



VICTORIAN VILLAGE INC.

A Community Development Corporation

2018

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Our mission is to increase residential and commercial development so that our historic neighborhood has a 24 hour-a-day vibrancy. By creating a safe, welcoming place we will build an economically and racially diverse community that thrives on collaboration and personal interactions. Many of our efforts this year have directly brought about real, visible changes that have created an exponential increase in our Economic Development Goals. We would like to share with you our successes and challenges from in 2017!

Sincerely,

Scott Blake, Executive Director



Victorian Village Inc. exists to create a vibrant and diverse urban neighborhood that treasures our architectural heritage and builds a community that is safe, clean, and prosperous.



In the Spring of 2017, VVI hosted a Mardi Gras party for all areas stakeholders, business and homeowners of the neighborhood. Sponsored by MMDC, the event was a great way to build bridges, discuss ideas for the upcoming year and to meet our neighbors!

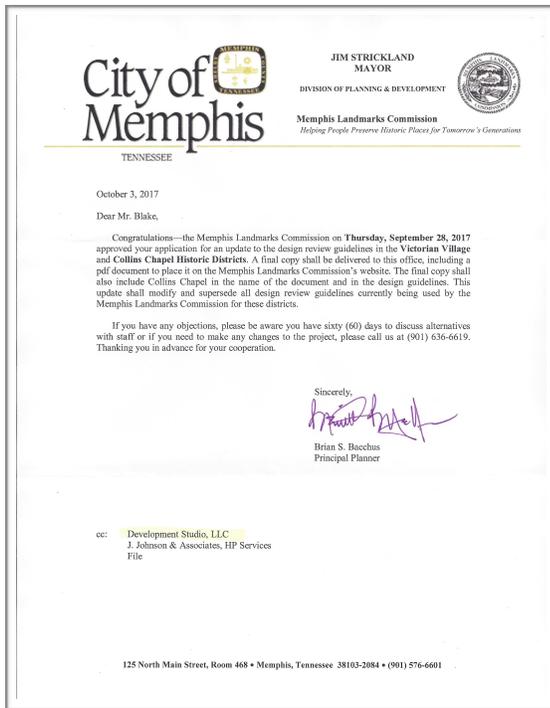
The following evening, we also hosted a Mardi Gras private fundraising event that raised money for the 2017 operating year.

Victorian Village Inc. was very excited to receive a grant from Community LIFT in 2017. Community LIFT was developed by The Greater Memphis Partnership (GMP)—consisting of the Community Foundation of Greater Memphis, The Assisi Foundation, CD Council and local community development leaders, National Bank of America Foundation, and the City of Memphis Division of Housing and Community Development.

A portion of the grant from LIFT was designated for “capacity building” for the organization to support annual operations. The other portion of the grant funds were designated for a new donor management software, called Bloomerang. Bloomerang will enable donor engagement and retention to create a simple donor database solution that helps decrease donor attrition and increase fundraising revenue.

This year, VVI continued to distribute a full color, self-guided walking tour brochure that includes interesting facts and beautiful photos of each of our historic properties. These brochures highlight the historical significance of the area as well as bring tourist traffic and their corresponding economic impact.





A grant was awarded by the Tennessee Historical Commission to write a new set of Design Guidelines for the Victorian Village Historic Preservation area to be used by the Memphis Landmarks Commission in reviewing applications for certificates of appropriateness in the District. These guidelines will ensure that new construction, renovations or developments are sympathetic to the current historic structures, thus preserving the cohesive design and character of our area. The most recent guidelines were completed in 1988, so it was definitely time for an update! VVI also secured local matching grants funds from MMDC, DMC and HCD. The project was completed and the guidelines were approved on September 28th, 2017.

Located in the old Neely's BBQ restaurant on Jefferson Ave, Sunrise Memphis opened this fall. The restaurant is a joint venture between Chef Ryan Trimm and Roger Sapp of Central BBQ. The menu will include breakfast, lunch, and brunch and as well as a full bar. This development serves as an added benefit to the residences and employees living and working in Victorian Village as well as bring approximately 20 new jobs to the area.



VVI hosted a Halloween event on lawn on the Mallory Neely House and up and down Adams Avenue. Neighborhood groups set up trick-or-treating booths along the streets and children from around the city were invited to attend. We had a wonderful turnout and hope to make this an annual community event.

