



# 2014 Annual Report

The Downtown Dover Partnership drives business and job opportunities, growth of economic and cultural assets, and development of commercial and residential real estate, while preserving the City of Dover's historic qualities, consistent with the National Main Street model.



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

#### First Friday

Jean Francis  
Susan Johnston  
Jeremy Gibb  
Friends of Folk  
Lucy Findlay  
Valla Rogers  
Jenny Mabus  
Amy Mullen  
Tammy Miller  
Christy Rawlins  
Downtown Dover Merchants

Michelle Hughes  
Councilman William Hare  
Actors Attic  
Whiting Turner Construction  
Georgeanna Windley  
Representative David Wilson  
Salvation Army Band  
City of Dover Police

Justin Strickland  
Steph Berkich-Ryan  
Kristin Coker Stonesifer  
James G. McGiffin, Jr.  
Gary Chaffee  
City of Dover Parks & Recreation  
City of Dover Public Works Department  
City of Dover Planning & Inspections  
City of Dover Police

#### Home for the Holidays

Gary Chaffee, Parade Coordinator  
Santa and Mrs. Claus: Rev. William and Martha Downing  
Tami Wilson  
Cathy Chaffee  
The Center for Mental Wellness  
The Lions Club  
Dover JAYCEES  
Dover Interfaith Mission for Housing, Inc.  
Steve North  
Georgeanna Windley  
City of Dover Police

#### 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 Fire Department  
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 Kent Committee  
CenDel Foundation  
Kent County Tourism  
SCORE  
Small Business Development Center  
STACKS Entertainment  
U.S. Small Business Administration  
USDA Rural Development  
Wesley College  
IMAGINE Entertainment

#### A Capital Holiday Celebration

City of Dover Parks & Recreation  
Dover Public Library  
Central Delaware Chamber of Commerce  
Bayhealth Medical Center  
Heritage at Dover  
Dover Kiwanis  
Dance Conservatory Ballet Theatre of Dover  
The Little School at Kids Cottage  
Dover High Select Ensemble  
St John's Lutheran School  
Holy Cross Catholic School  
Delaware State News  
The Newshound  
Musical Theatre Ensemble  
Mary Borger  
Cristal Brenneman  
Sherwanda Rachal  
Becky Norton

#### 2013 Winter Wonderland Committee

Dawne Nickerson-Banez  
Benhje Benton  
Darin Dell  
Judy Diogo  
Dover Interfaith Mission for Housing, Inc.  
Michael Harrington, Sr., Harrington  
ERA Realty  
Joe & Tonda Parks  
Mary Ressler, Quality Builders

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.

A very Special Thanks to our friends at Becker Morgan Group. A team of professionals that define dedication, expertise and talent. A team that made many of these accomplishments possible.

And to our Board of Directors for their vision and commitment in making downtown strong and vibrant.

Partnership Staff  
William G. Neaton, Director  
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.

101 W Lookerman St, Suite 1A – Dover DE 19904  
302.678.2940 (p) - 302.678.2132 (f) [www.downtowndoverpartnership.com](http://www.downtowndoverpartnership.com)



## Board Members

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

## Design Committee

Laura Simmons, Chairperson  
 Tricia Arndt  
 Jan Crumpley  
 Carrie Hart  
 Ann Baker Horsey  
 Susan Johnston  
 Kathryn Lord  
 Kristin Pleasanton  
 Dawn Melson-Williams  
 Elena Stewart

## Economic Development & Restructuring Committee

Gerald I. H. Street Esq., Chairperson  
 Erin Cooper Barrett  
 Robert Berglund  
 Councilman David Bonar  
 Gary Cecchett  
 Anthony DePrima  
 Councilman Wallace Dixon  
 Michael Harrington, Sr.  
 Dr. William Johnston  
 Scott Koenig  
 Paul E. Lakeman  
 Joseph McDaniel  
 Kevin Mitten  
 Gregory V. Moore, P.E.  
 William Neaton  
 Ted Nutter  
 Gary Patterson  
 Charlie Rodriguez  
 Laura Simmons  
 Jonathan Street  
 Erin Thwaites  
 Ann Marie Townshend

## Director's Note...

Fiscal 2014 was a great year for the Downtown Dover Partnership and Downtown Dover. The arrival of Delaware E-ZPass on Lookerman Street in March 2014 brought 85 employees and an average of 1000 retail visits each month. E-ZPass has been a great addition to Downtown Dover with both employees and customers becoming regular patrons of our restaurants and retail shops. The second floor office space at 155 South Bradford was renovated and christened the SUNRAY Professional Building. It houses the offices of five businesses new to the downtown district. Twelve other businesses opened at locations in the downtown adding to the mix of retail and services available.

Our Merchants Committee has shown new energy and enthusiasm for involvement in the downtown. The committee has encouraged merchants to take an active role on other DDP Committees and they have lent a helping hand to many existing downtown activities while working to develop their own special events.

Fresh produce, a wide variety of craft vendors, entertainment, activities for children and beautiful weather helped get the second season of our Farmer's Market off to a great start and we expect an even bigger and better result when the Farmer's Market reopens in June 2015.

