



INVESTING IN DANVILLE A PUBLIC-DRIVEN PLAN FOR BEST USE OF CASINO REVENUES

OVERVIEW

On November 3, Danville voters approved a plan to develop a resort casino at the former Dan River Mills industrial complex at the Schoolfield property. Based on projections from the planned casino developer and operator (Caesars Entertainment), the casino is projected to generate \$138.4 million for the City through 2026, inclusive of one-time and recurring revenue, to be available for investment after contractual obligations are met.

These funds give the City a rare opportunity to both ensure the City's long-term fiscal sustainability and make priority investments designed to increase Danville's overall economic competitiveness. The signed development agreement with Caesars outlines a one-time upfront payment of \$20 million and ongoing income in the form of a recurring annual payment from Caesars estimated at \$12 million (a minimum of \$5 million is guaranteed). Additionally, Caesars Entertainment has projected – and the City has independently validated – that the casino will generate more than \$26 million in annual tax revenue by its third year of operation; this includes anticipated gaming tax revenue for the City of \$22 million per year and an additional \$4.2 million per year in revenue from hotel/motel, meals, sales, and property taxes.¹

The City of Danville engaged PFM to identify potential uses of additional revenue. The Investing in Danville process was established to identify thoughtful, equitable and community-driven solutions to use funds in a way that will make the most positive impact in Danville's neighborhoods and communities. The process began in August 2020 with the convening of a Citizen Advisory Committee and concluded in November after three virtual town halls and a public survey.

As final deliverables, PFM is providing the City with this memo and a detailed presentation that describes the process, details results of the town hall meetings and public survey, and outlines investment recommendations based on public input and the input of the members of the Citizens Advisory Committee.

INVESTING IN DANVILLE: GUIDING PRINCIPLES

PFM was engaged to lend its financial expertise and deep knowledge of the City of Danville to the Investing in Danville process. PFM served as the process facilitator and identified guiding principles for the process; these principles should underpin and inform City leadership's consideration and prioritization of recommendations for funding.

¹ Based on estimates provided by Caesars and evaluated by City consultants the Convergence Strategy Group.



City Council, Staff and Citizen Advisory Committee Priorities

The first items identified as guiding principles were the City's three goals identified by City Council – better education, economic development and public safety. PFM also drew on priorities identified by City staff and the Investing in Danville Citizen Advisory Committee – good, safe homes and neighborhoods, parks and community centers, reduction of poverty, and improved health outcomes.

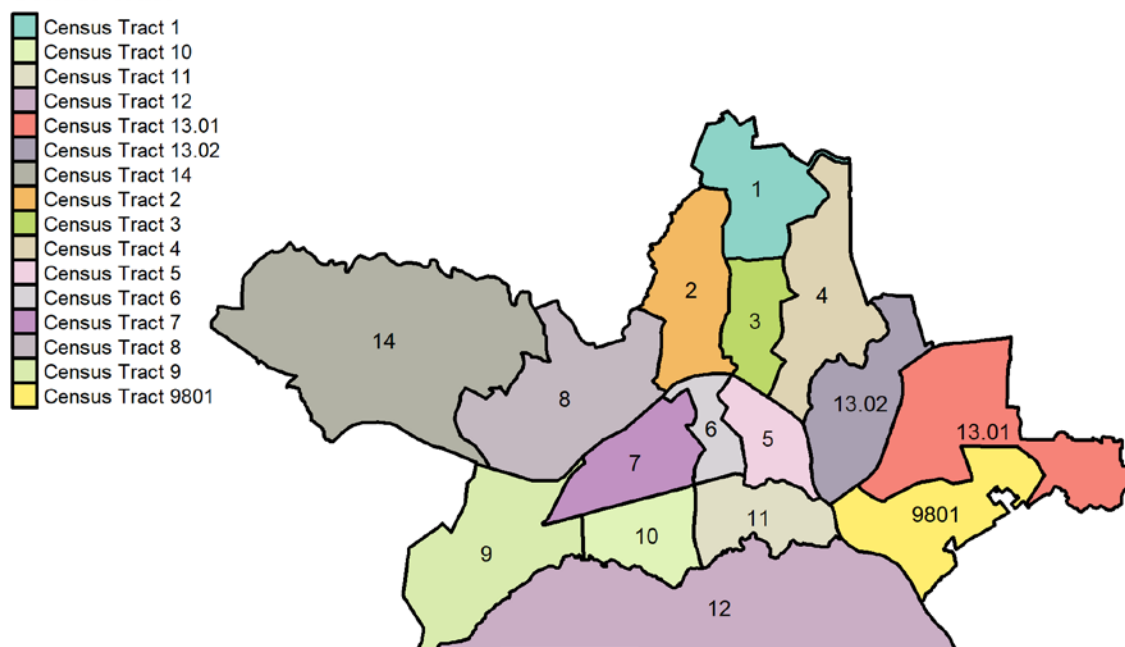
Emphasis on Equity

PFM also identified equity as a key consideration to guide decision-making. Where possible, the City should target revenue dollars toward dismantling barriers to equity. This can be done by supporting vulnerable populations and understanding where inequities currently exist.

To aid this work, PFM conducted equity mapping using data from the U.S. Census Bureau. Danville, like many cities across the country, has geographically concentrated pockets of inequity: people in certain areas of the city have lower socioeconomic status, educational attainment and less access to quality housing, health and economic opportunity. In Danville, these inequities disproportionately exist in neighborhoods where a majority of residents are Black.

Given this finding, the City should consider an approach that addresses these inequities by targeting investments in census tracts 4, 5, 6, and 10. These tracts have the highest concentrations of poverty in the city and the lowest educational attainment, homeownership rates and home values. Detailed equity mapping findings are included in Appendix A.

Census Tract





Prioritize Financial Health

Ensuring the City's fiscal future through sound financial policies is another key guiding principle. While the City is contracted to receive the \$20 million upfront payment before the end of this fiscal year, recurring revenue is not expected to begin until 2023 after the casino opens.² The City is not expected to realize the full projected recurring revenue for an additional three fiscal years starting in 2026.³

Overview of Projected Casino Revenues by Year

	2020	2021	2022	2023	2024	2025	2026
	Casino Referendum Passes	Build Casino	Build Casino	Year 1 of Casino Operation	Year 2 of Casino Operation	Year 3 of Casino Operation	Year 4 of Casino Operation
One-time Revenue	\$20.0 million	\$0	\$0	\$0	\$0	\$0	\$0
Recurring Revenue	\$0	\$0	\$0	Up to \$15.1 million	Up to \$30.3 million	Up to \$34.8 million	Up to \$38.2 million

In FY 2021, the City of Danville adopted a \$115.7 million General Fund budget. The city's annual budget includes costs associated with city operations driven primarily by salary and benefit costs, as well as the annual transfer to Danville Public Schools (DPS) of \$22.8 million. Danville's primary revenue source is from property taxes and other local taxes like sales, licenses, meal and hotel tax totaling \$18.9 million and \$27.9 million respectively.

Historically, the City has used unreserved fund balance to account for its structural deficit, pay for one-time initiatives and make investments in economic development. In FY 2020, more than 90 percent of the projects leveraging unreserved fund balance were to support the City's economic development efforts. With projected casino dollars, the City has an opportunity to eliminate its reliance on fund balance for economic development investment, increase its reserves, and improve Danville local government's overall fiscal health.

² Casino Resort Development Agreement, signed and dated September 3, 2020

³ All figures based on estimates provided by Caesars and reviewed by Convergence Strategy Group



In addition to eliminating reliance on fund balance, PFM noted additional financial principles and considerations that will allow the City to make critical investments in community priorities while protecting and strengthening Danville's financial position:

- Use one-time revenue for one-time expenses.
- Meet current obligations before creating new ones.
- Emphasize return on investment (money and quality of life).
- Take good care of what the City builds and owns.
- Identify the desired outcomes and intended beneficiaries of investments.

Prioritize Partnerships

In addition to the above, the City should invest in partnerships, using funds to amplify existing work and positive outcomes. The City already has existing partnerships with local philanthropic organizations like the Danville Regional Foundation (DRF) and the Community Foundation of the Dan River Region. These partnerships benefit entities including the Danville Neighborhood Development Corporation (DNDC), Danville Public Schools (DPS), local higher education institutions, and other regional entities. Funding partnerships may also be more efficient and effective. When the City invests in partnerships, they are adding expertise and capacity without creating positions or writing contracts to do the work. Ultimately, where possible, the City should emphasize partnerships that:

- Use casino revenues to invest in organizations with specialized expertise and capacity that further the City's goals.
- Use casino dollars as match funding to maximize the impact of financial investments.
- Use funds to ignite collaboration among existing programs and institutions.

A PUBLIC-DRIVEN PROCESS

Public engagement was a core component of the Investing in Danville process. City leadership recognized that it was important for the public to be fully engaged in determining the best investment strategy for any new revenue that would come from the casino. In fact, there is a growing body of research that suggests that this type of public engagement can lead to better outcomes.⁴

The public-driven process began with the City Manager appointing an 11-member Citizen Advisory Committee made up of residents, local stakeholders and community leaders invited to inform, guide and champion the Investing in Danville process. Their role was to:

⁴ Citizen Input in the Budget Process: When Does It Matter Most?, Hai (David) Guo and Milena I. Neshkova, The American Review of Public Administration, accessed online here: <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.1018.5499&rep=rep1&type=pdf>



- Provide input on potential revenue investment opportunities.
- Advise City leadership on the impacts of various policy choices on the community.
- Attend all meetings and review community member input from online town hall meetings as well as online survey feedback.
- Support City leadership in explaining investment opportunities and ensuring the community was engaged and well-informed regarding potential investment choices and proposals.
- Inform budgeting priorities for casino-generated revenue with a focus on economic sustainability and addressing equity issues in the community.

PFM facilitated three advisory committee meetings in August, September and November 2020 (as with the town halls, all meetings were held virtually due to the COVID-19 pandemic). The committee served as a key sounding board throughout the process. In addition to providing feedback on the town hall format and contents of the public survey, the committee reviewed survey results and provided suggestions and feedback regarding compilation and prioritization of ideas for new investment.

The public-driven process included three virtual town hall meetings open to the public. The sessions took place via Webex on October 15, 22, and 29. The two-hour sessions were attended by more than 70 people over the three sessions, which allowed participants to learn about the potential revenue and investment areas. Facilitated by the PFM team, participants posed questions and shared opinions verbally, via the Webex chat feature, or through comments on a Facebook Live simulcast.

All of the questions and comments from the town halls were documented by the PFM team and compiled for our analysis and the City's reference. Each town hall was also recorded and made available on the City's website.

Informed by feedback from the advisory committee, PFM created a 10-question public survey to solicit additional insights on how casino funds should be used. Conducted via SurveyMonkey, the Investing in Danville public survey asked respondents to rank the importance of different investment areas. Respondents were given the opportunity to leave open-ended responses with additional investment ideas and feedback.

The survey received 201 responses and was live and open to the public for nearly five weeks from October 6 to November 9, 2020. Detailed SurveyMonkey survey results are included in Appendix B.

PFM then compiled all town hall feedback and survey responses into a comprehensive presentation of spending priorities and investment ideas for presentation at a November 19, 2020 Advisory Committee meeting. The Advisory Committee was then asked to complete one final survey to assign a low, medium, or high priority to each of the ideas summarized by the PFM team.



INVESTING IN DANVILLE INVESTMENT IDEAS

Based on the guiding principles set forth earlier, PFM identified eight investment areas to organize potential funding options. Refined by input from the Citizen Advisory Committee and City staff, the eight areas include:

- City infrastructure improvements
- Economic development
- Improving community health
- Public education
- Public safety
- Quality housing
- Quality of life amenities
- The City's long-term financial stability

In the public survey and town halls, each investment area was presented with potential actions or ideas for public comment and prioritization. The results of the public feedback drove the prioritization of ideas and informed the spending and investment ideas outlined in this memo.

Each investment idea notes an estimated fiscal impact based on data and information as of December 2020. For each investment PFM noted: whether the investment is one-time or recurring, the total cost through 2026, the annual cost and the beginning year of investment. City staff should continue to refresh the estimated figures annually through the budget process and as new or updated information becomes available

Education

Survey respondents cited education as the highest priority for investment and as the second greatest challenge. Improvements in education are an important strategy for increasing economic opportunity and reducing poverty. Within education, survey respondents prioritized classroom education and school infrastructure as the top areas for investment.

Funding gaps exist in both priority areas. The DPS multi-year plan developed in 2019 projects a growing annual structural gap in its operating budget to \$12.1 million by FY 2024; this is the equivalent of the salaries of approximately 250 teachers and represents 17 percent of the overall DPS operating budget. At the same time, the DPS 2021-26 Capital Improvement Plan (CIP) shows \$25.2 million in unmet capital needs



Investing in School Facilities

\$16.1 million of the \$25.2 million in unmet projects in the DPS 2021-2026 (CIP) address basic deferred maintenance from roof replacements to new HVAC systems in DPS buildings: the plan does not address full facility renovations. The remaining \$9.1 million in unfunded needs are projects to address maintenance, buses, and technology through 2026.

The Advisory Committee recommended investments in school facilities as one of the highest priorities for casino revenue investment, urging the City and DPS to collaborate on capital planning and budgeting for much-needed capital improvements to school buildings. In addition to funding school facilities through casino revenues, the City is also considering adding a 1% sales tax to support school operational and capital needs.

Investment Area(s): Public Education

Fiscal Impact: Total of \$25.2 million (through FY 2026)

Invest in DPS Funding Needs

The City of Danville could increase the total per pupil spending to put Danville Public Schools in the top five of city run school systems for total per pupil revenues (local, state, federal). In FY 2019, Danville was ranked 12 out of 36 City school districts in total per pupil funding and 22 out of 36 in local per pupil funding. In order to be in the top five for total revenue per pupil, the expenditure would need to increase by \$700 per student, or \$3,942,239 per year. Doing so, would put Danville's per pupil local cost at \$4,635, which is less than Charlottesville (\$12,925) and Roanoke (\$5,362) and more than Lynchburg (\$4,142) and Martinsville (\$3,911).

The City could dedicate a portion of the guaranteed revenues towards the additional \$3.9 million. It would be important for the City Council and the School Board to work closely to make sure that this increase in funding is closely tied to programs that improve student outcomes.

Investment Area(s): Public Education & Fiscal Stability

Fiscal Impact: Total of \$11.8 million (through FY 2026) or \$3.9 million (annually beginning in FY 2024)

Options for Investing in Classrooms

In addition to the potential use of casino revenue for funding current DPS operations, there are a series of educational initiatives that could improve classroom outcomes that would require additional funding to implement:

- DCC for Public High School Graduates
- K-3 Reading Program
- Pre-Kindergarten Programs
- Community Schools and Wraparound Services



Improve Education Outcomes: Fund DCC for DPS High School Graduates

DPS's incoming Superintendent suggested that the City could leverage casino revenues toward covering higher education costs of DPS graduates by funding a program that guarantees that the first two years of tuition at Danville Community College (DCC) would be free (after any grants, scholarships, etc.) for all DPS high school graduates. New Haven, CT created a similar program in 2009 to combat decreasing school enrollments and low graduation rates and create an incentive for students to fully engage school.

The cost to attend DCC per year is \$1,848 for 12 credits and \$2,772 for 18 credits. In the 2019 school year, DPS had 391 graduates. If the City were to fund all 391 graduates attending DCC for two years, the total program cost would be up to \$4 million for each graduating class. In establishing this program, the City would also seek community and philanthropic support for the program and it would likely not have a 100% take rate. With further information and additional support from the community, this program could be expanded to include in-state university tuition for up to four years, similar to what is offered in communities that have offered place-based scholarship programs.

Investment Area(s): Public Education

Fiscal Impact: Total of \$6.6 million (through 2026) or \$2.2 million (annually beginning in 2024)

Improve Education Outcomes: Expand Pre-K Program

Town hall participants and City officials discussed investing a portion of projected casino revenues to expand Pre-K programs with a specific focus on economically disadvantaged children. Currently, Danville Public Schools has two schools that offer full-day pre-K programs for residents who meet age and eligibility requirements.

Early childhood education programs have been shown to have a positive impact on school performance, educational attainment, a student's earning potential, and in the community where the child lives. Economically disadvantaged children and dual-language learners often find greater learning improvements from pre-K than their more advantaged or English-proficient peers. Some studies have shown that full-day pre-K programs provide economic benefit to families, particularly working mothers able to reenter the workforce.

DPS's existing pre-K program has a set number of spots funded through state and regional grants. The program typically has a waitlist of about 20 children who are eligible for and have signed up for the program. The City could allocate casino dollars to provide funding for students on a waitlist.

Investment Area(s): Public Education

Fiscal Impact: Total of \$400,000 (through 2026) or \$100,000 (annually beginning in 2023)

In addition, there are approximately 150 Danville students who are eligible for pre-K but have not signed up for existing programs. Expanding Pre-K to accommodate all eligible 3- and 4-year-olds would cost approximately \$1.1 million per year. This includes costs for 150 students, funds to prepare



and retrofit buildings and facilities, and funds to market the program and recruit families to participate based on estimates from Smart Beginnings Danville Pittsylvania.

Investment Area(s): Public Education

Fiscal Impact: Total of \$3.3 million (through 2026) or \$1.1 million (annually beginning in 2024)

Improve Education Outcomes: Invest in K-3 Reading Program

Classroom education and improved outcomes for students was a recurring topic in town halls and survey responses. The Virginia Department of Education's School Quality Profiles show DPS student reading performance declining since 2017 and consistently below statewide average proficiency levels. DPS is looking to create an intensive reading program for students in grades K-3 to ensure that children are reading at grade level by third grade. The program calls for additional training for teachers, a community reading program, along with a birth to pre-K component that would involve providing children's books to new mothers. The program cost is estimated at \$700,000. The City and DPS would also look to include other local and philanthropic partners to fund and expand the program.

Investment Area(s): Public Education

Fiscal Impact: Total of \$2.1 million or \$700,000 (annually beginning in 2024)

Improve Education Outcomes: Community Schools

DPS is working to establish "community schools" with wraparound services, which would leverage regional and community resources to support students and their families.

In its 2018-2023 strategic plan, DPS commits to implementing wraparound services following the Virginia Tiered Systems of Support (VTSS)/Positive Behavioral Interventions and Supports framework by 2022. This requires the school system to conduct annual needs assessments focusing on staff capacity related to trauma informed schools, constituent poverty issues, and awareness of student needs. After weaknesses are identified, the school system works to address capacity to meet needs in these focus areas. Establishing wraparound services also requires the school system to assess the availability of necessary services to address student and family needs through local agencies, providing information to families like location and funding assistance information for services.

Making these services available and integrating them into the school setting can help to ensure that factors outside the classroom do not have an adverse impact on a student's performance, and that each student has what they need to succeed in the classroom. DPS could also identify afterschool programming to support its wraparound services model. Ranked third after classroom education and school building investment, afterschool programming is a widely desired education investment. When total costs for the program are identified, DPS should work with the City and philanthropic partners explore funding options with casino revenues.

Investment Area(s): Public Education

Fiscal Impact: N/A



Economic Opportunity

Survey respondents most frequently cited Economic Opportunity as Danville's biggest challenge, and economic development was ranked the second highest priority for investment. Survey respondents ranked recruitment and retention along with workforce development as the highest priority areas for investment.

Survey respondents, town hall attendees, and Danville City Council have all emphasized the importance of continuing to grow, diversify, and strengthen the City's economy. The recommendations in this section are intended to build from the projected increase in tourism due to the resort. The recommendations focus on efforts to prepare the local Danville workforce, support the growth of small, local, minority- and women-owned businesses (MWBEs) to prosper, address efforts to increase access to quality and affordable housing and take steps to reduce concentrated poverty.

Fund Economic Development Initiatives & Eliminate Reliance on Fund Balance

Historically, the City has used unreserved fund balance to account for its structural deficit, pay for one-time initiatives and make investments in economic development. Instead, the City could consider setting aside a portion of casino revenues to fund current economic development. Given the City's and public feedback to prioritize investments in economic development, funding current and expanded economic development efforts through casino dollars would align with spending priorities and significantly reduce the City's structural deficit. Doing so will allow the City an opportunity to build up its reserves – improving the City's overall fiscal health – while expanding the city's ongoing investment in economic development.

Investment Area(s): Financial Stability and Economic Development

Fiscal Impact: Total of \$16.0 million (through 2026) or \$4.0 million (annually beginning in 2023) (\$2.5 million for Economic Development & \$1.5 million for unfunded City maintenance costs)

Economic Opportunity: Partnership Opportunities with Pittsylvania County

Survey responses from residents of Pittsylvania County suggested some of the revenue be invested in ways that would provide benefit to the County and the City. The City and County currently partner on economic development projects and are looking to advance their partnership by continuing to coordinate on economic development and partner to improve parks and recreation for the betterment of the region. The City suggests setting aside \$1.0 million of recurring revenues annually for regional economic development projects with the County.

Investment Area(s): Economic Development

Fiscal Impact: Total of \$1.0 million (through 2026) or \$1.0 million (annually beginning in 2026)



The City is also considering using recurring revenues to match Tobacco Commission funds to construct a shell building for \$1.5 million. The shell building would be located in the City's Cyber Park and would serve as an incentive to recruit prospective manufacturing companies.

Investment Area(s): Economic Development

Fiscal Impact: Total of \$2.5 million (one-time)

Recruitment and Retention: Invest in Tourism Marketing

The City's Economic Development Department is working to assume the City's destination marketing efforts from the Danville Chamber of Commerce while expanding the effort by adding a tourism manager position. The City anticipates that the tourism manager and associated expansion of the City's marketing efforts would cost \$200,000 annually. The City could use casino revenue to fund these efforts.

Investment Area(s): Economic Development

Fiscal Impact: Total of \$800,000 (through 2026) or \$200,000 (annually beginning in 2023)

Economic Opportunity: Workforce Investment

Survey respondents expressed an interest in expanded workforce training programs like apprenticeships and specialized skills training as learning opportunities and as a means of retaining well-trained members of the workforce. Danville and the greater region have multiple workforce development assets, existing programs and partnerships that should be considered for expansion. Existing programs with Danville Public Schools, Danville Community College, and the Dan River Region Collaborative prepare the workforce for the local job market, expose students to career training early, support adult learners and market existing workforce development opportunities to the Danville community.

Investment Area(s): Economic Development

Fiscal Impact: Total of \$800,000 (through 2026) or \$200,000 (annually beginning in 2023)



Recruitment and Retention: Support Small, Local, Minority- and Women-Owned Businesses and Entrepreneurship

In addition to attracting larger retailers, supporting local entrepreneurs and small businesses is an important focus area for investment. Survey respondents and town hall attendees have expressed interest in expanding business loan programs, supporting MWBEs, creating small business incubators, and attracting more diverse retail options. The City could create a local revolving loan fund that would have the flexibility to grant small business loans to start-up entrepreneurs, including minority- and women- owned businesses. Loan amounts comparable to the USDA's Rural Business Enterprise Grant Program (\$10,000 to \$25,000) would allow the City to take the best aspects of the existing program and make them more widely available, growing the business community and expanding retail options to all residents.

Investment Area(s): Economic Development

Fiscal Impact: Total of \$100,000 (one-time in 2023, Year 1 program income subsidizing future years)

Recruitment and Retention: Dedicate Funds to Strategic Retail Expansion

Feedback from surveys and town hall participants indicated a desire to expand retail options in Danville. City officials have noted that previous efforts to recruit retail have been unsuccessful because of the region's relatively low population density and household incomes. With the resort and the anticipated influx of visitors, the narrative around retail recruitment may change, making Danville a desirable location for additional retail that would also create an additional source of revenue for the City. The City could engage consultants to assist in recruiting retailers for \$25,000 to \$35,000.

Investment Area(s): Economic Development & Quality of Life

Fiscal Impact: Total of \$25,000-\$35,000 (one-time in 2025)

Poverty Reduction: Quality Affordable Housing

A 2014 housing study identified housing as a barrier to economic development in Danville. The study described the City's strengths, including the vibrant River District, River Walk, and downtown Danville's historic architecture, but noted that without improvements to the housing stock, the City's economic development progress was at risk of stalling. According to the study, the existing supply of homes needs to be upgraded, blighted stock needs to be rehabilitated or removed, and neighborhood amenities like bike lanes and neighborhood parks that once seemed optional need to be viewed as integral to retaining and attracting homeowners. The study found that these investments are critical to retaining the existing population and attracting the young professionals Danville hopes to attract and keep as residents.



The Danville Neighborhood Development Corporation (DNDC) was created to partner with the City to improve housing and neighborhood conditions throughout Danville. The DNDC works with neighborhoods and community associations to encourage investment, improve quality of life, and make neighborhoods and their residents thrive. The DNDC has proposed a three-year 50/50 partnership between the City and the Danville Regional Foundation (DRF) to invest \$4.5 million into Danville neighborhoods.

<u>Working Capital</u>						
	Operations	Home Repair/ Property Imp.	Development Planning	Land Bank	Annual Total	Renewable Three-Year Total
DRF	\$500,000	\$150,000	\$100,000	\$0	\$750,000	\$2,250,000
City of Danville	\$0	\$500,000	\$0	\$250,000	\$750,000	\$2,250,000
Annual Total	\$500,000	\$650,000	\$250,000	\$250,000	\$1,500,000	
Three-Year Total	\$1,500,000	\$1,950,000	\$300,000	\$750,000		\$4,500,000

The City's share of the proposed investment would support the DNDC Land Bank (\$250,000 annually) and the Danville Home Makeover Loan program (\$500,000 annually under the Home Repair/Property Improvement column in the table above) to acquire and improve housing stock, while DRF funds will be used to improve neighborhood amenities like streetscapes and greenspace. DNDC plans to focus its land banking efforts in the next six years on three areas in the city: the White Rock neighborhood (census tract 3) in the north, the Westmoreland (census tract 6) and Old West End neighborhoods north and south of main street, and the area surrounding Danville Community College in the south of the City (census tract 10). The DNDC chose these areas because they have community assets but have seen an increase in absentee landlords and turnover. These areas all lie within the areas of suggested investment based on equity considerations outlined earlier in this report. In each of these areas, repairs will be made to approximately 18 homes per year at a cost between \$15,000 and \$20,000 per home. On targeted streets, homes requiring minor repairs (less than \$25,000) are to be acquired through the land bank, repaired, and sold or leased.

Investment Area(s): *Quality Housing & Quality of Life*

Fiscal Impact: *Total of \$4.5 million (through 2026) or \$750,000 (annually beginning in 2021)*

Poverty Reduction: Expand Danville Farmers' Market

According to the *Dan River Region Health Equity Report (2017)*, more than one in five Danville residents (21.5 percent) are food-insecure, meaning they lack access to enough food for an active, healthy lifestyle; this is the second-highest rate in the state behind Petersburg City. Survey respondents also support more grocery options including a co-op and expanded farmers market hours.



The City could invest in food access by expanding the Danville Farmers' Market to underserved Danville neighborhoods while also providing local vendors and businesses additional opportunities to share their products. The current farmers' market is run out of the City's Parks and Recreation Department. An investment of less than \$100,000 annually would support a City FTE position along with the marketing and operational costs and the cost of infrastructure needed to implement new locations (outdoor shelters, small improvements to buildings, etc.) in other areas of the community.

Investment Area(s): Community Health, Economic Development & Quality of Life

Fiscal Impact: Total of \$400,000 (through 2026) or \$100,000 (annually beginning in 2023)

Poverty Reduction: Reduce Utility Bills Through Energy Efficiency

Some survey respondents identified high cost of utilities as a priority; increased energy efficiency can go hand-in-hand with decreasing these costs. Danville could consider bolstering support to its local programs aimed at helping residents with utility costs and promoting energy efficiency through these programs, such as seeking to replace faulty HVAC units with units that are more energy-efficient and adding weatherization to its local services. Doing so should help to reduce utility bills while improving Danville's housing stock.

Investment Area(s): Quality Housing & Economic Development

Fiscal Impact: N/A

Public Safety

Survey respondents ranked crime third among challenges facing the City and public safety was ranked as the third-highest priority area for investment. Already, \$5.9 million in funding is planned for a new police headquarters; this amount is to cover upfront capital costs and two years of lease payments. Survey respondents prioritized community policing and strategies to reduce crime as areas for investment.

Take-Home Patrol Vehicle Program

In November 2020, Danville's police chief submitted a proposal for a take-home patrol vehicle program. The proposal suggests the program would be an asset in officer recruitment and retention and would increase the perception of police presence in the City's neighborhoods. This program would only be available to officers residing within the city limits, encouraging officers to live in the city they serve. The department's proposal requests funds to invest in five to 15 new police cars, costing \$73,647 per vehicle. Annual cost including cellular service, maintenance, fuel, and insurance would cost \$4,116 per vehicle.

Investment Area(s): Public Safety

Fiscal Impact: Total of \$1.2 million (through 2026) or \$369,225-\$1,104,675 (one-time in 2024) and \$20,580-\$61,740 (annually beginning in 2024)



Maintain Gang Prevention Program

The City could continue to fund the comprehensive crime reduction efforts outlined in the 2018 multi-year financial plan, like the comprehensive gang model, as well as convening a criminal justice council focused on developing a comprehensive crime reduction plan that addresses prevention, policing, prosecution and punishment, and recommended non-law enforcement approaches to crime reduction and “force multiplier” technologies like cameras, shot spotter technology and license plate readers.

The City launched a Comprehensive Gang Model in 2020, based on a set of strategies supported by the Office of Juvenile Justice and Delinquency Prevention and the National Gang Center to prevent and reduce gang violence. In FY 2021, the City received a \$500,000 grant to expand the City’s gang prevention program. The three-year grant funding expires in FY 2024, leaving the City with funding needs to continue the program. The grant funding added a director of gang prevention, three outreach workers and funded related operational resources for the program. The City could use recurring casino funds to maintain the program’s funding after grant funding expires in FY 2024.

The City could also use casino revenues to expand the Comprehensive Gang Model to include a Day Reporting Center and establish a drug court. Day Reporting Centers are nonresidential multiservice centers to facilitate parolee’s reintegration back into the community. To implement the program, the City should leverage best practices and partner with local law enforcement as well as community-based service providers.

Investment Area(s): Public Safety

Fiscal Impact: Total of \$501,000 (through 2026) or \$167,000 (annually beginning in 2024)

Infrastructure

Survey respondents ranked infrastructure investments as the fourth highest priority: infrastructure, however, was not separately identified as a challenge for the City although infrastructure investments could be used to address other challenges such as economic opportunity. One type of infrastructure – school facilities – has already been discussed as a significant City priority.

Create Capital Reserve Fund

Capital reserve funds are an investment in the City’s long-term financial vitality. Reserve funds provide a mechanism for legally saving money to finance all or part of future infrastructure, equipment, and other requirements. Reserve funds can provide a degree of financial stability by reducing reliance on borrowing to finance capital projects and acquisitions. In uncertain or difficult economic times, reserve funds can provide officials with a budgetary option to help mitigate the need to cut services or to raise taxes. In good times, money not needed for current purposes can often be used to replenish reserves for future use.



The Government Finance Officers Association (GFOA) suggests capital assets reserve, “Maintain a minimum ending balance equal to a dollar amount or a percentage of the five-year average of the entity’s annual capital budget. (The actual dollar amount or percentage should be set based on the particular entity’s capital needs and financial capabilities.)”.⁵ The Danville FY 2021-2025 Capital & Special Projects Plan outlines \$230.5 million of projects. The City could target a reserve at 10 percent of the total plan amount at \$23.0 million.

Investment Area(s): Financial Stability

Fiscal Impact: Total of \$23.0 million (one-time in 2023)

Invest in Tourism Amenities: City Auditorium Renovations

The City has also explored investing in renovations to the City Auditorium to support economic development and add non-gaming amenities for visitors and residents. The City Auditorium building was identified as an asset in the River District Redevelopment Plan and could become a home for theater performances, musical events, lectures, and expanded recreational programming should proper renovations be completed. Because the structure is on the National Register of Historic Places and lies within the Downtown Danville Historic District, restoration work could qualify for state and federal rehabilitation tax credits.

The City had a building evaluation and master plan completed in 2015 for the auditorium that determined that extensive restoration and modernization work was needed throughout the building. The plan recommended a five-phase approach, allowing the building to continue playing a vital role in the community throughout renovations. Phase I’s electrical upgrades have been completed, and the City’s Five-Year Capital Plan includes plans to fund Phase II’s HVAC improvements. The City estimates that it would cost an additional \$9.6 million to complete renovations. The City could pursue a combination of casino revenue, state and philanthropic dollars to complete the project.

Phase	I (Completed)	II (Funded)	III	IV	V	Total
Projected Cost	\$1,404,846	\$1,448,929	\$2,759,294	\$890,532	\$5,963,875	\$13,279,356

Investment Area(s): Economic Development & Quality of Life

Fiscal Impact: Total of \$9.6 million (through 2026)

⁵ *Strategies for Establishing Capital Asset Renewal and Replacement Reserve Policies*, Government Finance Officers Association (GFOA), 12/9/2020, accessed on the GFOA website at: <https://www.gfoa.org/materials/strategies-for-establishing-capital-asset-renewal-and>



Invest in Riverfront Park

Redevelopment of Riverfront Park was listed as a priority in the River District Redevelopment Plan as an amenity that could attract visitors and economic activity. Riverfront Park project is expected to cost \$10 million and the City has already raised more than half through philanthropic and foundation dollars.

An unfunded aspect of the park is the development of a whitewater park on the Dan River. The City had a design study completed to determine the most effective plan for creating the whitewater course; the cost of this project is estimated to be as much as \$2.7 million. Whitewater parks are a growing trend in the United States. These parks function both as community riverside parks and features that can become a destination for outdoor recreation-based tourism, playing host to events centered on slalom or freestyle competitions as well as community festivals. The City identified Riverfront Park as a potential investment from the \$20.0 million upfront payment. The City is looking to use a portion of the upfront revenue and put \$4.0 million towards investments in Riverfront Park.

Investment Area(s): Community Health, Economic Development & Quality of Life

Fiscal Impact: Total of \$4.0 million (one-time in 2021)

White Mill Investments

For many visitors, the shuttered White Mill is the first thing they see when entering downtown Danville. The City has been approached with innovative reuse plans for the historic building, including an offer where the top three floors and basement would be redeveloped into housing and the Industrial Development Authority would retain ownership of the ground floor. In addition to reuse of the White Mill building, the covered bridge that once connected the White Mill and Long Mill could be integrated into the current Riverwalk, connecting both sides of the river.

