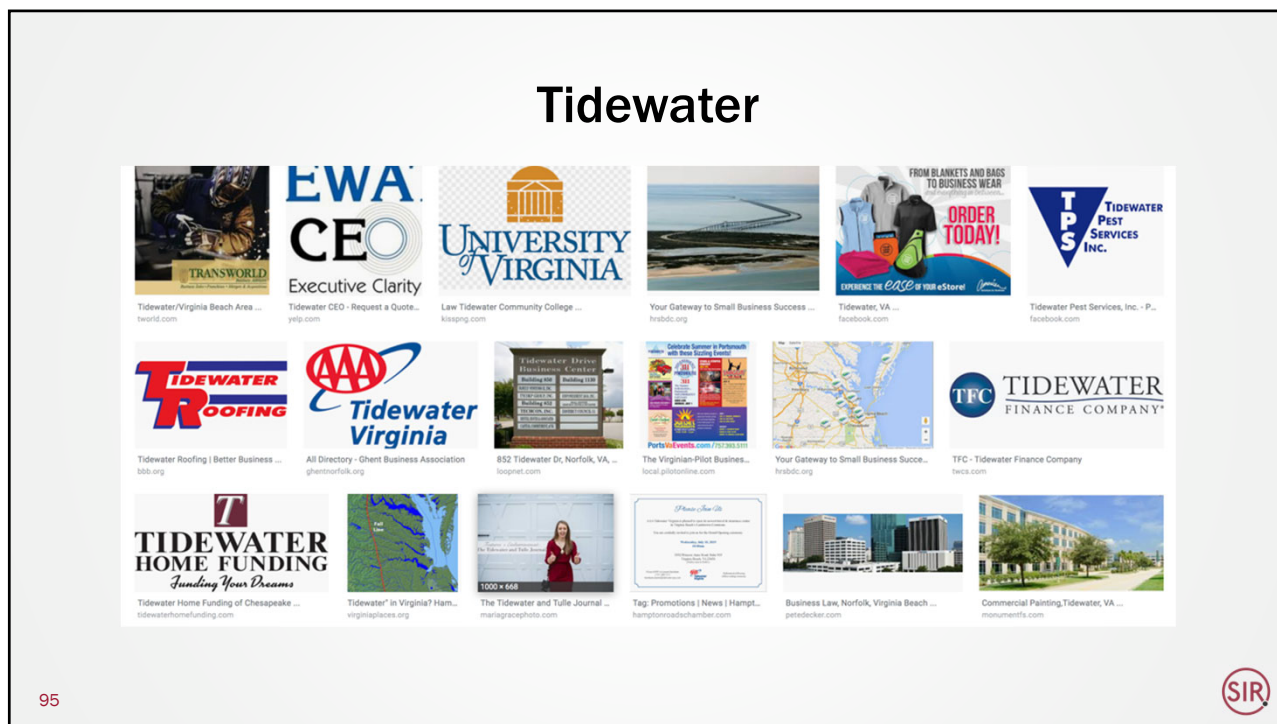
92



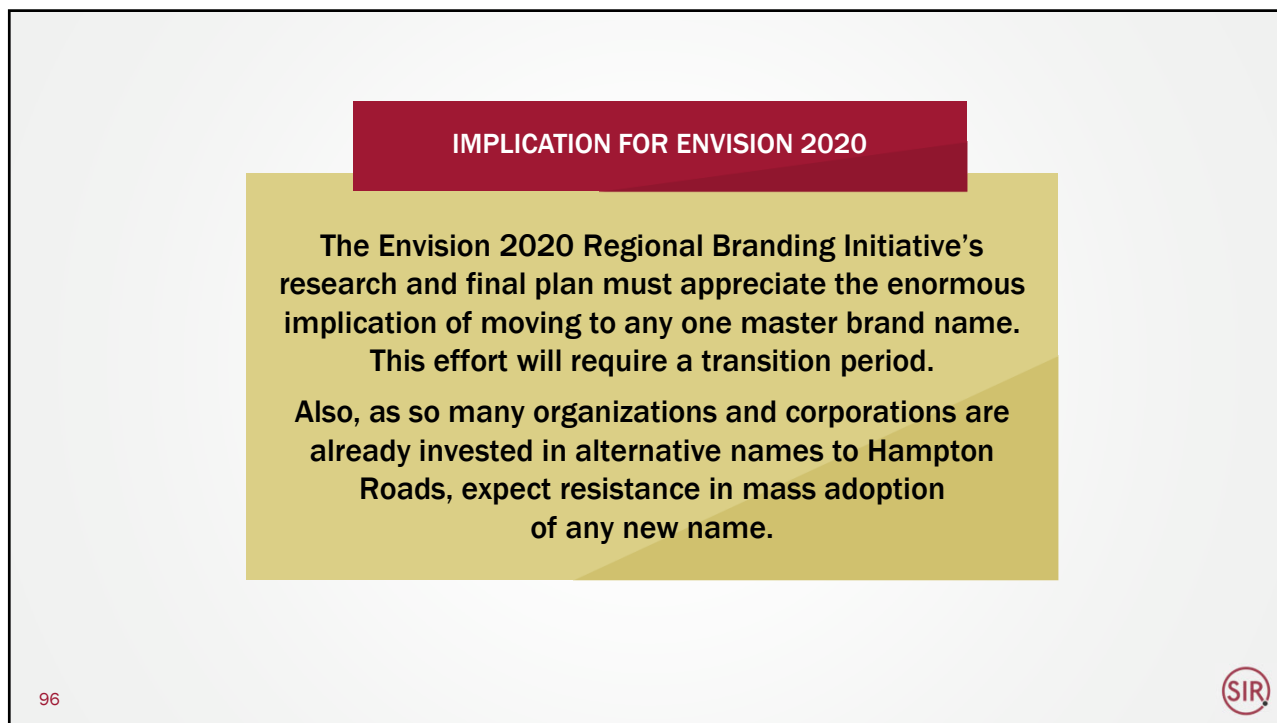
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The only regional marketing efforts running today appear to be Coastal Virginia and Hampton Roads Economic Development Alliance (HREDA).


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**Coastal Virginia  
