



2012 Annual Report



The purpose of the Downtown Dover Partnership is to develop the economic, cultural and historic resources of downtown Dover, to increase business/job opportunities, and to develop the commercial and residential potential of the Central Dover area. The DDP strives to protect and enhance the historic architectural and community qualities of the downtown consistent with the guiding principles of the National Main Street Program.

Main Street



Board Members

- Gregory V. Moore, P.E.
President
- Dr. William Johnston
Vice President
- Gerald I.H. Street, Esq.
Secretary
- Cynthia Small
Treasurer
- Councilman David Anderson
- Councilman David Bonar
- Senator Brian Bushweller
- Anita Evans
- Lucy Findlay
- Michael Harrington, Sr.
- Scott Koenig
- Diane Laird
- Paul E. Lakeman
- Maxine Lewis
- Joseph McDaniel
- Gary Patterson
- Councilwoman Sophia R. Russell
- Representative Darryl Scott
- Laura Simmons
- Timothy Slavin
- Ann Marie Townshend
- Mayor Carleton Carey
Ex Officio

Design Committee

- Laura Simmons
Chairperson
- Arden Bardol
- John R. Ennis
- Carrie Hart
- Ann Baker Horsey
- Susan Johnston
- Dawn Melson-Williams
- Kristin Pleasanton
- Cindy Small
- Elena Stewart

Economic Development & Restructuring Committee

- Gerald I. H. Street, Esq.
Chairperson
- Councilman David Anderson
- Robert Berglund
- Councilman David Bonar
- Gary Cecchett
- Anthony DePrima
- Michael Harrington, Sr.
- Dr. William Johnston
- Scott Koenig
- Paul E. Lakeman
- Joseph McDaniel
- Gregory V. Moore, P.E.
- Ted Nutter
- Gary Patterson
- Charlie Rodriguez
- Councilwoman Sophia Russell
- Laura Simmons
- Jonathan Street
- Ann Marie Townshend

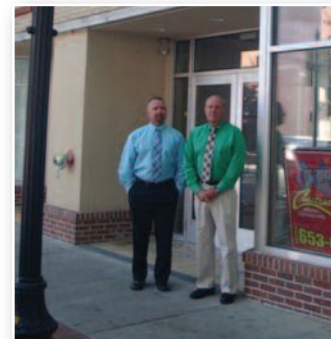
Director's Note...

The Downtown Dover Partnership had an exciting year. In the fall of 2011 we solicited bids for the renovations at 22-24 W Loockerman that would create two first-class retail spaces. The front and rear facades were also updated and this prime retail space will be available for rental in the fall of 2012.

Our Community Art Project was launched by the Design Committee to draw attention to Dover's new Brand. More than 30 local and regional artists of all ages participated in the project by decorating Stars which were then auctioned off to raise funds for future Design Committee Projects. The second year of the Community Art Project is now underway. We also completed a redesign of the information panels on the kiosk in the Bradford Street Parking Lot and a second kiosk will be erected in the new parking lot on Loockerman Way with visitor information for Delaware's Capital City.

May 15, 2012 saw the DDP break ground on the North Street Area Improvements funded by the Delaware Legislature in 2011. The Downtown Dover Partnership purchased the former Collegian Property and received a parcel of land from the City of Dover to create a plaza in the heart of downtown. Loockerman Way Plaza will provide a stronger pedestrian connection between Loockerman and North Streets. It will also provide an additional thirty-six (36) short-term parking spaces for visitors to the downtown. The utility work on North Street which involves the burial of all communication cables and removal of the poles is nearly complete and construction of Loockerman Plaza has begun. Other North Street Area improvements to be completed as part of the project include: North Street surface parking consolidation to combine six (6) separate parking lots and yield additional parking; and North Street streetscape improvements to create a pedestrian friendly corridor to the capital complex.

As we begin our fifth year of operation we look forward to continuing our redevelopment and revitalization efforts and the creation of positive change and economic growth in Historically Happening Downtown Dover. We're counting on your continued support and participation as we work to meet our ambitious goals during the next year. Downtown Dover is on the move!



Gregory Moore, *President* & Bill Neaton, *Director*

Partnership Real Estate Holdings

120 S. Governors Avenue – Acme site	\$1,239,345
22-24 W. Loockerman Street	257,850
133-135 S. Governors Avenue	248,745
139-143 S. Governors Avenue	295,184
222 Railroad Avenue	56,746
238 Railroad Avenue	151,091
East side of N. West Street parcel #1	243,000
680 & 684 Forest Street	674,267
114-128 W Loockerman Street	415,233

Total Buildings & Land.....\$3,581,461

FY 2012

Downtown Dover Partnership Economic Impact Highlights

\$1,273,960 Dollars Invested in FY 2012

Facade Grants Awarded - \$20,000
Total value of Facade Improvements -
\$33,700
Building Renovations \$160,028
North Street Improvements \$1,061,232

1500 + Volunteer Hours

1900 hours valued at \$20.25/hr = \$38,475

Six New Businesses Opened

A&B Plus Consignment Shoppe
Capital Shoe Repair
Madison's Essentials
New Class Act
The Suds Bar
The Wild Side

Increasing Competitiveness of Downtown Businesses

In our efforts to support both existing and potential businesses in the downtown, the DDP hosted seven (7) Business Development Workshops that provided information on marketing techniques, developing a business plan, loan seminars, social media, e-commerce, and other topics that were attended by 160 individuals.

