

# Hampton Roads Partnership “America’s First Region” Branding Initiative

## Case Study



**February 11, 2007**

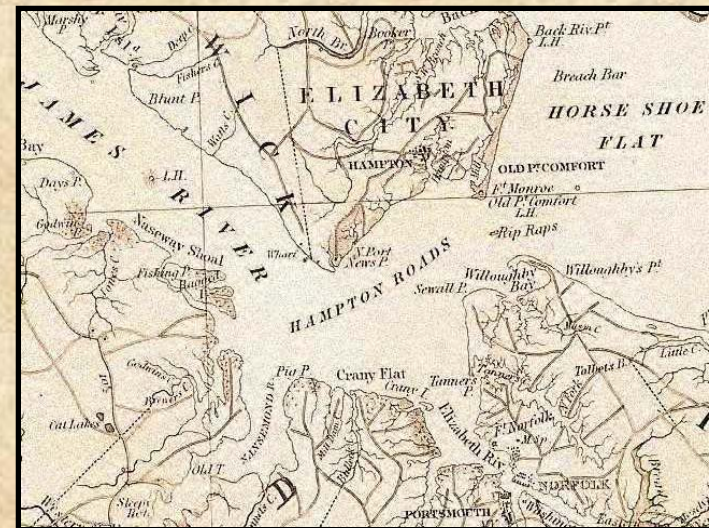
# Why “Hampton Roads”

## History of the Term Hampton Roads

- "Hampton Roads" is a centuries-old designation referring to our region.
  - “Hampton” refers to Henry Wriothesley, 3rd Earl of Southampton a founder of the Virginia Company.
  - “Roads” comes from the nautical term “roadstead” which means a place less enclosed than a harbor where ships may ride at anchor (Merriam-Webster).
- The term Hampton Roads has long been in common usage in maritime circles and on official maps (see right).



Henry Wriothesley, 3rd Earl of Southampton  
Source: Wikipedia



Hampton Roads, Virginia - from official state map published in 1859  
Wikipedia

# Why “Hampton Roads”

## History of the Term Hampton Roads

- Other historical references to Hampton Roads.
  - The Hampton Roads Conference refers to failed peace talks held in February 1865 near Fort Monroe.
  - The “Battle of Hampton Roads” is the name for the battle between the USS Monitor and CSS Virginia (Former USS Merrimack).
- Simply put, the name Hampton Roads reaches back to the very beginning of our history as a region and references our most defining feature, the Port and the waters that run into it.

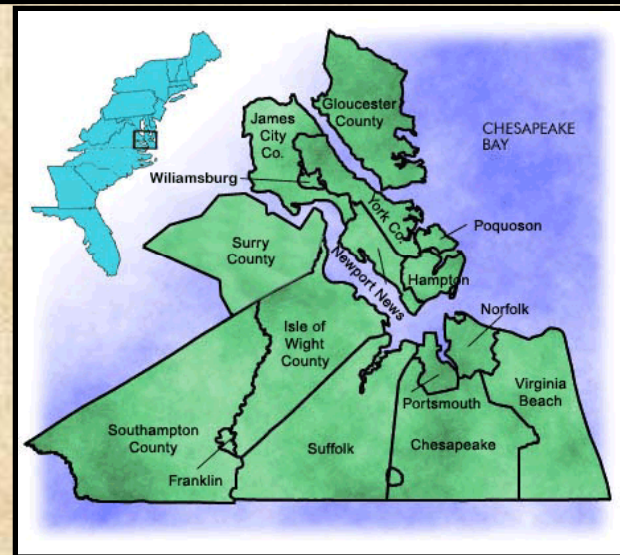


The Battle of Hampton Roads  
Source: Wikipedia

# HRP Background

## Hampton Roads Partnership (HRP)

- Unique public-private organization formed in 1996.
  - 17 localities, 100 members
  - Includes the chief elected officials and key leadership in business, education, military, and labor
- Mission
  - To provide leadership on those strategic issues that will improve the region's competitive position in the global economy.
  - It is the only organization in Hampton Roads that focuses on the strategic issues.
- For additional information, see: [www.hrp.org](http://www.hrp.org)



Current Map of Hampton Roads Courtesy of the Hampton Roads Planning District Commission