(COVA)**

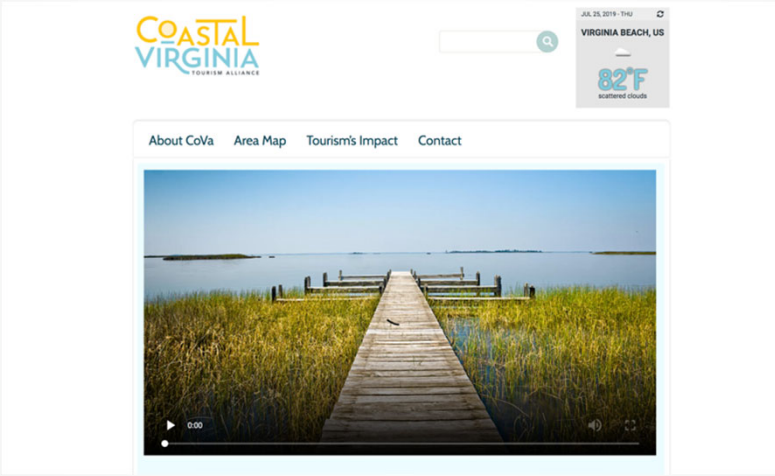
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98



### Coastal Virginia Website



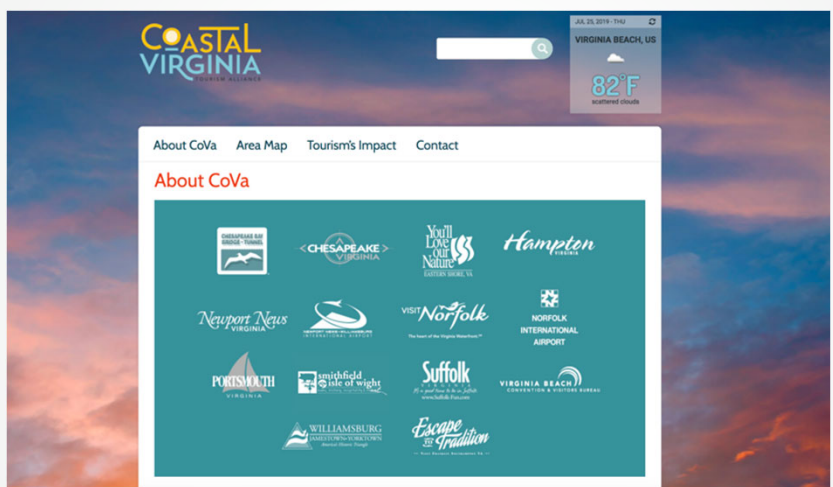
<http://visitcova.com/>

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### Coastal Virginia Website



