



Board Members

Anita Evans, President, M & T Bank

Lucy Findlay, Vice President, Partners in Design

John E. Van Gorp, Treasurer, Bayhealth

Todd Stonesifer, Secretary, The Moving Experience

David Anderson, City Councilman

Brian Bushweller, State Senator

Robin Christiansen, Mayor

Robert Clark, Wesley College

Mike Harrington, Harrington ERA

David Hugg, Planning & Inspections Director

Diane Laird, Downtown Delaware

Donna Mitchell, City Manager

Fred Neil, City Councilman

Maxine Lewis, Maxine's NY Fashions

Sean Lynn, Esq., State Representative

Mitchell May, May & Perza, PA

Gregg Moore, Becker Morgan

Tim Slavin, Council President

Erin Tinsley-Thwaites, Bel Boutique & The Looke

Wendie Vestfall, Kent County Tourism

DDP Administration

Tina Bradbury, Ops Manager

Joan M. Cote, Former Executive Director

Maureen Feeney-Roser, Interim Executive Director

Brynn Voshell, Administrative Assistant



Downtown Dover Partnership 2017 Annual Report

Developing Resources of Downtown Dover

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.

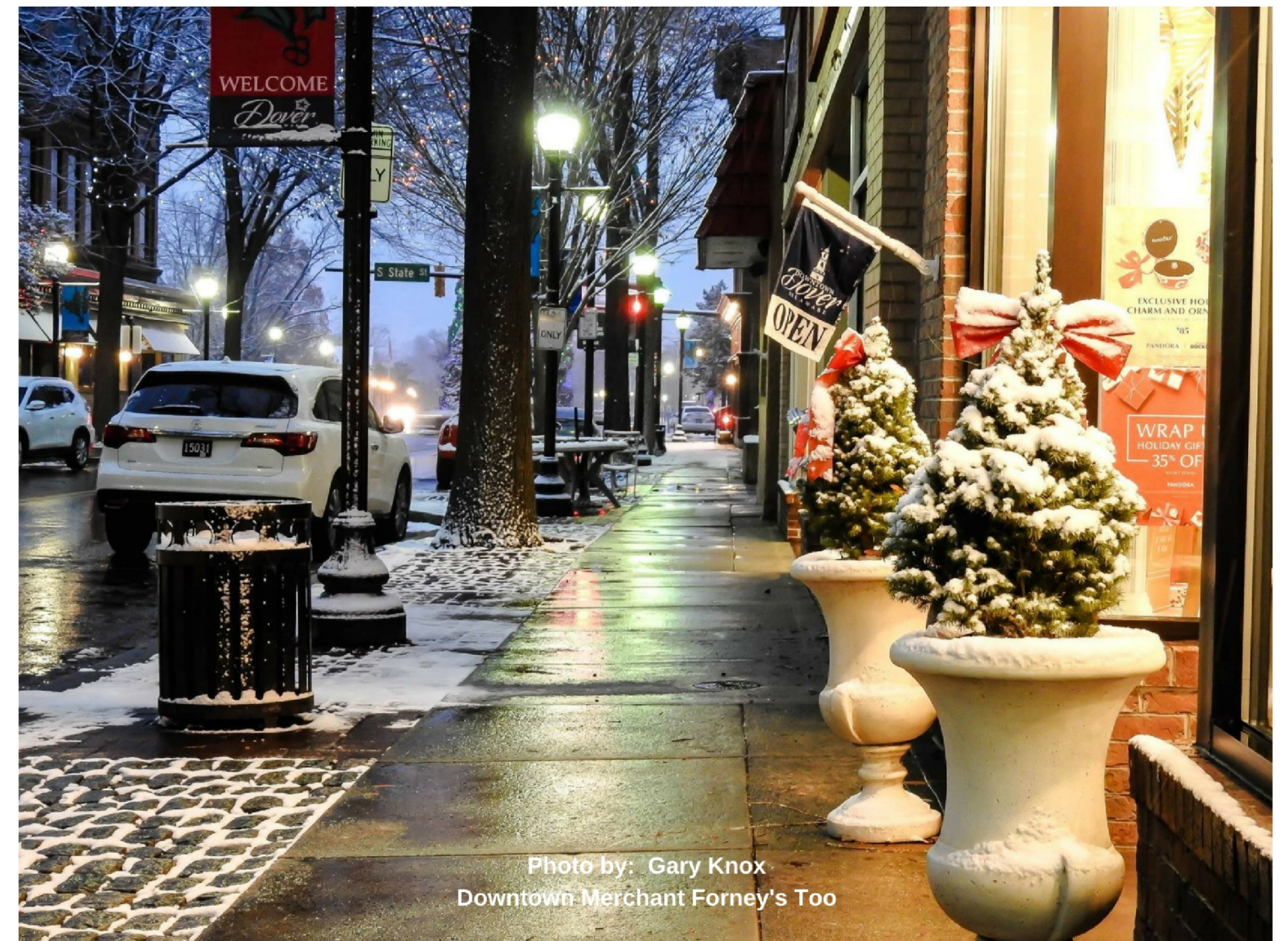


Photo by: Gary Knox
Downtown Merchant Forney's Too

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President’s Note

The Downtown Dover Partnership (DDP), its staff, and the countless volunteers who support the organization, have had a very busy and productive 2017. Residents, merchants, the City of Dover, non-profit organizations, local corporations, institutions of higher learning and our partners at the State and County levels have come together to transform an already dynamic and diverse downtown district into an even more appealing destination for residents and visitors alike. This report presents the best work of our Board of Directors and its five standing committees, each with a key role in support of our mission. The results of these considerable efforts prove that much can be accomplished through determination and teamwork. We are very happy to successfully repeat our full calendar of downtown events and are thrilled to be able to expand and improve upon these events, while adding new activities for the community. We recruited new businesses and helped to retain successful ones, so Dover can continue to prosper. We’ve provided significant incentives for the preservation and adaptive reuse of our historic buildings.

We’ve applied for grants to expand and support our economic, cultural and historic resources, and to increase business and job opportunities. We’ve collaborated with local organizations to enhance the commercial and residential potential of the Central Dover area. In this regard, we have enjoyed thousands of dollars in new private investment in downtown. We have also invested heavily in advertising downtown Dover as a shopping, dining, cultural and service destination throughout the region. In addition, this year marked renewed effort in strategic committee work plan development and the prioritization of projects to maximize organizational output, while beginning a comprehensive strategic planning process to capture the community’s goals and aspirations for downtown; and pledge to invest in development and implementation of work plans to achieve the vision of downtown identified.