# HRP Background

## Hampton Roads Partnership

- Partnership Goal
  - To engage in activities leading to: higher living standards for residents of Hampton Roads stronger, more agile communities better able to compete in the global economy.
- Strategic Plan
  - Regional Economic Strategy
    - Economic Clusters
      - Port Modeling & Simulation
      - Information Technology
      - Technical Services
      - Tourism
    - Entrepreneurship
  - Fundamental Assets
    - Workforce
    - Port
    - Transportation
    - Technology
  - **Regional Citizenship**



# Regional Citizenship

## What is Citizenship?

- **Citizenship**

Main Entry: cit-i-zen-ship

Pronunciation: 'si-t-zn-"ship

Function: *noun*

1: the status of being a [citizen](#)

2 a: membership in a community (as a college) b: ***the quality of an individual's response to membership in a community (emphasis added)***

Merriam-Webster Online Dictionary

- **Regional Citizenship**

- William R. Dodge, a noted thinker and speaker on regional issues, describes *regional citizens* as those “who recognize their future is interwoven with that of their neighbors and they must work together to address crosscutting challenges if they are to successfully compete in the global economy and have a high quality of life at home<sup>[1]</sup>.”

<sup>[1]</sup> William R Dodge: Regional Excellence: Governing Together to Compete Globally and Flourish Locally

# Regional Citizenship

## Three essentials of *regional* citizenship

- Civic Engagement
  - The degree of involvement in efforts to address regional issues.
    - Identity or affinity without engagement is a paper citizenship
    - Includes the extent to which citizens take advantage of cultural and recreational opportunities around the region
- Identity
  - The extent to which one self-identifies as a “citizen of” a geographic region, in this case Hampton Roads. This feeling is in addition to, not instead of, citizenship feelings toward city, state or nation.
- Pride, or Affinity
  - The measure of pride in place or affinity with a region. The national analog is patriotism.

# Regional Citizenship Initiative

## Campaign Goals

- Increase support for regional issues (i.e., Transportation) and potential for increased municipal efficiency through greater regional collaboration.
- Make regional action by citizens, government and non-profits second nature.
- **Increase citizen awareness of their relation to the region and appreciation of our shared destiny.**
- **Increase citizen comfort with being (or the idea of being) a “citizen of Hampton Roads”**
  - **Promote Civic Engagement**
  - **Foster Pride, or Affinity and appreciation of our shared destiny**

# Regional Sentiment Fact Finding

## “Listen and Learn Tour”

- HRP engaged in fact finding exercises before fully developing its Regional Citizenship Program.
- In the “Listen and Learn Tour” HRP addressed audiences across the region between August 2005 and May 2006
  - Professionally facilitated by Joel Rubin and Dan Cawley.
- Heard many, diverse opinions
  - Over 50 organizations.
  - More than 2,500 participants
- Goals:
  - Gauge interest in regional cooperation.
  - Solicit ideas to achieve it.
  - Hear – straight from the source – how citizens feel about regional cooperation.
- You can learn more about the Listen and Learn tour at:

<http://www.listenandlearntour.com/>

# Regional Sentiment Fact Finding



## Preliminary Findings L&L Tour

- Awareness of Current Efforts
  - Low awareness of regional efforts
- View Toward Cooperation
  - A majority sees cooperation as good, particularly if it produces efficiencies and/or tax savings
  - Tourism, culture and sports, seen as ideal vehicles for regional cooperation
- View of Leadership
  - Most believe political leadership trails the citizenry with regard to regional cooperation
  - Many believe there's too much parochialism
- Pride and Prejudice
  - **Strong sense of place exists**
  - Old rivalries persist
  - **Newcomers to the region more likely to view regional cooperation as good or essential**

# Regional Sentiment Fact Finding

## Regional Citizenship Survey

- Methodology
  - Phone Interview, July 2006
  - 1,000+ Hampton Roads Residents
  - Stratified by city/county
  - Closed-ended questions
- Provide empirical measures of citizen attitudes along FIVE themes:
  - Regional Identity/Citizenship
  - Regional Cooperation
  - Support for Candidates  
Advocating Cooperation
  - Recognition of Regional  
Organizations
  - Regional Utilization/Travel Outside  
Locality



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# Regional Sentiment Fact Finding

