

# RICHMOND FOLK FESTIVAL

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**220,000**  
people

attended the **free** festival over the course of three days in 2019



**\$37,000,000**

the total economic impact generated by the festival annually



**\$150,661**

was raised through individual donations in 2019, offering a text-to-donate option for the first time in festival history



**1,200**

people volunteered for the 2019 festival and **53%** had volunteered with the festival before



**40+**

different genres are represented at the Folk Festival each year



**3,340**

students throughout **10** different schools enjoyed performances through our outreach program



# 2ND STREET FESTIVAL

**27,000**  
people

attended the **free** two-day weekend festival for the 30th anniversary



**\$2,500,000**

the economic impact generated by the festival annually



**22** community partners participated in 2018



**33** performing artists throughout the weekend



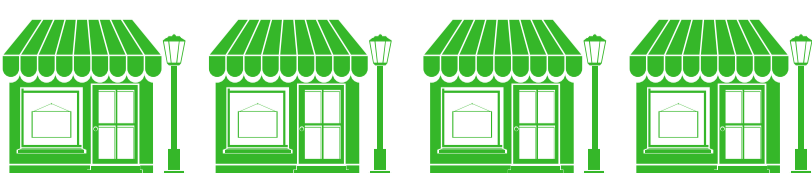
**15** small business owners participated in 2018



**10** food vendors are at the festival



**4** new businesses opened on 2nd Street in 2018



# FRIDAY CHEERS

Concert series featuring 8 shows at \$5 or \$10

## Friday Cheers Attendance

**24,654**

**13,898**



**2016**

**19,824**



**2017**



**2018**

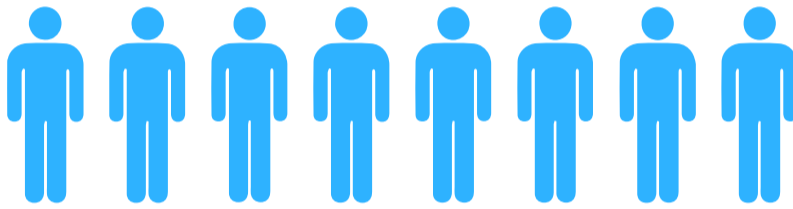
**19,100**



**2019**

**3,100**

average attendance per event



**2**

rain dates in 2019



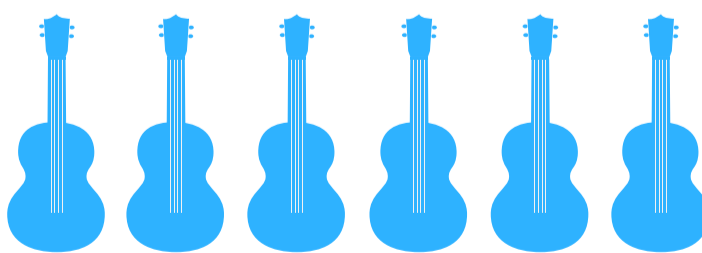
**\$13,377**

admission tax revenue generated in 2019



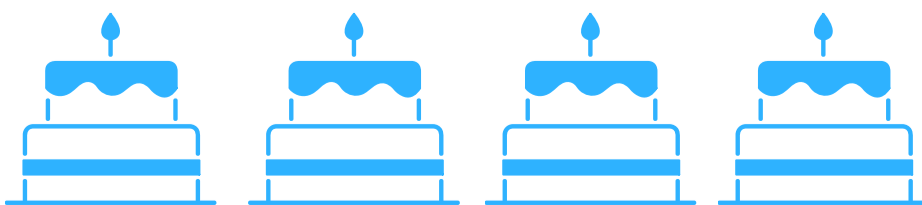
**1,000**

artists and bands since 1984



**35th**

anniversary of Friday Cheers was celebrated in 2019

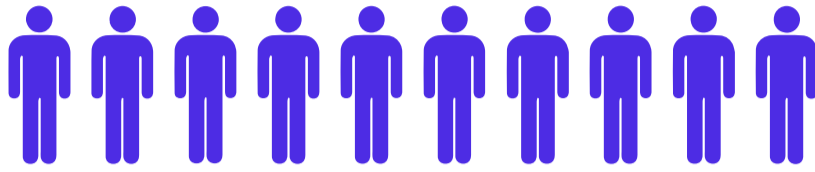


# DOMINION ENERGY RIVERROCK

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**100,000**  
**people**

attended this **free** festival over  
the course of three days



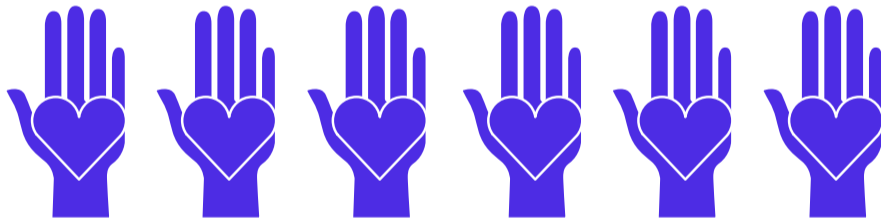
**5,500**  
**registrations**

to participate in official competitions  
and demos during the festival



**700**  
**volunteers**

participated in the festival



**15**  
**extreme sports**

and competitions represented  
throughout the weekend



**118**  
**dogs**

participated in the 2019  
Ultimate Air Dogs competition



# RIVERFRONT CANAL CRUISES

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**33,037**  
people took a  
canal cruise in 2019