Finally, this year has been one of transition. We would like to thank outgoing President Gregg Moore for his leadership and commitment to downtown Dover. Gregg served as DDP Board President from the organization’s creation until July 2017. We would also like to thank former Executive Director Joan Cote for her efforts during her tenure with the Partnership. Thank you for your interest in downtown Dover and your support of our ongoing efforts.

Sincerely,

Anita Evans
DDP Board President



COMMITTEES

The work of the DDP would not be possible without the help, support and guidance of our 5 standing committees. Made up almost wholly of volunteers, these committees rely on dedicated and efficient DDP staff support to supplement and help implement their efforts.



DESIGN

MEMBERS

Kristin Pleasanton, Chair, State of Delaware
Tricia Arndt, Vice Chair, State of Delaware
Will Grimes, NCALL & Restoring Central Dover
Carrie Hart, Bayhealth
Dawn Melson-Williams, City of Dover
Elena Stewart, State of Delaware
Also serving in 2017
Carlton Hall, State of Delaware
Dawn Fiore, Fiore Design

GOAL

Improve the appearance of the downtown Dover area and educate the public and private sectors about superior design principles and the value of historical and cultural preservation.

Design Committee

2017 ACCOMPLISHMENTS

- ❖ Revised application process and completed five (5) Façade Improvement Matching Grants totaling \$7,500 in public investment and resulting in more than \$41,650 in total value of Façade Improvements. Five (5) more Façade Improvement Matching grants are under various stages of review.
- ❖ Submitted a successful application to the Neighborhood Building Block Fund (NBBF). The committee’s “Paint the Town: Public Art Initiative” application was awarded \$10,000 to assist with a Downtown Mural on a building wall facing Lookerman Plaza.
- ❖ Collaborated with Restoring Central Dover (RCD) for the Utility Box Art project set to begin this Spring.
- ❖ Managed the Downtown Holiday Storefront Window Decorating Contest.
- ❖ Purchased holiday wreaths and lighting.

2018 PROJECTS

- ❖ Promote and expand Façade Improvement Program.
- ❖ Install Downtown Mural on Lookerman Plaza wall
- ❖ Support and review designs and help facilitate RCD’s Utility Box Art Project.
- ❖ Manage the 2018 Downtown Holiday Storefront Window Decorating Contest.
- ❖ Scout locations for additional arts installations.