The White Mill bridge will require extensive restoration to be used for additional pedestrian crossing for the RiverWalk Trail. Funds are available to cover environmental abatement for lead paint and asbestos removal, but this is only the first step necessary to make the historic bridge usable again. Identified as a potential investment from the \$20.0 million upfront payment, improving the bridge for pedestrian use as part of the Riverwalk Trail is projected to cost approximately \$4.0 million.

Investment Area(s): City Infrastructure & Economic Development

Fiscal Impact: Total of \$4.0 million (one-time in 2021)



Sidewalk, Curb and Drainage Expansion Study

In town halls and survey responses, residents pointed out many specific areas where they believe the curbs, drainage, and sidewalks need improvement. To evaluate the needs, the City should conduct an impartial and objective sidewalk, curb and drainage study to identify and prioritize sidewalk improvements. Casino funds could be used to fund the study and needed improvements based on the study findings. The City estimates the study would cost no more than \$50,000. While cost estimates for the repairs depend on study findings, the City could allocate recurring dollars to cover the cost.

Investment Area(s): City Infrastructure Improvements & Quality of Life

Fiscal Impact: Total of \$4.1 million to \$20.1 million (through 2026) or \$50,000 (one-time), \$1.0 to \$5.0 million (annually beginning in 2023)

Invest in Neighborhood Parks and Community Centers

Survey respondents and town hall participants repeatedly listed improving neighborhood parks, with an emphasis on revitalizing areas outside downtown, as a priority. The 2016 Parks and Recreation Department Master Plan identified neighborhood parks as an important and unmet need to the community.

Danville could use casino revenue to fund plans and improvements in the master plan and other activities that provide community and green space to residents. These investments could include citywide renovations and enhancements of existing park playground infrastructure to create play spaces that are ADA accessible and inclusive to all users.

City staff also noted potential unfunded park and community center projects aligned to target regions. The Westmoreland Neighborhood Organization and the Danville Neighborhood Development Corporation are working in partnership with the Parks and Recreation Department to revitalize neighborhood parks, including a current project to revitalize Westmoreland Park. Westmoreland Park is a 3.6-acre greenspace in census tract 6, a predominately Black neighborhood and equity target area. The 2017 Westmoreland Park Plan report estimated \$1 million in needed renovations. The group has already secured \$408,972 in grant funding from the Danville Regional Foundation and continues to fundraise from other local, private and philanthropic partners. The City has also already awarded the project \$50,000 in grant funding and could consider providing additional dollars to fill unmet fundraising goals.

Another ongoing renovation project promoting investment in neighborhood parks is the City's project to renovate Old West End Commons. Potential renovations include a parking area, a dog park, a walking trail, a serenity garden, community gardens, a rose garden tribute to First Baptist Church, and possibly restrooms. The cost of these renovations is estimated at no more than \$400,000.

Investment Area(s): City Infrastructure Improvements, Community Health, Economic Development & Quality of Life

Fiscal Impact: Total of \$2.0 million (through 2026) or \$500,000 (annually beginning in 2023)



Fund Airport Renovations

Danville Regional Airport is one of Virginia's 21 general aviation regional airports. The Virginia Airport System Economic Impact Study found that Danville Regional Airport generates about \$5.6 million in economic activity annually.

PFM's 2018 Five Year Financial Plan suggested closing the regional airport. Following a review of Danville Airport's runway in 2009, the length of the runway was shortened to 5,900 feet. In order to support most business transit, the runway should be between 6,000 and 6,500 feet for corporate jets, so growth potential is limited. However, the planned casino could justify a different approach since it has potential to increase business and leisure travel to the City.

At present, Danville Regional Airport is listed in the Aircraft Owners and Pilots Association database as a two-runway airport with the larger runway in good condition and the other smaller runway in poor condition. The City estimates that approximately \$550,000 in improvements are needed to modernize the airport. State matching funds are available for airport renovations, allowing the City to stretch its investment while improving the overall quality of the airport for business and leisure travelers.

Investment Area(s): City Infrastructure & Economic Development

Fiscal Impact: Total of \$550,000 (one-time in 2021)

Fund City Government Building Improvements and Space Needs

The City conducted a city-wide space needs assessment in October 2016. The study's primary objective was to identify and assess current spaces and identify 10-year projected space needs. The study ultimately made 26 recommendations organized by level of need, suggestions to reuse space and suggestions to renovate and repurpose vacant space. The City could revisit the 2016 space needs study and invest in unfunded recommendations. City staff have already identified updates to the Primary Data Center at City Hall as high need investment. Updates to the Primary Data Center are estimated at \$1.0 to \$2.0 million and include room renovations and equipment updates.

Investment Area(s): City Infrastructure

Fiscal Impact: Total of \$1.0 - 2.0 million (one-time in 2023)

Overview of Investment Ideas

At the conclusion of the Investing in Danville Process, members of the Citizens' Advisory Committee were asked to prioritize investment ideas as high, medium, or low priority. PFM assigned points to each priority ranking to determine the below investment priority. PFM assigned three points to each high rank, two points for each medium rank and one point for each low rank. Investment ideas that did not receive any ranking show (0). Ideas that were not available for the Advisory Committee to rank are noted by N/A.



Based on the aforementioned scale, the top five investments identified through this process are:

- 1) School Infrastructure (20)
- 2) Affordable Housing (20)
- 3) Capital Reserve Fund (20)
- 4) Wraparound Services (19)
- 5) Gang Prevention (19)

Seven investment ideas tied for sixth place.

- 6) Economic Development Fund (18)
- 7) Expand Pre-K (No Waiting List) (18)
- 8) Invest in Tourism Marketing (18)
- 9) Support MWBE (18)
- 10) Workforce Training and Development (18)
- 11) Reduce Utility Bills (18)
- 12) Riverfront Park (18)

The total cost of the above top ranked investment ideas through 2026 is approximately \$90.4 million (inclusive of a 20 percent contingency assumption). The total cost of all 27 investment ideas through 2026 is approximately \$170.9 million (also inclusive of a 20 percent contingency assumption).

A comprehensive overview of each investment idea, their associated investment area(s), fiscal impact and expenditure type, and Citizens' Advisory Committee prioritization.

Overview of Investment Ideas

Recommendation	Investment Area(s)	Fiscal Impact Through 2026	Fiscal Impact Annually	Priority
Invest in Schools Infrastructure	Public Education	\$25.2 million	Specific annual amount noted in DPS CIP	High: 6 Medium: 1 (20)
Invest in Quality Affordable Housing	Quality Housing & Quality of Life	\$4.5 million	\$750,000 (Beginning in 2021)	High: 6 Medium: 1 (20)
Create Capital Reserve Fund	Financial Stability	\$23.0 million (one-time)	-	High: 6 Medium: 1 (20)
Wraparound Services	Public Education	N/A	N/A	High: 5 Medium: 2 (19)



Recommendation	Investment Area(s)	Fiscal Impact Through 2026	Fiscal Impact Annually	Priority
Maintain Gang Prevention Program	Public Safety	\$501,000	\$167,000 (Beginning in 2024)	High: 5 Medium: 2 (19)
Fund Economic Development & Eliminate Reliance on Fund Balance	Financial Stability and Economic Development	\$16.0 million	\$4.0 million (Beginning in 2023)	High: 4 Medium: 3 (18)
Expand Danville Pre-K Program (no waiting list)	Public Education	\$400,000	\$100,000 (Beginning in 2023)	High: 5 Medium: 1 Low: 1 (18)
Invest in Tourism Marketing	Economic Development	\$800,000	\$200,000 (Beginning in 2023)	High: 4 Medium: 3 (18)
Support Small, Local, Minority and Women Owned Businesses	Economic Development	\$100,000	Year 1 program income to subsidize future years	High: 4 Medium: 3 (18)
Invest in Workforce Training and Development	Economic Development	\$800,000	\$200,000 (Beginning in 2023)	High: 4 Medium: 3 (18)
Reduce Utility Bills Through Energy Efficiency	Quality Housing & Economic Development	N/A	N/A	High: 5 Medium: 1 Low: 1 (18)
Invest in Riverfront Park	Community Health, Economic Development & Quality of Life	\$4.0 million (one-time in 2021)	-	High: 5 Medium: 1 Low: 1 (18)
Expand Danville Pre-K Program – Universal Pre-K	Public Education	\$3.3 million	\$1.1 million (Beginning in 2024)	High: 4 Medium: 2 Low: 1 (17)
Partnership Opportunities with Pittsylvania County	Economic Development	\$1.0 million	\$1.0 million (Beginning in 2026)	High: 4 Medium: 2 Low: 1 (17)
White Mill Investments	City Infrastructure & Economic Development	\$4.0 million (one-time in 2021)	-	High: 2 Medium: 5 (16)



Recommendation	Investment Area(s)	Fiscal Impact Through 2026	Fiscal Impact Annually	Priority
Sidewalk, Curb and Drainage Expansion Study	City Infrastructure Improvements & Quality of Life	\$4.1 to \$20.1 million	\$1.1 to \$5.1 million (Beginning in 2023)	High: 2 Medium: 4 Low: 1 (15)
Invest in Tourism Amenities: City Auditorium Renovations	Economic Development & Quality of Life	\$9.6 million (one-time)	-	High: 3 Medium: 2 Low: 2 (15)
Expand Danville Farmers' Market	Community Health, Economic Development & Quality of Life	\$400,000	\$100,000 (Beginning in 2023)	High: 2 Medium: 4 Low: 1 (15)
Invest in Neighborhood Parks and Community Centers	City Infrastructure Improvements, Community Health, Economic Development & Quality of Life	\$2.0 million	\$500,000 (Beginning in 2023)	High: 2 Medium: 4 Low: 1 (15)
Fund Airport Renovations	City Infrastructure & Economic Development	\$550,000 (one-time)	-	High: 1 Medium: 5 Low: 1 (14)
Dedicate Funds to Strategic Retail Expansion	Economic Development & Quality of Life	\$25,000 to \$35,000 (one-time in 2025)	-	High: 1 Medium: 5 Low: 1 (14)
Shell Building Funding Match	Economic Development	\$2.5 million (one-time)	-	High: 1 Medium: 2 Low: 4 (11)
Invest in DPS Funding Needs	Public Education & Financial Stability	\$11.8 million	\$3.9 million (Beginning in 2024)	N/A
Fund City Government Building Improvements and Space Needs	City Infrastructure	\$1.0 to \$2.0 million (one-time in 2023)	-	N/A
Fund DCC for DPS High School Graduates	Public Education	\$6.6 million	\$2.2 million (Beginning in 2024)	N/A



Recommendation	Investment Area(s)	Fiscal Impact Through 2026	Fiscal Impact Annually	Priority
Invest in K-3 Reading Program	Public Education	\$2.1 million	\$700,000 (Beginning in 2024)	N/A
Establish a Take-Home Patrol Vehicle Program	Public Safety	\$1.2 million (\$369,225 to \$1,104,675 one-time)	\$20,580 to \$61,740 (Beginning in 2024)	N/A

CONCLUSION

Voters' approval of the casino referendum offers Danville a chance to thoughtfully fund priority projects and initiatives for which resources were not previously available. The feedback, findings, and recommendations outlined in this memo highlight the City's opportunities to improve the community's quality of life and economic vitality while ensuring fiscal stability for years to come. By following the plan's guiding principles and keeping an eye towards equity, thoughtful and strategic investment of the projected one-time and recurring funds can generate long-term benefits for residents and businesses in Danville, Pittsylvania County, and the surrounding region.



APPENDIX A:

EQUITY MAPPING & CONSIDERATIONS



Investing in Danville

Equity Mapping & Considerations

December 2020

Presented By:

Danielle Scott, David Benson, Kristy Choi,
Cailyn McGrath, and Madison Smither



Key Equity Considerations

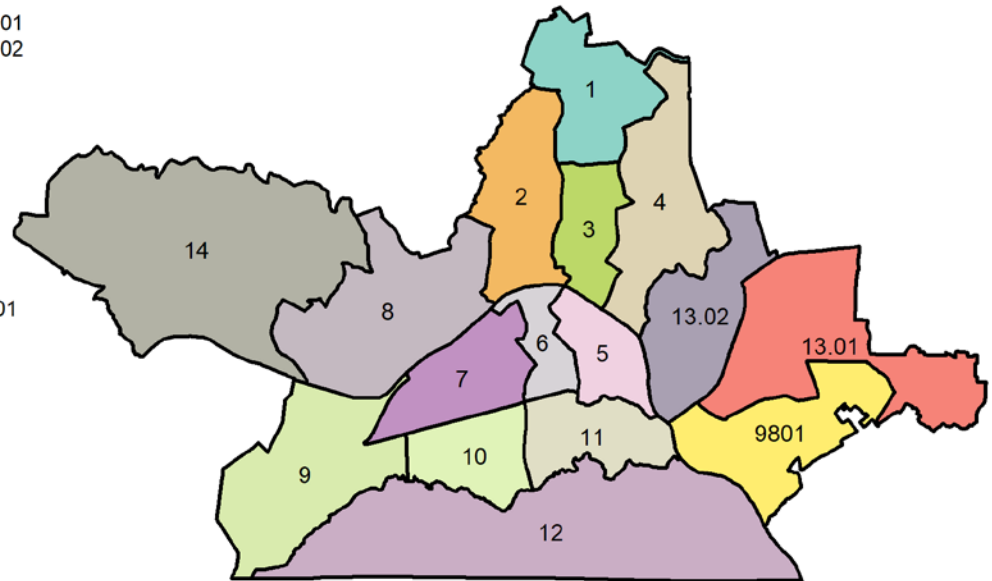
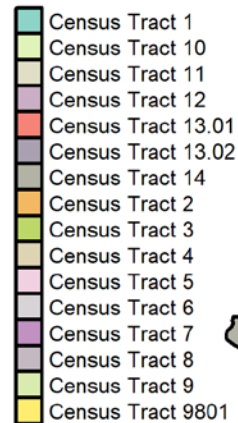
- ◆ The City should consider existing inequities in Danville when allocating casino revenue dollars.
- ◆ Danville, like many cities across the country, has geographically concentrated pockets of inequity. Often aligned by race, certain areas of the city have lower socioeconomic status, educational attainment and access to quality housing, health and opportunity.
 - Danville residents enjoy differing quality of life that varies with their race and where they live.
 - The City should consider an approach that addresses these inequities by targeting investments.
 - The Danville Neighborhood Development Corporation (DNDC) has identified many of these same areas for its development and investment efforts.
- ◆ In particular, four census tracts (4, 5, 6, and 10) in central and north/northeast Danville have the highest concentrations of poverty.



Overview of Equity Mapping

- ◆ To inform discussion of potential investment areas and regions where the City should target investment, the PFM team compiled a series of demographic and social indicators.
- ◆ These indicators are mapped by census tract and analyzed to demonstrate varying levels of need for areas and populations within Danville.

Census Tract






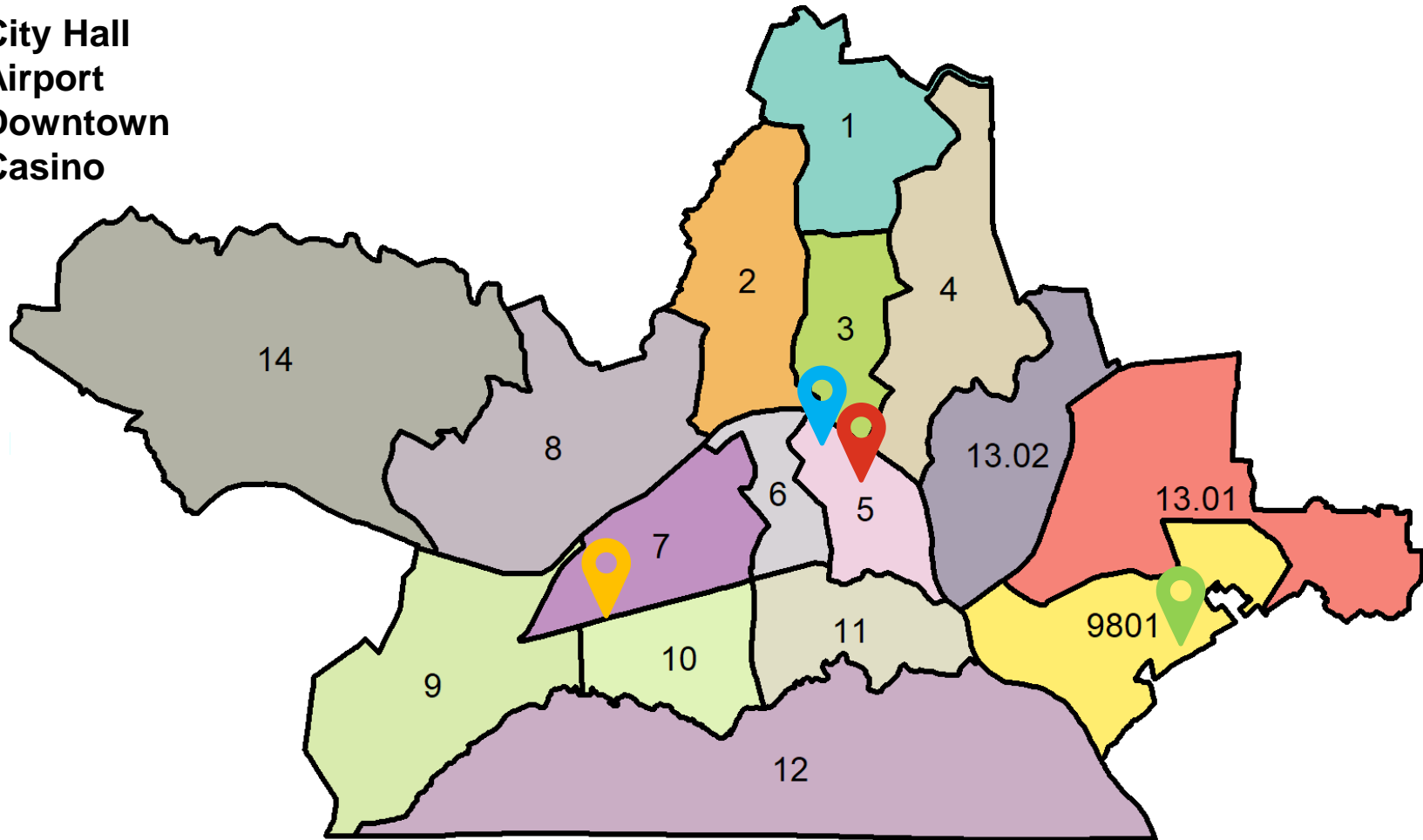
Overview of Equity Themes

- The PFM Team used data from the Census Bureau's 2018 American Community Survey five-year (2014-2018) data set to examine demographics including:
 - Race and ethnicity
 - Poverty
 - Unemployment
 - Educational attainment
 - Home value
 - Housing characteristics
- The team also compiled educational data from the state and Danville Public Schools.
- Additionally, PFM examined indicators such as proximity to public health clinics, healthy food, and outdoor health amenities like parks and trails to inform findings around community health and well-being.



Landmarks: Contextualizing the City Map by Census Tract

-  City Hall
-  Airport
-  Downtown
-  Casino





Overview of Equity Analysis Findings

- Race is concentrated in specific census tracts
 - Census tracts 3, 4, 5, 6, 10 and 11 are more than 60 percent Black.
 - Census tracts 14 and 7 are more than 60 percent White.
- The census tract with highest concentrations of White residents (14) has the greatest concentration of owner-occupied units, the second-highest concentration of residents with at least a bachelor's degree, and the highest median home value in the city.
- The central and northeastern areas of the city -- census tracts 3, 4, 5, 6, and 10 -- have higher concentrations of poverty, lower educational attainment, less homeownership and lower home values
 - Census tracts 4, 5, and 10 have the highest poverty levels in the city and some of the lowest rates of educational attainment.
 - More half of residents in census tracts 4, 5, 6, and 10 have either no high school diploma or a high school/equivalent diploma in addition to the lowest homeownership rates and home values.

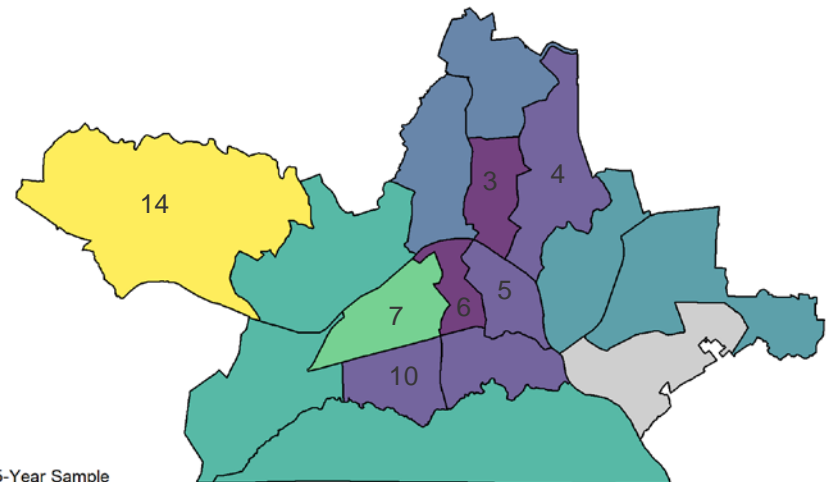
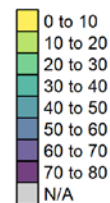


Race

- ◆ The City of Danville has a population of 41,512 according to the 2018 American Community Survey 5-Year Sample.
- ◆ In Danville, race is highly concentrated geographically in certain areas.
 - Census tracts 14 (84.2 percent) and 7 (68.6 percent) are mostly White
 - Census tracts 3 (72.5 percent), 4 (64.4 percent), 5 (65.4 percent), and 6 (71.1 percent) are overwhelmingly Black

- ◆ Of the total City population:
 - 48 percent are Black alone
 - 43 percent are White alone
 - 4.1 percent are Hispanic or Latino
 - 2.9 percent report two or more races

Black alone, not Hispanic (%)

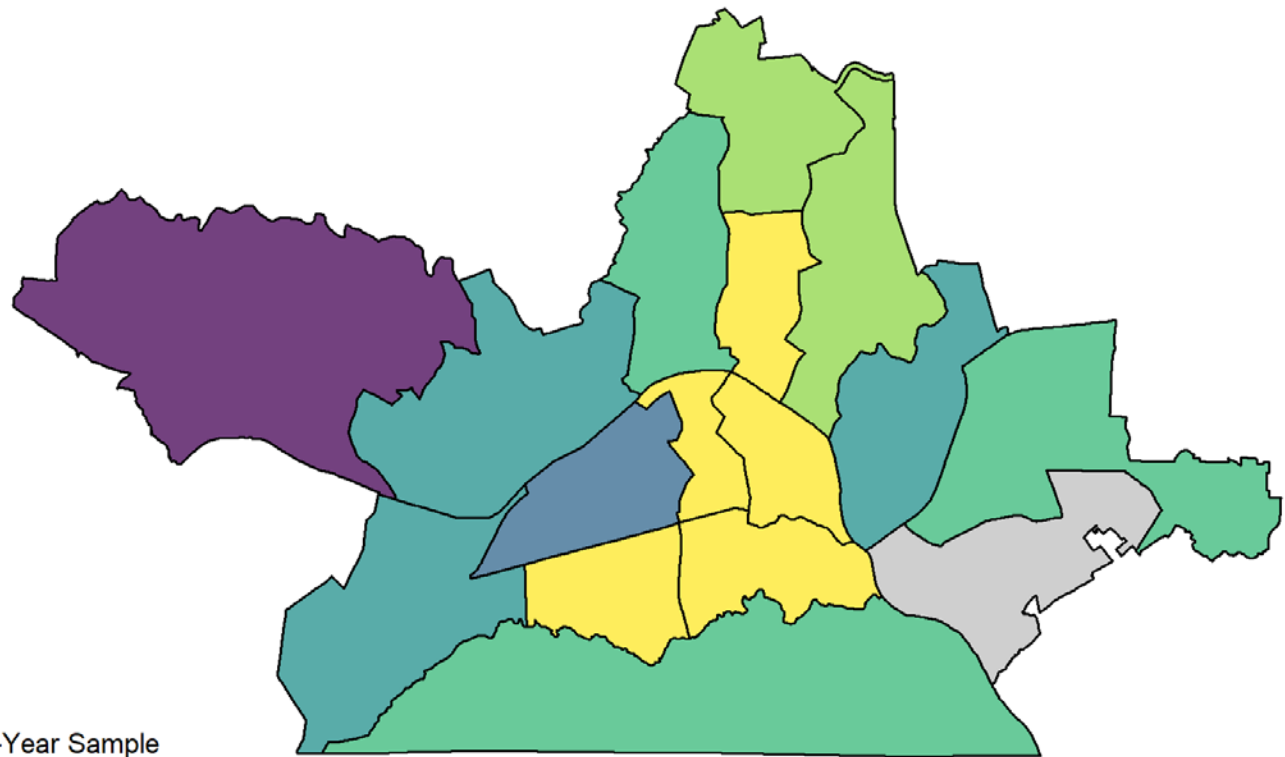
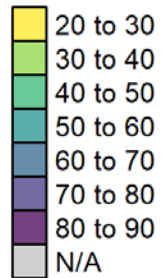


Source: ACS 2018 5-Year Sample



Demographics – White Alone

White alone, not Hispanic (%)

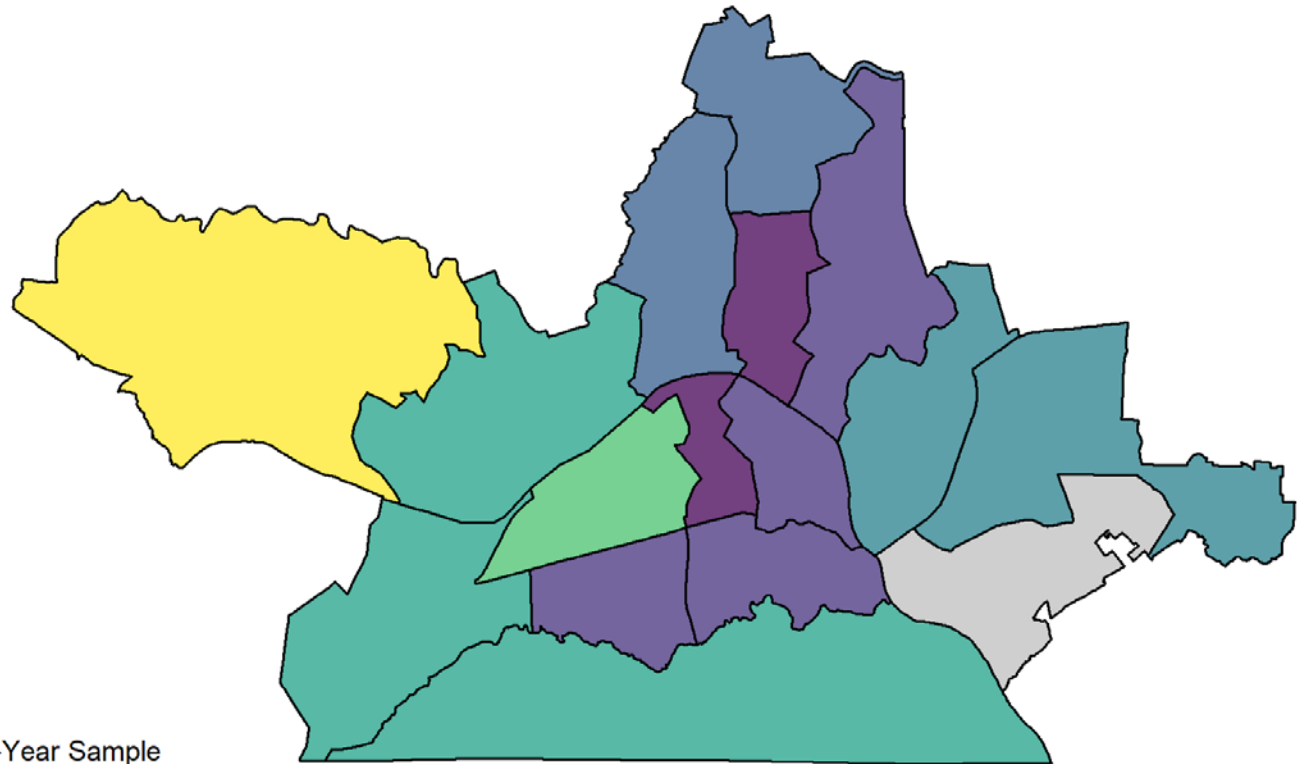
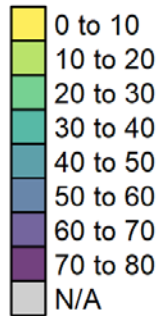


Source: ACS 2018 5-Year Sample



Demographics – Black Alone

Black alone, not Hispanic (%)



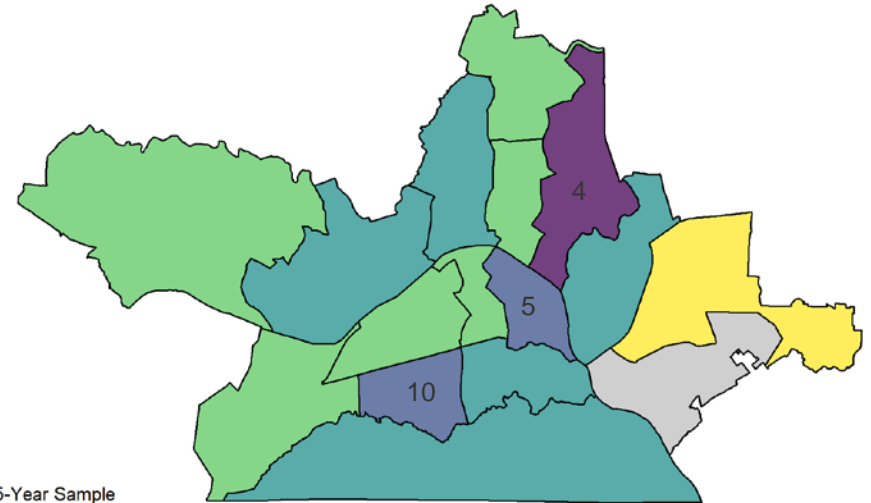
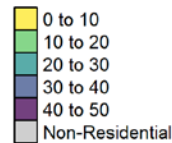
Source: ACS 2018 5-Year Sample



Poverty

- Like race, poverty is geographically concentrated in Danville.
- Nearly 22 percent of the City's population lives at or below the federal poverty line.
- The Census Tracts with the largest share of their population living in poverty are 4 (43.9 percent), 5 (31.9 percent), and 10 (38.2 percent).
- All of the aforementioned tracts are more than 60 percent Black.

Percent of Population

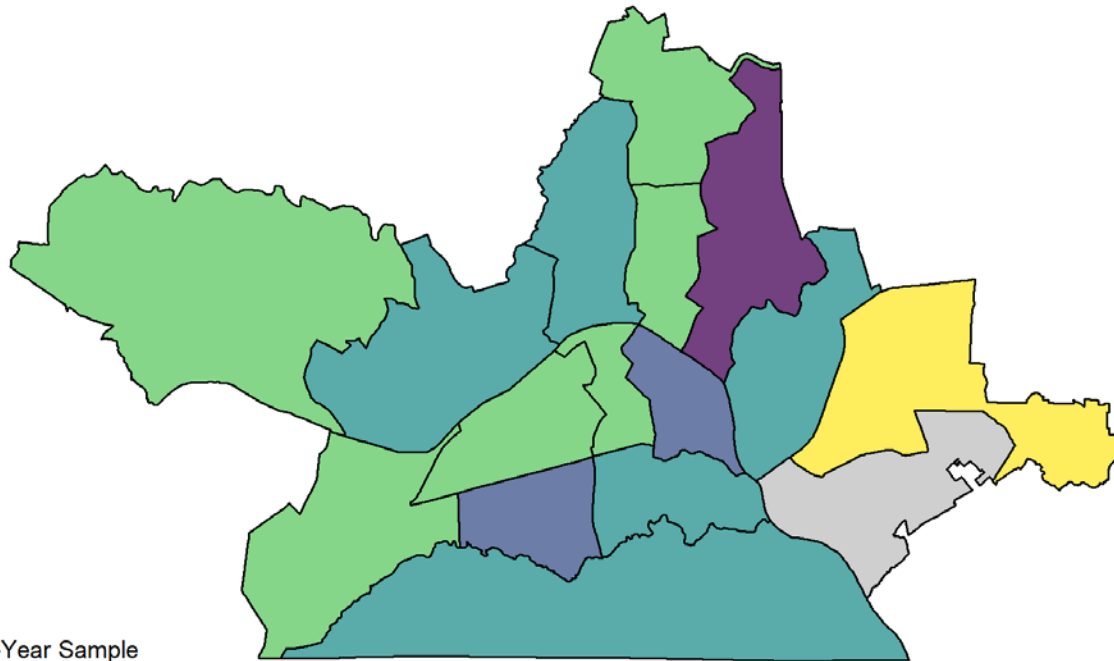
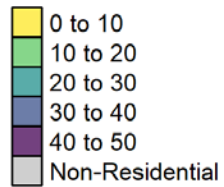


Source: ACS 2018 5-Year Sample



Poverty

Percent of Population Below Poverty Level



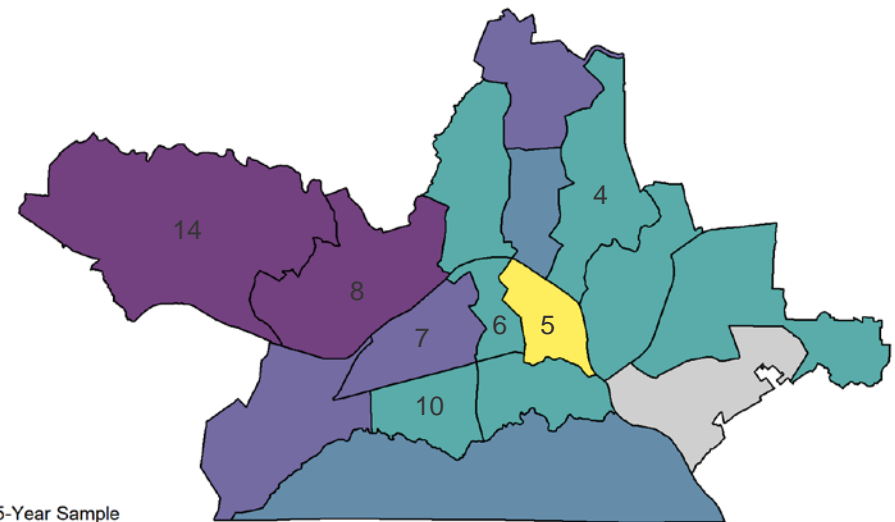
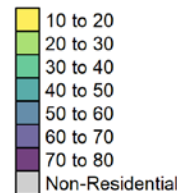
Source: ACS 2018 5-Year Sample



Homeownership – Owner-Occupied Units

- 53.5 percent of housing units in Danville are owner-occupied; these units are concentrated in specific areas.
- Tracts 7, 8, and 14 are over 60 percent owner-occupied.
- Census Tract 5 is 81.6 percent renter-occupied; tracts 4, 6, and 10 are nearly 60 percent renter-occupied.
- Tracts 7, 8, and 14 have the most owner-occupied units as well as the most residents with a bachelor's degree or more.

