



2021 ANNUAL REPORT

VENTURE
richmond

Dear Downtown partner,

Venture Richmond is proud to be the only organization dedicated solely to the health and vitality of Downtown's 440-square blocks. In this, our first Annual Report, you'll see the results of some of our work, along with the work of countless others who invest in Downtown every day.

While the last two years have been challenging, we're here to remind you that **for decades Downtown has gone through a dramatic transformation with billions of dollars of investment**, from historic preservation and adaptive reuse projects to new construction. Neighborhoods that were once industrial are now vibrant residential and mixed-use neighborhoods. Office buildings have been converted into chic lofts and hotels. Today nearly 80,000 people work Downtown, and 25,000 people call it home.

It isn't hard to understand this growth when you visit our fabulous neighborhoods, art galleries and public art, award-winning restaurants, unique shopping, festivals, the Canal Walk and Virginia Capital Trail, and the mighty James River with class IV urban rapids and miles of trails and parks attracting millions of visitors a year.

We believe in the innovation and resilience of Downtown businesses and institutions, and we look forward to working with you as we continue Downtown's upward trajectory!

Sincerely,

Lisa Sims, CEO Venture Richmond

Venture Richmond:

Engaging business and community leaders to enhance the vitality of Downtown

Our Events

Key drivers of Downtown visitation are a multitude of festivals and events, and four of the largest are produced by Venture Richmond Events, LLC.



10,000
people attended the series

1400+
sold out pods

70
local musicians played

4,246,681
total media impressions for the series



35,000
people attended the festival

\$2.5M
economic impact generated by the festival annually

25
groups performed

2,001,201
total media impressions for the festival



150,000
people attended the festival

\$37M
economic impact generated by the festival annually

800
volunteers help to make the festival possible

6,658,267
total media impressions for the festival



814
participating athletes

15
different outdoor athletic events over 3 days

17
event community partners

Marketing Downtown

Venture Richmond is the only organization in the city whose marketing efforts are focused solely on Downtown and its businesses.



Website

209% increase in unique users over 2020

682,000 total page views in 2021, a 181% increase over 2020

205,701 blog/news page views in 2021, a 150% increase over 2020

21 webpages of new content were added



Advertising

7.6M impressions of the "Faces of Downtown" ad campaign featuring 50 business owners over nine months



Public Relations

141 media stories were run on Venture Richmond events, activities or community efforts promoting Downtown



Social Media

2.7M total impressions to Venture Richmond's social media accounts (not including event and riverfront accounts)

Instagram

1.34M total impressions in 2021

13,794 total followers, a 55% increase over 2020

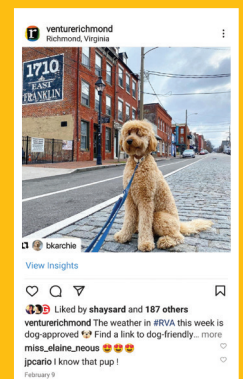
160+ featured businesses

Facebook

1M total impressions in 2021

Twitter

318,876 total impressions, a 9% increase over 2020



Maintaining Public Spaces

Venture Richmond provides enhanced property management services for a 440-block business improvement district comprising Downtown and the northern Riverfront.

Clean, Safe & Green

- 1M+** gallons of litter, leaves and weeds removed from Downtown
- 25,000** hours of sidewalk cleaning
- 263** planters and hanging baskets, 83 blocks beautified Downtown
- 14** full-time employees



Riverfront Maintenance and Visitation

- 80,000** pounds of litter, trash, and debris removed from the Canal Walk and Brown's Island
- 20,000** pet waste bags distributed to riverfront dog walkers
- 2,000+** plantings along the Canal Walk and nearby street medians
- 1M+** people visited Downtown's riverfront and surrounding park system trails
- 500,000** crossings of the T. Tyler Potterfield Memorial Bridge as people made their way to and from Brown's Island
- 15%** increase in visitors to the Canal Walk between June and October 2021, compared to the same time period in 2019



Economic Development

Venture Richmond is proud to engage business and community leaders in partnering with the City to make investing, living, working, and playing in RVA a priority.

Invest

\$3.6B of total investment Downtown in over 75 development projects since 2019



Live*

25,000 people live Downtown



70% of the residents are between 18-34

57% have a bachelor's degree or higher

42% of Richmond's population growth has been absorbed Downtown

Work*

80,000 people work Downtown



65% of the city's public administration jobs are Downtown

63% of the city's knowledge industry jobs are Downtown

43% of the city's creative jobs are Downtown

53% of all citywide jobs are Downtown

* 2020 IDA Study, "The Value of US Downtowns and Center Cities, Calculating the Value of Downtown Richmond, VA"

Placemaking

Whether it's wayfinding, beautification, or turning underused spaces into community gathering places, Venture Richmond has a hand in placemaking efforts to improve the quality of life Downtown.



- 1** new pedestrian plaza, street mural, and parklet installed at the intersection of W. Marshall St. and Brook Rd. with a \$25,000 Bloomberg Philanthropies grant in addition to contributions from the City of Richmond Public Art Commission, Venture Richmond and 12 community partners
- 3** additional bike racks installed Downtown for a total of 13 racks, providing parking for over 130 bicycles, in partnership with Bike Walk RVA
- 4** new picnic tables built for public use on Brown's Island in partnership with the Richmond Toolbank
- 5** parklets installed by the City of Richmond in various RVA neighborhoods as an outcome of Venture Richmond's Picnic in a Parklet program

Riverfront Canal Cruises

Venture Richmond contributes to Richmond's tourism industry by owning and operating five authentic canal boats that offer historic tours annually from April through November.

- 465** hours of private boat charters
- 5,800+** private charter passengers, a 60% increase over 2019
- 10,000+** people total (not a full historic tour season due to covid)
- 19** part-time employees



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