Partnership Real Estate Holdings

120 S. Governors Ave./Auto Plus	\$1,030,000
133-135 S. Governors Ave.	\$248,745
139-143 S. Governors Ave.	\$295,184
22-24 W. Lookerman St.	\$2,040,000
222 Railroad Ave.....	\$56,746
238 Railroad Ave.....	\$151,091
East Side of N. West St. Parcel #1	\$243,000
680 & 684 Forest Street	\$674,267
Lookerman & North Street Lots - Collegian	\$1,308,563
North St. Parking Lot - Leasehold Improvements	\$501,242

Total Buildings & Land **\$6,548,838**



MARKETING AND PROMOTION

MEMBERS

Tonda Parks, Chair, Delaware State News
Katrina Sullivan, Vice Chair, Delaware State News
Stephanie Adams, Biggs Museum
Wanda Anderson, Wesley College
Terris Bagwell, DAFB, Hunt Housing
Jessica Cook, Wesley College
Jan Crumpley, Sunshine Graphics
Margery Cyr, Dover Public Library
Judy Diogo, Chamber of Commerce
Jessica Ewing, DAFB, Hunt Housing
Lucy Findlay, Partners in Design
Autumn Grill, Dover Art League
Will Grimes, NCALL & Restoring Central Dover
Kerri Hollyday, Dover Public Library
Danielle Jonigan, Kent County Tourism
Laura Kantor-Chupp, First State Community Partners
Jeffrey Moore, Chamber of Commerce
Claudette Richards, Wesley College
Eleanor Siyon, State of DE Historic & Cultural Affairs
Thomas Smith, Merchant Committee & The Delaware Store
M J Stewart, Delaware State Police
Nena Todd, State of DE Historic & Cultural Affairs
Sarah Zimmerman, First State Heritage Park

RESOURCE MEMBERS

Mark Hoffman, Dover PD
J.T. Takacs, Keller Williams



GOAL

Create a positive image for the downtown Dover area by promoting the downtown area as an exciting place to live, visit, work, shop, and invest.



MARKETING AND PROMOTIONS COMMITTEE

2017 ACCOMPLISHMENTS

- ❖ Provided a full calendar of events in downtown Dover by partnering with other agencies and organizations, as well as producing stand-alone events as follows:
 - ❖ First Fridays with Destination Downtown Dover and Dover Library
 - ❖ St. Patrick's Festival and Parade
 - ❖ Dover Days and History Heritage & Hops with Kent County Tourism Corporation and Destination Downtown Dover
 - ❖ Comic Con with the Dover Public Library
 - ❖ OktDoverFest with Destination Downtown Dover
 - ❖ Safe Trick or Treat Event with the Dover Police Department
 - ❖ Small Business Saturday and Marketplace
 - ❖ Capital Holiday Celebration & Tree Lighting with the City of Dover and Central Delaware Chamber of Commerce
 - ❖ Home for the Holidays Marketplace & Parade
 - ❖ Caroling on the Green
 - ❖ Lunch with Santa and Holiday Marketplace
- ❖ Provided and expanded upon the successful Capital Farmers Market, held every Wednesday from June through October.
- ❖ Received a grant from Restoring Central Dover for a movie screen and projector for outdoor movies downtown.



Farmers Market Report

The 2017 Capital City Farmers Market was an overwhelming success. We partnered with Capital School District and their "Chef Senators" truck to offer free lunches to kids 18 and younger. For every customer that made a purchase, they received a raffle ticket for a weekly drawing to win a gift certificate from one of our local merchants. We offered many children's activities such as yoga, karate, story time, arts & crafts, food demonstrations, horticultural education and fire safety. We also introduce our new "Lunch & Learn" series for the adults.

Overall Total Sales: \$67,164.86

Non WIC Produce Sales: \$ 17, 499.75

WIC Produce Sales: \$6,579.50

Non Produce Sales: \$43,085.61

SNAP/EBT Sales: \$136.25

Free Lunches Served: 345

2016 Overall Total: \$56,494.17

Total Profit Increase from 2016:
\$10,670.69

Up by 17.25% from 2016



- ❖ Developed a rack card advertising calendar of events and reasons to visit downtown Dover for distribution through our tourism partners, local merchants and library.
- ❖ Began planning for two important projects to get the word out about downtown Dover and all it has to offer as follows:
 - ❖ Partnered with DART to increase transit ridership and market downtown Dover through promotion of routes connecting to downtown from key locations and formalized opportunities to advertise downtown on buses and shelters.
 - ❖ Develop and produce a map and guide for downtown Dover for tourism purposes

2018 PROJECTS

- ❖ Develop and produce two map and guides for downtown Dover – a print one tailored for tourists' use and another inclusive version to highlight all businesses in the district online.
- ❖ Facilitate a full calendar of events, including the inaugural Dinner and a Movie event, which will be offered monthly during the Spring/Summer.
- ❖ Implement district advertising in partnership with DART.
- ❖ Explore and implement opportunities and events to reach are college students and staff with a first focus on Wesley College.