## Partial Survey Findings

- **86.33%, see themselves as “Regional Citizens”**
  - Those who see themselves as regional citizens are more likely to engage in regional activities
- **Overwhelmingly, respondents said they would support political candidates who are regionally minded (77.7%)**



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# Regional Sentiment Fact Finding

## Partial Survey Findings

- Residents of Hampton Roads truly “live regionally.”
  - 63.2% traveled outside their home locality for shopping in the previous month.
  - 42.2% traveled outside their home locality for cultural activities in the previous month.
  - 51.4% traveled outside their home locality for recreation in the previous month.
  - 66.9% traveled outside their home locality to visit someone in the previous month.



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# Action Plan Goals – The Four A's

## Awareness

- Build knowledge of regional opportunities: jobs, entertainment, recreation & cultural opportunities, etc.
- Develop greater understanding of regional issues
- Highlight regional successes

## Appreciation

- Answer the question “what’s in it for me?”
  - Demonstrate the benefits of regional approaches to problem solving
- Build an understanding for our region’s shared history and destiny (regional identity)
- Raise awareness of the regional nature of our economy

# Action Plan Goals – The Four A's

## Access

- Enhance movement throughout the region by improving the transportation and transit infrastructure.
  - If you can't get there it's not part of "your" region

## Action

- Foster greater regional cooperation – among governments and non-governmental entities
- Provide an outlet for continued citizen involvement
- Create a "Culture of Cooperation" and position Hampton Roads Partnership as leader in this movement

# Regional Branding Campaign

## Key Elements

- Internal marketing focus
- Branding statement that helps build regional identity and cohesion
- Built upon our shared history
- Theme that's relevant from Gloucester to Virginia Beach to Southampton
- Immediately recognizable within the region and widely understood outside it
- Builds on other efforts, especially 2007, but can stand alone
- Potential for tourism, economic development and other marketing organizations to use effectively in external advertising

# America's First Region



- Regional Branding Initiative launched December 13, 2006.
  - Builds upon our shared history
  - Easily recognizable within the region
  - Can transition from “first” region to “best” region.
- Unique opportunity to build regional pride and a sense of communal purpose.
- Goal is to make America's First Region synonymous with Hampton Roads and build a greater sense of regional citizenship.

# America's First Region Applications

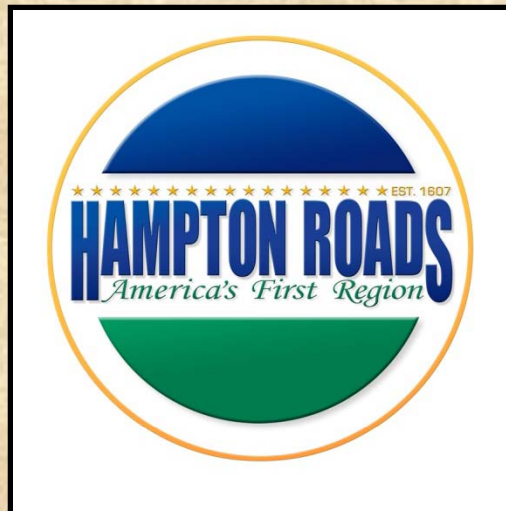


- The Partnership has arranged for a variety of paid sponsorship opportunities
  - Adams Outdoor billboards
  - Admobile
- Additionally, looking to partner with non-profit community to include on:
  - Outdoor marquees
  - Web pages
  - Signage inside venues, etc.

# America's First Region Applications



- Create America's First Region license plate.
  - Project being spearheaded by Lead Hampton Roads leadership class.



- Space Memorabilia
  - Have an opportunity to send an "America's First Region" Banner on the March 2007 shuttle launch.
  - Tie in with NASA 90<sup>th</sup> anniversary.
  - Display at VA Air & Space Center in Hampton.

# Other Citizenship Programs

## Hampton Roads Compact

- Part of an effort in regional relationship building.
- Gather local elected officials in a series of events meant to produce a concrete plan for greater regional cooperation.
- Will culminate in a “Compact” signed by chief elected officials on a date of significance to HR.
- In progress for a Spring through Summer 2007 launch.