<http://visitcova.com/>

100



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## Coastal Virginia Twitter Page

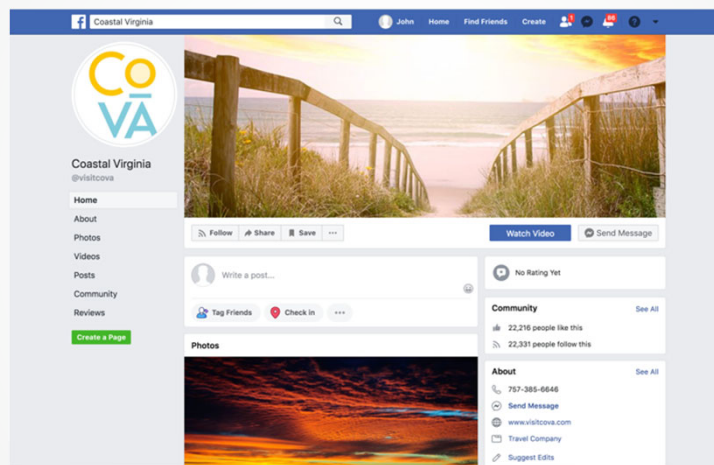


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101

## Coastal Virginia Facebook Page



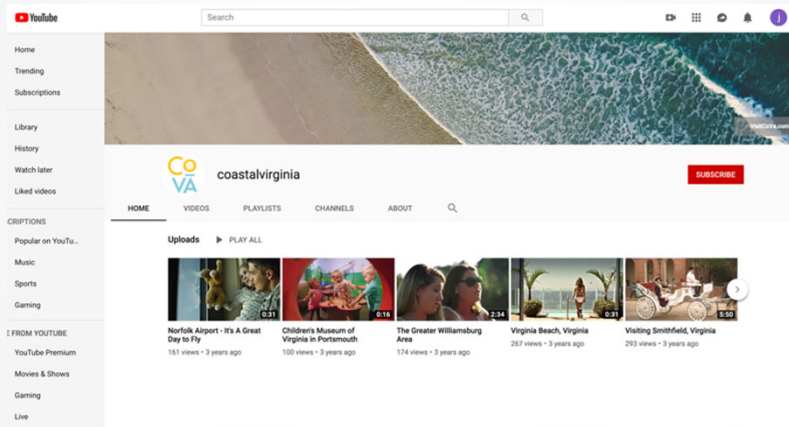
<https://www.facebook.com/visitcova/>

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## Coastal Virginia YouTube Page