Percent of Occupied Housing Units that are Owner-Occupied

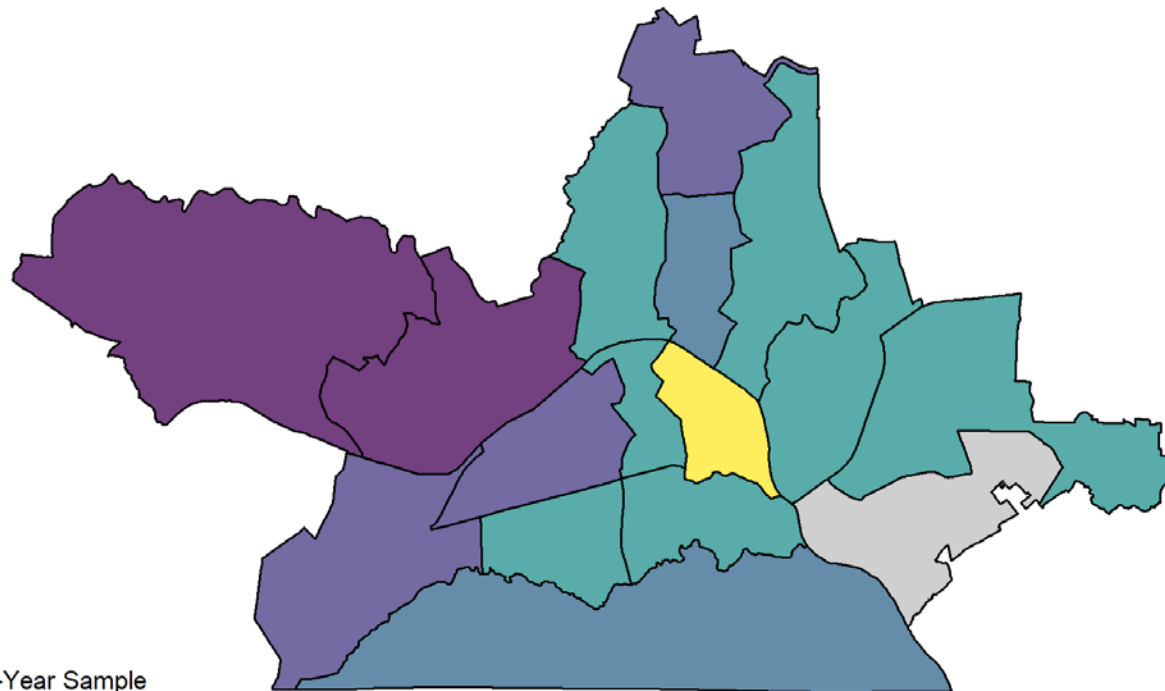
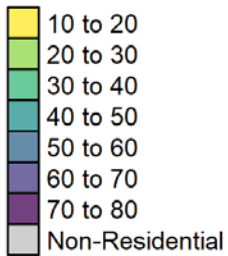


Source: ACS 2018 5-Year Sample



Homeownership – Owner-Occupied Units

Percent of Housing Units



Source: ACS 2018 5-Year Sample

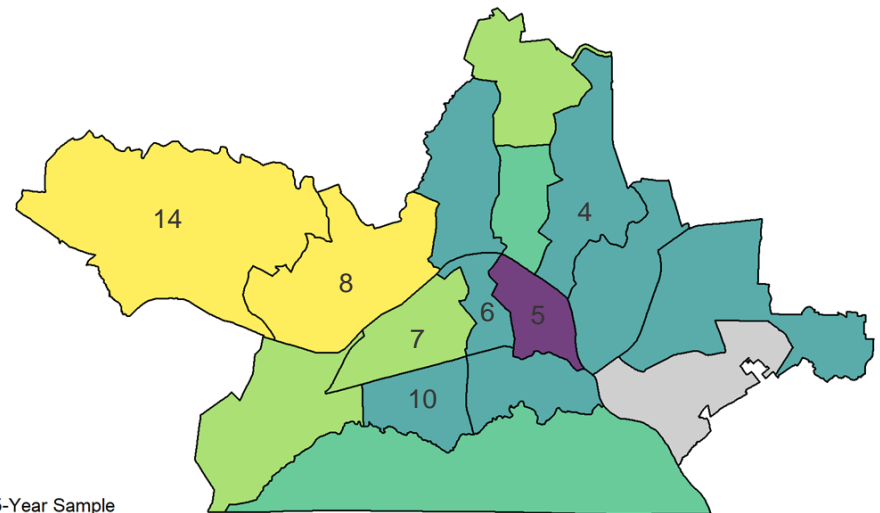
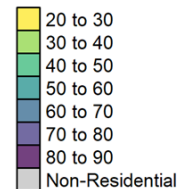


Homeownership – Renter-Occupied & Educational Attainment

Characteristics of residents in tracts with less owner-occupied housing:

- 35 percent of residents of census tract 5 have less than a high school education and is one of three tracts where more than 25 percent of residents have less than a high school diploma.
- Over 50 percent of residents of census tracts 4, 5, 6, and 10 have either no high school diploma or a high school/equivalent diploma.

Percent of Housing Units

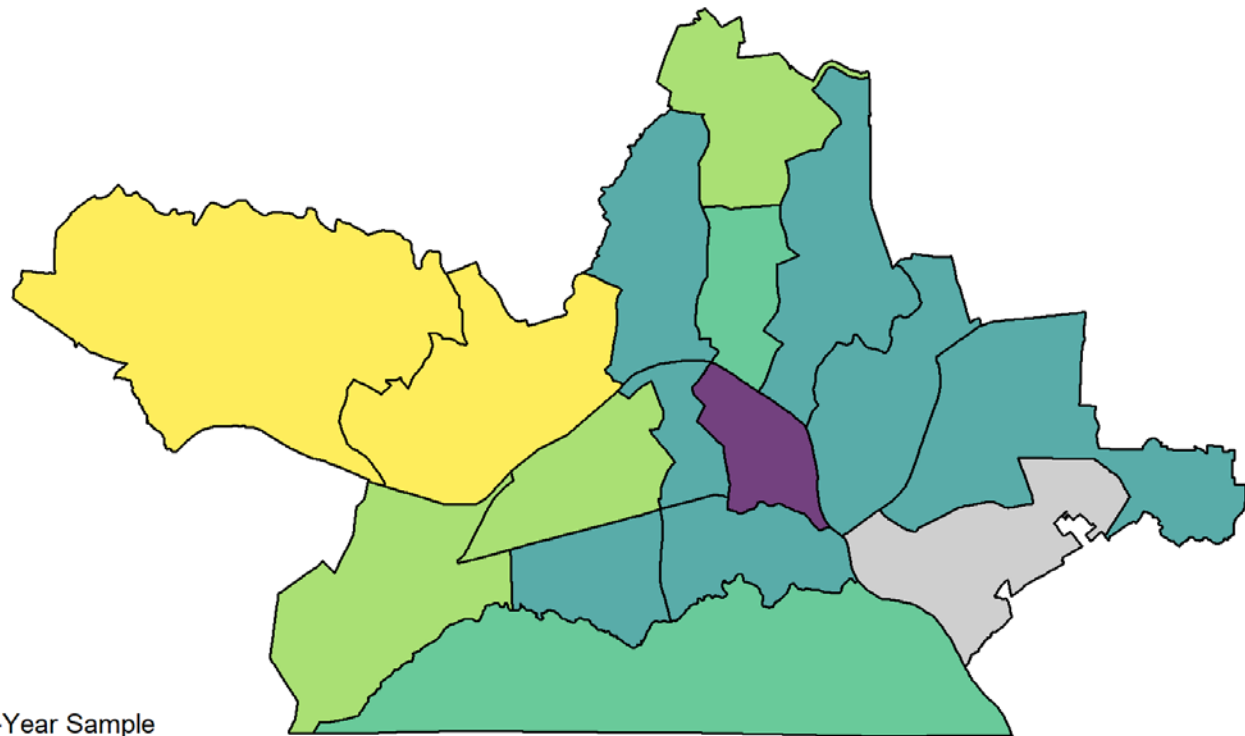
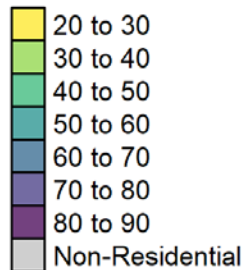


Source: ACS 2018 5-Year Sample



Homeownership – Renter-Occupied Units

Percent of Housing Units



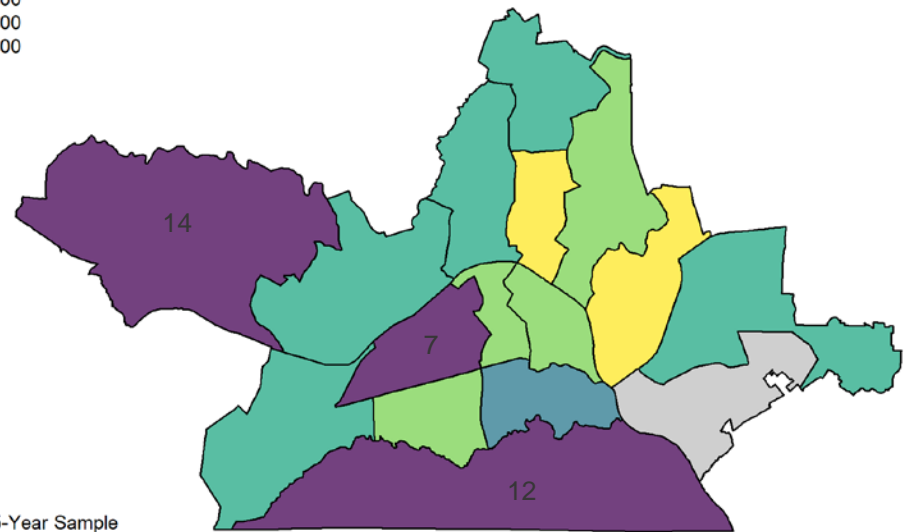
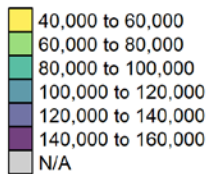
Source: ACS 2018 5-Year Sample



Home Value

- Home value is highly concentrated geographically in certain areas, with the highest home values are concentrated in census tracts 7, 12 and 14. All of these tracts are majority white and have an above-average number of residents with some college, an associate's degree, or a bachelor's degree or more.
- Census tract 14 has the greatest concentration of White residents, the greatest concentration of owner-occupied units, the second-highest concentration of residents with at least a Bachelor's degree, and the highest median home value in the City.

Median Home Value (\$)

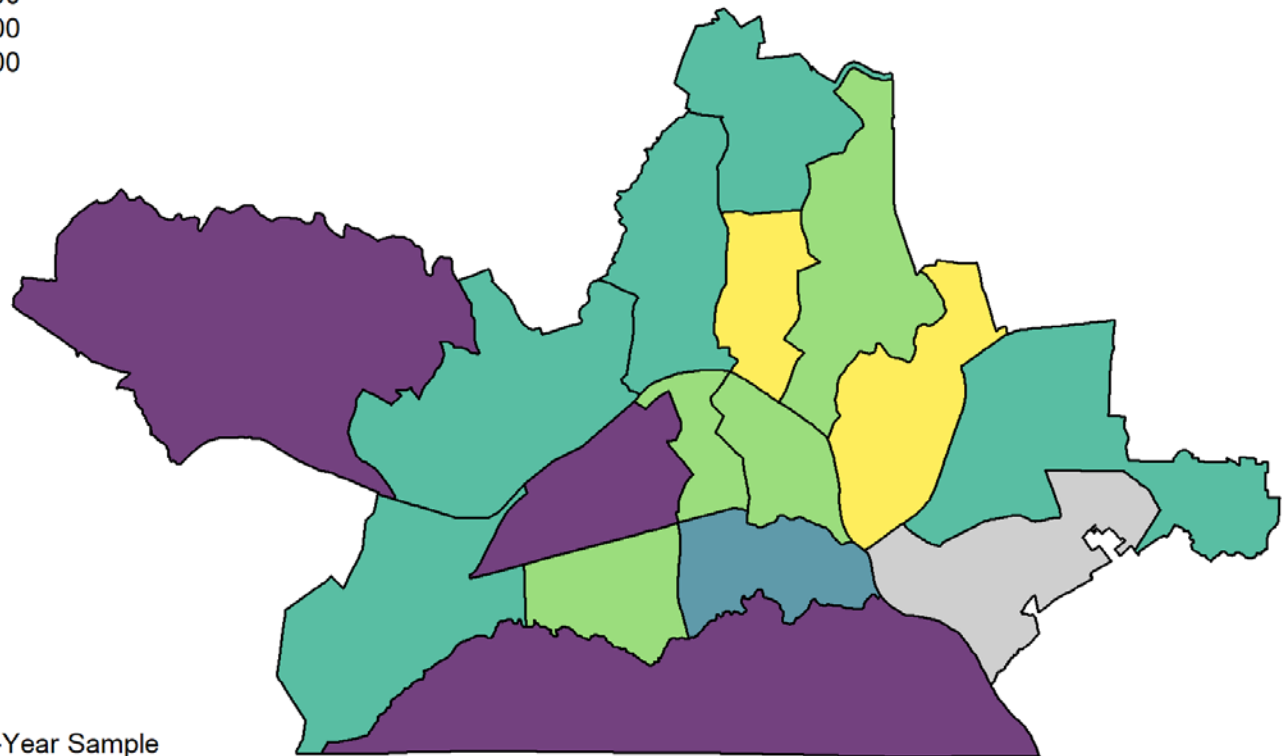
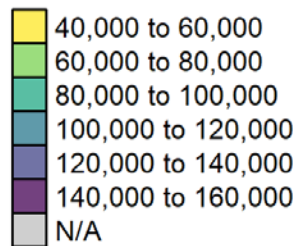


Source: ACS 2018 5-Year Sample



Home Value

Median Home Value (\$)

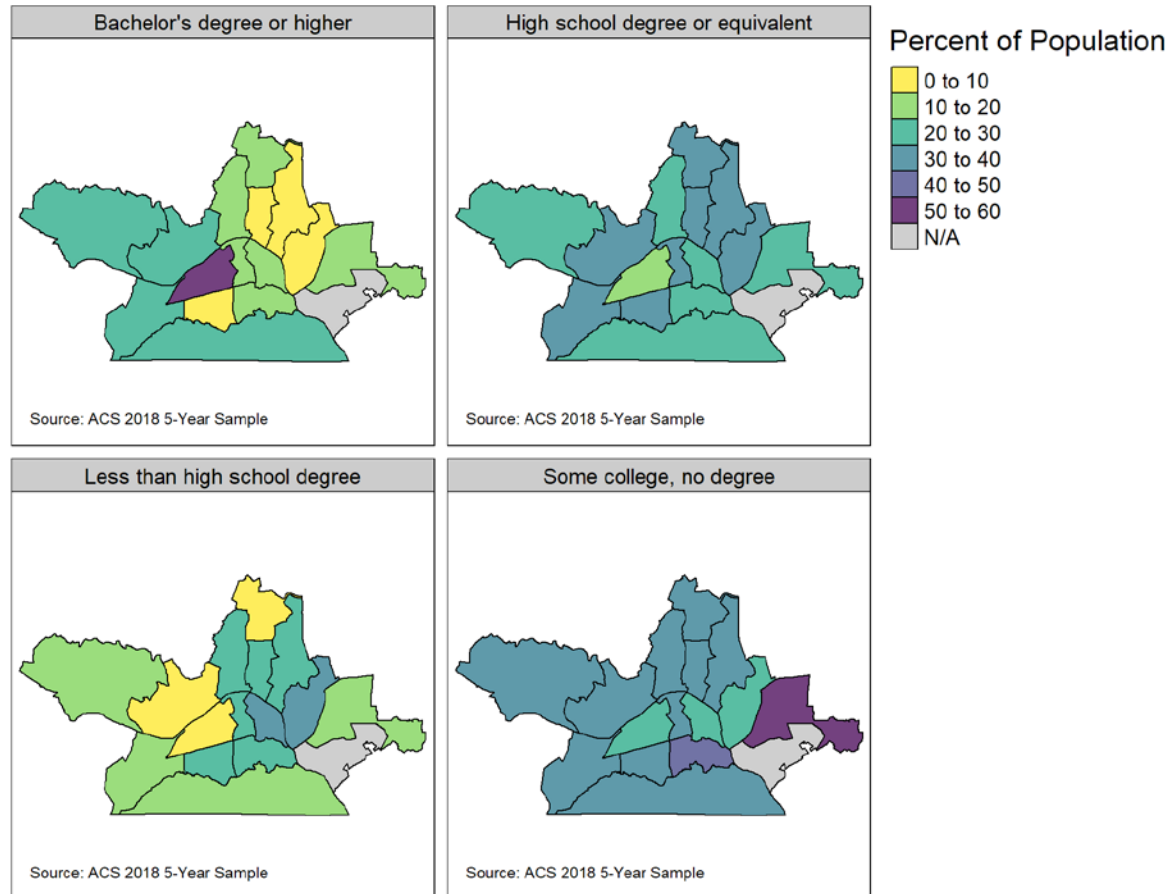


Source: ACS 2018 5-Year Sample



Educational Attainment

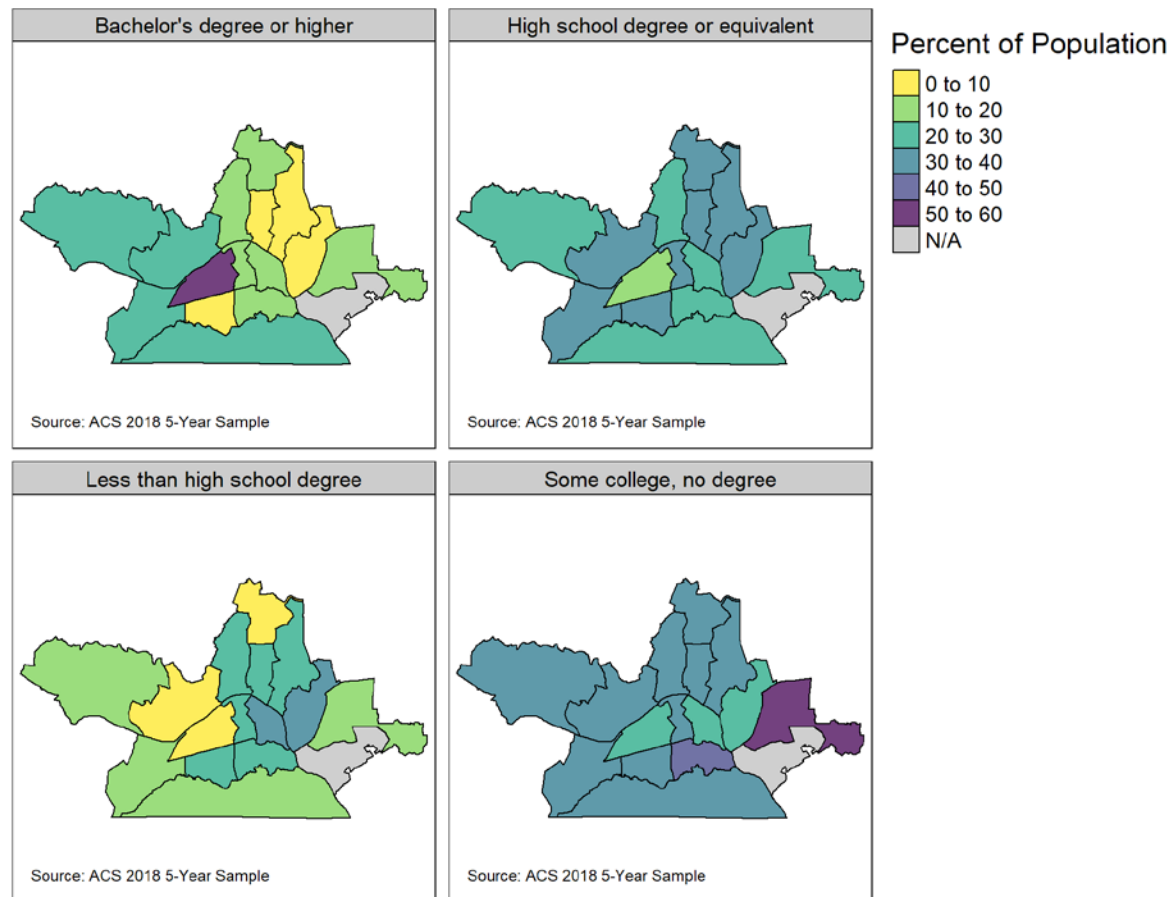
- Educational attainment data is only reported for 69.3 percent of residents over 25 years old in the City.
- Of the reported population:
 - 18 percent of residents do not have a high school diploma.
 - 29.8 percent of residents have a high school or equivalent diploma.
 - 33.9 percent of residents have an associate's degree or some college education.
 - 18.4 percent of residents have a bachelor's degree or more.





Educational Attainment

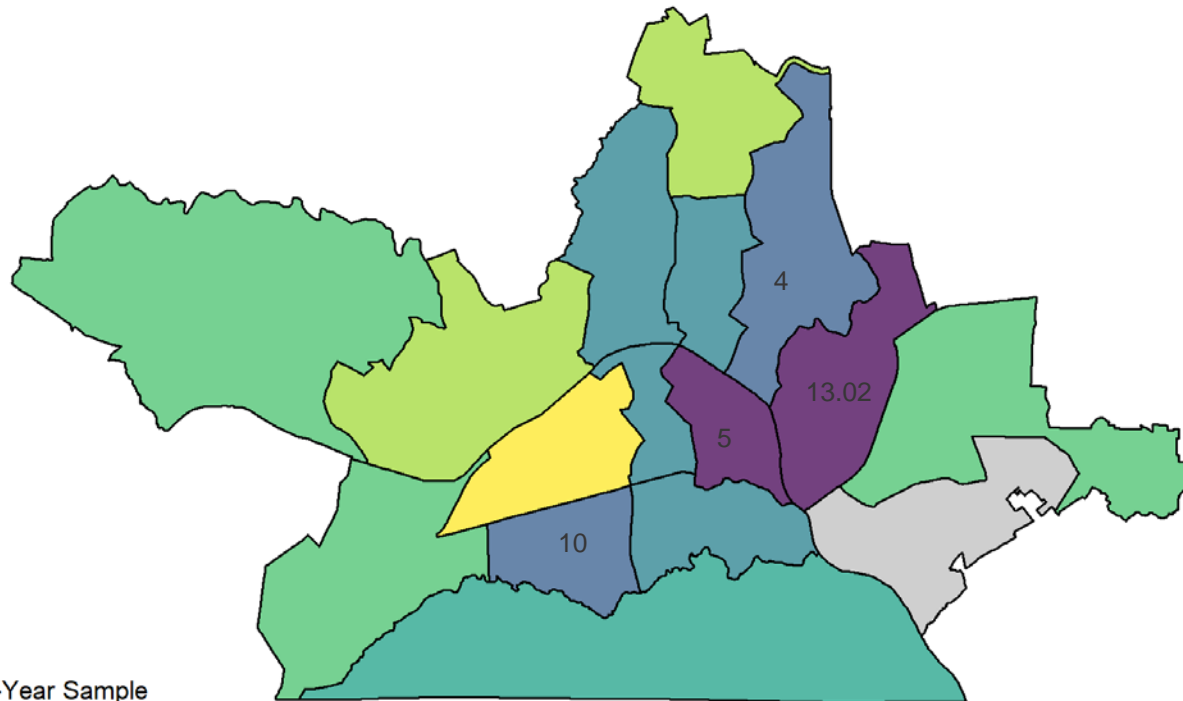
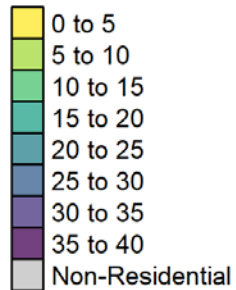
- ◆ Census tracts with higher educational attainment tend to be more affluent, with a greater rate of homeownership, property values, and lower unemployment rates.
- ◆ Additionally, census tracts where a large portion of the population has either no diploma or a high school/equivalent diploma have larger portions of their population living in poverty.
- Census Tracts 4, 5, and 10 have the highest poverty levels in the city and are also the tracts with some of the lowest rates of educational attainment.





Percent of Population with less than a High School Degree

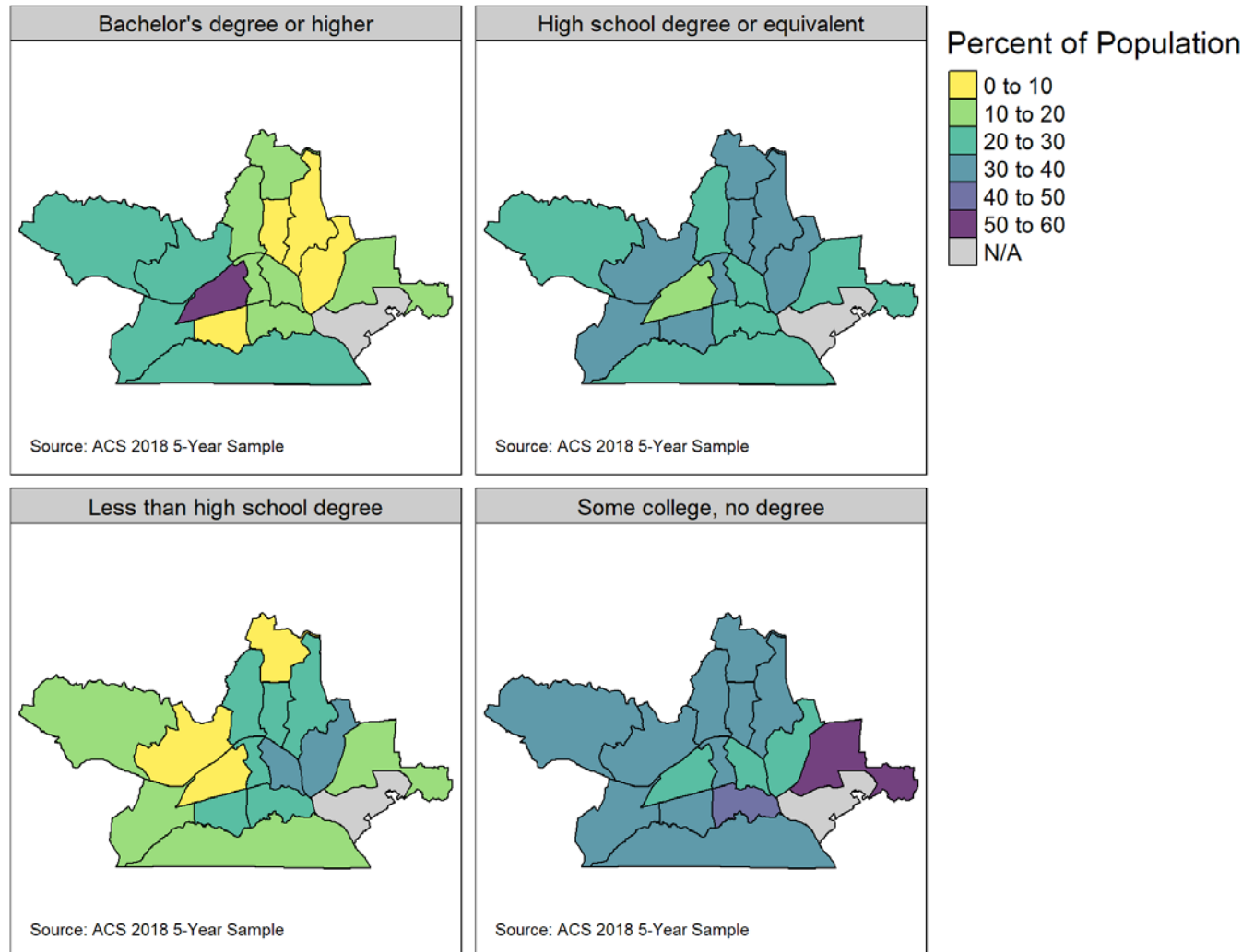
Percent of Population



Source: ACS 2018 5-Year Sample



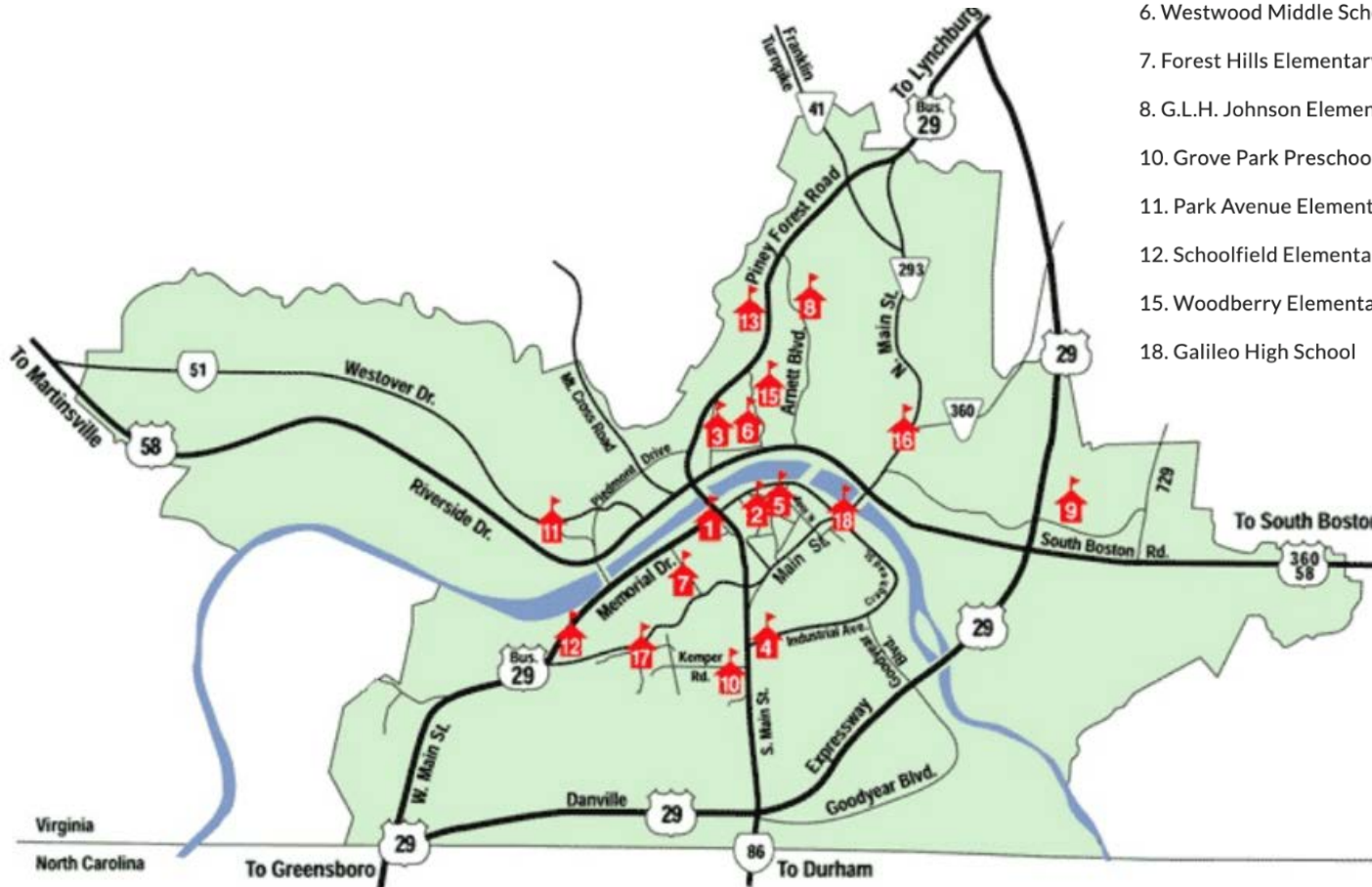
Educational Attainment





Danville Public Schools

1. George Washington High School
2. Langston Focus School and Adult & Career Education
3. O. T. Bonner Middle School
4. E. A. Gibson Elementary School
6. Westwood Middle School
7. Forest Hills Elementary School
8. G.L.H. Johnson Elementary School and Northside Preschool
10. Grove Park Preschool
11. Park Avenue Elementary School
12. Schoolfield Elementary School
15. Woodberry Elementary School
18. Galileo High School





Education

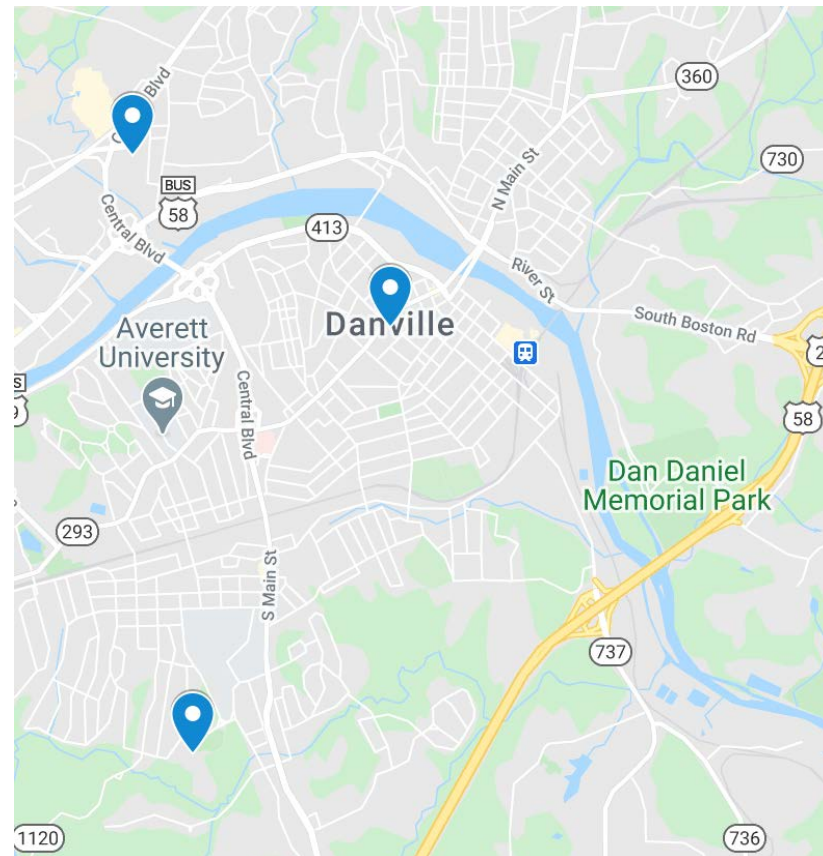
- Nine of the 11 Danville schools listed on the Virginia Department of Education website are “Accredited With Conditions”. Meaning one or more quality indicators are at Level 3 (below state standard)
- Danville Public Schools key statistics:
 - Average math proficiency: 50 percent (72 percent statewide)
 - Average reading proficiency: 57 percent (80 percent statewide)
 - Minority enrollment: 81 percent (51 percent statewide)
 - Graduation rate: 75 percent (88 percent statewide)

School Name	Accreditation Ranking
Edwin A. Gibson Elementary	Accredited with Conditions
Forest Hills Elementary	Accredited
G.L.H. Johnson Elementary	Accredited with Conditions
Galileo Magnet High	Accredited
George Washington High	Accredited with Conditions
O. Trent Bonner Middle	Accredited with Conditions
Park Avenue Elementary	Accredited with Conditions
Schoolfield Elementary	Accredited with Conditions
Westwood Middle	Accredited with Conditions
Woodberry Hills Elementary	Accredited with Conditions
Woodrow Wilson Intermediate	Accredited with Conditions



Health: Public Health Clinics in Danville

- ◆ There are three public health clinics in Danville:
 - **Danville-Pittsylvania Community Services Board**
 - Main Office: 245 Hairston St.
Danville, VA 24540
 - **Danville Health Department**
 - Headquarters: 326 Taylor Dr.
Danville, VA 24541
 - **Piedmont Access to Health Services**
 - Danville Office: 705 Main St, Danville, VA 24541





APPENDIX B:

PUBLIC SURVEY RESULTS

Investing in Danville Advisory Committee Preliminary Survey

Open 9/4/2020 – 9/14/2020



Q1 What is the biggest problem or challenge facing Danville today?

