

THANK YOU FOR ANOTHER GRAND YEAR!

VICTORIAN VILLAGE INC. 2015 ANNUAL REPORT



Season's Greetings from Victorian Village Community Development Corporation! We'd like to take a few moments at this time of the year to look back at our accomplishments, shortfalls and vision for the future of our neighborhood. Our goal is to create a vibrant and diverse urban neighborhood that treasures our architectural heritage and builds a community that is safe, clean, and prosperous. 2015 showed big advances in residential development, historic preservation, tourism development, and neighborhood improvements. The CDC catalyzed several important economic development projects with our partners. This is the most exciting news: THE TOTAL ECONOMIC IMPACT FROM VVI ADVOCACY FOR 2015 WAS \$1.8 MILLION DOLLARS. OUR TOTAL OPERATING EXPENSE FOR THE YEAR WAS ONLY \$35,000. **THIS IS A 5000 PERCENT RETURN ON INVESTMENT.** THINK ABOUT HOW MUCH MORE WE COULD DO WITH YOUR INCREASED SUPPORT. PLEASE KEEP VICTORIAN VILLAGE IN MIND AS YOU MAKE YOUR END-OF-YEAR TAX DEDUCTIBLE CHARITABLE CONTRIBUTIONS.

Here are a few examples of how things are growing from seeds of ideas to real, visible improvement projects.

Four SkyCop Cameras at strategic locations in our tourism zone	\$32,000
Restoration of the Bradford-Maydwell House at 648 Poplar Ave.	\$300,000
Board Member Florence Hervery's new home in the Planter's Row II Development	\$600,000
Planter's Row II ongoing development of the subdivision on Jefferson Ave.	\$450,000
The self-guided walking tour brochure of Victorian Village's 12 historic sites	\$13,000
Jefferson Ave. Community Tree Planting Program	\$45,000
Program and Conceptual Design of the new Morris Park (City of Memphis)	\$15,000
Resurfacing of Washington Ave. from Manassas to Danny Thomas	\$45,000
The new Envie Restaurant at 670 Jefferson Ave.	\$300,000

TOTAL ECONOMIC IMPACT \$1.8 MILLION

FOUR SKYCOP CAMERAS



Part of our mission is to make Victorian Village a SAFE place. We have one of the lowest crime rates in the City of Memphis - yet it is still a priority for our tourists and local visitors to have the perception and reality of a safe place. This major initiative is raising the funding for four SkyCop cameras to be placed at strategic locations at Morris Park and the Tourist Zone. We still have a funding gap of \$5000 against a total project cost of \$32,000. Please consider making a designated gift to help us close this gap. Visit VictorianVillageInc.org-SkyCop to learn more. Another important initiative is to have MLGW replace and re-lamp over 35 street lights in our neighborhood. This has been an ongoing effort since June, but with the help of Alonzo Weaver, Vice President of Engineering, we are seeing some progress.

648 POPLAR AVENUE

It has been over 40 years since the Bradford-Maydwell House on Poplar has been called home to a family. But things are about to change. Board Member Jerred Price is currently restoring this wonderful old home to its original splendor. Jerred moved to the community from the Lakeland area

this past year in May. As a movement to "be the change you wish to see", Jerred contacted Scott Blake and asked him to help find a historic home in the downtown Memphis area that needed to be saved and restored. Scott, in coordination with St. Mary's Episcopal Church, showed him the home and he instantly said "that's the one!" Jerred saw much of the home has been very well preserved including the original floors, staircase, crown moldings, windows, marble fireplaces, and medallions. The renovations have begun and are very extensive. Plans call for it to be completed in the first quarter of 2016. Special thanks to St. Mary's Episcopal Church for their part in saving this historic structure.



PLANTER'S ROW II



The development partners at Village Werks still have five lots for sale in the new subdivision. Priced at \$20 per square foot, the prices range by lot size from \$78,570 to \$106,420. If you are interested in buying a lot, please contact Scott Blake at scott@victorianvillageinc.org to bring your offer to the developers. Proceeds of 3% of the sales will go directly to the Community Development Corporation to further our mission of building new residential infill housing.

Visit VictorianVillageInc.org/planters-row for more information about the subdivision development.