Business Assistance Provided

Four businesses received loans through our technical assistance loan referral program. These loans totaled \$516,000 and created 15 FTE's and sustained 7 FTE's.

Committee Accomplishments

Design Committee

- Implemented Community Art Project
- Awarded Design Demonstration Grant

Economic Development & Restructuring Committee

- Renovations of 22-24 W Loockerman Street
- North Street Improvement Projects
- Developed Loan Program for Business Recruitment

Organization Committee

- Implemented Fundraising Strategy
- Coordinated Volunteer Recognition & Annual Report

Parking & Safety Committee

- Offered Free Metered Parking in the Bradford Street Lot during December
- Completed redesign of Bradford Street Kiosk

Promotions Committee

- 3rd Annual Safe, Spooky Halloween
- A Capital Holiday Celebration
- 4th Annual Home for the Holidays
- Supported First Fridays
- Dover Days May Basket
- Purchased new street banners
- Published marketing brochure for Downtown Businesses
- Distributed 25+ media releases and generated significant positive press for downtown Dover



Organization Committee

Jocelyn McBride
Chairperson
Valerie A. Christ
Marjorie Cyr
Georgeanna Windley
Chris Wood

Parking Committee

Anita Evans
Chairperson
David Affolder
Michael Ambruso
Jed Hatfield
Christopher Hayes
Ted Nutter
Michael Riemann
Ron Poliquin, Esq.

Promotions Committee

Tonda Parks
Chairperson
Kim Aigle
Cindy Small
Helen Downing
Gretchen Tillman
Elaine Brenchley
Gary Chaffee
Maxine Lewis
Lucy Findlay
Andy Ryan
Nancy Pikulik
Mary Conard
Jan Crumpley
Dave Hill
Christy Rawlins
Jen Allen
Jennifer Bailey
Kathy Jo Robbins
Shani Bublitz
Mary Alice Ozechoski

Our Support System

Special Thanks to the following Individuals and Organizations who contributed time, talent and resources to make our fourth year a great success:

First Friday

- Jean Francis
- Susan Johnston
- Jeremy Gibb
- Friends of Folk
- Lucy Findlay
- Valla Rogers
- Downtown Dover Merchants

A Capital Holiday Celebration

- City of Dover Parks & Recreation
- Central Delaware Chamber of Commerce
- Bayhealth Medical Center
- Heritage at Dover
- Dover Kiwanis
- Wesley Pre-School
- The Little School
- Dover High Select Ensemble
- St John's Lutheran School
- Delaware State News

Home for the Holidays

- Gary Chaffee, Parade Coordinator
- Shani Brown
- Santa and Mrs. Claus

Support for Multiple Activities

- Alex Vaughn Mobile Entertainment
- Bayhealth Medical Center
- City of Dover
- DE Economic Development Office
- DE Technical & Community College
- Dover City Council
- Dover Community Partnership
- Dover Fire Department
- Dover Housing Authority
- Dover Parks & Recreation
- Dover Police Department
- Downtown Dover Businesses
- First State Community Loan Fund
- First State Heritage Park
- Friends of Folk
- Friends of Old Dover
- Greater Dover Committee
- CenDel Foundation
- Kent County Amateur Radio Club
- Kent County Tourism
- SCORE
- Small Business Development Center
- STACKS Entertainment
- U.S. Small Business Administration
- Wesley College
- YWCA Delaware

**Special thanks to the....
Dover City Council,
Mayor Carleton E. Carey, Sr.,
and City Manager, Scott Koenig**

...for their support of the Downtown Dover Partnership.

Thanks to Diane Laird, State Coordinator, Delaware Main Street, for technical assistance provided throughout the year.



Downtown Delaware provides Delaware's historic downtowns, communities, and small businesses with tools to revitalize their commercial districts, increase entrepreneurial opportunity, and enhance quality of place.

Partnership Staff
William G. Neaton
C. Edwin Perez
Beverly Latimer Jackson



USDA Rural Development has provided funding for DDP marketing and training initiatives which benefit business in "Historic Downtown Dover".

About the Downtown Dover Partnership Downtown Dover Partnership is a non-profit organization dedicated to revitalizing the Downtown District. DDP works hand in hand with the National Trust for Historic Preservation's National Main Street Center and the Downtown Delaware initiative to create a variety of programs that serve to improve our downtown district.