Answered: 10 Skipped: 0

#	RESPONSES	DATE
1	Public education, by and large, is the most significant challenge we face as a city. (Accreditation, infrastructure, etc.) Access to a quality education can help resolve a number of additional challenges within the community, including poverty, health, population decline, crime, etc.	9/14/2020 6:21 PM
2	Poverty The biggest problem facing Danville today is poverty.	9/14/2020 12:33 AM
3	Economic Opportunity Lacking Quality Housing Population Loss Economic and Residential Growth in certain areas within Danville	9/9/2020 10:14 AM
4	Poverty School Quality Students at Danville Public Schools are not performing at adequate levels, which perpetuates generational poverty.	9/9/2020 8:58 AM
5	Population Loss School Quality Quality of schools. Families with children often live in the county as a result.	9/8/2020 11:02 AM
6	Inequality Poverty School Quality I believe it is perception and a wealth/education gap between demographics.	9/6/2020 10:22 AM
7	Economic Opportunity There are no career options for skilled and trained people.	9/5/2020 1:25 PM
8	Economic Opportunity Lack of systemic support/access to opportunities for building personal/household well-being related to education, financial stability, and physical health.	9/5/2020 1:08 PM
9	Economic Opportunity Poverty School Quality Educational attainment, poverty, and retaining our youth	9/4/2020 9:25 PM
10	Lacking Quality Housing Poverty Modernization of government and school facilities; workforce (middle income) housing opportunities; neighbor quality of life amenities; high poverty index, and overcoming a historical attitude of defeatism connected to the textile and tobacco culture.	9/4/2020 3:08 PM

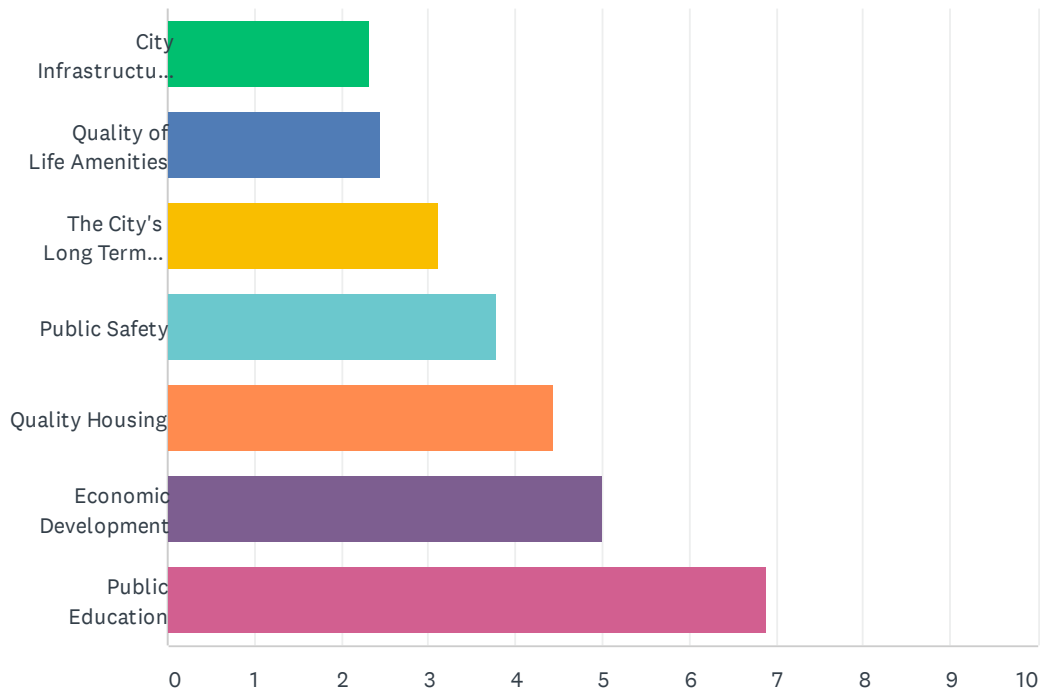
Q2 If you could change one thing about Danville for the better, what would it be?

Answered: 10 Skipped: 0

#	RESPONSES	DATE
1	Danville has been classified as a mill town without a mill. A feeling of hopelessness and a lack of self-worth has towered over our community after the loss of major industries in the early 2000s. Although there have been many successes that have helped change the economic outlook of our community over the past ten years, a large percentage of local residents still have a negative opinion about Danville and the surrounding region. Perhaps they did not directly benefit from the redevelopment and investment taking place. Perhaps they do not know about the changes that are happening. Perhaps they aren't aware of the opportunities that are available for them. Regardless of the reason, and although this isn't really something that is tangible, I would change the community's perception of itself. Of course, outside of this item, I would make improvements to the public education system.	9/14/2020 6:21 PM
2	Economic Equality If I could change one thing about Danville, it would genuinely be inclusive of all citizens and provide equal opportunities for all.	9/14/2020 12:33 AM
3	Infrastructure Project Quality of Life Amenity Implementation of a athletic or entertainment facility.	9/9/2020 10:14 AM
4	Economic Equality Reduce the level of poverty in Danville by helping to provide economic opportunity for people at all educational levels.	9/9/2020 8:58 AM
5	Improve Schools Schools.	9/8/2020 11:02 AM
6	Improve Schools Improving the school system so families can feel like Danville is a place where they can grow and settle. Improvements along all grades will trickle into every other aspect from workforce readiness, improvements in household income, public safety, entrepreneurship, and workforce retention.	9/6/2020 10:22 AM
7	Infrastructure Project Find use for the Dan river to stimulate the economy or generate energy for the citizens under Danville utilizes.	9/5/2020 1:25 PM
8	Improve Schools Improve Social Services I would use my own personal money to build an amazing education complex that offers youth state of the art facilities for nutrition, sports (all sports), theater, tutoring, and before and after school care along with wrap around services for families/adults to complete GED & learn how achieve trade certificates, financial literacy, nutrition, and how to use our existing community assets for improving their health (river walk, Y, community gardens) Blacksburg High School is the model I would duplicate for the Education campus, The MOVEMENT SCHOOL in Charlotte, NC is the model for wrap around services I would duplicate	9/5/2020 1:08 PM
9	Improve Schools Our school system would be fully accredited vibrant comprehensive school system.	9/4/2020 9:25 PM
10	Historical attitude of defeatism.	9/4/2020 3:08 PM

Q3 Please rank the following investment areas from greatest to least importance to the City. Note: "Greatest" = 1 and "Least" = 7.

Answered: 9 Skipped: 1



	1	2	3	4	5	6	7	TOTAL	SCORE
City Infrastructure Improvements	0.00% 0	0.00% 0	11.11% 1	11.11% 1	11.11% 1	33.33% 3	33.33% 3	9	2.33
Quality of Life Amenities	0.00% 0	0.00% 0	11.11% 1	11.11% 1	22.22% 2	22.22% 2	33.33% 3	9	2.44
The City's Long Term Financial Stability (Capital Reserve Fund, Budget Stabilization Fund)	0.00% 0	0.00% 0	11.11% 1	11.11% 1	55.56% 5	22.22% 2	0.00% 0	9	3.11
Public Safety	0.00% 0	22.22% 2	11.11% 1	33.33% 3	11.11% 1	0.00% 0	22.22% 2	9	3.78
Quality Housing	0.00% 0	33.33% 3	33.33% 3	11.11% 1	0.00% 0	11.11% 1	11.11% 1	9	4.44
Economic Development	11.11% 1	33.33% 3	22.22% 2	22.22% 2	0.00% 0	11.11% 1	0.00% 0	9	5.00
Public Education	88.89% 8	11.11% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	9	6.89

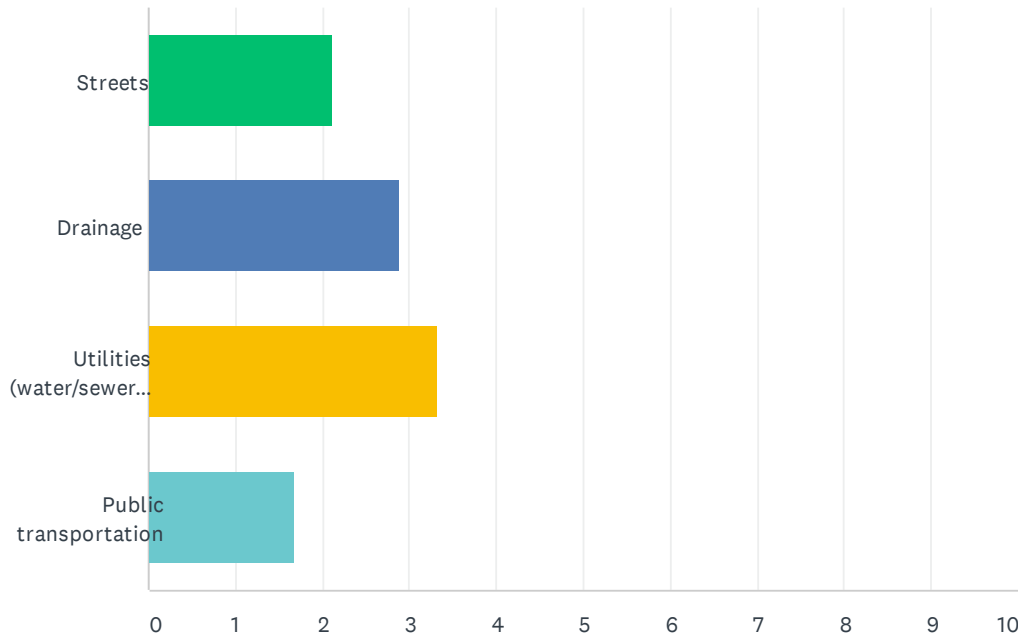
Q4 Is there anything else that should be on this list? If so, how would you rank it in the above prioritized list?

Answered: 7 Skipped: 3

#	RESPONSES	DATE
1	Tourism - Ranked after #5	9/14/2020 6:21 PM
2	I would add small businesses, and specifically black-owned. I would rank it as 5.	9/14/2020 12:33 AM
3	n/a	9/9/2020 8:58 AM
4	Historic preservation -- 4	9/8/2020 11:02 AM
5	I think the 7 areas are the areas of focus that need to our focus. As a side note: I am thrilled to see "Quality Housing" instead of "affordable housing" - we actually have a lot of affordable housing. A recent study shows that some of the affordable housing is "used up" by residents who can afford to pay more, but there are not enough "quality" options to influence them to spend more.	9/5/2020 1:08 PM
6	Arts and Entertainment-3	9/4/2020 9:25 PM
7	Strategically designed community engagement campaign which would be ranked equally with public safety.	9/4/2020 3:08 PM

Q5 City Infrastructure Improvements

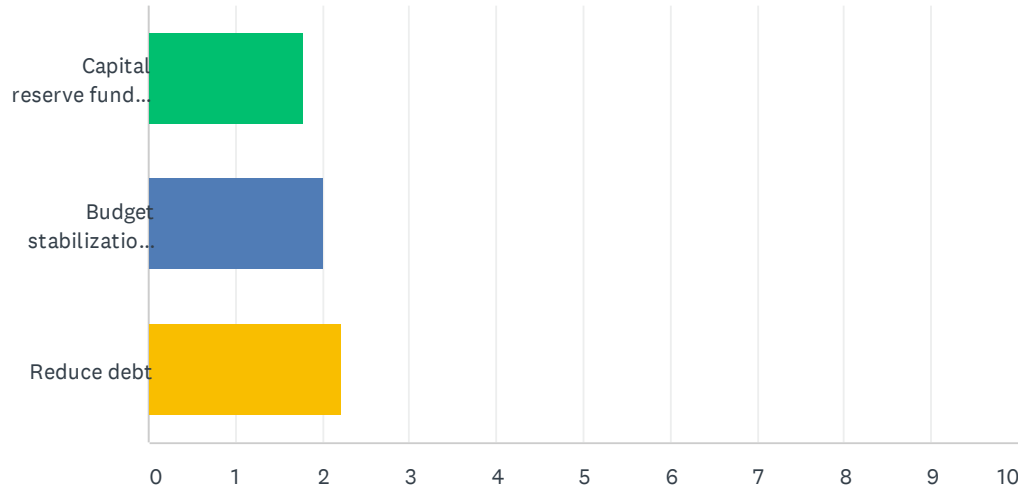
Answered: 9 Skipped: 1



	1	2	3	4	TOTAL	SCORE
Streets	11.11% 1	22.22% 2	33.33% 3	33.33% 3	9	2.11
Drainage	22.22% 2	44.44% 4	33.33% 3	0.00% 0	9	2.89
Utilities (water/sewer/electricity)	66.67% 6	11.11% 1	11.11% 1	11.11% 1	9	3.33
Public transportation	0.00% 0	22.22% 2	22.22% 2	55.56% 5	9	1.67

Q6 The City's Long-Term Financial Stability

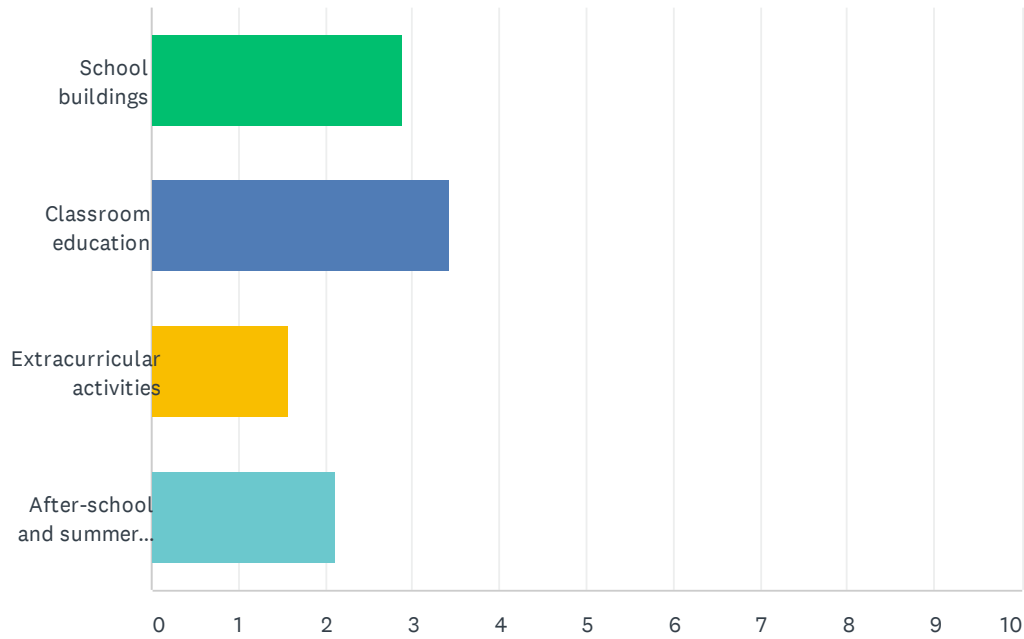
Answered: 9 Skipped: 1



	1	2	3	TOTAL	SCORE
Capital reserve fund (setting aside money for a pay-as-you-go approach to major investments)	22.22% 2	33.33% 3	44.44% 4	9	1.78
Budget stabilization fund (setting aside money to provide a cushion against unexpected emergencies or economic downturns)	33.33% 3	33.33% 3	33.33% 3	9	2.00
Reduce debt	44.44% 4	33.33% 3	22.22% 2	9	2.22

Q7 Public Education

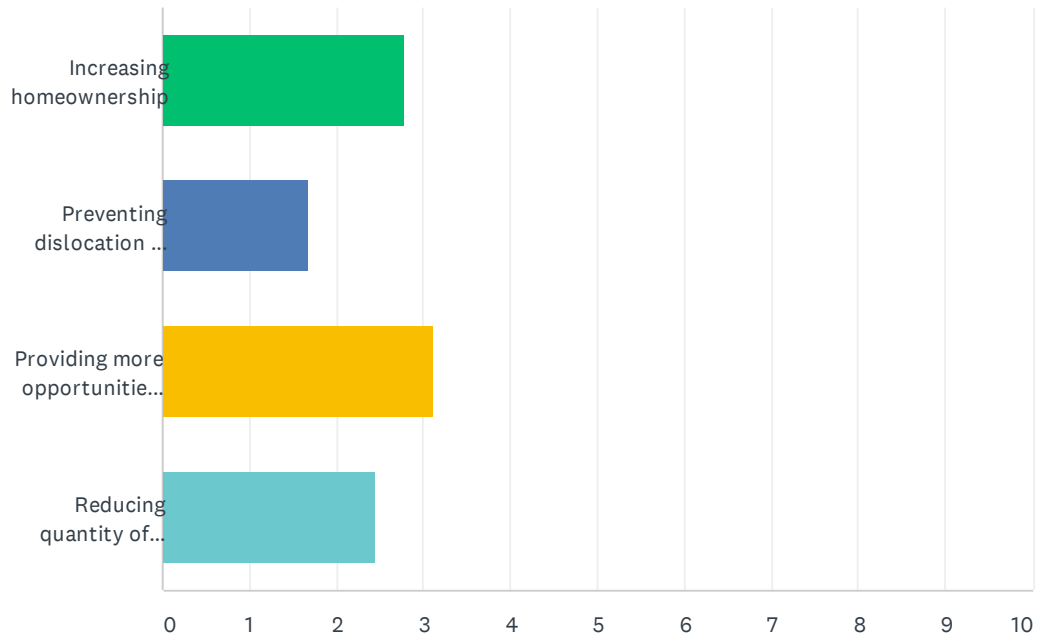
Answered: 9 Skipped: 1



	1	2	3	4	TOTAL	SCORE
School buildings	33.33% 3	44.44% 4	0.00% 0	22.22% 2	9	2.89
Classroom education	66.67% 6	22.22% 2	0.00% 0	11.11% 1	9	3.44
Extracurricular activities	0.00% 0	11.11% 1	33.33% 3	55.56% 5	9	1.56
After-school and summer programs for youth	0.00% 0	22.22% 2	66.67% 6	11.11% 1	9	2.11

Q8 Quality Housing

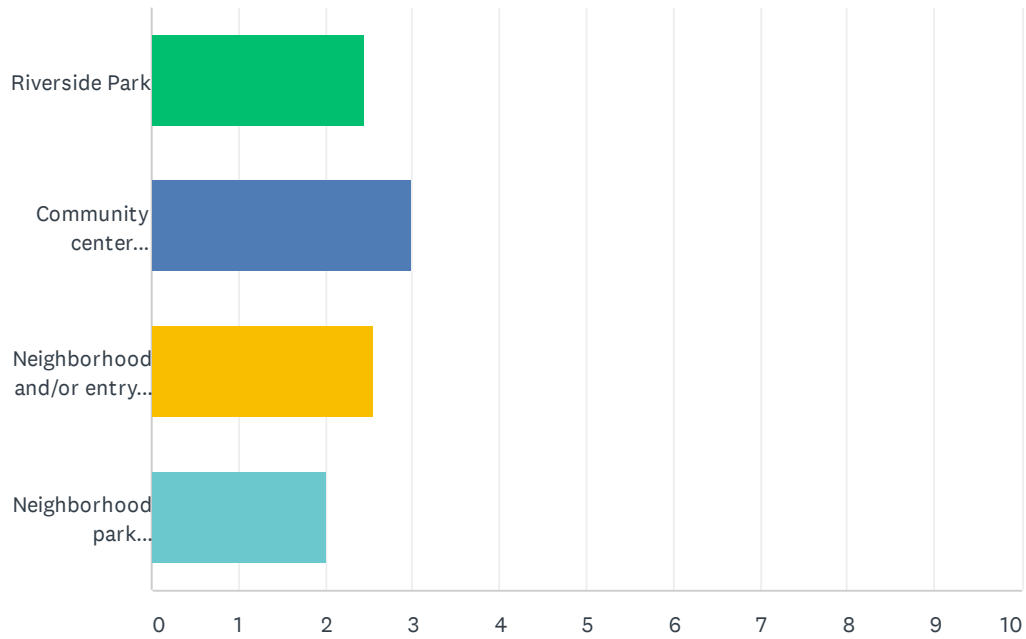
Answered: 9 Skipped: 1



	1	2	3	4	TOTAL	SCORE
Increasing homeownership	44.44% 4	22.22% 2	0.00% 0	33.33% 3	9	2.78
Preventing dislocation of long-term homeowners	0.00% 0	0.00% 0	66.67% 6	33.33% 3	9	1.67
Providing more opportunities for safe, decent, affordable homes (owned and rented)	33.33% 3	44.44% 4	22.22% 2	0.00% 0	9	3.11
Reducing quantity of blighted or unsafe properties	22.22% 2	33.33% 3	11.11% 1	33.33% 3	9	2.44

Q9 Quality of Life Amenities

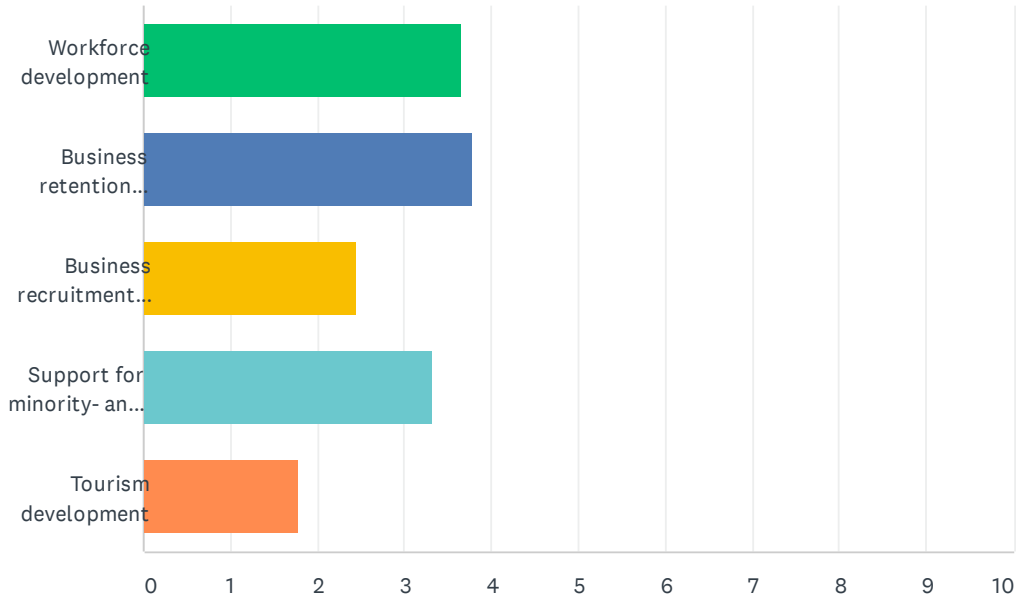
Answered: 9 Skipped: 1



	1	2	3	4	TOTAL	SCORE
Riverside Park	22.22% 2	22.22% 2	33.33% 3	22.22% 2	9	2.44
Community center improvements	44.44% 4	22.22% 2	22.22% 2	11.11% 1	9	3.00
Neighborhood and/or entryway beautification	33.33% 3	11.11% 1	33.33% 3	22.22% 2	9	2.56
Neighborhood park improvements	0.00% 0	44.44% 4	11.11% 1	44.44% 4	9	2.00

Q10 Economic Development

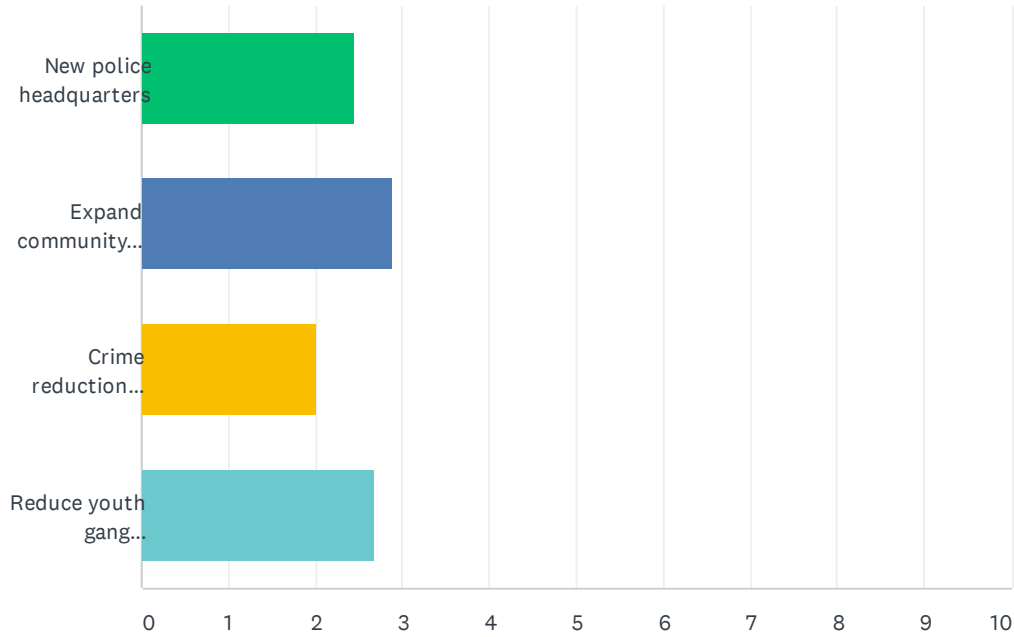
Answered: 9 Skipped: 1



	1	2	3	4	5	TOTAL	SCORE
Workforce development	33.33% 3	22.22% 2	33.33% 3	0.00% 0	11.11% 1	9	3.67
Business retention (growing the current business base)	22.22% 2	44.44% 4	22.22% 2	11.11% 1	0.00% 0	9	3.78
Business recruitment (attracting new businesses to town)	11.11% 1	0.00% 0	22.22% 2	55.56% 5	11.11% 1	9	2.44
Support for minority- and women-owned businesses (MWBE), small businesses and entrepreneurs	33.33% 3	11.11% 1	22.22% 2	22.22% 2	11.11% 1	9	3.33
Tourism development	0.00% 0	22.22% 2	0.00% 0	11.11% 1	66.67% 6	9	1.78

Q11 Public Safety

Answered: 9 Skipped: 1



	1	2	3	4	TOTAL	SCORE
New police headquarters	33.33% 3	22.22% 2	0.00% 0	44.44% 4	9	2.44
Expand community policing	44.44% 4	22.22% 2	11.11% 1	22.22% 2	9	2.89
Crime reduction programs	0.00% 0	22.22% 2	55.56% 5	22.22% 2	9	2.00
Reduce youth gang participation	22.22% 2	33.33% 3	33.33% 3	11.11% 1	9	2.67

Q12 What is missing from this list? Are there other projects or programs the City should consider as potential investments?

Answered: 6 Skipped: 4

#	RESPONSES	DATE
1	As the River District continues to grow, investment in long-term parking solutions (including structures) will be necessary.	9/14/2020 6:21 PM
2	We need to include increasing the population. How do we retain youth and young professionals? How do we attract young professionals to our community? How do we get the young professionals who moved away to return? We need to address generational poverty.	9/14/2020 12:44 AM
3	Sustainability (including adaptive reuse of existing structures), recycling (visitors think we are backward in this regard), historic preservation (links to adaptive reuse)	9/8/2020 11:09 AM
4	Consider an annual community improvement fund. Where people can submit requests for funds (from a annual reserve) to go towards a specific program or project. The support from this would help grass roots improvements by residents in the communities where they live. It would also give the city an idea of the issues most relevant to residents, and hopefully excite people to actively engage with the city in improving quality of life. Another project could be improvements to parking and transportation downtown. Based on the findings of the parking study - as well as accounting for increased traffic and use by visitors of the casino.	9/6/2020 10:37 AM
5	Some of these priorities will require perpetual funding, but some investments can be revenue generating and I want us to discuss our priorities with potential revenue in mind. The Riverside park can be built to generate concert/event revenue...an athletic and or theater venue at an education complex can generate revenue...investing in local businesses generates revenue, tourism generates revenue, improved and more efficient utility services that decreases costs to residents and businesses generates more capital for our local economy...so my request is that we try to balance or at least acknowledge we need a healthy balance of perpetual funding priorities and priorities that will produce a tangible return on our investment ...simple right! (smile)	9/5/2020 1:24 PM
6	Programs and projects typically operated by community non-profits to assist the homeless, those with physical and mental disabilities and those who have issues that impact their ability to earn enough money to be self sufficient.	9/4/2020 3:18 PM

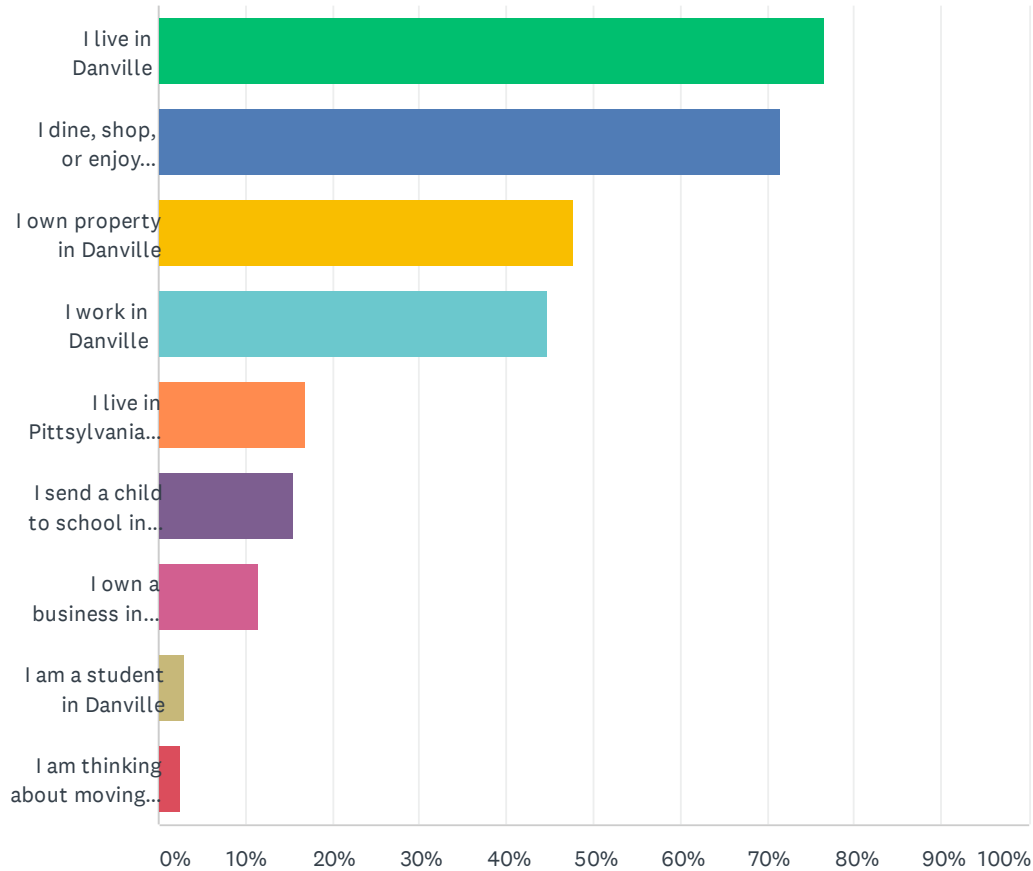
Investing in Danville Community Feedback Survey

Open 10/6/2020 – 11/9/2020



Q1 What is your connection to Danville? (Select all that apply)

Answered: 201 Skipped: 0



ANSWER CHOICES	RESPONSES	
I live in Danville	76.62%	154
I dine, shop, or enjoy leisure activities in Danville	71.64%	144
I own property in Danville	47.76%	96
I work in Danville	44.78%	90
I live in Pittsylvania County or the surrounding region	16.92%	34
I send a child to school in Danville	15.42%	31
I own a business in Danville	11.44%	23
I am a student in Danville	2.99%	6
I am thinking about moving to Danville	2.49%	5
Total Respondents: 201		

Q2 What do you like about Danville? Please describe what aspects of the City make you proud or that you think the City does well.

