



# 2019 Annual Report

The Downtown Dover Partnership achieved significant accomplishments in calendar year 2019, including a significant increase in volunteer engagement, private investments in building improvements, completion of several multi-year projects, and several exciting “firsts.” We invite you to view details in the pages ahead and take a glimpse of our plans for calendar year 2020.

Developing this report in the first quarter of 2020 amid the COVID-19 national “shutdown,” we have yet to see the full impact of this global pandemic on local government and the local economy. The toolkits that have worked in the past will need to be refit with new tools that are responsive to changing needs. At the same time, the Main Street organizational structure, the “basic pliers and wrenches” of having a strong plan in place — and then working the plan systematically — will prove vital in this time of change and uncertainty.

Be assured that we, along with our strong team of small business resource partners, are already responding to this unprecedented crisis for downtown Dover’s merchants and small business owners — the lifeblood of our central business district.

Our 2020 workplan includes exciting projects, programs, and activities to guide us securely into the new fiscal year, while allowing us to respond in “real time” to things yet unseen. Due to unexpected constraints, some may be tempted to stall projects or pursue less-effective solutions. But let’s “work the plan” and remain true to enhancing the essentials that make downtown Dover a vibrant center of commerce and social activity. We invite your participation. Together, we will ensure that the commerce, the vigor, and the spirit of our downtown will remain stronger than ever!

Diane Laird, Executive Director

## Shop Eat Explore and Repeat in Downtown Dover!



### Our vision for Downtown Dover...

An increasingly vibrant and thriving downtown.

A regional destination.

People of all ages will fill downtown to visit museums and cultural attractions, have a nice meal, shop at unique retail stores, and enjoy numerous, varied and playful things to do, both inside and outdoors.

***It's happening downtown!***

## Our Mission

The Downtown Dover Partnership is committed to driving an improved quality of life for the residents and visitors of Dover, Delaware, through collective collaboration, economic development and promotion of downtown Dover’s unique historic properties.

The DDP is one of only four accredited Main Street® communities in the State of Delaware.



## DESIGN



Mural at Family Dollar Store  
West Gateway into downtown



**2** PUBLIC MURALS

**11** UTILITY BOXES UNIQUELY PAINTED

**100** VOLUNTEERS

**7** FAÇADE/SIGNAGE GRANTS

**\$16,700** PRIVATE REINVESTMENT



## ECONOMIC VITALITY



**2** SMALL BUSINESS SATURDAYS



**8** NEW BUSINESSES

### RETENTION/EXPANSION

Ongoing partnership with small business resource partners  
Small business walk-ins/walkarounds instituted monthly  
Estimated 100 + small business advisements

### RECRUITMENT

Unlock the Block: Sweets & Treats  
Ongoing support for businesses seeking downtown location  
*It's Happening!* marketing piece developed for prospecting

## EVENTS & ACTIVITIES



**Market**

**\$39,620** SALES

**55** SENIOR **117** NON-SENIOR  
WIC RECIPIENTS SERVED\*

\* Special Supplemental Nutrition Program for  
Women, Infants, and Children (WIC)

**1** TROLLEY LAUNCHED!



**50** ARTISTS

PLEIN AIR PAINTING EVENT\*

BUSKING PROGRAM\*

VISUAL & PERFORMING ARTS

\*These activities take place outdoors.



## MARKETING & PROMOTIONS

### IMPLEMENTED FULL CALENDAR OF EVENTS:

St. Patrick's Day and Holiday Parades  
Dinner and a Movie  
Capital City Farmer's Market  
Two (2) Small Business Saturdays  
Array of Capital City Holiday Events

Year-Round First Fridays, building local/regional artist base

### INCREASED COLLABORATION IN EVENTS & ACTIVITIES:

City of Dover, Central Delaware Chamber of Commerce, Dover Air Force  
Base, Destination Downtown Dover, Kent County Tourism, NCALL