The DDP was an active partner throughout FY14 with NCALL and a broad range of community groups to complete the Restoring Central Dover study. The plan developed as a result of the study will be the basis for an application for an implementation grant submitted to the Wells Fargo Foundation. When received, this grant will provide funding for a number of community improvement projects.



The Downtown Dover Partnership will continue to work closely with merchants, local and state government, residents, community partners and developers to advance the progress we've made together in creating a vibrant and welcoming downtown.

Sincerely,  
 William G. Neaton,  
 Executive Director

## Committee Accomplishments

### Design Committee

- Annual Community Art Project
- Awarded Façade Grant
- Provided Technical Assistance to two referrals

### Economic Development & Restructuring Committee

- Renovations of 22-24 W Lookerman Street completed for Delaware EZ Pass

### Organization Committee

- FY' 13 Annual Report
- Strategic Planning Session

### Parking & Safety Committee

- Offered Free Metered Parking during Holidays
- Installation of "Historically Happening" Banner Project
- Installed "Way Finding" Banners Phase II
- Realignment of Metered & Permit Parking Spaces at lots

### Promotions Committee

- Held committee work plan development workshops

- 5th Annual Safe, Spooky Halloween
- Capital Holiday Celebration
- 6th Annual Home for the Holidays
- Supported First Fridays
- Farmer's Market on Lookerman Way
- Distributed 80+ media releases and generated significant positive press for downtown Dover
- Expanded "Winter Wonderland" on Lookerman Way
- St. Patrick's Day Parade
- First Friday Gives Back Program
- Social Media Campaign
- Downtown Merchants Holiday Window Decorating Contests
- Downtown Merchant's Christmas Coat Drive
- Shop Small Saturday



## FY 2014 Downtown Dover Partnership Economic Impact Highlights

Dollars Invested in FY 2014  
 Façade Grants Awarded \$667  
 Total value of Façade Improvements -\$3,167  
 Building Renovations - \$1,140,000

1500+ Volunteer Hours  
 1642 hours valued at \$22.02/hour = \$36,157



### New Businesses Opened

Americare Home Solutions  
 Blue Hen Auction  
 Computers Fixed Today  
 Energy One  
 Independent Resources  
 Kelly's Corner Consignment  
 Parke-Green Galleries  
 The Cloud Geeks  
 Tidemark Construction



Barefoot Hardscapes  
 Celebrity Vintage Clothing  
 Corp 2000  
 I&L Multi-Service Convenience Store  
 J LA Salon & Spa  
 Mountain Consulting Civil Engineers  
 Shear Dreams  
 The Delaware Store



A total of 17 new businesses opened during this reporting period yielding 27.5 FTE's. Six (6) are minority-owned and ten (10) are women-owned.

### Increasing Competitiveness of Downtown Businesses

Nine workshops were held during this period – topics included social media, small business development, marketing, and retirement planning for small business owners. The workshops were attended by 100 current and prospective small business owners.

### Business Assistance Provided

Three businesses were assisted with applications for SBA business loans. Two of the applicants completed the process and received loans totaling \$197,000.

## Partnership Real Estate Holdings

120 S. Governors Avenue – Acme site .....	\$1,239,345
22-24 W. Lookerman Street .....	278,809
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 Lookerman Street .....	412,857

**Total Buildings & Land .....\$3,600,044**

## Merchant Committee

Beth Christiansen  
 Susan Forrester-Coates  
 Erin Cooper Barrett  
 Jan Crumpley  
 Lucy Findlay  
 Gary A. Knox  
 Robert Landry  
 Cameron Llewellyn  
 Kathryn Lord  
 Jenny Mabus

Dawne Nickerson-Banez  
 Penny Reynolds  
 Thomas Smith  
 Erin Thwaites  
 Lauren Tinsley  
 Domonique Vicks

## Organization Committee

Paul E. Lakeman,  
 Chairperson  
 Cameron Llewellyn  
 Jenny Mabus

Tonda Parks  
 Georgeanna Windley

## Parking & Safety Committee

Anita Evans, Chairperson  
 Michael Ambruso  
 Dawne Nickerson-Banez  
 Jed Hatfield  
 Ted Nutter  
 Michael Riemann  
 Thomas Smith  
 Ron Poliquin  
 Lauren Tinsley

## Promotions Committee

Tonda Parks, Chairperson  
 Stephanie Adams  
 Wanda Anderson  
 Jennifer Bailey  
 Gary Chaffee  
 Jan Crumpley  
 Lucy Findlay  
 Susan Johnston  
 Maxine Lewis  
 Cameron Llewellyn  
 Lori Llewellyn  
 Jenny Mabus  
 Tammy Miller  
 Amy Mullen  
 Nancy Pikulik  
 Christy Rawlins  
 Kathy Jo Robbins  
 Andy Ryan  
 Katrina Sullivan  
 JT Takacs  
 Lauren Tinsley  
 Helen Wiles  
 Sarah Zimmerman

Downtown Support System