Answered: 153 Skipped: 48

Investing in Danville - Community Feedback Survey

#	RESPONSES	DATE
1	Dining Options Recreation Opportunities river walk trails, reseraunts	11/9/2020 1:02 PM
2	Community Atmosphere Wonderful community	11/9/2020 12:29 PM
3	Community Atmosphere Small town with lots of people that take pride in the work they do and want to see our town prosper!	11/8/2020 3:40 PM
4	Community Atmosphere I like the fact that it still has a small town feel.	11/8/2020 2:17 PM
5	weather	11/7/2020 6:05 PM
6	Progress The progress that has been made over the last decade. Born and raised in Danville and have lived here all my life.	11/7/2020 4:48 PM
7	Events and Activities Inclusive and Diverse Recreation Opportunities Small Business Friendly I like the diversity and support of small businesses. Events and activities in the city are plentiful and easy to get to.	11/7/2020 4:33 PM
8	Retirement Friendly great retirement place	11/7/2020 1:36 PM
9	Access to Amenities Community Atmosphere Love the small-town charm with big city amenities.	11/7/2020 12:27 PM
10	Affordability Beautiful City Cleanliness Community Atmosphere Safety I have lived in Danville for 30 years and love it here. Clean, beautiful, lots of flowers, friendly people, great first responders, pretty safe, inexpensive to live here.	11/7/2020 11:36 AM
11	Downtown Investment Nature and Natural Beauty Recreation Opportunities The strides our downtown has made and the pride people that love and use it have in our community. It has started as a small network of people but is growing rapidly. Also love our trail and the River of course.	11/7/2020 10:51 AM
12	Access to Amenities Centrally Located Community Atmosphere Proximity to larger metropolitan areas that allow it to remain a small city. Conveniences are nearby yet the city is easy to navigate and get a small town feel.	11/7/2020 10:27 AM
13	Community Atmosphere Friendly, loving, community	11/7/2020 10:23 AM
14	Downtown Investment The River District has improved a lot over the last few years.	11/7/2020 10:07 AM
15	I was born in Danville and want to see it succeed.	11/7/2020 9:39 AM
16	Community Atmosphere I personally like the people and its pace. I just wish there was more to do. More shops, restaurants and things for everyone to do especially the young people	11/7/2020 8:44 AM
17	Community Atmosphere Progress Small town that's trying to grow and get better.	11/7/2020 8:04 AM
18	Community Atmosphere Small town life	11/7/2020 8:02 AM
19	Recreation Opportunities River walk trail. No traffic.	11/7/2020 7:52 AM
20	Beautiful City Inclusive and Diverse Nature and Natural Beauty Potential for Growth Progress Our city is beautiful, diverse, inclusive, and thank god progressive. We have so much beautiful scenery and potential. We are the Comeback City!	11/7/2020 6:32 AM
21	Downtown Investment Recreation Opportunities Only lived here for 4years and don't like it. Do like the river walk and hope down town will keep growing .	11/7/2020 4:31 AM
22	Beautiful City Community Atmosphere Danville is a beautiful city with kind people for the most part	11/7/2020 3:16 AM
23	Education and Opportunity I was born and raised in Danville and attended school and graduated from GWHS. Danville gave me the chance to nurture and display my talent to earn a full scholarship.	11/7/2020 12:16 AM
24	I was born here. I have lived here a total of 65 years.	11/6/2020 11:16 PM
25	I kind of don't like it much, to be honest. It's old and boring.	11/6/2020 10:53 PM
26	Out gv	11/6/2020 10:21 PM

Investing in Danville - Community Feedback Survey

27	Community Atmosphere	it is home	11/6/2020 10:18 PM
28	Affordability Beautiful City Community Atmosphere	Low cost of living, reasonable real estate cost, reasonable tax rate, city beautification projects, sense of community.	11/6/2020 10:16 PM
29		Right now nothing's does.	11/6/2020 10:01 PM
30	Community Atmosphere Potential for Growth	Small town feel along with potential for growth	11/6/2020 9:59 PM
31	Effective Govt Services	Public works	11/6/2020 9:42 PM
32	Effective Govt Services	City services and those who provide them.	11/6/2020 9:25 PM
33		I've lived here my whole life. My family has been here for a few hundred years.	11/6/2020 9:25 PM
34		Nothing	11/6/2020 9:16 PM
35	Dining Options Shopping Options	I enjoy shopping and dining in Danville. I would love to see a bigger mall there.	11/6/2020 9:10 PM
36	Community Atmosphere	Most people in Danville are very positive and friendly.	11/6/2020 9:06 PM
37	Potential for Growth Progress	Come back city	11/6/2020 8:57 PM
38	Recreation Opportunities	Walking trail	11/6/2020 8:55 PM
39	Beautiful City Effective Govt Services Nature and Natural Beauty Recreation Opportunities Safety Shopping Options	The trees, birds, deer, the calm nature in the culture and atmosphere, the river running through with the walkway, the design of the streets and easy access to shopping, and the polite, friendly attitude of law enforcement and the efficiency of city services	11/6/2020 8:50 PM
40	Community Atmosphere	Friendly	11/6/2020 8:41 PM
41	Affordability Community Atmosphere Inclusive and Diverse Safety	Low cost of living, low crime rate, friendly and inclusive atmosphere	11/6/2020 7:33 PM
42	Community Atmosphere History and Preservation	My husband is from Danville. The history that Danville has in Civil War, manufacturing and tobacco. It a quaint little city. Not sure how the Casino will affect that but my hopes are it would incorporate that history somehow in it's facilities.	11/6/2020 7:12 PM
43	Inclusive and Diverse Potential for Growth Progress	The ever changing landscape of becoming a more diverse and inclusive city.	11/6/2020 7:01 PM
44	Economic Development Recreation Opportunities	River walk trail, strong economic development	11/6/2020 6:48 PM
45	Community Atmosphere	Home town feel ☺	11/6/2020 6:42 PM
46	Economic Development Events and Activities Progress	Danville moving forward to become a entertaining city and moving away from being called a retirement city	11/6/2020 6:40 PM
47	Beautiful City Downtown Investment	The efforts to revitalize the downtown area is admirable. The roadway plants ate lovely.	11/6/2020 6:27 PM
48		nothing	11/6/2020 6:27 PM
49	Economic Development History and Preservation	Historic renovations taking place in the South side along with new businesses we are attracting.	11/6/2020 6:16 PM
50	Downtown Investment Nature and Natural Beauty Recreation Opportunities	Danville is a great place to live. We have nice parks and the downtown area is being rebuilt on a greater level.	11/6/2020 6:16 PM
51	Nature and Natural Beauty	The river	11/6/2020 5:57 PM
52		Nothing	11/6/2020 5:09 PM
53	Community Atmosphere Dining Options Potential for Growth Recreation Opportunities Shopping Options	Small town feel. But I love when new businesses, restaurants and opportunities improve that feel.	11/6/2020 5:55 AM

Investing in Danville - Community Feedback Survey

54	Beautiful City Community Atmosphere Potential for Growth	There is a great sense of togetherness and community spirit in Danville. The city also has great architectural features and has huge potential for greater prosperity and growth with more outside investment.	11/6/2020 12:23 AM
55	Beautiful City Community Atmosphere Potential for Growth	There is a lot of community spirit and neighborliness in Danville. The city also has great architectural features and a rich history. I think Danville has a lot of potential for future growth and greater prosperity given more outside investment.	11/6/2020 12:11 AM
56	Community Atmosphere	The people, the area	11/5/2020 12:46 PM
57	Beautiful City History and Preservation	I like the history and architecture in Danville.	11/5/2020 12:11 AM
58	Downtown Investment	The river district	11/4/2020 8:45 PM
59	Centrally Located Downtown Investment	The proximity to other cities, the River District	11/4/2020 1:19 PM
60	Events and Activities Recreation Opportunities	The activities	11/4/2020 11:57 AM
61	Downtown Investment Nature and Natural Beauty Recreation Opportunities	It's a beautiful place. The landscape and I grew up in the region. The City has done a great job of downtown efforts and their expansions of the Riverwalk trail.	11/1/2020 10:35 PM
62	Effective Govt Services Recreation Opportunities	The parks and recreation department.	10/31/2020 10:15 AM
63	Downtown Investment	Downtown has improved	10/31/2020 1:12 AM
64	Community Atmosphere	I like The community in Danville and the aspect of its surroundings.	10/30/2020 5:37 PM
65	Community Atmosphere	It's small town charm.	10/30/2020 2:50 PM
66	Downtown Investment History and Preservation Recreation Opportunities Shopping Options	The science center. The water fountain. Historic society. Classy new business on mainstreet. And craigstreet.	10/30/2020 10:45 AM
67	Community Atmosphere Effective Govt Services	A nice little town that supports the community and does a lot of things right.	10/30/2020 9:58 AM
68	Community Atmosphere	family oriented place	10/30/2020 6:19 AM
69	Economic Development Shopping Options	Growing number of small businesses	10/29/2020 8:15 PM
70	Progress	The progressive movement toward improving the city	10/22/2020 3:16 PM
71	Downtown Investment Potential for Growth Progress	Danville is a come back city, I see changes for better with improvements in downtown.	10/22/2020 5:59 AM
72	Community Atmosphere	Small friendly town	10/21/2020 12:10 PM
73	Community Atmosphere Downtown Investment Effective Govt Services Recreation Opportunities	It is a city with a small town feel with amenities like the Riverwalk Trail, parks for families, a beautifully revitalized downtown, a great library and a government that cares about its citizens. I'm proud of their accomplishments such as being named an All American city and the various other recognitions that the public doesn't always see.	10/21/2020 9:59 AM
74	Community Atmosphere Potential for Growth	Danville is a nice little city. As someone who moved here for work, I enjoy living here and want to see the city grow.	10/20/2020 10:49 PM
75	Access to Amenities Affordability Downtown Investment Progress Recreation Opportunities Shopping Options	Low cost of living, great amenities (downtown, library, Riverwalk, variety of businesses) no traffic! I've lived here for almost 7 years and am pleased with the many improvements I've seen in that time.	10/20/2020 9:06 PM
76	Access to Amenities	Access to most necessities to live my life.	10/20/2020 7:55 PM
77	Downtown Investment Economic Development Effective Govt Services	I love the investment in the River District and the dynamism of city leadership (city manager, office of econ. development)	10/20/2020 7:55 PM
78	Progress	New growth	10/20/2020 7:43 PM
79	Beautiful City Community Atmosphere	The physical beauty and hometown feel of Danville	10/20/2020 7:40 PM

Investing in Danville - Community Feedback Survey

makes me glad this is my hometown.

80	Community Atmosphere	The quality of the citizens	10/20/2020 7:38 PM				
81	Community Atmosphere	I like the small town feel. People here are very friendly	10/20/2020 7:30 PM				
82	Beautiful City	Recreation Opportunities	The Beauty and The riverwalk trail.	10/20/2020 3:37 PM			
83	Downtown Investment	Recreation Opportunities	I think the revitalization of downtown, cobble stone street areas is phenomenal. The River Walk trails, etc. I'd like to see more development in regards to restaurants, etc.	10/20/2020 2:54 PM			
84	Potential for Growth	Progress	I like that it is a growing city trying to improve on many things	10/19/2020 2:30 PM			
85	Downtown Investment	Events and Activities	Progress	Retirement Friendly	I like that Danville is managing to thrive and build in spite of the loss of manufacturing. I like that it's developing the downtown area and trying to attract businesses. It was already a pretty good place for children or a place to retire and now it's becoming more attractive to young people and the career crowd.	10/19/2020 2:05 PM	
86	Affordability	Low cost of living.	10/19/2020 10:51 AM				
87	Affordability	Low cost housing	10/18/2020 9:02 PM				
88	Downtown Investment	Recreation Opportunities	Downtown is amazing. The fountain and the riverwalk are very nice.	10/17/2020 9:42 PM			
89	Community Atmosphere	Effective Govt Services	Small Business Friendly	I love the sense of community and the efforts of our leaders to make Danville a better place. I think our leaders have done a great job bringing new businesses here.	10/16/2020 5:55 PM		
90	Beautiful City	Downtown Investment	History and Preservation	Recreation Opportunities	the river walk is beautiful, the architecture of the old homes and building down town. Small business is growing in our town.	10/16/2020 2:51 PM	
91	Community Atmosphere	Dining Options	Downtown Investment	Infrastructure	Shopping Options	Trail, restaurants, small-town feel, friendliness of people, the River District - The City does a great job with the trails, maintaining infrastructure, the Community Market	10/16/2020 12:43 PM
92	Cleanliness	Downtown Investment	Infrastructure	Progress	The cleanliness of the streets is noticeable. Well lit streets and road conditions are not bad. The downtown revitalization is something to be very proud of. I have worked downtown in the 90's and left and have been back for about 7 years. There is a big difference in the atmosphere of the downtown area does Danville proud.	10/16/2020 10:49 AM	
93	Affordability	Downtown Investment	History and Preservation	Recreation Opportunities	Low cost of living, walkable downtown, historic districts, recreation assets.	10/16/2020 9:15 AM	
94	Potential for Growth	Tourism	I believe Danville has amazing tourism potential.	10/16/2020 6:28 AM			
95	History and Preservation	Historic area with lots of potential to preserve	10/16/2020 6:05 AM				
96	Centrally Located	Community Atmosphere	Nature and Natural Beauty	Recreation Opportunities	Community connectivity, ease of travel, natural setting (river), nice parks	10/15/2020 10:24 PM	
97	Community Atmosphere	Inclusive and Diverse	Progress	Nice quiet place to live where manners, honesty, integrity and education are still important life skills. I'm proud to see history coming full circle, i.e. buildings named after people who taught me life skills; a Southern mansion I NOW may visit; a mayor who looks like me, etc.	10/15/2020 8:32 PM		
98	Community Atmosphere	Small town concept living	10/15/2020 8:29 PM				
99	Downtown Investment	Economic Development	Tourism	That Danville is trying to get large businesses to locate here such as the casino and a White Mill Resort. Downtown area upgrades and new businesses have also made a big difference.	10/15/2020 8:27 PM		
100	Access to Amenities	Affordability	Community Atmosphere	The small town feel of the City, while still having a lot of the things you may want either in or near the City. Cost of living.	10/15/2020 8:18 PM		
101	Recreation Opportunities	I was born and raised in Danville. I left to join the US Army in 1989.	10/15/2020 8:16 PM				

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Now that I have retired I am moving back. The prospect of having a business like the casino appeals to my wife. She loves the Riverwalk but says the city is stuck in a time period and needs updating to survive.

102	Affordability Events and Activities Recreation Opportunities It's affordable and I never have trouble finding something to do on weekends.	10/15/2020 8:12 PM
103	Recreation Opportunities Trails	10/15/2020 8:11 PM
104	Potential for Growth Progress Danville is my hometown and I moved back here 2 years ago. I am proud of the progress in Danville but there is still a long way to go.	10/15/2020 6:40 PM
105	Noting ar all we need total new change in the people and the way the city is run	10/15/2020 6:39 PM
106	Cleanliness Dining Options Infrastructure Safety Shopping Options Major roads are maintained, clean, well lit, and safe. Offers shops, restaurants, movie theater. Citizens and law officers have collaborated to make the area safe.	10/15/2020 6:18 PM
107	History and Preservation Progress Showcasing our roots while moving the city forward	10/15/2020 2:02 PM
108	Community Atmosphere We all seem to be middle class. No extremes, just hard working people and friendly.	10/15/2020 11:46 AM
109	Quality of Life Quality of life	10/15/2020 10:53 AM
110	Beautiful City Cleanliness Keep the city looking clean & appealing	10/15/2020 10:05 AM
111	Centrally Located Community Atmosphere History and Preservation Nature and Natural Beauty Recreation Opportunities Shopping Options The river, geographic location, historic infrastructure, undeveloped green space and a handful of businesses and citizens are the city's best assets.	10/15/2020 9:09 AM
112	I was born in Danville in 1943. I am proud of that because I also grew up here. I have many good memories of a prospering and growing Danville. Now that prosperity is not evident and a casino is not the answer. Danville does not need those kinds of jobs.	10/15/2020 8:28 AM
113	Recreation Opportunities The Riverwalk trail	10/15/2020 7:59 AM
114	Community Atmosphere A very friendly city.	10/15/2020 7:33 AM
115	Beautiful City Cleanliness I love the cleanliness of our city and the work the city is doing to improve Danville's appearance.	10/15/2020 6:48 AM
116	Cleanliness Danville is a clean city, q	10/14/2020 9:23 PM
117	Community Atmosphere Size and the Pride of the People	10/14/2020 9:04 PM
118	Community Atmosphere Progress We as a community are open to growth.	10/14/2020 7:56 PM
119	History and Preservation Recreation Opportunities Historic District, River walk	10/14/2020 6:31 PM
120	Community Atmosphere Economic Development Effective Govt Services Progress I love the community spirit and the (mostly) collective want for the city to thrive. I have enjoyed watching Danville's comeback over the past few years. I think the city manager and city council genuinely care about outcomes for the citizens.	10/14/2020 4:47 PM
121	Community Atmosphere Downtown Investment Economic Development History and Preservation Recreation Opportunities I think the city has a lot of grassroots groups and community organizations that work hard to make this community better for everyone. I think the city has made a lot of great investments in the River District. I am always proud to showcase the Riverfront Trail.	10/14/2020 2:04 PM
122	Downtown Investment Economic Development Effective Govt Services Infrastructure Small Business Friendly The city is very responsive to the needs of businesses and has done a good job with redevelopment of the River District. Transportation systems seem to work well.	10/14/2020 1:45 PM
123	Recreation Opportunities The River Walk, DRF	10/14/2020 12:48 PM
124	Progress The meme to move forward.	10/14/2020 12:40 PM
125	Beautiful City Economic Development History and Preservation Potential for Growth Pr	10/14/2020 12:32 PM

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Progress I like where Danville is heading ! So much development and new ventures. Rehabbing space. Preservation. - I am always excited when I walk downtown and see a new dumpster out front of a place! We live in the new lofts downtown. And frequently walk / dream about the OWE. Beautiful work and architecture. Cannot wait to see the area flourish again.

126	Economic Development History and Preservation The City was very slow to include historic preservation to its efforts and finally seems to understand the historic districts attract excellent developers to invest in restoration of our vacant homes and buildings	10/14/2020 12:18 PM
127	Dining Options Shopping Options It is easy to get around town. Shopping is sufficient but needs more choices. Places to eat are abundant and the food is very good. A Vietnamese and Greek option will be a nice addition.	10/14/2020 11:47 AM
128	Community Atmosphere Nature and Natural Beauty Recreation Opportunities Small town feel, big benefits of outdoor activities	10/14/2020 11:47 AM
129	Centrally Located It's location.	10/14/2020 11:15 AM
130	Affordability Community Atmosphere Dining Options Effective Govt Services Safety Shopping Options Proud of Danville as a hometown having grown up here and attended Public Schools. Returned when my career was under control and started a family bringing them to Danville for the education at a parochial school (at SHS) and then GWHS. Danville is a safe, small, city of churches (or was), easy to know everyone, growing despite periodic set backs. I just saw Danville as a good place to raise my family and enjoy the good economy to achieve a higher standard of living similar to more expensive communities without too many compromises; like shopping, entertainment and jobs. What I think the City does well is the ability to sustain the services of the city with a small town budget. The poverty rate here reduces the opportunities and ability to be more prosperous for many and sees some flee the community for lack of some things. It is easy to come to Danville with a business or profession but not so likely to start a successful business it seems. The City does not retain well its Leadership and thus has a problem attracting more good Leadership. (Doctors, industry, professional talents).	10/14/2020 10:18 AM
131	Affordability Beautiful City History and Preservation Safety Low cost of living. We're finally getting crime under control. Beautiful architecture. Out	10/14/2020 12:58 AM
132	Community Atmosphere The people	10/13/2020 8:52 PM
133	Many things.....	10/13/2020 5:38 PM
134	Beautiful City Community Health Effective Govt Services Infrastructure The City of Danville is an extraordinary employer. I am very proud of the effort made by the City to improve the streets, communities, safety, appearance and health of both citizens and employees.	10/13/2020 5:15 PM
135	Centrally Located Location to other areas for day trips.	10/13/2020 1:24 PM
136	Community Atmosphere Dining Options Downtown Investment History and Preservation Recreation Opportunities Sense of community, downtown, unique restaurants and riverwalk	10/13/2020 1:08 PM
137	Centrally Located Recreation Opportunities Nice place to live and conveniently located to big cities, mountains, beaches, etc.	10/13/2020 1:01 PM
138	Economic Development Potential for Growth Progress We like the enthusiasm that exists to move things forward.	10/12/2020 11:28 AM
139	Community Atmosphere I like the community. Everyone knows everyone and we all try to make the community a better place. Everyone is so helpful and caring. Not like other city where you don't know who's on city council or the police department.	10/12/2020 11:20 AM
140	Dining Options Great choices in dining	10/11/2020 9:22 PM
141	Dining Options Shopping Options All the shops and restaurants	10/10/2020 4:51 PM
142	Community Atmosphere History and Preservation Shopping Options The historic buildings, small town feel with still many convenient shops.	10/10/2020 1:12 PM
143	Downtown Investment Economic Development Recreation Opportunities Safety We are doing a great job of revitalizing our downtown area. We have a beautiful river district with trails, parks, and revitalization. We have a wonderful police department.	10/10/2020 10:04 AM

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144	Economic Development Effective Govt Services Quality of Life I feel the city representatives are working hard to expand economic development and quality of life.	10/10/2020 7:13 AM
145	Dining Options Shopping Options Shopping and restaurants	10/10/2020 6:57 AM
146	Community Atmosphere Small, relatively quiet	10/10/2020 6:46 AM
147	Safety Police interactions	10/9/2020 9:38 PM
148	Downtown Investment Economic Development Recreation Opportunities Revitalized downtown area and river walk trail	10/9/2020 8:19 PM
149	Community Atmosphere Small town living is the best.	10/9/2020 8:13 PM
150	History and Preservation Recreation Opportunities Riverwalk trail, historic architecture, Ballou senior center, library.	10/9/2020 5:34 PM
151	Downtown Investment Events and Activities Recreation Opportunities Safety River district, parks and river walk trail, fun events down town, the history of the city, the first class fire department, how creative the police department has been and the crime being reduced,	10/9/2020 3:38 PM
152	Economic Development Potential for Growth Progress I love the continued growth. It shows that there are people here who care about the city and want it to be modern and successful.	10/9/2020 3:37 PM
153	Beautiful City Economic Development Nature and Natural Beauty Recreation Opportunities Shopping Options The area is beautiful. There is a lot of great outdoor recreation. The downtown is starting to have some new and exciting features and businesses.	10/6/2020 2:13 PM

Q3 What is the greatest or biggest challenge facing Danville?

Answered: 164 Skipped: 37

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#	RESPONSES	DATE
1	Economic Opportunities Education Boosting the economy to bring businesses into the city and public school system	11/9/2020 1:02 PM
2	City Finances A police station that is needed, but is financially, a terrible decision.	11/9/2020 12:29 PM
3	Crime Drugs Gang Activity I think the biggest challenge is keeping our kids and grandkids away from drugs peer pressure and bad influences.	11/8/2020 3:40 PM
4	Crime Crime	11/8/2020 2:17 PM
5	Education Housing Utility Costs home insurance is price gouged and electricity is too expensive for a small location If parents can't support or provide proper housing and necessities for kids, there is no point in upgrading public schools What will a new police station do? House the lousy police that are already there? certain people's arrogant attitudes	11/7/2020 6:05 PM
6	Education Schools system not up to par	11/7/2020 4:48 PM
7	Blight Crime Poverty Danville's biggest issues are blight, poverty, and crime in that order.	11/7/2020 4:33 PM
8	Utility Costs Electric bill	11/7/2020 2:15 PM
9	Education Retail Amenities education very lacking no stores	11/7/2020 1:36 PM
10	Inequality Poverty Racism Social justice.	11/7/2020 12:27 PM
11	Crime Drugs Education Health Schools, guns, drugs, hospital is not great6	11/7/2020 11:36 AM
12	Education Poverty Education- what we have been doing isn't working. A more expensive school isn't going to fix it. We need to do things differently. Our low income citizens are caught in a trap of raising children that stay low income. We need an education system that teach finances, health, goal planning, the whole person. I think we should offer the same education to low income adults as well.	11/7/2020 10:51 AM
13	Resistance to Change Accepting change.	11/7/2020 10:27 AM
14	Housing Public Transportation The need of new housing neighborhoods and cabs services	11/7/2020 10:25 AM
15	Economic Opportunities Economic development	11/7/2020 10:23 AM
16	Education The schools are failing our children. I felt I had to make the decision to pull my child from school to keep him safe.	11/7/2020 10:07 AM
17	Negativity and Low Morale Negative image	11/7/2020 9:39 AM
18	Economic Opportunities Having jobs and other opportunities that would encourage the younger generation to want to stay here once they graduate from college	11/7/2020 8:44 AM
19	Crime Drugs Resistance to Change Crime, drugs and people that don't want to see change.	11/7/2020 8:04 AM
20	Economic Opportunities Education Maintaining quality jobs and qualified workforce	11/7/2020 8:02 AM
21	Poverty Poverty. The lack of interest in getting an education for themselves and/or their children.	11/7/2020 7:52 AM
22	Recreation Opportunities Retaining Young People We need more activities and entertainment. We need more outlets for our youth to be engaged in. We also need to further develop our parks and recreation and expand the Riverwalk trail.	11/7/2020 6:32 AM
23	Economic Opportunities Utility Costs Living wage...very high utilities!!!	11/7/2020 4:31 AM
24	Economic Opportunities Creation of good paying jobs	11/7/2020 3:16 AM
25	Crime Education Poverty The lack of education and poverty that creates at-risk youth to fail in school and get in to criminal behavior.	11/7/2020 12:16 AM
26	Economic Opportunities Health Economy, jobs, poor local healthcare.	11/6/2020 11:46 PM
27	Economic Opportunities Education Lack of education among the citizens. Lack of economic resources to power its economy.	11/6/2020 11:16 PM

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28	<div>Crime</div> <div>Economic Opportunities</div> <div>Education</div> <div>Gang Activity</div> <div>Limited Internet Access</div> <div>Resistance to Change</div>	Dealing with gang activity, bringing in new businesses without enduring gentrification, improving the schools, helping the town move forward despite constant reminders of its Confederate past, improving internet accessibility.	11/6/2020 10:53 PM
29		Outgunning	11/6/2020 10:21 PM
30	<div>Blight</div> <div>Economic Opportunities</div> <div>Utility Costs</div>	blighted areas, lack of reasonably priced utilities, unemployment	11/6/2020 10:18 PM
31	<div>Education</div> <div>Gang Activity</div> <div>Inequality</div>	Social divide, ignorance, lack of proper growth (hopefully that will change), gang violence, deficient education system - lack of high school options - overcrowding.	11/6/2020 10:16 PM
32	<div>Education</div>	Our schools falling apart.	11/6/2020 10:01 PM
33	<div>Retaining Young People</div>	Holding onto promising high school and college graduates	11/6/2020 9:59 PM
34		Good people	11/6/2020 9:53 PM
35	<div>Crime</div>	Crime	11/6/2020 9:42 PM
36	<div>COVID19</div>	Cov 19 pandemic	11/6/2020 9:37 PM
37	<div>Infrastructure Quality</div>	Rebuilding infrastructure to ensure it reaches peak levels.	11/6/2020 9:25 PM
38	<div>Drugs</div>	Drugs. By far..	11/6/2020 9:25 PM
39	<div>Economic Opportunities</div>	Jobs	11/6/2020 9:16 PM
40	<div>Resistance to Change</div>	People need to be more open to new ideas. I think that's a challenge.	11/6/2020 9:10 PM
41	<div>Economic Opportunities</div> <div>Education</div>	Jobs and education	11/6/2020 9:06 PM
42	<div>Economic Opportunities</div> <div>Education</div> <div>Health</div> <div>Recreation Opportunities</div>	Schools needing updated, cleaned up from rid raf, bringing in businesses that stay, improving medical services Danville offers and bring in more specialists. Finish the River front park	11/6/2020 9:00 PM
43	<div>City Council and Govt</div>	Our mayor needs to be impeached.	11/6/2020 8:57 PM
44	<div>Crime</div> <div>Economic Opportunities</div>	Crime and job growth	11/6/2020 8:55 PM
45	<div>Crime</div> <div>Education</div> <div>Health</div> <div>Public Transportation</div>	Crime, educational programs and schools, public transportation, and medical facilities	11/6/2020 8:50 PM
46	<div>Poverty</div> <div>Retaining Young People</div>	The homeless population of its Winter coming. Also young adults leaving the city for better career opportunities.	11/6/2020 8:44 PM
47	<div>Gang Activity</div>	Gangs	11/6/2020 8:41 PM
48	<div>Economic Opportunities</div>	Lack of jobs, low wages	11/6/2020 7:33 PM
49		This will bring an influx of jobs and revenue for the city, but will also bring a diverse socioeconomic group to the area. Culture shock is a concern and how will you prevent some of the negative effects to the city and people that have lived in Danville for generations?	11/6/2020 7:12 PM
50	<div>Education</div>	Education, the drop-out rate of students/citizens	11/6/2020 7:08 PM
51		Ad you look at the cities around us such as Durham, Chapel Hill, Greensboro and Lynchburg you see a thriving downtown area that is enticing young crowds and a destination for residents of nearby cities. Our downtown needs even more improvement and we need to look at cities surrounding us as a model.	11/6/2020 7:01 PM
52	<div>Economic Opportunities</div> <div>Education</div>	Public education & Economic development	11/6/2020 6:48 PM
53	<div>Retail Amenities</div>	Malls	11/6/2020 6:42 PM
54	<div>Poverty</div> <div>Utility Costs</div>	High Utility Rates Citizens choosing between buying food,meds,rent or paying \$800 dollar light bill	11/6/2020 6:40 PM
55	<div>Crime</div> <div>Drugs</div> <div>Economic Opportunities</div> <div>Retaining Young People</div>	Unemployment. Gun violence. Drug use. Few items to keep the younger generation to take part in	11/6/2020 6:27 PM

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56	Racism Racism	11/6/2020 6:27 PM
57	Unfriendly to Businesses Lack of respect for retail and food businesses.	11/6/2020 6:16 PM
58	Recreation Opportunities Retail Amenities We need more attractions here. The Mall needs help bringing in more stores and more attractions, especially when the casino comes.	11/6/2020 6:16 PM
59	Economic Opportunities No economic driver	11/6/2020 5:57 PM
60	Economic Opportunities Health Jobs, healthcare	11/6/2020 5:09 PM
61	Education Education	11/6/2020 5:55 AM
62	Blight The amount of abandoned or dilapidated buildings in the city, and the number of vacant lots from recent demolitions.	11/6/2020 12:23 AM
63	Blight There are a great number of abandoned or dilapidated buildings, both residential and commercial. There are also many vacant lots due to the number of demolitions in recent years.	11/6/2020 12:11 AM
64	Economic Opportunities Poverty Utility Costs unemployment, past due bills - utilities, taxes etc	11/5/2020 12:46 PM
65	Economic Opportunities Slow growth due to lack of sustainable jobs.	11/5/2020 12:11 AM
66	Gang Activity Housing Utility Costs Housing, Gang violence, Utility bills	11/4/2020 8:45 PM
67	Education Housing Poverty Racism education, poverty, redlining	11/4/2020 1:19 PM
68	Racism The racism	11/4/2020 11:57 AM
69	Economic Opportunities Economic opportunity	11/2/2020 9:51 AM
70	Economic Opportunities Education Continued economic diversification. I think we know we need to continue these efforts. Yes or No on the Casino. We shouldn't put our eggs in one basket and I hope if it passes especially, the City continues it's efforts within the community and outside to bring more variety to our local economy. An important key to this is education and further investment in that arena. People want to move to a place that has good schools.	11/1/2020 10:35 PM
71	Economic Opportunities Education Education, Urban blight, Good paying jobs.	10/31/2020 10:15 AM
72	Economic Opportunities Job opportunity	10/31/2020 1:12 AM
73	Recreation Opportunities Retail Amenities We need more entertainment in the city. Opening up this casino will generate the population for better opportunities, jobs, education, and bigger businesses.	10/30/2020 5:37 PM
74	Economic Opportunities Bringing new jobs to the area.	10/30/2020 2:50 PM
75	Poverty Poverty And civil unrest between white and black peoples.... crime and threat of danger from black men.	10/30/2020 10:45 AM
76	Economic Opportunities Tourism We need tourism and economic growth after the downfall of textiles	10/30/2020 9:58 AM
77	keeping it from growing in disorderly way.	10/30/2020 6:19 AM
78	Housing Utility Costs Substandard Housing and overpriced utilities	10/29/2020 8:15 PM
79	Resistance to Change Old and traditional mindsets of the community memebers	10/22/2020 3:16 PM
80	Education Infrastructure Quality Recreation Opportunities Poor education, lack of entertainment, poor roads	10/22/2020 1:08 PM
81	Housing Lack of new housing for seniors	10/22/2020 5:59 AM
82	Education Poverty income, schooling	10/21/2020 12:10 PM
83	Economic Opportunities Education Improving our education system, both updating the infrastructure and getting parents invested in their children's education. Educating children on their options after high school and how to achieve those goals. Also, bringing new jobs to the City.	10/21/2020 9:59 AM
84	Crime Economic Opportunities Education Poverty The loss of jobs and poverty, which	10/20/2020 10:49 PM

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has led to other issues like crime and struggling schools

85	Negativity and Low Morale Racism Negativity, often from people who have never lived anywhere else. The show of white supremacy with the Confederate flags is both sad and embarrassing.	10/20/2020 9:06 PM
86	Crime Overwhelming number and amount of crime without a clear plan to prevent or deter crime in Danville. Most police officers do not live in Danville and do not have a vested interest in the city	10/20/2020 7:55 PM
87	Education The weakness of our public schools. If we continue to cultivate an uneducated population, we will have no future.	10/20/2020 7:55 PM
88	Negativity and Low Morale Company store mindset here.	10/20/2020 7:43 PM
89	Recreation Opportunities Retaining Young People Getting more business and activities for the young people.	10/20/2020 7:40 PM
90	Economic Opportunities Economic challenges	10/20/2020 7:38 PM
91	Poverty Poverty	10/20/2020 7:30 PM
92	Economic Opportunities Jobs	10/20/2020 3:37 PM
93	Crime Quite frankly Danville is dangerous in my opinion. I no longer live there and I'm glad I don't.	10/20/2020 2:54 PM
94	Economic Opportunities Education Housing Jobs, schools and housing	10/19/2020 2:30 PM
95	Economic Opportunities Resistance to Change See above. There aren't enough jobs for young and/or non-college educated people that earn enough to be a living. Also there seems to be a deeply-grained culture of avoidance of risk among the populace, especially long-time residents.	10/19/2020 2:05 PM
96	Infrastructure Quality Street repairs.	10/19/2020 10:51 AM
97	Education schools	10/18/2020 9:02 PM
98	Resistance to Change Old ways of thinking. Fear. Change. Lack of foresight by the aging population.	10/17/2020 9:42 PM
99	Education The school system. We need to work on teacher retention, aligning curriculum and capital improvements to our aging campuses.	10/16/2020 5:55 PM
100	Economic Opportunities Education Retaining Young People Increasing jobs for our young people and keeping them here in town if we do not vote for more business like the casino to come to town. Offering more options for learning skills not just going to college but skilled trades.	10/16/2020 2:51 PM
101	Infrastructure Quality Tax Revenue - infrastructure upgrades and service continuance	10/16/2020 12:43 PM
102	Resistance to Change Keeping up with the times. Technology and Attitudes change almost daily. Danville needs leaders that are willing to grow with the times and not stay stuck in the past.	10/16/2020 10:49 AM
103	Population Loss population loss	10/16/2020 9:15 AM
104	Economic Opportunities The economy, we need more jobs.	10/16/2020 6:28 AM
105	Education Schools	10/16/2020 6:05 AM
106	Economic Opportunities Education Negativity and Low Morale education to aid in economic development, changing people's mindset about progressing from their current socioeconomic position	10/15/2020 10:24 PM
107	Resistance to Change The biggest challenge I see is changing mindsets and becoming more progressive in what we want our city to look like.	10/15/2020 8:32 PM
108	City Council and Govt Internal agendas within leadership	10/15/2020 8:29 PM
109	Crime Economic Opportunities Housing Investing in bringing big businesses and upgrading communities on the northside of the river especially around the N Main St, Seminole	10/15/2020 8:27 PM

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Dr. and Franklin Tnpk. areas. Tearing down all the vacant dilapidated houses and buildings as well as well over a thousand abandoned vehicles all over the streets and private properties, and the vehicle grave yards repair shops have lots full of dilapidated vehicles everywhere. When new business prospects or possible new residents touring Danville before moving here see how all this makes the city look like a trash dump they surely may think twice about locating here. This blight is also a magnet for criminal activity. Criminals focus on blighted areas because they know the residents and city dont care how it looks so criminals know that the residents in those areas are declined to call the police v criminals who know the police will be called in a nice neighborhood if someone sees criminal activity in those areas.