<https://www.youtube.com/user/coastalvirginia>

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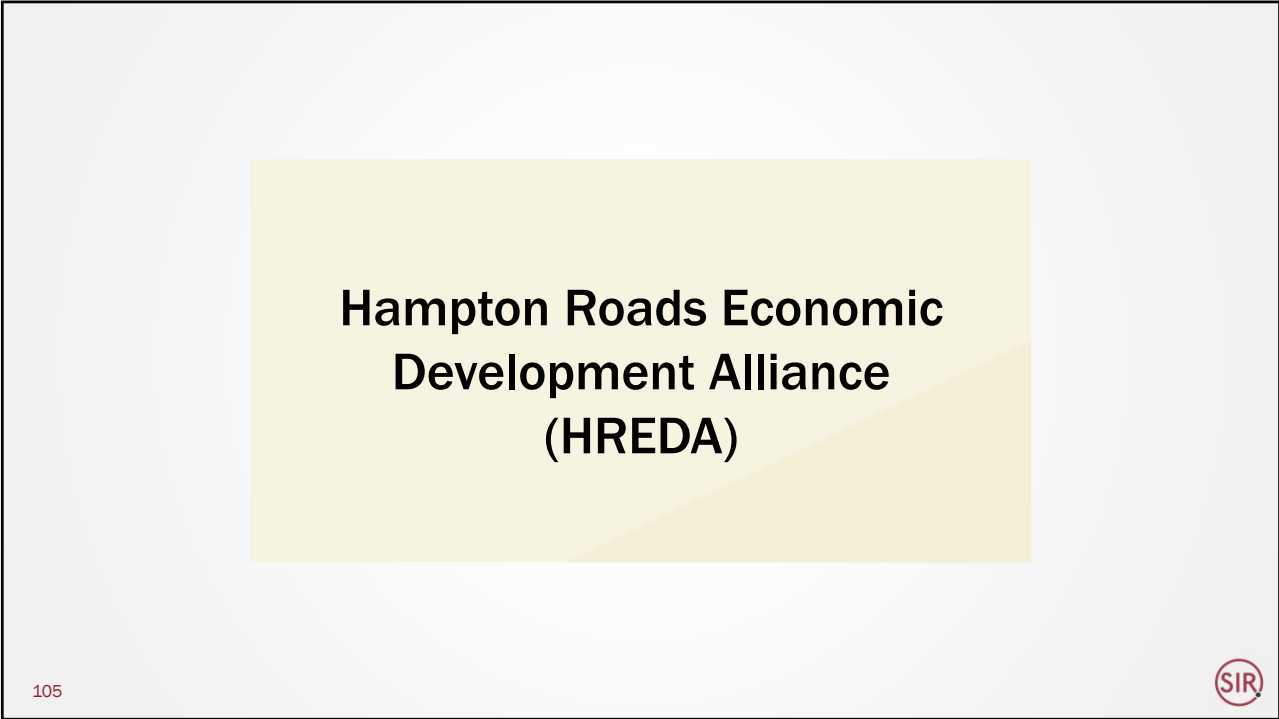
## Coastal Virginia Advertising



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## HREDA Website



<https://www.hreda.com/>

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## HREDA Twitter Page



<https://twitter.com/hamptonroadseda>

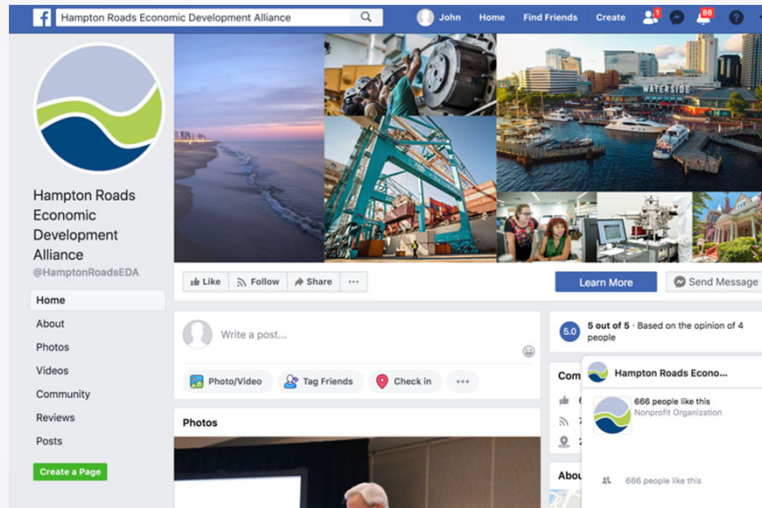
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## HREDA Facebook Page



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### IMPLICATION FOR ENVISION 2020

**The Envision 2020 Regional Branding Initiative's research and final plan must appreciate existing regional marketing efforts and, to the extent possible, coordinate them.**

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### III. Implications for Envision 2020

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#### Communications Audit-Inspired Implications

#### **The Envision 2020 research approach and plan should:**

- Given the widespread use of Hampton Roads and other leading alternative regional names (Costal Virginia, Tidewater, COVA, etc.), the Envision 2020 primary research must carefully examine and assess the current level of equity in each name.
- The Envision 2020 recommendations must include specific ways to leverage the individual marketing efforts of the 17 independent towns, cities, and counties in advancing a regional position, shared story, symbols, and name.
- Envision 2020 recommendations must include specific ways to coordinate any and all current regional marketing efforts (e.g., Coastal Virginia and HREDA).

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For more information about this research study,  
please contact John W. Martin at SIR:  
[john.martin@sirhq.com](mailto:john.martin@sirhq.com)  
804-358-8981

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