**167**  
days



of operation in 2019

**1,000+**  
tours



provided in 2019

**18**  
jobs



created by the  
Riverfront Canal  
Cruises

**30**  
people



The average  
number of people  
on each trip

**221**  
charters



The number of  
private charters in  
2019

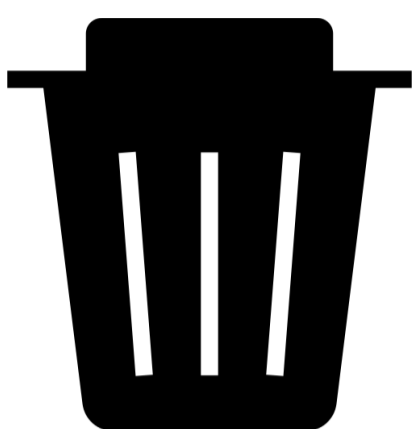


**1,032**

The average weekly  
ridership coming  
downtown during the  
canal cruise season

# CLEAN & SAFE

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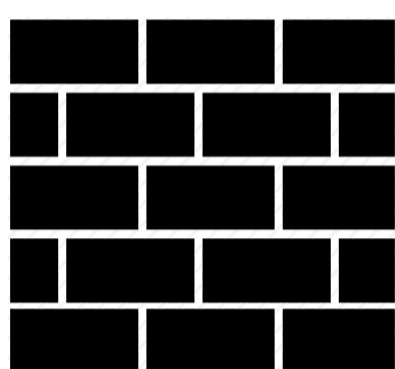
**415,000  
gallons**

of trash are picked up each year



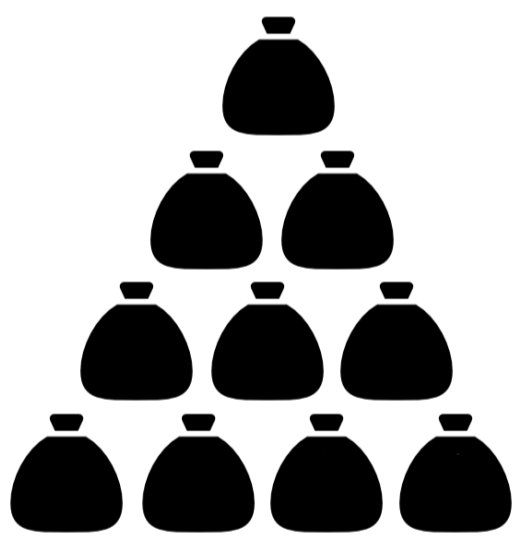
**25,000  
hours**

of tree well weeding,  
sidewalk & steam  
cleaning each year



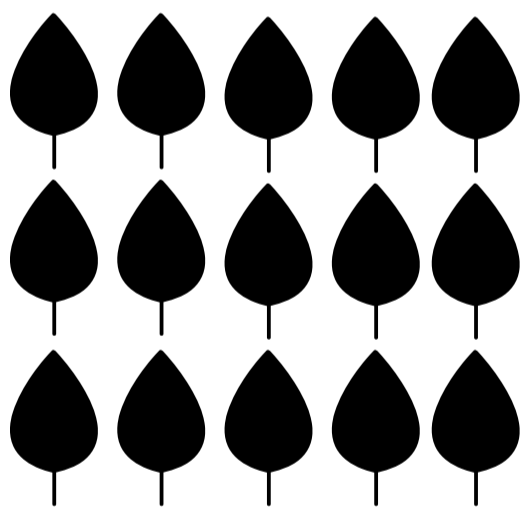
**450  
blocks**

maintained, cleaned  
& weeded each  
year



**9  
gallons**

of trash are collected  
each hour by our staff



**465  
cubic yards**

of leaves are collected  
each year

**16  
jobs**



are created by the  
Clean & Safe Program

# DOWNTOWN

## RIVERFRONT & CANAL WALK

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**3,000**

hours spent  
maintaining the  
riverfront each year.



**20**

acres of  
riverfront property  
managed by  
Venture Richmond



**20**

years of the Riverfront  
Canal Walk and canal  
cruise services  
provided downtown



**25**

miles of urban and  
historic trails  
connecting to the  
downtown riverfront



**468,000**

cyclists and  
pedestrians cross  
the T. Tyler Potterfield  
Memorial Bridge  
each year.



**198,000**

average number of  
pedestrians  
& cyclists who pass  
the Floodwall  
each year.

# DOWNTOWN

MULTI-FAMILY, RETAIL & OFFICE

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**1,400**

occupied households have been added, a 13% increase, since 2016 Q2.



**419,000**

square feet have been added to downtown's inventory since 2016 Q2.



**2.5**

million square feet are under construction, a 702% increase, since 2016 Q2.



**465**

new office & retail lease deals have been made since 2016 Q1.



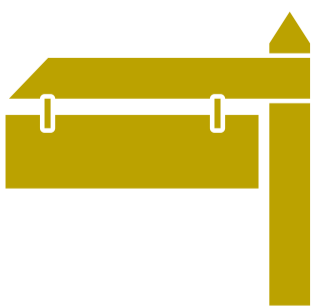
**251,000**

square footage of net deliveries were made in 2018 Q4, a 163% increase, since 2015 Q4.



**5.4%**

vacancy rate throughout downtown, a 34% decrease, since 2016 Q2.



**4.5**

average number of months retail space remains vacant, a 82% decrease since 2016 Q2.



# DOWNTOWN

## BEAUTIFICATION & GREENING

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**83**

blocks beautified



**5**

gateway medians



**137**

planters on gateways



**293**

volunteer hours in 2019



**13**

planting beds on  
Grace Street



**126**

hanging baskets on  
Broad Street & in Shockoe