110	Education Education system	10/15/2020 8:18 PM
111	Retaining Young People Lets just get the casino referendum approved Nov 3rd and I think Danville will be okay. I Love the city for retirement. Only thing I can say is it is not a city for younger people 20-49 yrs old. 50 and older yes.	10/15/2020 8:16 PM
112	Negativity and Low Morale Resistance to Change The nay-sayers who complain about progress and then complain when there aren't the benefits that come along with progress.	10/15/2020 8:12 PM
113	Education Education	10/15/2020 8:11 PM
114	Economic Opportunities The biggest challenge is lack of opportunity for ALL citizens.	10/15/2020 6:40 PM
115	COVID19 Racism Restrictions due to COVID are threatening local businesses to be able to stay in business. Prejudice and white supremacy who have decorated the area with confederate flags conveys a negative image to outsiders.	10/15/2020 6:18 PM
116	The Casino a Casino - research indicates that a casino does not do what Danville is claiming it will do the area. It actually further oppresses those who are already oppressed, makes the corporations and it's higher up rich, bring far more challenges to the area than positives.	10/15/2020 2:02 PM
117	Retaining Young People Getting the school age population into it.	10/15/2020 11:46 AM
118	Education Public education	10/15/2020 10:53 AM
119	Economic Opportunities Recreation Opportunities Utility Costs Lack of good paying jobs Lack of entertainment options High utility cost	10/15/2020 10:05 AM
120	City Council and Govt Racism Resistance to Change Leadership has steered Danville into a place that does not appeal to people like us. The ONLY reason I live here is because my husband is from here. Living here is like living in the middle of a Trump rally: too many undereducated people too passionately caring about themselves and their own views thinking that they are fixing the world. Danville has become a fast food restaurant in a world of farm to fork. Most elected leadership and government employees would never be deemed qualified to obtain or keep these positions in other localities. Parks and Rec is a joke. What leadership has allowed to happen to architecturally and historically significant infrastructure is a heartbreaking. Same goes for previously undeveloped land. The investment areas proposed below don't even try to cover protecting and enhancing the natural resources of the area. So many people spoke about Dan River being too dominant over the community yet I see the same thing happening again with this casino- only this time the owners won't be living in town. There was a good chance for Danville to not be a joke of a locality however a trailer park/pawn shop mentality seems to have won.	10/15/2020 9:09 AM
121	The Democratic party and their agendas	10/15/2020 8:28 AM
122	City Council and Govt Economic Opportunities The local economy, and the lack of initiative/ambition of city officials.	10/15/2020 7:59 AM
123	Economic Opportunities Retaining Young People Bring good paying jobs to Danville so our young people stop leaving.	10/15/2020 7:33 AM
124	Education I think number one is education. Our children seem to be behind other localities in educational development. It seems we want to lay blame on the teachers but that's extremely unfair when we don't provide teachers with proper materials to perform their duties. Teachers have to provide materials out of their own pockets and, considering their salaries, that's extremely unfair.	10/15/2020 6:48 AM
125	Crime Economic Opportunities Employment Opportunities, Crime and Drug Use	10/14/2020 9:04 PM
126	Resistance to Change Some people are afraid to grow because some people are afraid of	10/14/2020 7:56 PM

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change.

127	Retaining Young People Keeping young talent people here	10/14/2020 6:31 PM
128	Education The biggest challenge facing Danville is indeed our school system. While it is underperforming, what I find even more upsetting is the state of and age of pretty much every school building. The students of this city deserve better, despite of performance outcomes.	10/14/2020 4:47 PM
129	Economic Opportunities Education Environmental Concerns Health Inequality Racism I think the greatest challenge facing Danville is racism and the extreme racial disparities it has produced. This has impacted our community's health, education, workforce, and quality of life. I worry that the city does not focus enough on developing policy and systems changes that would improve equity. I fear that the lack of attention to this issue will continue to make us vulnerable to health, environmental, and economic changes. I strongly believe that this needs to be fundamental to any decisions made regarding revenue distribution from the potential casino.	10/14/2020 2:04 PM
130	Economic Opportunities Education Environmental Concerns Health Helping businesses overcome COVID related downturns, no tourism agency, the school system desperately needs a turn-around, and climate crisis impacts from continued storms/flooding. Systemic solutions for issues such as food deserts and health improvements community-wide.	10/14/2020 1:45 PM
131	Education Racism Close minded people and poorly educated people	10/14/2020 12:48 PM
132	Education Underserved youth	10/14/2020 12:40 PM
133	Inequality Racism Racial inequity, explicit racism	10/14/2020 12:35 PM
134	Housing We need to have adequate HOUSING for people that want / need to move here! It was very hard to find cleaner newer apartments, condos, starter homes. Etc. We need the developments to continue their work and we need a centralized housing informational page to help FIND their offerings ! Very hard to move here and find a place to live. We almost chose ANOTHER job offer at another medical practice in North Carolina instead.	10/14/2020 12:32 PM
135	Economic Opportunities Education Education and Jobs	10/14/2020 12:18 PM
136	Economic Opportunities an aging population and a dwindling work force	10/14/2020 11:47 AM
137	Education Schools	10/14/2020 11:47 AM
138	Education The school system	10/14/2020 11:25 AM
139	Economic Opportunities Education Danville needs to develop a education system that provides a solid foundation on which one can build a good quality life. Also, there is a resource that is a great asset, the Dan River. However, it need promotion.	10/14/2020 11:15 AM
140	Economic Opportunities Tension with County Quality jobs and leadership. Danville needs jobs and not just the small victories that have accumulated several hundred over the past decade. Danville needs technical excellence like some of the more recent educational efforts; i.e IT theft protection, machining, nursing/medical and education. Danville needs a cornerstone industry to raise the level of living, spending and investments within not leaving the community. We have Plant Managers of large businesses living in N.C. rather than Danville. We have county people speaking badly of the city but not the county. Too often I have seen on social media someone tell a person to move to the county not the city. Why? There are good reasons and the answers to this lies in what the city needs. Danville needs the County have its back and see that the county will only be as successful as the city. Danville is the root core of this geography. Danville the city has been and will always be the face of the entire county/city community. I worry the county will continue to differentiate itself should the casino referendum pass since the county get only indirect benefits from the economic analytics.	10/14/2020 10:18 AM
141	City Council and Govt Transparency in the city council and electric bills that are out of control.	10/14/2020 12:58 AM
142	Economic Opportunities The economy!	10/13/2020 9:38 PM
143	Education K-12 educations	10/13/2020 8:52 PM
144	Education A school system that is largely unaccredited, has one of the worst graduation rates in the state, has produced terrible achievement test scores and has continued to deteriorate in the last five years. It's leadership needs a complete overhaul if we are to have	10/13/2020 5:38 PM

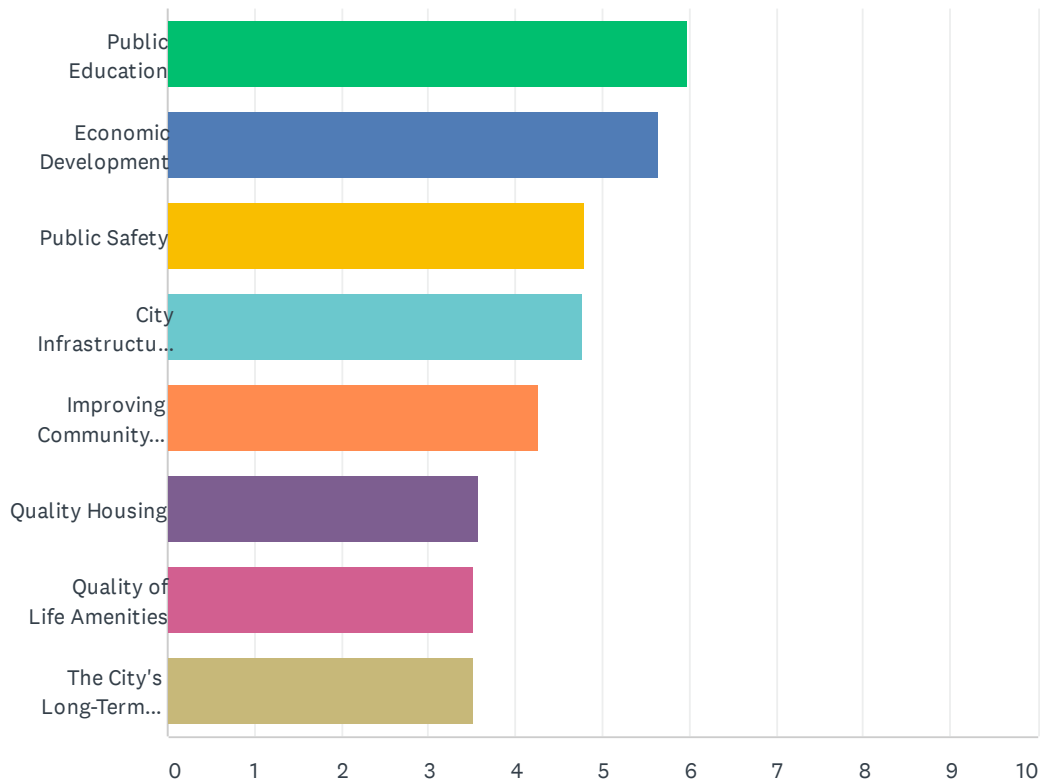
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any chance of improving this sad and dismal situation. Ultimately, this will defeat our otherwise good economic development efforts, as no important business would want to locate where this situation exists and continues to go unresolved. We should be ashamed and fed up with this situation.

145	Education Education level of the population	10/13/2020 5:15 PM
146	Inequality City council's love of spending money on the River District while other areas of the city are calling apart. City council needs to remember they work for all the citizens.	10/13/2020 1:24 PM
147	Recreation Opportunities Retaining Young People The ability to provide features or facilities that cater to a younger crowd and parents with kids (outside of playgrounds). Few entertainment options outside of country and limited bookings of events like major concerts.	10/13/2020 1:08 PM
148	City Council and Govt City Council and their lack of respect for the citizens that elected them.	10/13/2020 1:01 PM
149	Negativity and Low Morale There is this overhanging negativity. It seems like some people who have lived here their whole lives lack appreciation for what they have here. This is the 16th place we have lived. Utilities are mostly cheaper than anyplace else we have lived and in no cases are they more expensive.	10/12/2020 11:28 AM
150	Economic Opportunities Education Recreation Opportunities Job, schools, and entertainment. I feel that the casino will bring lots of jobs and it will be an excellent step to having Danville grow. I also feel that there should be better opportunities in the school system. We should start adding Magnet schools for elementary and middle schools. Also create different programs in public schools change the grading scale to a 10 point scale like other schools in VA. As far as Entertainment we need to have better places for our children to go. It would be amazing to have an aquarium in the Whitemill building. If the casino passes please look in to that it would go great with the new park as well!	10/12/2020 11:20 AM
151	The Casino Keeping gambling out	10/11/2020 9:22 PM
152	Crime Crime	10/10/2020 4:51 PM
153	Economic Opportunities Education Economic issues, job growth, school funding.	10/10/2020 1:12 PM
154	Education Educating our children.	10/10/2020 10:04 AM
155	Resistance to Change The older population that does not want to embrace change and growth.	10/10/2020 7:13 AM
156	City Finances Debt	10/10/2020 6:57 AM
157	Crime Crime	10/10/2020 6:46 AM
158	Economic Opportunities Unemployment	10/9/2020 9:38 PM
159	Crime Poverty Poverty and crime	10/9/2020 8:19 PM
160	Economic Opportunities Recreation Opportunities Retaining Young People Business growth is stagnant. Good paying jobs are needed. Even if the good paying jobs come, Danville has to build up the area with activities and things for families, that may need to move here for those jobs, to do.	10/9/2020 8:13 PM
161	Health Retail Amenities No restaurants that specialize in healthy food, especially breakfast.	10/9/2020 5:34 PM
162	Negativity and Low Morale There's still some negative Nancy's out there. What happens if the casino doesn't come? If the casino does come, what other issues will come with it?	10/9/2020 3:38 PM
163	Resistance to Change The people who are too afraid of change, they will forever hold the city back. Especially when some of those people are on City Council or hold positions of persuasion.	10/9/2020 3:37 PM
164	Crime Economic Opportunities Education Poverty The biggest challenge is related to poverty and its society impacts like school performance, crime, and economic opportunity.	10/6/2020 2:13 PM

Q4 Please rank the following investment areas from greatest to least importance to the City. Note: "Greatest" = 1 and "Least" = 8.

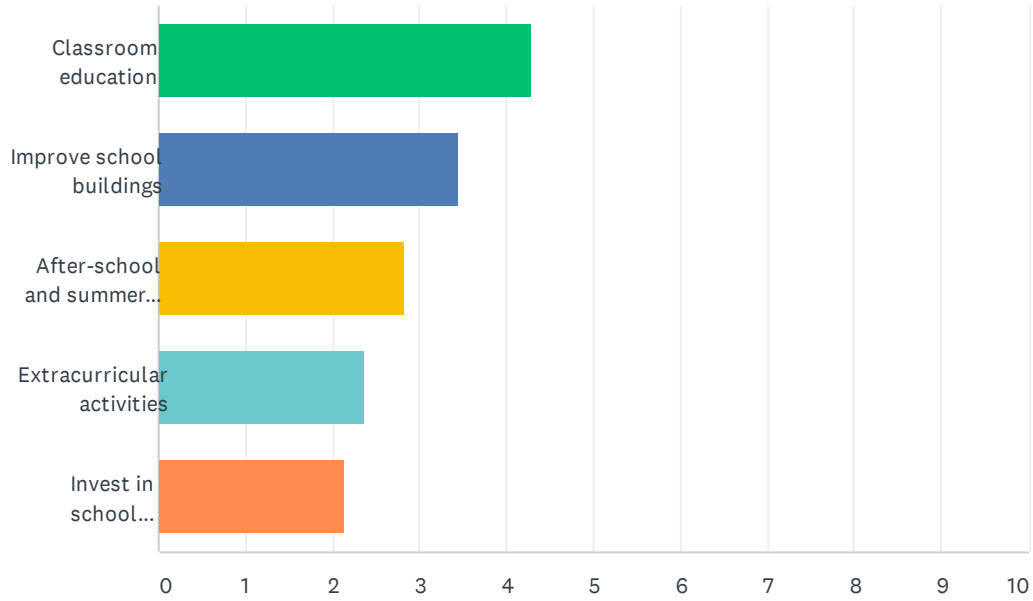
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	1	2	3	4	5	6	7	8	TOTAL	SCORE
Public Education	29.53% 57	23.32% 45	10.88% 21	12.44% 24	10.88% 21	5.18% 10	4.66% 9	3.11% 6	193	5.98
Economic Development	25.52% 49	15.10% 29	18.75% 36	10.94% 21	12.50% 24	7.29% 14	5.73% 11	4.17% 8	192	5.65
Public Safety	9.28% 18	12.37% 24	17.01% 33	19.59% 38	17.53% 34	8.25% 16	8.76% 17	7.22% 14	194	4.80
City Infrastructure Improvements	14.14% 27	13.09% 25	12.57% 24	18.85% 36	8.90% 17	11.52% 22	12.04% 23	8.90% 17	191	4.77
Improving Community Health	3.59% 7	14.36% 28	15.38% 30	11.79% 23	14.87% 29	17.44% 34	10.77% 21	11.79% 23	195	4.26
Quality Housing	4.12% 8	6.70% 13	10.82% 21	7.22% 14	14.43% 28	19.59% 38	23.71% 46	13.40% 26	194	3.58
Quality of Life Amenities	3.05% 6	8.12% 16	8.63% 17	11.68% 23	12.18% 24	16.24% 32	21.83% 43	18.27% 36	197	3.51
The City's Long-Term Financial Stability (Capital Reserve Fund, Budget Stabilization Fund)	11.56% 23	7.04% 14	6.03% 12	8.04% 16	8.54% 17	13.57% 27	12.56% 25	32.66% 65	199	3.51

Q5 Public Education

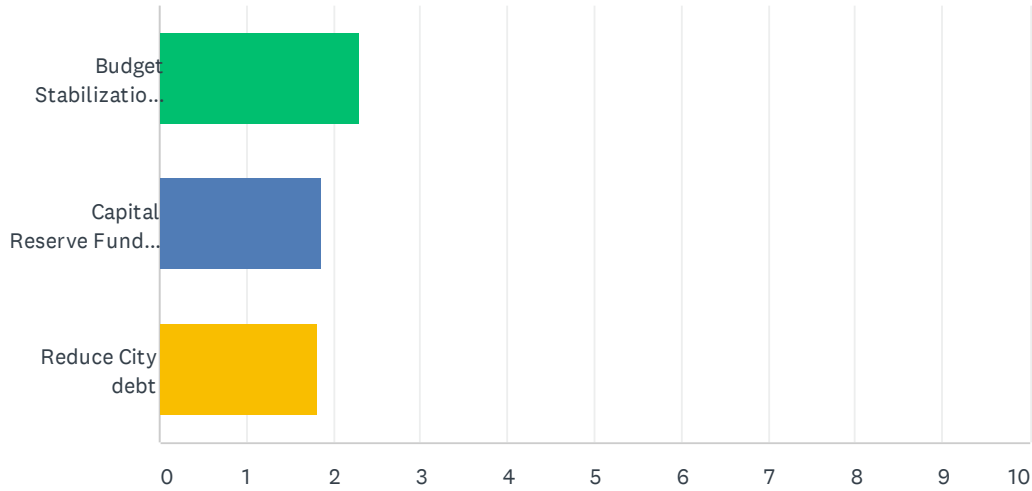
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	1	2	3	4	5	TOTAL	SCORE
Classroom education	57.83% 96	21.69% 36	14.46% 24	3.61% 6	2.41% 4	166	4.29
Improve school buildings	24.24% 40	28.48% 47	23.64% 39	15.76% 26	7.88% 13	165	3.45
After-school and summer programs for youth	13.50% 22	23.31% 38	15.95% 26	26.38% 43	20.86% 34	163	2.82
Extracurricular activities	3.07% 5	11.66% 19	28.83% 47	30.67% 50	25.77% 42	163	2.36
Invest in school amenities	2.99% 5	14.97% 25	16.77% 28	22.16% 37	43.11% 72	167	2.13

Q6 The City's Long-Term Financial Stability

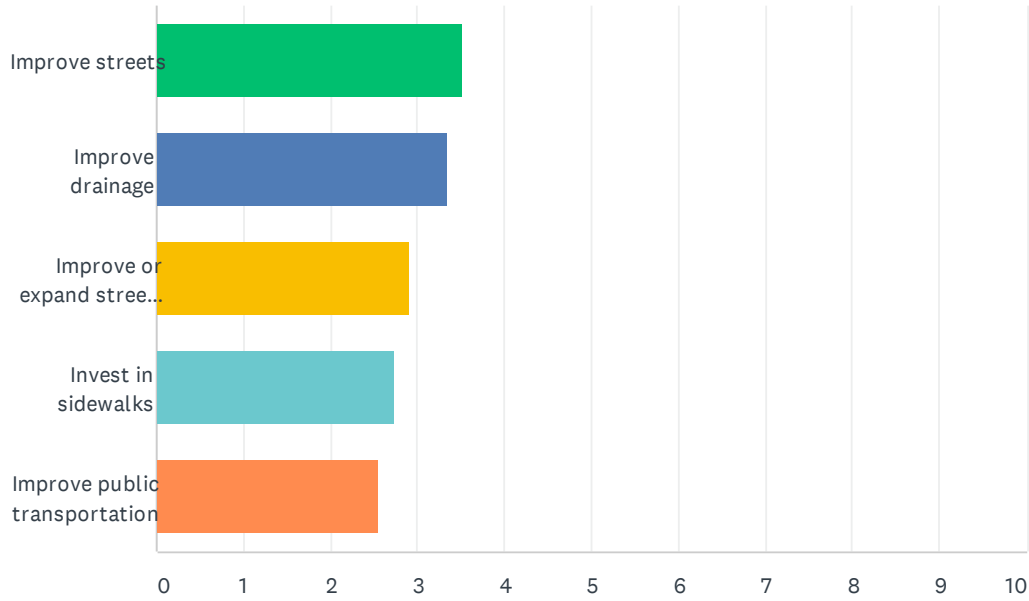
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	1	2	3	TOTAL	SCORE
Budget Stabilization Fund (set aside money to provide a cushion against unexpected emergencies or economic downturns)	45.10% 69	39.87% 61	15.03% 23	153	2.30
Capital Reserve Fund (setting aside money for a pay-as-you-go approach to major investments)	27.56% 43	32.05% 50	40.38% 63	156	1.87
Reduce City debt	26.88% 43	28.75% 46	44.38% 71	160	1.82

Q7 City Infrastructure Improvements

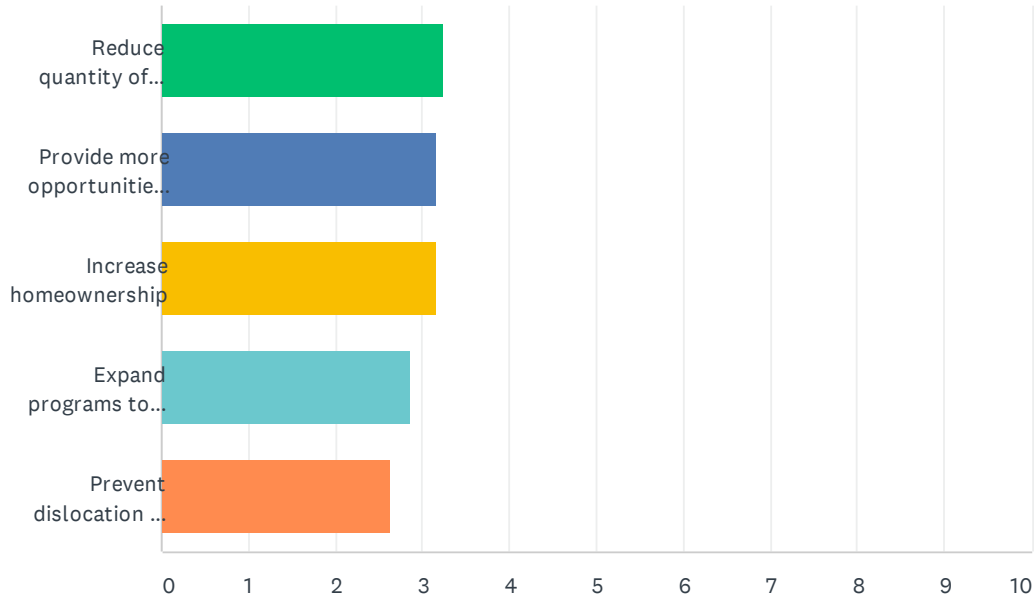
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	1	2	3	4	5	TOTAL	SCORE
Improve streets	35.37% 58	19.51% 32	19.51% 32	12.20% 20	13.41% 22	164	3.51
Improve drainage	27.67% 44	24.53% 39	17.61% 28	14.47% 23	15.72% 25	159	3.34
Improve or expand street lighting	11.18% 18	22.36% 36	27.95% 45	22.98% 37	15.53% 25	161	2.91
Invest in sidewalks	10.63% 17	21.25% 34	20.63% 33	26.88% 43	20.63% 33	160	2.74
Improve public transportation	15.95% 26	13.50% 22	14.72% 24	22.09% 36	33.74% 55	163	2.56

Q8 Quality Housing

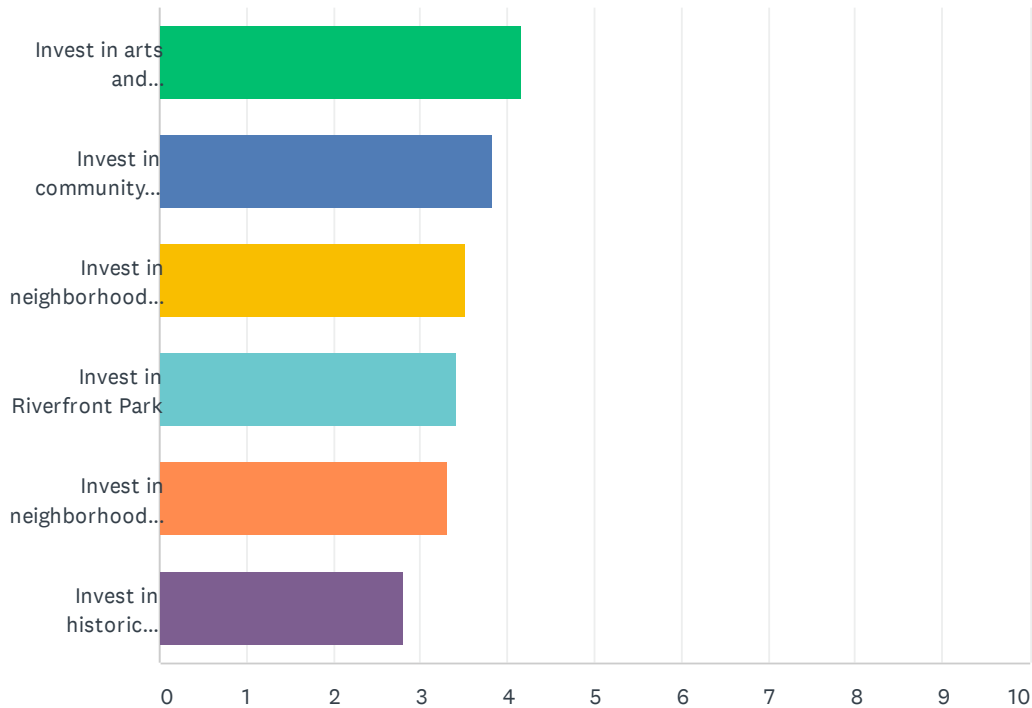
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	1	2	3	4	5	TOTAL	SCORE
Reduce quantity of abandoned or unsafe properties	33.54% 53	13.92% 22	17.72% 28	13.29% 21	21.52% 34	158	3.25
Provide more opportunities for safe, decent, affordable homes (owned and rented)	22.93% 36	21.02% 33	20.38% 32	20.38% 32	15.29% 24	157	3.16
Increase homeownership	18.54% 28	19.87% 30	29.14% 44	23.18% 35	9.27% 14	151	3.15
Expand programs to increase the energy efficiency of homes	15.13% 23	23.68% 36	19.74% 30	14.47% 22	26.97% 41	152	2.86
Prevent dislocation of long-term homeowners because of rising property values	10.39% 16	22.08% 34	13.64% 21	27.92% 43	25.97% 40	154	2.63

Q9 Quality of Life Amenities

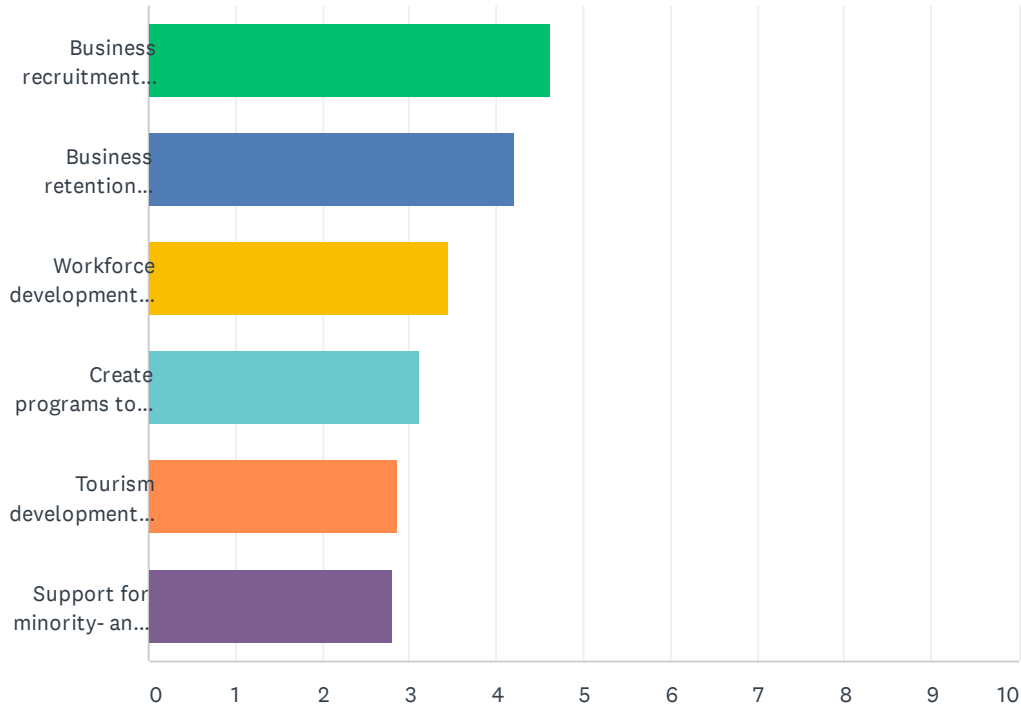
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	1	2	3	4	5	6	TOTAL	SCORE
Invest in arts and entertainment	22.93% 36	26.75% 42	15.92% 25	18.47% 29	9.55% 15	6.37% 10	157	4.16
Invest in community centers	20.25% 32	20.89% 33	16.46% 26	15.82% 25	16.46% 26	10.13% 16	158	3.82
Invest in neighborhood park improvements	10.56% 17	21.12% 34	20.50% 33	17.39% 28	18.63% 30	11.80% 19	161	3.52
Invest in Riverfront Park	25.00% 41	12.20% 20	11.59% 19	9.76% 16	13.41% 22	28.05% 46	164	3.41
Invest in neighborhood and/or entryway beautification	10.69% 17	14.47% 23	20.75% 33	18.24% 29	21.38% 34	14.47% 23	159	3.31
Invest in historic preservation	9.94% 16	5.59% 9	15.53% 25	19.88% 32	21.12% 34	27.95% 45	161	2.80

Q10 Economic Development

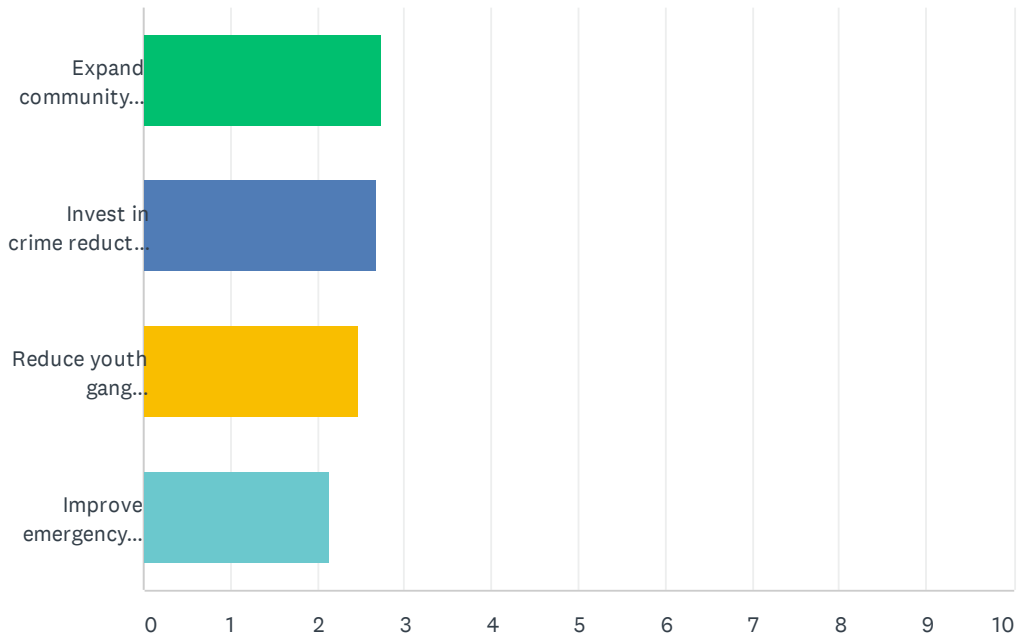
Answered: 165 Skipped: 36



	1	2	3	4	5	6	TOTAL	SCORE
Business recruitment (attracting new businesses to town)	40.51% 64	18.99% 30	19.62% 31	9.49% 15	6.33% 10	5.06% 8	158	4.63
Business retention (growing the current business base)	17.61% 28	38.36% 61	15.72% 25	11.32% 18	10.06% 16	6.92% 11	159	4.21
Workforce development (training and education for better paying jobs)	13.50% 22	18.40% 30	17.79% 29	18.40% 30	14.11% 23	17.79% 29	163	3.45
Create programs to reduce poverty	15.29% 24	8.92% 14	12.74% 20	19.11% 30	23.57% 37	20.38% 32	157	3.12
Tourism development (developing marketing and amenities to convince people to visit Danville and stay longer)	7.64% 12	8.92% 14	18.47% 29	19.75% 31	17.83% 28	27.39% 43	157	2.87
Support for minority- and women-owned businesses (MWBE), small businesses, and entrepreneurs	6.96% 11	7.59% 12	15.19% 24	21.52% 34	27.22% 43	21.52% 34	158	2.81

Q11 Public Safety

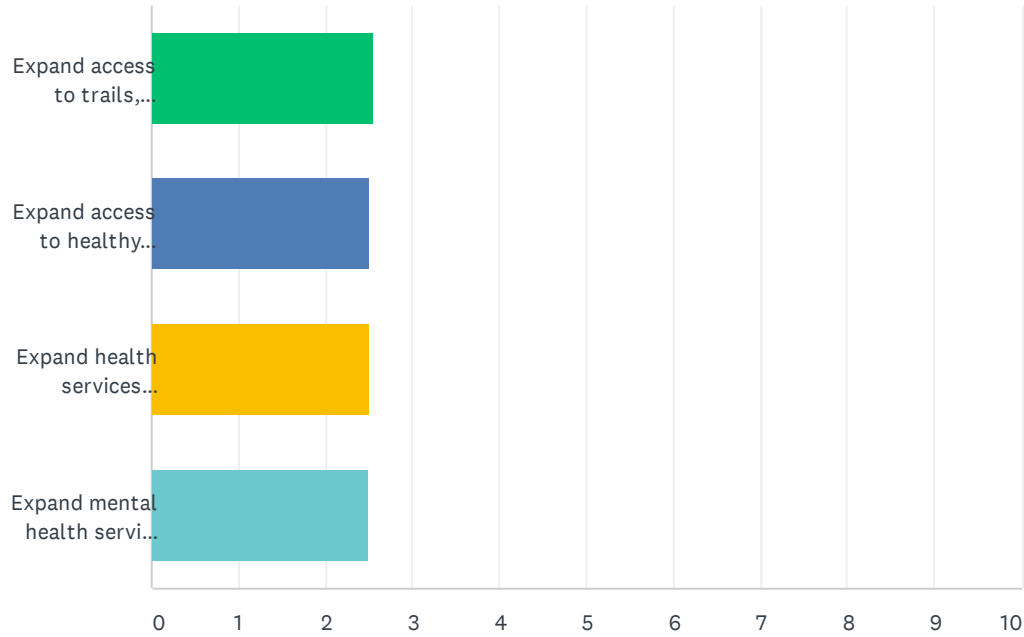
Answered: 161 Skipped: 40



	1	2	3	4	TOTAL	SCORE
Expand community policing	36.13% 56	24.52% 38	16.77% 26	22.58% 35	155	2.74
Invest in crime reduction programs	23.72% 37	29.49% 46	37.18% 58	9.62% 15	156	2.67
Reduce youth gang participation	20.50% 33	29.81% 48	26.09% 42	23.60% 38	161	2.47
Improve emergency medical response	20.65% 32	16.13% 25	19.35% 30	43.87% 68	155	2.14

Q12 Improving Community Health

Answered: 161 Skipped: 40



	1	2	3	4	TOTAL	SCORE
Expand access to trails, greenways, and other areas for physical exercise	33.12% 52	17.83% 28	19.75% 31	29.30% 46	157	2.55
Expand access to healthy foods	24.84% 38	24.84% 38	27.45% 42	22.88% 35	153	2.52
Expand health services offered by public clinics	18.83% 29	31.17% 48	31.82% 49	18.18% 28	154	2.51
Expand mental health services offered by public clinics	24.38% 39	26.25% 42	21.88% 35	27.50% 44	160	2.48

Q13 Are there other projects or programs the City should consider as potential investments?