# Other Citizenship Programs

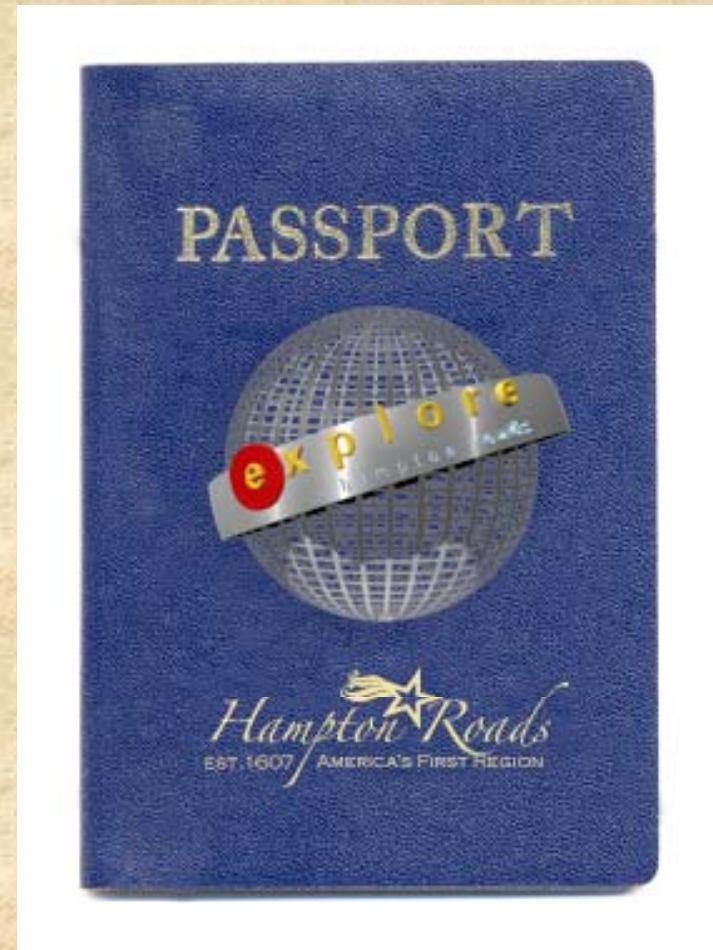
## Student Citizenship Program

- Develop and “America’s First Region” poster and other SOL qualified programming and teacher resources.
  - Disseminated within the K-12 school system.
  - Anticipate a 2007-08 school year launch.
- My Hampton Roads” Video Contest
  - Short video contest focusing on what Hampton Roads means to you.
  - Partnership with HamptonRoads.tv
  - Took place October 2006 – December 2006.
    - <http://www.hamptonroads2u.com/>

# Other Citizenship Programs

## Student Citizenship Program

- Regional “Passport”
  - Partnership with HotSpot Marketing taking a chronological walk through Hampton Roads history – Colonial through Civil War.
    - Promote visitation of the region’s many historical landmarks – in particular lesser known venues.
  - Distributed through K-12 schools.
    - Anticipate a 2007-08 school year launch.



# Other Citizenship Programs

## Recognition for Cooperative activities.

- Incentivize regional thinking and cooperation through a recognition program.
  - Awards program for regional activities.
  - Publicizing acts of regional cooperation through HRP website and media when possible.
  - Prospective – have not yet started,

## “Top 50 things in Hampton Roads” Television show.

- Proposed by local television station.
- VH-1’s “I love the ‘80s” style
  - Tides, Doumar’s, Busch Gardens, VASC, Dismal Swamp, Oceanfront, etc.
  - HRP could get 2,:30 spots per show for AFR with a sponsor.
- Start production in Summer to air September 2007.
  - Each show runs 4X in a week and then as a marathon at the end of the session.

# Other Citizenship Programs

## **Model General Assembly**

- Partnership between WHRO and HRP.
- Students from area high school debate teams will take on a topic of region significance.
  - This year it's the Dillon Rule.
- First annual session March 17<sup>th</sup>.

# Discussion Questions

- Initial reaction?
- What should we be doing differently?
- Given a limited budget and staff resources, what could/should we be doing to:
  - build the brand?
  - sustain the brand?
- Suggestions for getting it out in the region.
- How to integrate with other regional citizenship efforts?

# Thank You

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***"Proud to serve Hampton Roads, America's First Region"***