ECONOMIC VITALITY & DEVELOPMENT

MEMBERS

Mitchell May, Chair, May & Perza
Robin Christiansen, Mayor
Erin Cooper Barrett, Duncan Center
Mike Harrington, Harrington ERA
Joe McDaniel, Retired Financial Advisor
Charlie Rodriguez, R&R Commercial Realty
Jonathan Street, Becker Morgan
Erin Thwaites, Bel Boutique
David Hugg, City of Dover
Will Grimes, NCALL & Restoring Central Dover
Jason Wallace, PNC Bank

GOAL

Rebuild, maintain and diversify the downtown Dover area's economy. Strategic purchases, development and redevelopment enhancements to the area will be key to success!



ECONOMIC VITALITY & DEVELOPMENT COMMITTEE

2017 ACCOMPLISHMENTS

- ❖ Assisted in marketing Downtown Development District Incentives.
- ❖ Marketing of Real Estate holdings.
- ❖ Successfully processed 222 and 238 Railroad Avenue properties through the environmental review/clean-up process to prepare the land for development/sale.
- ❖ Supported Unlock the Block initiative.
- ❖ Welcomed four (4) new businesses to downtown Dover (Access Dental, BluVintage., My Roots, Puffster, and The Loocke) Estate.
- ❖ Managed DDP Real Holdings

2018 PROJECTS

- ❖ Manage and market existing properties owned by the Partnership.
- ❖ Evaluate vacancy reduction initiatives and suggest additional or revised measures.
- ❖ Create a comprehensive guide to opening a business in downtown Dover.
- ❖ Initiate a "one stop shopping" approach to business recruitment.
- ❖ Market downtown Dover as an ideal business location.
- ❖ Work with Merchants Committee to determine technical assistance needs of downtown businesses and develop approach to meet needs.



MERCHANTS

MEMBERS

Thomas Smith, Chair, The Delaware Store
Theresa Owens, Vice Chair, BluVintage
Jan Crumpley, The Delaware Store
Lucy Findlay, Partners in Design
Jean Francis, Beyond Dimensions
Will Grimes, NCALL & Restoring Central Dover
Lori Llewellyn, My Roots
Penny Reynolds, Signature Stitches
Todd Stonesifer, The Moving Experience
Erin Thwaites, Bel Boutique & The Loocke

GOAL

Create an environment that provides business networking support with a Shop Small, Shop Local philosophy to enhance and grow the Downtown Dover Business District.



MERCHANTS COMMITTEE

2017 ACCOMPLISHMENTS

- ❖ Established and advertised a Military Discount Program in downtown Dover with 38 Downtown Dover Merchants.
- ❖ Developed a holiday advertising campaign and a frequent shopper card promotion with weekly prizes from Small Business Saturday through the new year.
- ❖ Advocated for and advertised free parking promotions throughout the holiday season.
- ❖ Improved communication amongst merchants, DDP and the City, including hosting the first Merchants Committee Meet and Greet event.
- ❖ Participated regularly in the Parking and Safety Committee meetings to represent merchant concerns/issues.

2018 PROJECTS

- ❖ Continue military discount program and expand advertising for it, both online and in print.
- ❖ Implement a discount program for Wesley College students and staff.
- ❖ Hold quarterly Merchant Meet and Greet events
- ❖ Explore opportunities to add a retail component to existing special events in downtown Dover
- ❖ Develop a holiday ad campaign and retail promotional activities throughout the holiday season.
- ❖ Explore opportunities to capitalize on tourism market
- ❖ Assist in mentoring new businesses in downtown Dover and help recruit new businesses