Answered: 87 Skipped: 114

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#	RESPONSES	DATE
1	Social Justice feasibility studies and oversight for services that people actually need, rather than rich people deciding which services to pawn off on unsuspecting customers	11/7/2020 6:09 PM
2	Infrastructure Bringing in another utilities provider to give citizens options and reduce costs.	11/7/2020 10:59 AM
3	Youth and Education Encourage and support special education services. Attract speech therapists, occupational therapists etc for the schools. All children deserve to be served well. It is not happening at this point.	11/7/2020 10:33 AM
4	Economic Development Many of these items are codependent with an overall focus on tourism and hospitality.	11/7/2020 10:29 AM
5	Local Quality of Life Bring back rec leagues in as many sports as possible. This will encourage positive family time and promote exercise in a fun way. Also, more diversity in artistic expression. Encourage more community bonding experiences	11/7/2020 6:38 AM
6	Tourism Amenities Convention center	11/7/2020 3:28 AM
7	Local Quality of Life Tourism Amenities Build a civic center/coliseum, build a complex for travel baseball tournaments, build a Double A level minor league baseball stadium near the river and downtown. Get minor league baseball back.	11/6/2020 11:54 PM
8	Youth and Education Introduction to international communities, encouraging studying abroad, and programs to help our students to contend on a global level.	11/6/2020 11:26 PM
9	Youth and Education The state of Virginia needs a four year state supported university in Danville. One doesn't exist in southern Virginia.	11/6/2020 11:25 PM
10	Police and Safety Better street lighting. Monitor crime cameras in high crime area. Maybe more police street walking to know the people.	11/6/2020 10:25 PM
11	Local Quality of Life Tourism Amenities Entertainment venues	11/6/2020 10:04 PM
12	Local Quality of Life Finish the walking trail from smurf bridge to sandy creek. Memorial drive trail would be nice even if it's less than 4 lanes to accommodate it.	11/6/2020 9:47 PM
13	Financial Policy Need to improve retirement for city employees. Give regular COLAs. Make it desirable for good workers to invest their efforts to stay to retirement age.	11/6/2020 9:35 PM
14	Health Programs Danville needs a place for addicts to get help. Not what we have now. It's a broken system. I have known many good people over the years that genuinely wanted help with their drug addiction.. but whom were turned down for lack of health insurance or lack of room or many other excuses.. these people's lives and the lives of their families in our area would benefit from a real plan.	11/6/2020 9:33 PM
15	Local Quality of Life Youth and Education Improve tennis courts,athletic fields,high school football field and track	11/6/2020 9:28 PM
16	Local Quality of Life Social Justice If the city has extra funding why not help the citizens of the city. The survey is only aimed for certain populations of the city to understand and complete. Help the citizens, especially the elderly and disabled with their utility payments, property taxes, mortgage and rent payments, medical expenses. What good is it going to do the citizens to have entertainment and they are hungry. The city needs to be more diverse. There need to be people on boards and councils that care about people and not just growing the city. Take care of our own before thinking of expansion. Walk through North Main Street and other economically challenged areas in the city and really see the people. They do not have the energy to think about growing the city. They are worried about survival. There are people in this city that work everyday, and in the year 2020, they are worried about feeding their families and paying their bills. People are still living paycheck to paycheck. They want to live a good life and be able to save money but they have been poor for so long, they can't see past where they are. That's where extra money that comes into the city needs to go first. It looks good when you all come from behind your rich cherry wood desks and supple leather chairs to entertain the bigwigs that comes to town. It looks good when you go out in the community for that time to appear that you care about the citizens. But, fortunately, the people of this city know the truth. And the truth is that only status matters. So go ahead and build up this city. Improve infrastructure, roads, street lighting, river walks, entertainment, etc. But who is going to invest in the people? There are children in this city that are living in poverty. Some	11/6/2020 9:16 PM

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in squaller. There are elderly people that choose to pay their bills instead of eating. Some have pride. They worked their whole life and never took a handout. Now they just need a hand up. What is Danville's answer?

17	Health Programs Local Quality of Life	Requesting Whole Foods, Trader Joe's, and other grocery stores providing us a variety of food/essentials shopping	11/6/2020 9:00 PM
18	Local Quality of Life	Services for our elder and disabled populations.	11/6/2020 7:22 PM
19	Youth and Education	Hire more public school teachers, build local entertainment and amenities that are kid and teenager centered.	11/6/2020 7:15 PM
20	Health Programs Local Quality of Life	We need a place to buy healthy foods. A co-op downtown would be an excellent addition. A model would be Weaver Street Market in Hillsborough and Chapel Hill.	11/6/2020 7:06 PM
21	Economic Development	Partner with DRF and all local churches to send as many households as possible through Dave Ramsey's Financial Peace University. It might be painful in the short term but the long term implications of an entire city of people spending money wisely would be phenomenal.	11/6/2020 6:56 PM
22	Infrastructure	Remodel our Hydro substation so the city can stop purchasing outsource energy and gas from vendors and produce our own.	11/6/2020 6:48 PM
23	Social Justice	It is small but help with the homeless and people who live below the poverty line	11/6/2020 6:37 PM
24	Housing	Invest in protecting historic properties as this will help our city long term while being more attractive in the short-term.	11/6/2020 6:23 PM
25	Economic Development	The city should invest in the mall to bring more restaurants and stores inside the mall.	11/6/2020 6:23 PM
26	Youth and Education	Skill training academy for trades such as plumbing, electrical, masonry, steel work, etc	11/6/2020 6:01 PM
27	Social Justice	Quit targeting one demographic and race in regards to improvements and programs	11/6/2020 5:15 PM
28	Infrastructure	The city should focus on improving buildings and other assets the city already has rather than building new things towards the outskirts of town	11/6/2020 12:34 AM
29		Gods store house, Gods Pit Crew, HOH	11/5/2020 12:53 PM
30	Local Quality of Life	I know their have been studies a few years back regarding the old pedestrian bridge that crosses the Dan between the White Mill and the former Long Mill sites. I hope the City considers integrating this into the trail system. I'm aware that there have been plans of the Riverfront Park nearby and other plans by firms in the state that show what could be. I hope the City is still considering doing this. I know price tags can cause some council members to fray from investment but it would be worth the investment in a public space that would unite parts of the trail. Not to mention a space created for the people to enjoy for generations. The Riverwalk trail is already one of our staples why not make it even better!	11/1/2020 10:50 PM
31	Health Programs	Mental HEALTH	10/31/2020 10:19 AM
32	Tourism Amenities	Theme parks. Arenas	10/30/2020 5:41 PM
33	Economic Development	Should back off on all the money being dumped into industrial parks. We have multiple mostly empty industrial parks already and we are still dumping good money after bad into the Berry Hill park.	10/30/2020 10:06 AM
34	Tourism Amenities	i oppose the opening of a casino, it will bring vice and crime to the city,the extra revenue wont be worth it, please dont sell cheap danville. atlantic city is an example that what can happen to danville. if casinos leave then all we will get is the vice insecurity poverty and no casino revenue. please consider other alternatives as tourism or education for a more stable revenue to the city. thank you for reading.	10/30/2020 6:29 AM
35	Infrastructure	Updating to underground utilities and reducing utility costs, The rates not by promoting solar	10/29/2020 8:20 PM
36	Infrastructure	railroad noise barrier from NC state line to Schoolfield location see links here	10/22/2020 6:06 AM

Investing in Danville - Community Feedback Survey

<https://www.ailsoundwalls.com/sector/railway/> <https://www.soundfighter.com/railroad-noise-barrier-providing-neighbors-peace-mind/> I live near train tracks and I am sick and tired hearing loud train horns and train noise, train pollution. Please consider installing sound barrier walls both sides of track to eliminate eye sore and reduce noise

37	Local Quality of Life as the population is aging, more programs for seniors, not just gathering at Ballou Park, but programs that encourage outdoor activities, trips, crafts, etc.	10/21/2020 10:03 AM
38	Police and Safety Create mini / neighborhood police departments to get citizens safe	10/20/2020 8:00 PM
39	Population Retention Youth and Education Programs that provide employment opportunities for the youth.	10/20/2020 7:55 PM
40	Local Quality of Life Handicap Park	10/20/2020 7:41 PM
41	Police and Safety Youth and Education hire more police, programs to help youth and encourage good schools - make he schools on par with Fairfax and Arlington County!	10/18/2020 9:14 PM
42	Infrastructure Projects to reduce the cost of energy. Our residents pay way too much for electricity, especially in the city compared to other cities.	10/17/2020 9:49 PM
43	Youth and Education Perhaps start a youth commission to help with race relations. Try getting our youth of different races, socio-economic status, religion, sexual orientation, etc to work together on community projects to promote tolerance and acceptance.	10/16/2020 6:03 PM
44	Health Programs Local Quality of Life A larger senior center that provides at least a daily lunch and a back pack weekend program for children and seniors that do not have access to meals during those times.	10/16/2020 2:58 PM
45	Infrastructure Put up sound proof walls on both sides of railroad tracks from NC to Schoolfield site No one wants to hear loud train horns while staying in 4 star hotel at Caesars. See link below https://www.soundfighter.com/applications/rail-and-airport/	10/16/2020 6:16 AM
46	Infrastructure Green energy on both the macro and micro level to help get residential, business and industrial energy rates down. incentivize homeowners and private business owners (of all income levels) to invest in solar. increase availability to recycling and subsidize the current recycling collection fees. wouldn't it be great to set a goal of being a "green" Danville by 2050?	10/15/2020 10:32 PM
47	Police and Safety Programs to assist with jail inmate reduction! Programs for first time non violent offenders	10/15/2020 8:58 PM
48	Environment Local Quality of Life Clean the banks and river of old trees, log, bushes and trash and prepare lots of nice clean open areas on the banks for fishing. The river is full of hundreds of old trees and logs and debris piled up especially nest to bridges and at dams. This should be removed at least once a year. All this makes the banks and river look terrible.	10/15/2020 8:36 PM
49	Tourism Amenities Amusement park for families and also as an tourist attraction	10/15/2020 8:20 PM
50	Local Quality of Life A facility that would be a multiplex for sports so that activities such as tennis can be played year round regardless of weather	10/15/2020 8:16 PM
51	Infrastructure Local Quality of Life More community based programs for youth and for senior citizens. Also subsidize utilities because the prohibitive cost of utilities in Danville affects it's citizens quality of life	10/15/2020 6:50 PM
52	Financial Policy None they spend to much crazy already	10/15/2020 6:44 PM
53	Economic Development Apprenticeships and internships as part of workforce development. Expand senior citizens options and discounts.	10/15/2020 6:30 PM
54	Police and Safety I highly recommend programs that teach the citizens how to be responsible citizens, reporting suspicious behavior and not engaging in responding alone. Crime will increase - be certain the citizens are well prepared and know how to respond and react appropriately.	10/15/2020 2:07 PM
55	no	10/15/2020 11:58 AM
56	Health Programs If the casino comes you will need a program to help these people with income loss & domestic issues	10/15/2020 10:23 AM

Investing in Danville - Community Feedback Survey

57	Population Retention Retaining residents who add to the system, not just drain it. Just as the majority of the medical and executive families left when the hospital and Dan River were sold, I expect those of us who remained to hold out for the brighter day or who came thanks to downtown renovation, but who don't see the Casino as a community amenity, will finally throw in their hat. Who's going to be left to frequent the couple of new restaurants and small businesses and pay for the fundraisers and sit on the boards? Have always heard that it was the same 400 people keeping everything running around here. Who's going to be left and what are they going to attract? Geographically and with the natural resources and historic infrastructure a thriving Danville should be a natural. Looking around the state at other cities however the path chosen by leadership forecasts junk to be bypassed for Greensboro or Lynchburg. Sure- maybe someone headed to the lake will stop and gamble for a few hours and then while driving under the influence laugh at the locals all the way back to their real homes and lives where they are really spending their money. And if the experience is the way most experiences are here these days, they won't be back.	10/15/2020 9:31 AM
58	Environment Cleanup the creeks and streams within the city	10/15/2020 8:43 AM
59	Economic Development Stop paying companies to come here and then they take our money and leave. Payment should only be given to them only after they invest a substantial amount of money.	10/15/2020 7:40 AM
60	Share with County Money should also be allocated to close County schools such as Tunstall, Dan River etc since the Casino will affect All Residents close to the City of Danville, not just Danville alone	10/14/2020 9:13 PM
61	Economic Development Health Programs Housing Infrastructure Broadband access, more Community Health Workers, community revitalization funds for groups like DNDC to make repairs to unsafe housing	10/14/2020 2:10 PM
62	Definitely create new programs and services in the areas listed, but not to the detriment of projects and programs that are currently in place; consider more funding to expand those that are working exceptionally well, or utilizing that base of knowledge to expand into other areas of the community.	10/14/2020 1:53 PM
63	Tourism Amenities Improve Regional Airport	10/14/2020 12:58 PM
64	Health Programs Youth and Education "Year-round" schooling; Adult education/parental training/life skills training through DPS via night-school;Mental Health Crisis Response team/department	10/14/2020 12:57 PM
65	Housing look at what we have as valuable including historic buildings. it is bad for the environment to demolish buildings like Danville does and it makes no sense when you say we need affordable housing.	10/14/2020 12:39 PM
66	Economic Development Further focus development of public and private sector in the river district and OWE to be able to show incoming businesses and families the PROGRESS and direction we are going ! Recruit recruit recruit. Always looks better with Less abandoned / blighted properties. More beautification. Less empty buildings. Less dark store fronts at night. More things to do/see/go to ! Keep up the momentum	10/14/2020 12:38 PM
67	Infrastructure Broadband!!!!!! Why is this not on the list?	10/14/2020 12:37 PM
68	Economic Development Population Retention Youth and Education Our youth need to be encouraged to invest in their communities with volunteer work and paid jobs. This encourages them to "own" Danville and return here after higher education	10/14/2020 12:24 PM
69	Tourism Amenities YES! Outdoor Activities. Ensuring trails stay open after floods. Two years is too long. City was not responsive quick enough. Invest in tourism, make laws and codes that favor tourism, not complicated codes as you have for AIRBNB	10/14/2020 11:53 AM
70	Economic Development advertise the prospects for people to retire to this area	10/14/2020 11:52 AM
71	Infrastructure The aging infrastructure needs to be addressed. There are areas that the CITY should rely on the private sector to maintain. This survey results will be promoted by the type of items listed only, which overlooks a lot of real issues.	10/14/2020 11:32 AM
72	Tourism Amenities A zip line from a top the hill at Abreu Grogan park over the river to downtown. Remove dams and try to make the river a kayaking destination. The river and its surrounding outdoor space can become a regional draw.	10/14/2020 11:30 AM

Investing in Danville - Community Feedback Survey

73	Local Quality of Life Police and Safety Improvements to parks like Ballou Park. Such an asset and nothing shines there to attract people other than small children for the swings. Could use more and newer in different parts of the park. More sitting areas, benches along the road. Offer summer temporary employments to the youth around the parks and playgrounds during summer and weekends. Put more basketball courts up around the city and place a presence of police nearby (Green street) to build rapport and not intimidation. Have restrooms in the building to encourage youth interaction with police. Have biking trails for the neighborhood with police on bikes leading the way for more interaction. Rapport goes with safety and ability to protect.	10/14/2020 10:30 AM
74	Economic Development Health Programs Local Quality of Life Consider recruiting grocery store that provides fresher food options and improved shopping experience. Improved cultural events in the arts & music, lecture/book series that appeal to higher income residents. Focus should be on attracting and retaining businesses and not relying solely on the casino to improve our poverty rate and schools.	10/13/2020 10:13 PM
75	Tourism Amenities Look at starting a artist colony. Take one of the empty large building and rent to artist at very low rate. This would be another draw for people coming to casino to stay longer.	10/13/2020 9:04 PM
76	Financial Policy We need to be very careful in incurring additional indebtedness. If the state of North Carolina were to change its gaming/casino laws, our financial benefit from Caesars could be relatively short lived.	10/13/2020 5:54 PM
77	Infrastructure Parking garage for adequate public parking downtown that isn't private or taken up by workers (moving their cars every 30 minutes)	10/13/2020 1:14 PM
78	Infrastructure Local Quality of Life Drive around the unpopular areas and look at the streets and sidewalks and community green areas for children. Very disheartening. Move some money out of the River District to these other areas.	10/13/2020 1:08 PM
79	Economic Development Health Programs Tourism Amenities Youth and Education Spaces for children, aquarium, water parks, and Trampoline parks. New grocery stores Publix, Harris Teeter, Kroger's. Beautifying the city. Think outside the box for school Magnet schools Charter schools Add more business in the mall fill up the empty building around town. Thank you!	10/12/2020 11:28 AM
80	Forget about a casino	10/11/2020 9:24 PM
81	Economic Development Revitalize or find alternate use for the Danville mall. Seems to be a fair amount of growth around the mall but nothing to fill the space of lost businesses with the small such as Sears.	10/10/2020 7:20 AM
82	Anything except gambling	10/10/2020 6:54 AM
83	Na	10/9/2020 9:42 PM
84	Tourism Amenities Invest in a large sports complex for regional soccer, softball and baseball tournaments can be held over a weekend. This would bring visitors to town for overnight visits and increase restaurant and hotel revenue.	10/9/2020 8:20 PM
85	Health Programs Local Quality of Life More community gardens; CSAs; more actual food rather than crafts at the Farmers' Markets.	10/9/2020 5:40 PM
86	Local Quality of Life Civic center for events	10/9/2020 3:55 PM
87	Housing Should invest in a general contractor program so people who live here and want to see the city improve can become licensed contractors to rebuild the abandoned homes and buildings	10/9/2020 3:46 PM

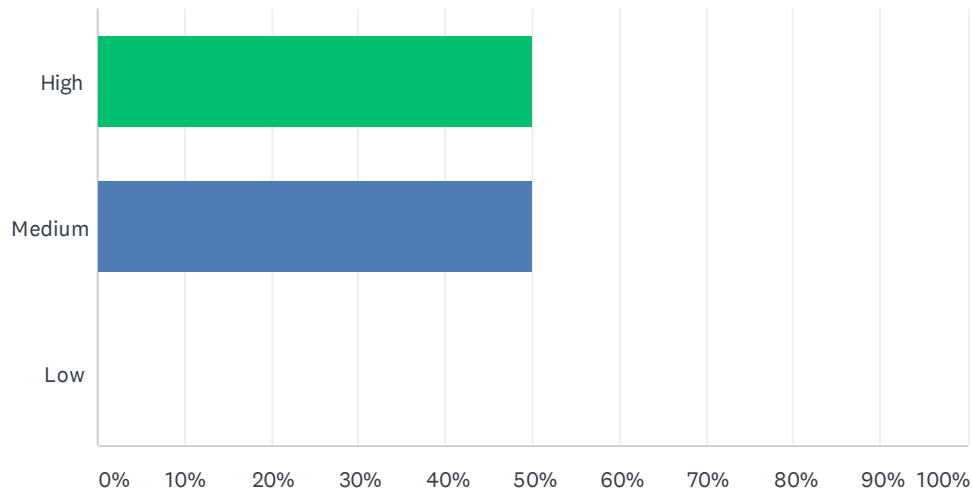
Investing in Danville Advisory Committee Investment Priority Ranking

Open 11/20/2020 – 11/30/2020



Q1 Fund Economic Development & Eliminate General Fund Structural Deficit

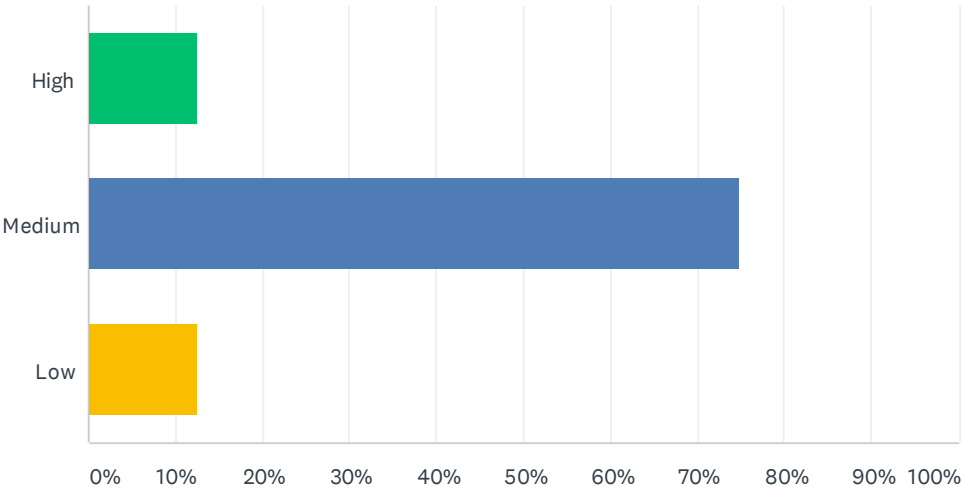
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ANSWER CHOICES	RESPONSES	
High	50.00%	4
Medium	50.00%	4
Low	0.00%	0
TOTAL		8

Q2 Dedicate Funds to Strategic Retail Expansion

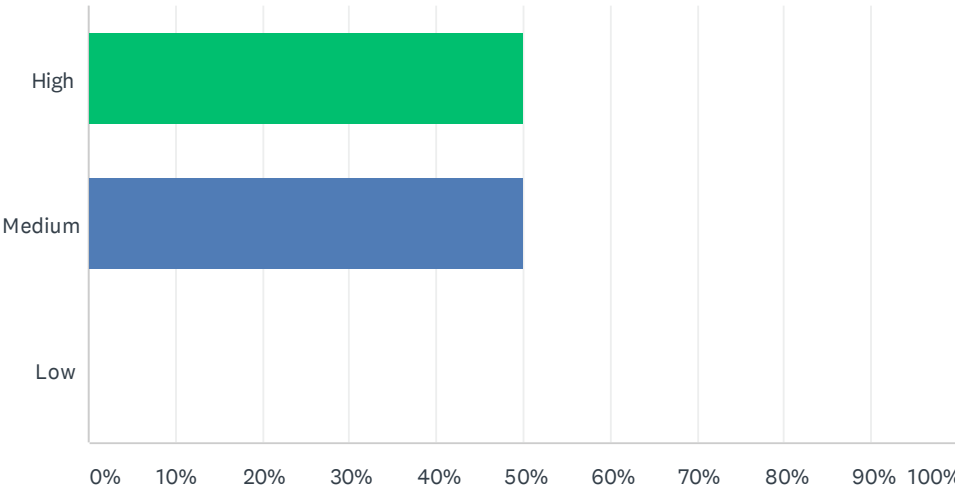
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ANSWER CHOICES	RESPONSES	
High	12.50%	1
Medium	75.00%	6
Low	12.50%	1
TOTAL		8

Q3 Invest in Tourism Marketing

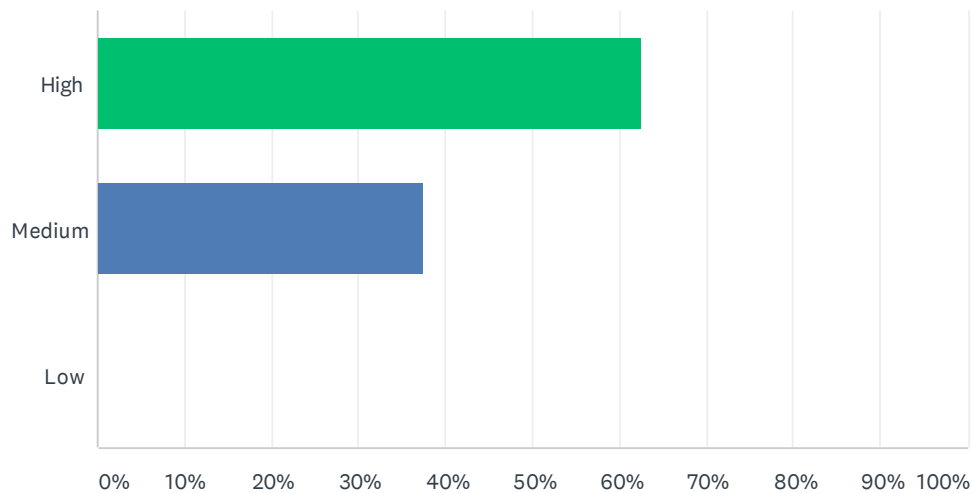
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	50.00%	4
Medium	50.00%	4
Low	0.00%	0
TOTAL		8

Q4 Support Small, Local, Minority- and Women-Owned Businesses and Entrepreneurship

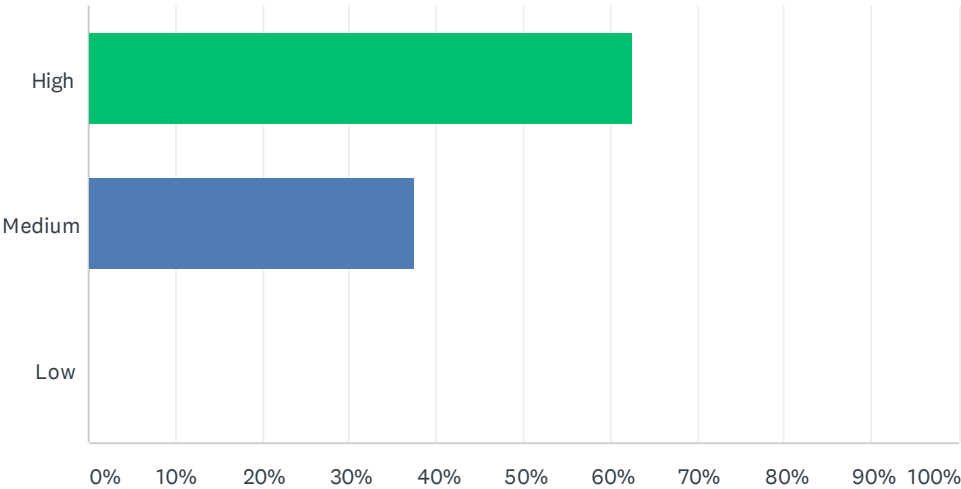
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ANSWER CHOICES	RESPONSES	
High	62.50%	5
Medium	37.50%	3
Low	0.00%	0
TOTAL		8

Q5 Invest in Workforce Training and Development

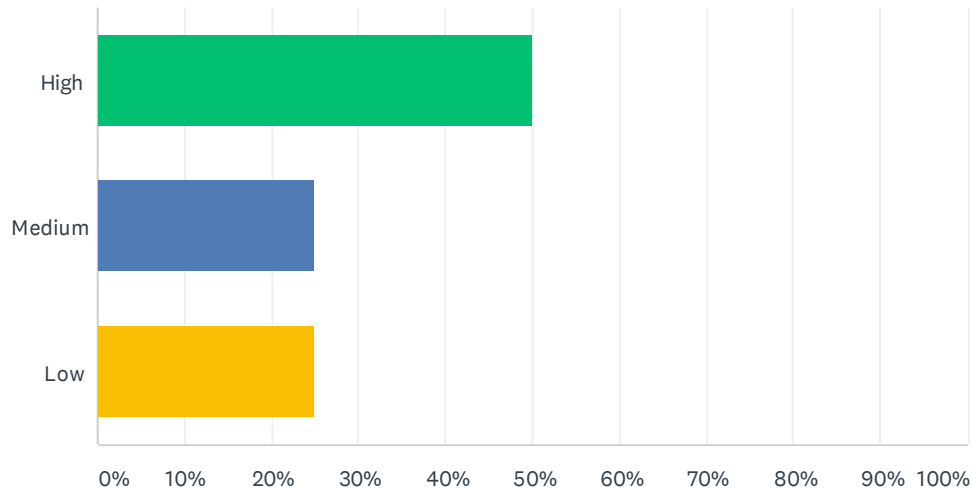
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ANSWER CHOICES	RESPONSES	
High	62.50%	5
Medium	37.50%	3
Low	0.00%	0
TOTAL		8

Q6 Joint Economic Development with Pittsylvania County

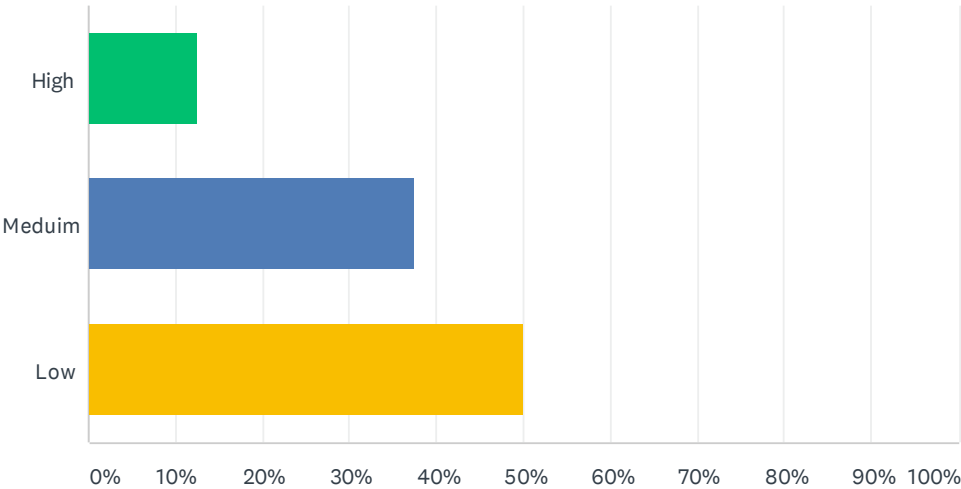
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	50.00%	4
Medium	25.00%	2
Low	25.00%	2
TOTAL		8

Q7 Shell Building Funding Match

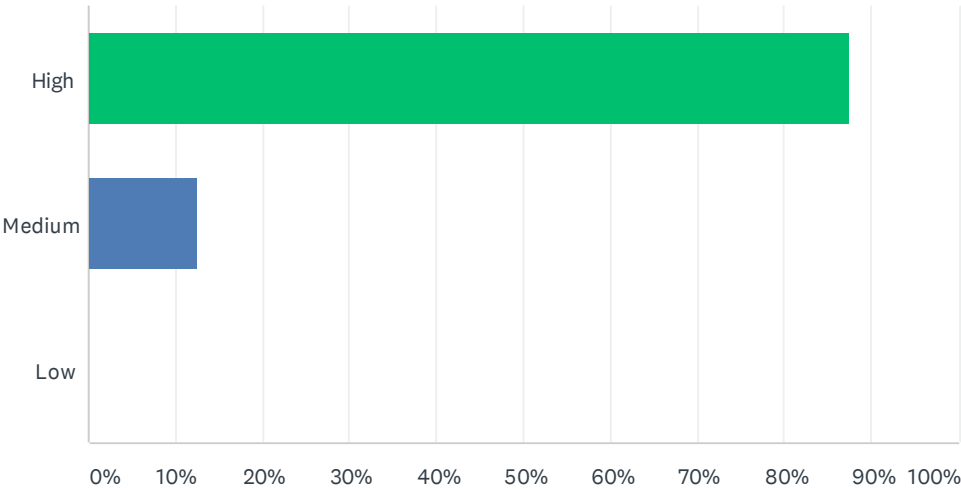
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	12.50%	1
Meduim	37.50%	3
Low	50.00%	4
TOTAL		8