651 JEFFERSON AVENUE

Board Member Florence Hervy is about to be our new neighbor. Her beautiful, universally designed home is nearing completion, and she has been very generous in allowing Victorian Village Inc. to host several open houses to let the community see what great new things are happening in the neighborhood. Groups attending include the new MD Inc. (the Medical Community and Hyde Foundation entity), Downtown Memphis Commission Boards and Staff, the Plough Foundation, the Urban Child Institute, and YOU. A special open house is planned this Sunday, December 13 from 2-5pm. Free for members of VVI, and \$20 per person for the general public. Please come and bring friends. You will be overwhelmed by the attention to detail by Premier Contractors, and get to see your executive director's work as a humanist architect.



SELF-GUIDED WALKING TOUR BROCHURE

Board Member Jerred Price spearheaded the effort to design and print the first one thousand copies of the brilliant full color brochure. The Lee House B&B owner, José Velázquez, tells us they are a big hit with his guests and constantly needs to be restocked. We are seeking grant funding now for a two year program to print 30,000 copies and distribute to over 160 tourist centers and hotels throughout the Mid-south on a monthly basis. Total printing and distribution cost is \$11,000. We are asking the restaurants and museums listed to help cover the cost and monitor their increased attendance based on the brochure's effectiveness. First Tennessee Foundation, ArtsMemphis and the Memphis Convention and Visitors Bureau are also being asked to contribute.



JEFFERSON AVE. TREE PLANTING PROJECT



This grant, spearheaded by the Downtown Memphis Commission, Andy Kitsinger and the Henry Turley Foundation and partially funded by The Tennessee department of Agriculture, Forestry Division, allowed us to plant over 60 native trees down the center of Jefferson Ave. and Danny Thomas Blvd. The Urban Child Institute stepped up to pay for the 3 year watering service to assure the trees will be thriving for years. Thanks to our partners for a very successful



project and a legacy for generations to come. Note that this is the first part of a multi-phase plan to make Jefferson Ave.

a parkway with major bike and pedestrian connections from Midtown to the River.

PROGRAMMING AND CONCEPTUAL DESIGN OF THE NEW MORRIS PARK

Ritchie Smith and Associates, landscape architects, have been working on the programming documents and conceptual design for the new Morris Park. Honestly, making this park a cleaner, safer place for all of our neighborhood is the most important initiative for the CDC and our stakeholders. The new SkyCop cameras are going to make a big difference in crime prevention and prosecution, but re-imagining the park and bringing the full weight of the new Medical District partnership to bear on the issue, along with the new administration's support, is critical to seeing real change in Victorian Village.

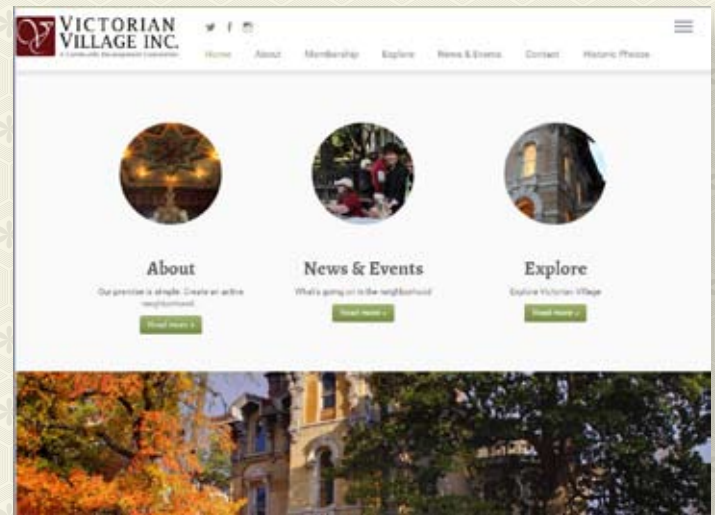
RESTAURATEUR ROGER SAPP TO OPEN ENVIE BISTRO AT 670 JEFFERSON AVENUE

Our board has been dreaming about how wonderful it would be to create a casual breakfast and lunch place in the former Neely's BBQ building on Jefferson Ave., and our dream is coming true! Roger Sapp, one of the partners in Central BBQ will be opening Envie Bistro in



a few months. Patterned after the famous Mother's Café in New Orleans, the restaurant will serve breakfast, brunch and lunch with a full bar.

NEW WEBSITE AND SOCIAL MEDIA LINKS



Our graphic designer, Monty Shane, has been hard at work giving our website a whole new look. Check it out at VictorianVillageInc.org and share with your friends and be sure to LIKE us on [Facebook.com/victorianvillagememphis](https://www.facebook.com/victorianvillagememphis), and follow us on Instagram [@victorianvillagememphis](https://www.instagram.com/victorianvillagememphis).



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A Community Development Corporation