PARKING AND SAFETY

MEMBERS

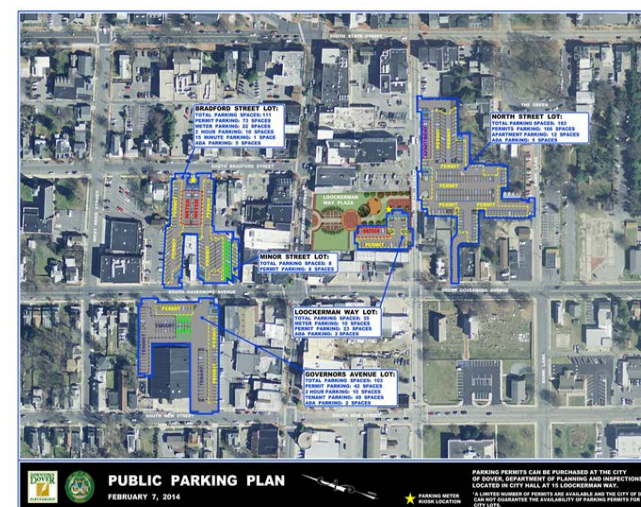
Jonathan Street, Chair, Becker Morgan
Thomas Smith, Vice Chair, The Delaware Store
Dave Hugg, City of Dover
Jed Hatfield, Colonial Parking
Will Grimes, NCALL & Restoring Central Dover
Kevin Kober, Dover Police Department
Paul Kuntzi, Dover Police Department
Tammy Lima, E-Z Pass
Fred Neil, City Councilman
Ron Poliquin, Attorney
Travis Ridgeway, Dover PD-Parking Attendant
John Boyer, Dover PD-Parking Attendant

Also serving in 2017

Chris Hermance, Dover Police Department

GOAL

Improve public parking and safety in downtown Dover



PARKING AND SAFETY COMMITTEE

2017 ACCOMPLISHMENTS

- ❖ Provided free parking promotions throughout the holiday shopping season.
- ❖ Assisted the Dover/Kent County MPO and the City of Dover with Downtown Dover Parking Study. Report issued January 2018.
- ❖ Submitted a successful application for Neighborhood Building Block Fund (NBBF) monies for a comprehensive wayfinding and directional signage program for public parking.
- ❖ Simplified language on parking meters to insure proper operations.
- ❖ Managed off street lots with the assistance of City of Dover.

2018 PROJECTS

- ❖ Review Parking Study for short term solutions to immediately accomplish.
- ❖ Plan for and install new wayfinding and directional parking signage. Maintain adequate records for NBBF reporting.
- ❖ Manage and improve existing parking lots, parking meters and permits programs.
- ❖ Plan improvements to facilitate expansion of parking inventory.
- ❖ Support NCALL's Restoring Central Dover and Dover Police Department initiatives regarding public safety.



The Downtown Dover Partnership would like to thank all of our Partners, Sponsors and Volunteers that have made it possible for us to accomplish so much this year. The work we do here with the Downtown Dover Partnership would not be possible without the support from all our sponsors, partners, merchants, volunteers and community members!



92.9 Tom FM, 94.7 WDSB, Alexis Huttie, American Express, Aunt Mary's Kitchen, Bayard Pharmacy, Becker Morgan Group Architects, Bel Boutique, Beyond Dimensions, BluVintage, Breakthrough Personal Coaching & Wellness, CenDel Foundation, Central Delaware Habitat for Humanity ReStore, Communities in Schools, Deaf Outreach, Inc, Delaware Department of Natural Resources & Environmental Control (DNREC), Delaware Electric Vehicle Association, Delaware Master Gardeners, Delaware Parents Association, Delaware Sierra Club, Delaware State Fire School, Delaware State News, Delaware Store, Delaware WIC, Del-DOT, Doug Doyle, Dover Air Force Base, Dover High Art Club, Dover Interfaith Mission for Housing, Dover PD Cadets, Dover Post, Edward Everett, Energize Delaware, ERA Harrington Realty, Fifer Orchards, First State Heritage Park, Food Bank of Delaware, Governors Café, Heather Bernat, Inner City Cultural League, INC Sankofa African Dance Company, James Valentine, La Baguette Bakery and Catering, Mayor Robin Christiansen, McGinnis Commercial Real Estate Company, Mitten & Winters CPAs, LLP, Modern Maturity Center, MOMentum Fitness, Mrs. Delaware America 2017 Ivana Hamilton, Outlook at the Duncan Center, Parke Green Galleries, Parris Nail Lounge, Partners in Design, Petite Sweets, Pit Daddy's BBQ, Read Aloud Delaware, Restoring Central Dover & Wesley College Community Garden, Rigby's Karate, R&R Commercial Realty, Shakti Yoga, Shear Dreams, Shep's House of Styles, ShopBISM, Signature Stitches, Simaron's Pizza & Steak Shop, Southern Delaware Roller Girls, Suds Bar Soap, The Looche, The Moving Experience, Tula Yoga & Reiki Professionals, University of Delaware Expanded Food & Nutrition Education Program, WBOC News, Whatcoat United Methodist Church, WMDT 47 News, Zuha Trend