Q8 Invest in Quality Affordable Housing

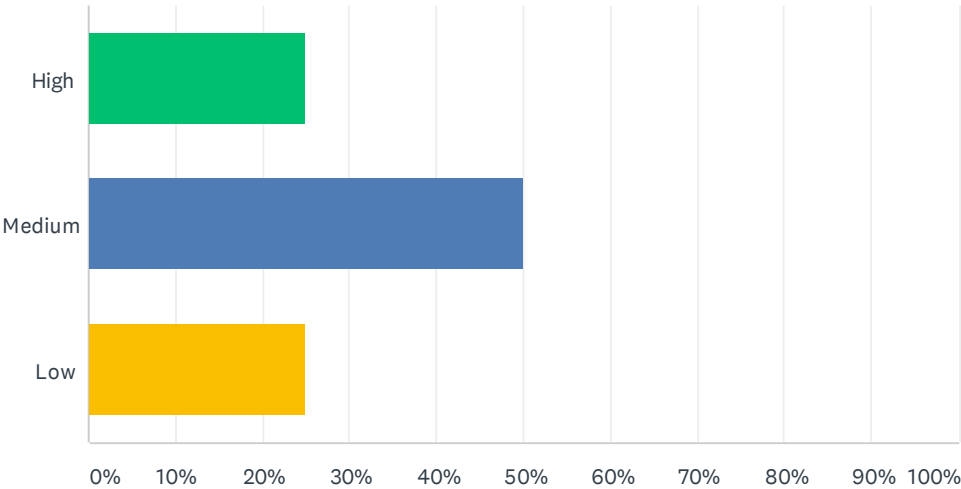
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	87.50%	7
Medium	12.50%	1
Low	0.00%	0
TOTAL		8

Q9 Fund Danville Land Bank

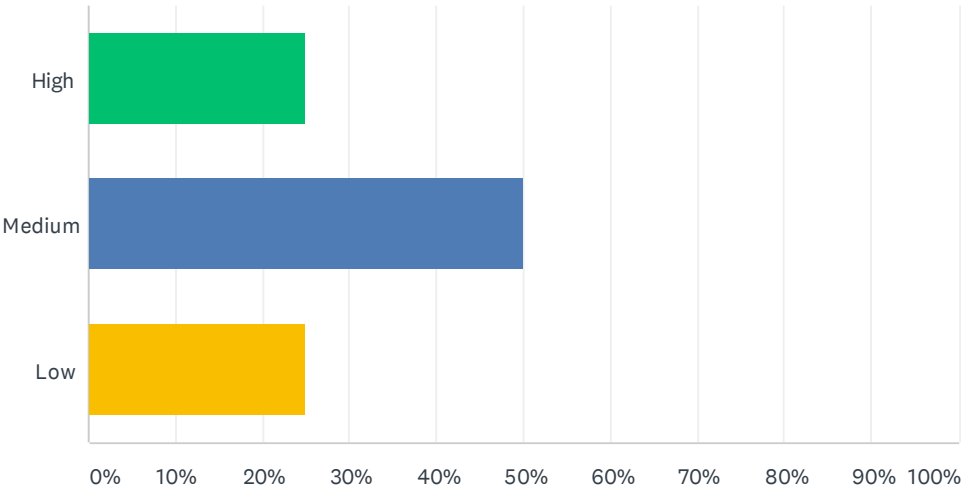
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	25.00%	2
Medium	50.00%	4
Low	25.00%	2
TOTAL		8

Q10 Expand DNDC Home Repair Blitz

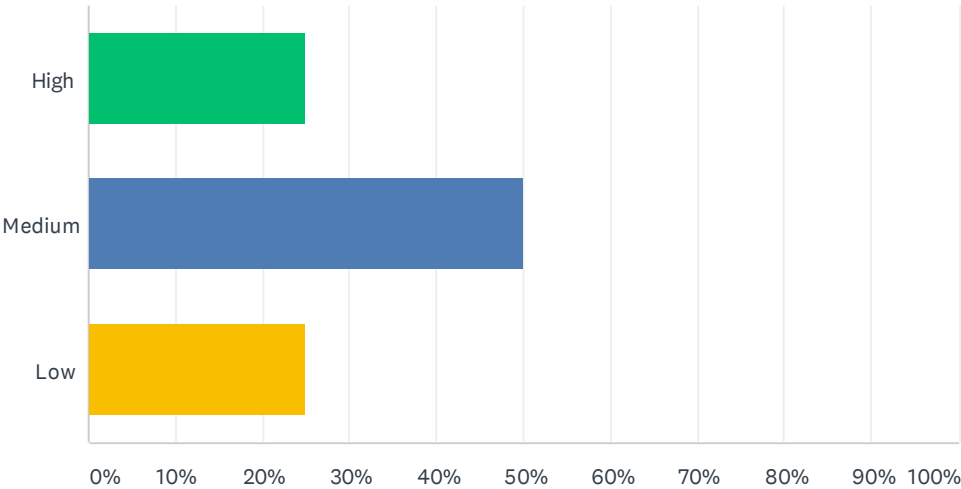
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	25.00%	2
Medium	50.00%	4
Low	25.00%	2
TOTAL		8

Q11 Expand Community Farmers Market

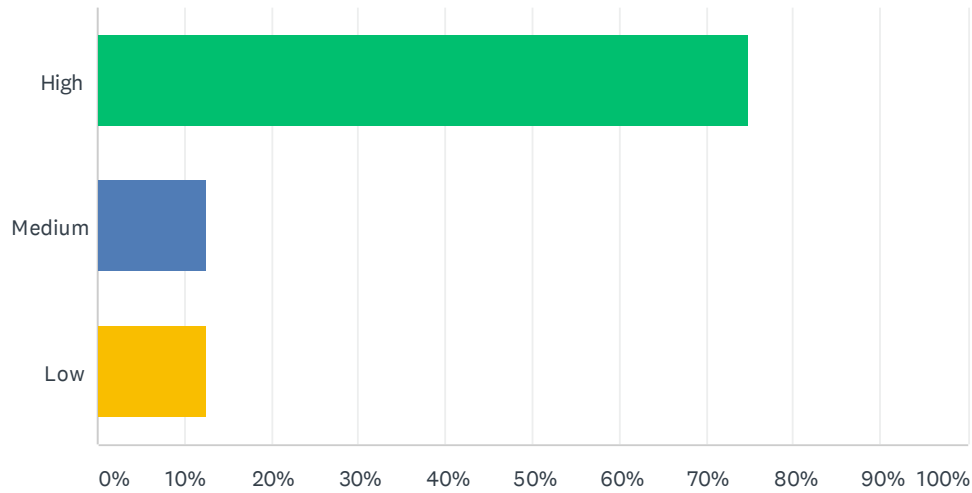
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ANSWER CHOICES	RESPONSES	
High	25.00%	2
Medium	50.00%	4
Low	25.00%	2
TOTAL		8

Q12 Reduce Utility Bills through Energy Efficiency

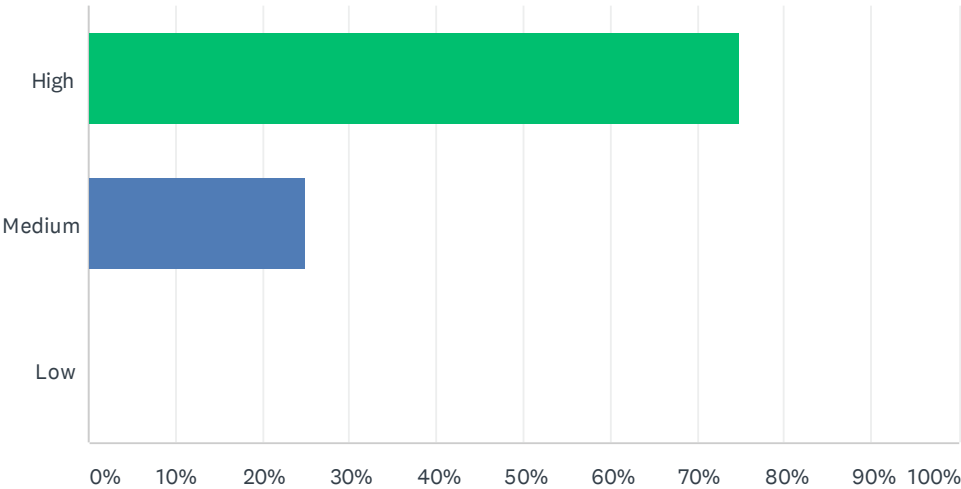
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	75.00%	6
Medium	12.50%	1
Low	12.50%	1
TOTAL		8

Q13 Invest in Schools Infrastructure

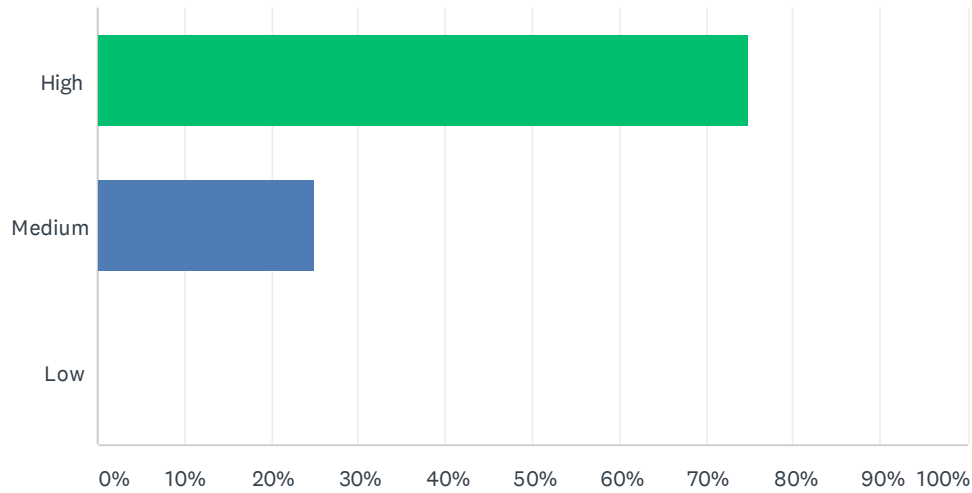
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	75.00%	6
Medium	25.00%	2
Low	0.00%	0
TOTAL		8

Q14 Establish Wraparound Services at Danville Public Schools

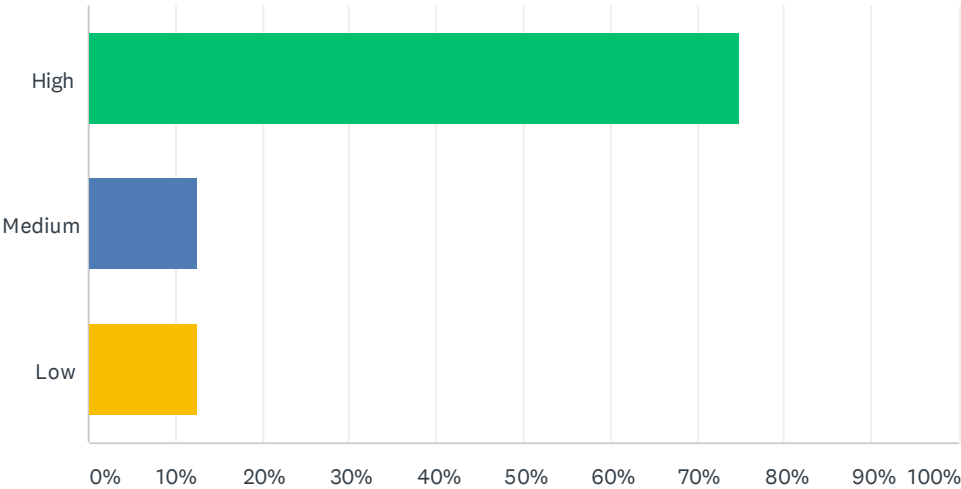
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	75.00%	6
Medium	25.00%	2
Low	0.00%	0
TOTAL		8

Q15 Expand Pre-K Programs as a Gap Funder

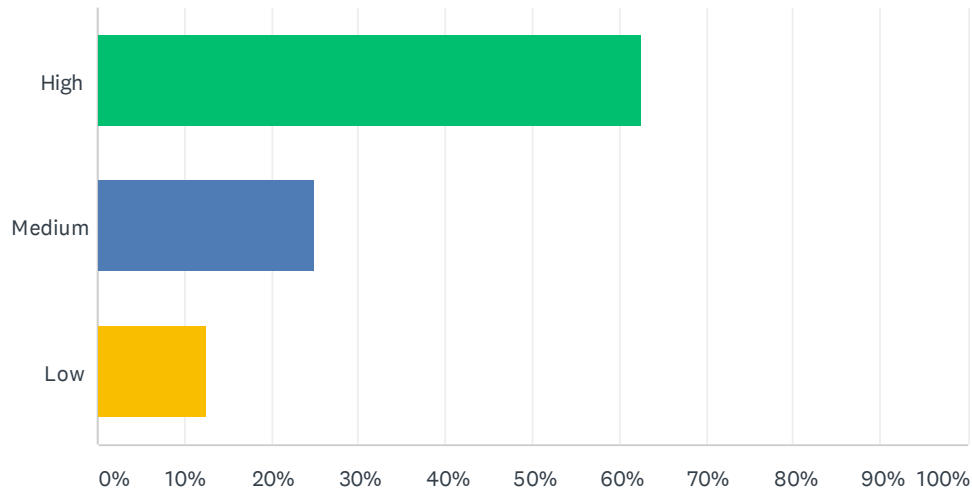
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	75.00%	6
Medium	12.50%	1
Low	12.50%	1
TOTAL		8

Q16 Expand Danville Pre-K Program – Universal Pre-K

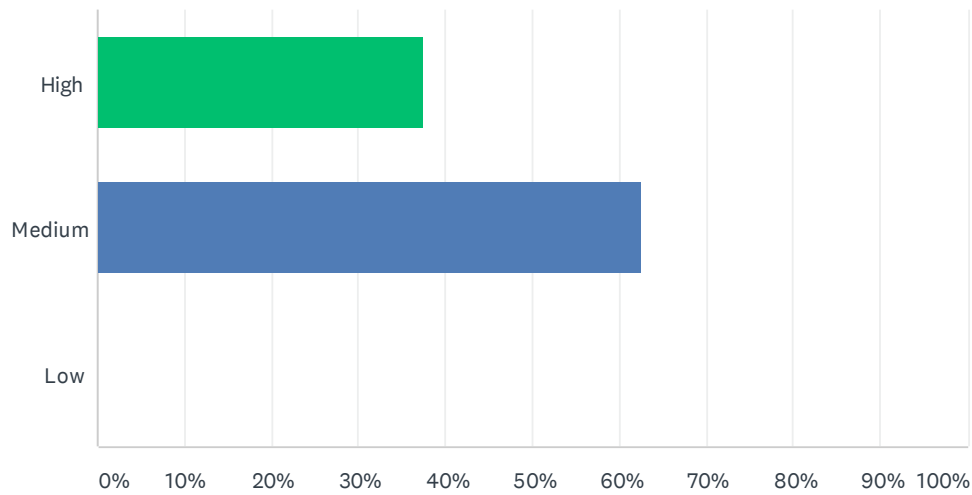
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	62.50%	5
Medium	25.00%	2
Low	12.50%	1
TOTAL		8

Q17 Launch a Comprehensive Crime Reduction Plan

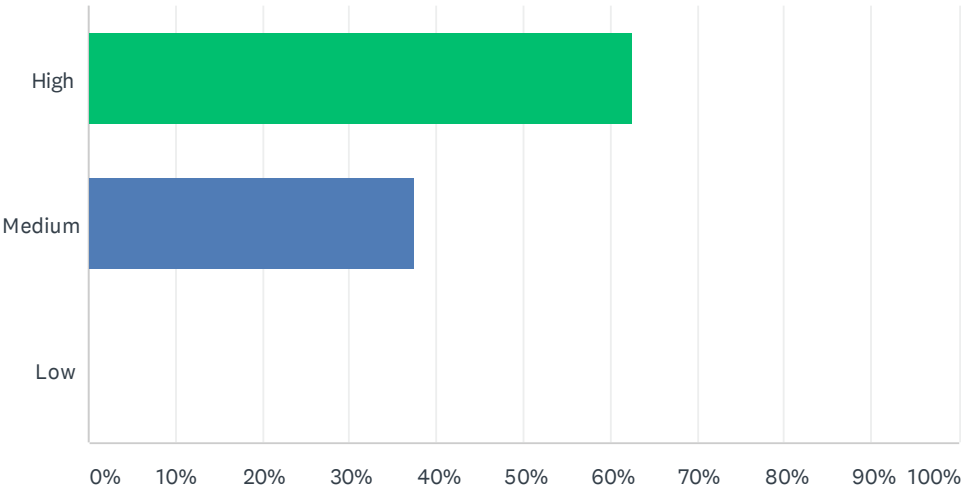
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	37.50%	3
Medium	62.50%	5
Low	0.00%	0
TOTAL		8

Q18 Maintain Gang Prevention Program

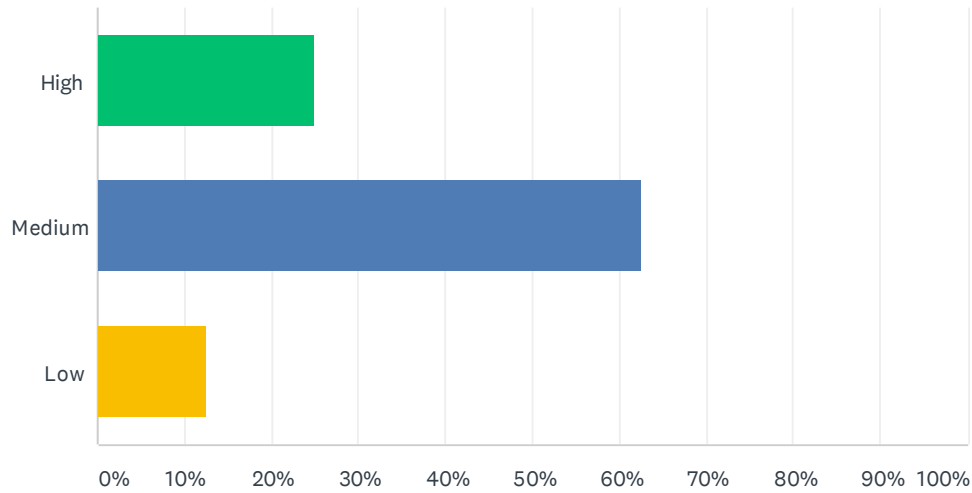
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ANSWER CHOICES	RESPONSES	
High	62.50%	5
Medium	37.50%	3
Low	0.00%	0
TOTAL		8

Q19 Sidewalk, Curb and Drainage Expansion Study

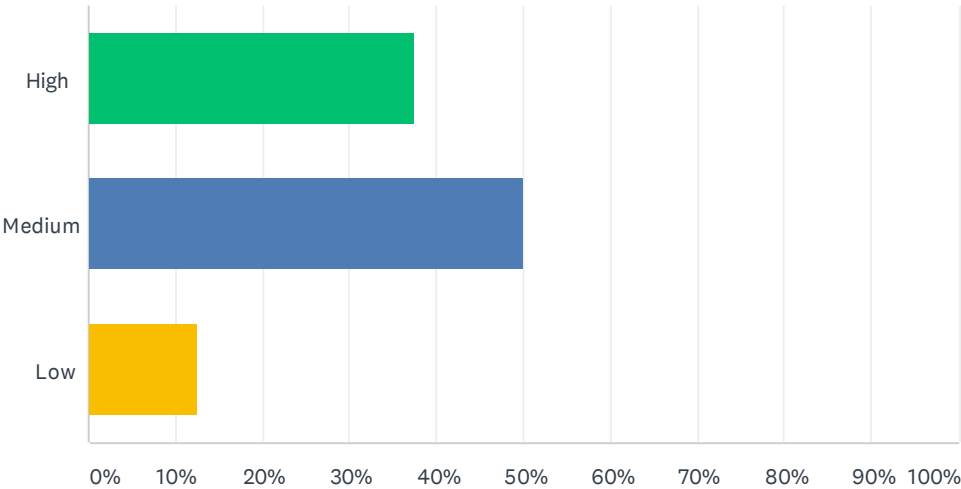
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ANSWER CHOICES	RESPONSES	
High	25.00%	2
Medium	62.50%	5
Low	12.50%	1
TOTAL		8

Q20 Invest in Westmoreland Park

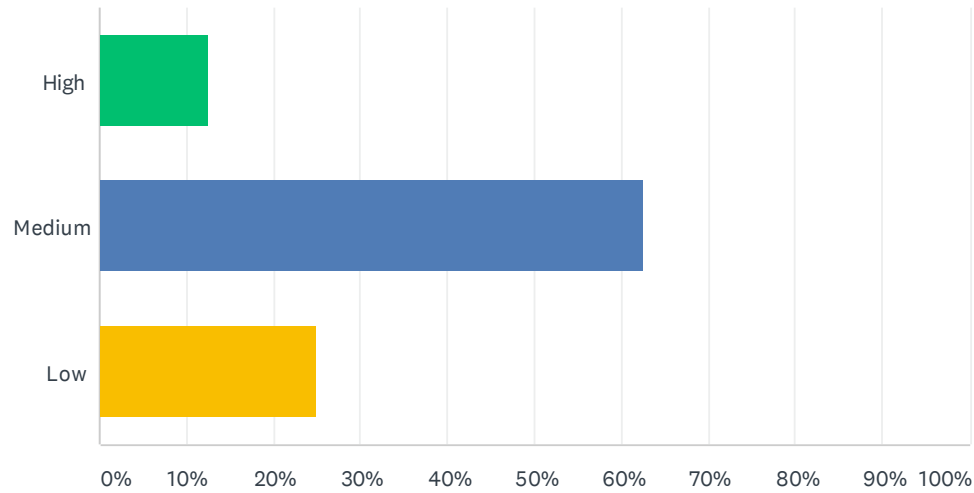
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	37.50%	3
Medium	50.00%	4
Low	12.50%	1
TOTAL		8

Q21 Invest in Old West End/Kudzu Park

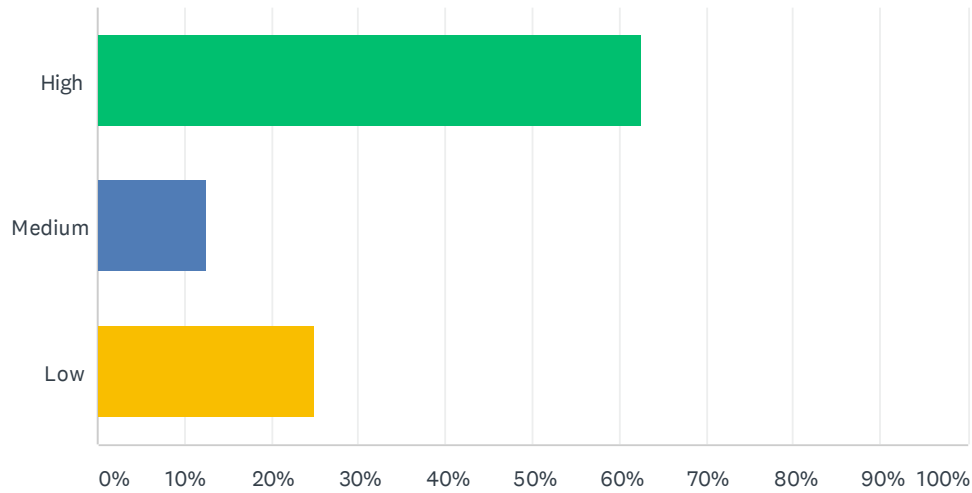
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	12.50%	1
Medium	62.50%	5
Low	25.00%	2
TOTAL		8

Q22 Invest in Riverfront Park

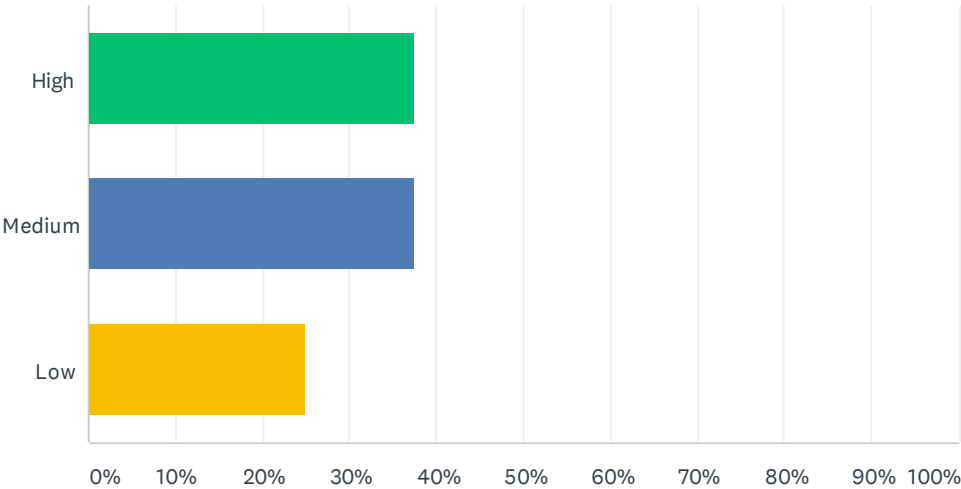
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	62.50%	5
Medium	12.50%	1
Low	25.00%	2
TOTAL		8

Q23 Invest in City Auditorium Rennovations

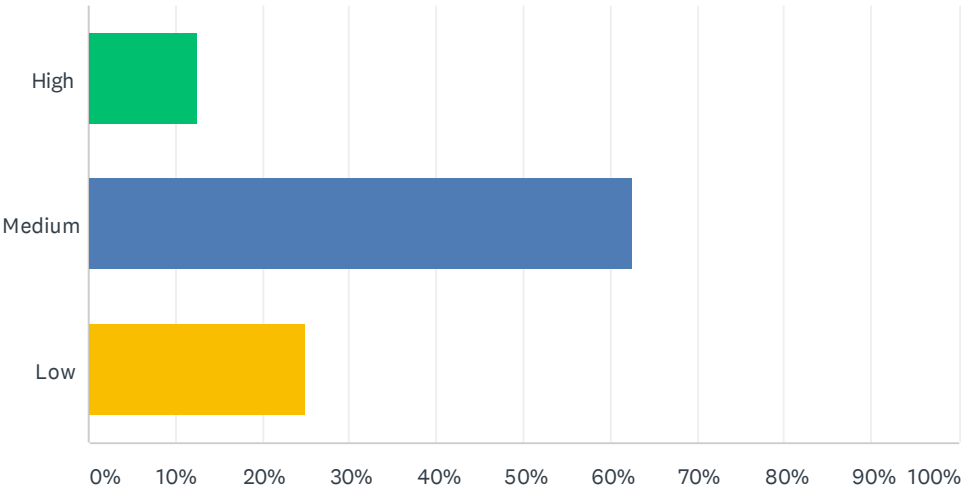
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	37.50%	3
Medium	37.50%	3
Low	25.00%	2
TOTAL		8

Q24 River District Parking Facilities

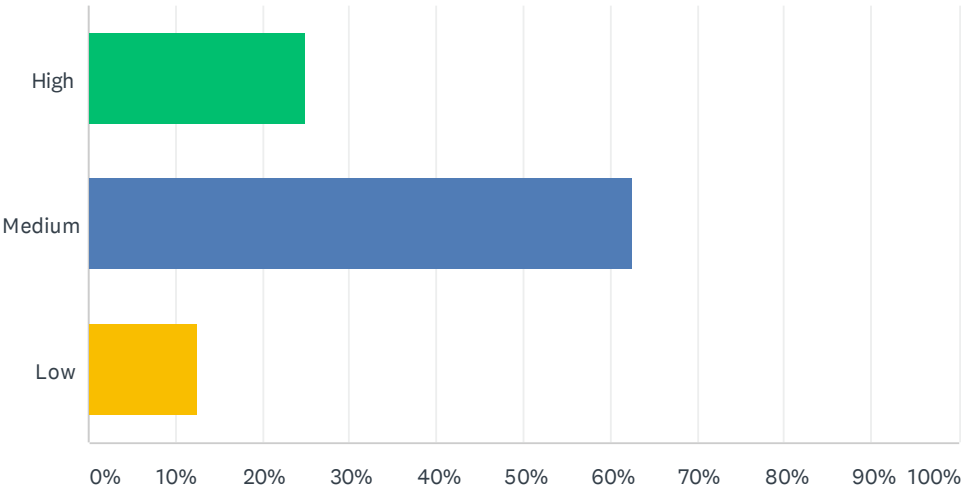
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ANSWER CHOICES	RESPONSES	
High	12.50%	1
Medium	62.50%	5
Low	25.00%	2
TOTAL		8

Q25 White Mill Investments

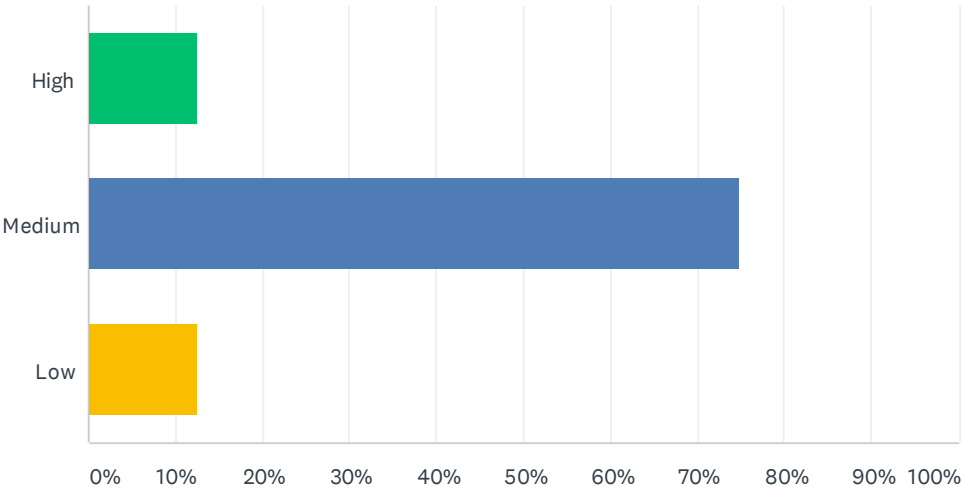
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	25.00%	2
Medium	62.50%	5
Low	12.50%	1
TOTAL		8

Q26 Fund Airport Renovations

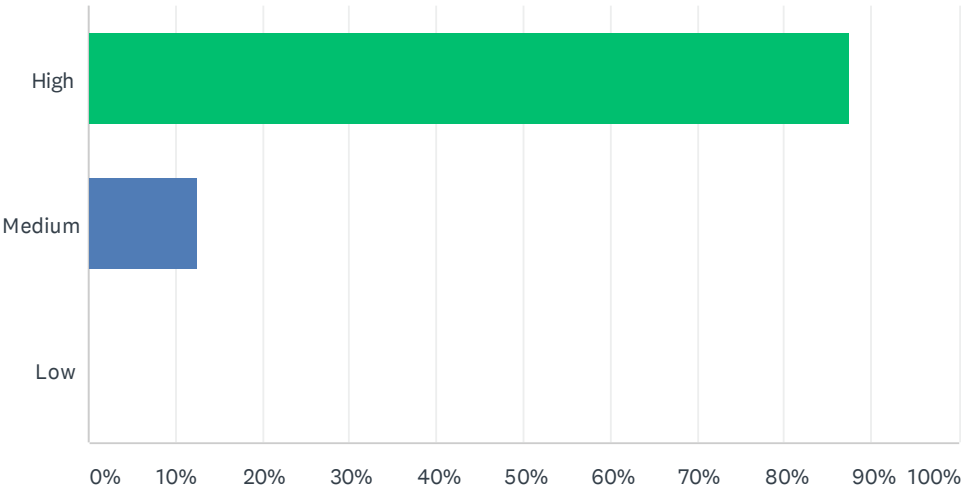
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	12.50%	1
Medium	75.00%	6
Low	12.50%	1
TOTAL		8

Q27 Create a Capital Reserve Fund

Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
High	87.50%	7
Medium	12.50%	1
Low	0.00%	0
TOTAL		8

Q28 Do you have any thoughts or questions on any of the investment recommendations above?

Answered: 7 Skipped: 1

#	RESPONSES	DATE
1	Danville Public School Education Foundation that is a separate 501-3c that supports the students through scholarships. The organization also supports teachers with gift cards for classroom supplies if funds are available. Anne Moore Sparks and Shannon Hair are points of contact. Boys and Girls Club has a program called 21st Century CCLC that supports the students in grades 4th & 5th at Woodrow Wilson Intermediate school through mentorship, tutoring, STEM exposure and social and life skills. This group need a facility and would have the capacity to serve every elementary school within the DPS if supported through the wraparound efforts for our students and children. Danville Public Schools has a strong CTE program with classes such as food nutrition I and II, business, criminal justice and cyber security that would support Caesar's . I have been asked multiple times what would the community benefit with employment opportunities and I believe honing the skills that will be highly effective once the casino is established. Does infrastructure include hotspot or Fiber internet options.	12/2/2020 12:54 PM
2	When considering investment, directing funds to one area or a limited number of areas, may be more beneficial than diluting funds as a result of disbursement to too many areas. Meaning, perhaps if one area is targeted, for example: education, then crime, our ability to recruit professionals and businesses, quality of life, etc. are improved as well.	11/25/2020 4:11 PM
3	It would be good to expand the cooperation with the County to include regional parks and recreation facilities of an acreage that would not be possible inside the City limits.	11/24/2020 5:05 PM
4	None	11/23/2020 11:38 AM
5	Will forward thoughts by email.	11/22/2020 11:34 AM
6	I think these are all great areas of importance. I would like to add some additional thoughts: 1. I hope Stonewall Recreation Center and the Camp Grove Community is not left out of these investment opportunities. The children who live in this community could benefit from a better playground area and the community center would be a perfect fit to offer STEAM and other opportunities. I'd also love for the community at large to be updated on gang prevention initiatives with data. This might exist but I'm not sure if it's been communicated effectively. I also believe there should be some additional funds set aside for youth/ young adults who need to relocate due to safety. There are numerous young men who desperately need a fresh start and they don't have the means to do so. I would love to see more opportunities for the youth overall in our city. Many times when that's mentioned people point to private investment but we know that's not always possible. Our children/youth lack a lot of opportunities that other cities provide. If we want to attract young professionals with families to the community we have to step it up in that area. Recreational Sports, STEAM/STEM, entrepreneurial endeavors. This city was once known as the place to safely raise your children and I look forward to seeing that perception return in all areas including the obvious educational system.	11/21/2020 1:29 AM
7	I hope we can understand the importance of supporting the education of our K-12 students and schools. Helping them will cause the other items to fall in place easier. God Bless!	11/20/2020 10:42 PM