### BOARD POSITIONS HELD:

Dover Days, Committee, HELP Initiative, Inc., Kent County Tourism



**6,530** FOLLOWERS

**33%** INCREASE

### NEWS



**BI-WEEKLY**  
**GOOD NEWS RELEASES**

## MERCHANTS



**1000**

SHOP DOWNTOWN DOVER  
PROMO BOOKS

**1** DELMARVA LIFE FILM  
SMALL TOWN SERIES: DOVER



**\$2,098.63**

MERCHANT CONTRIBUTIONS

Established quarterly Merchant Mixers

Launched quarterly Window Decorating contests with “traveling trophy” award

Merchant representative welcomes new-comers monthly at Dover AFB

First Friday Gives Back donations from merchants to local charities

## PARKING & SAFETY



**11** LED LIGHTS INSTALLED

S. GOVERNOR’S AVE. PARKING LOT



**11** VOLUNTEERS ENGAGED

**\$500** GRANT—SOFT LAUNCH



**1** SIGNAGE PACKAGE

## ORGANIZATION



**72**

NEW VOLUNTEERS

**\$28,787**

VALUE OF VOLUNTEER HOURS

**\$8,000** ANNUAL SAVINGS

BUNDLED INSURANCE



**\$20,200**

GRANTS /SPONSORSHIPS RECEIVED

### HONORS

*Tourism Partner of the Year* (Kent County Tourism)

*American Express Small Business Saturday Partner* (DE SBDC)

### INTERNAL OPERATIONS

- IT Network /cloud back-up established.
- DiSC training: completed by all staff. (DiSC measures Dominance, Influence, Steadiness and Conscientiousness workstyle)

## PROPERTY MANAGEMENT

Assumed property management role in-house, saving DDP at least \$20,000 annually

Audited leases and expenditures on DDP-owned properties to increase revenue by an estimated \$18,000 per year going forward

Coordinated efforts with Dover Interfaith Mission for Housing (DIMH) to support their selection of new facility and relocation by December 2021

Loockerman Way Plaza sold to land developer for appropriate mixed-use development



**\$20,000** ANNUAL SAVINGS

**\$18,000** INCREASED REVENUE

**SOLD!** LOOCKERMAN WAY PLAZA





# 2020

## *On the horizon!*

- Aggressively address lack of “tenant ready” and underutilized downtown tenant spaces
- Establish plans for acquiring key properties for redevelopment/resale
- Establish Redevelopment Revolving Loan Fund to encourage private investment
- Actively seek business prospects in key business categories
- Establish Small Business Revolving Loan Fund
- Reallocate advertising funds to better target economic development audience
- Mobilize COVID-19 response to ensure merchant stability
- Expand facade grant program to include graffiti removal and COVID-19 social distancing retrofits
- Finalize development and begin implementation of comprehensive downtown parking solution
- Expand Downtown Dover Ambassador Program for weekday lunch/late afternoon coverage
- Establish Merchant Block Captain program
- Work collaboratively to address downtown vagrancy and related issues
- Attain proficiency in CPTED (Community Policing Through Environmental Design)

## Thank you

The Downtown Dover Partnership (DDP) recognizes and values the financial and philosophical support of the City of Dover Mayor and City council, as well as the Dover delegates to the State Legislature. The DDP Leadership extends appreciation to key partners, including Central DE Chamber of Commerce, Destination Downtown Dover (D3), Kent County Tourism, NCALL, and the many additional partners (see insert) and volunteers who give tirelessly of their time, talent, and treasure to inform and carry out the activities of this organization — a public-private partnership in its truest and finest sense.

### Board of Directors

#### **2019**

Anita Evans, President

Todd Stonesifer, Vice President

Lucy Findlay, Secretary

John Van Gorp, Treasurer

Kim Adams

Councilman David Anderson

Peter Bradley

Mayor Robin Christiansen

Robert Clark

Mike Harrington

Councilman Bill Hare

David Hugg

Maxine Lewis

Mitchell May, Esq.

Donna Mitchell

Councilman Fred Neil

DE State Senator Trey Paradee

Councilman Tanner Polce

Councilman Tim Slavin

Jonathan Street

Erin Thwaites

### Staff

Diane Laird, Executive Director

Tina Bradbury, Operations Manager

Brynn Voshell, Admin. Asst., Market Manager

### **DowntownDover.com**

101 W. Loockerman St  
Suite 1-A  
Dover, DE 19904  
302-678-2940

## **ASSETS / BALANCE SHEET**

Cash and investments	813,102
Land & Buildings, Equipment, Accum Deprec.	5,887,999
<b>TOTAL ASSETS</b>	<b>6,701,101</b>
Leases/Sales Contracts, Notes Payable	
<b>TOTAL LIABILITIES</b>	<b>2,186,842</b>
Invested: Land/Buildings, Unreserved	
<b>FUND BALANCES</b>	<b>4,514,259</b>
<b>TOTAL LIABILITIES &amp; FUND BALANCES</b>	<b>6,701,101</b>



## Special thanks to our many partners!

92.9 Tom FM, 94.7 WDSB, Aetna Medicare Solutions, American Express, Artisans Bank, Autism Delaware, Bayard Pharmacy, Bayhealth Medical Center, Becker Morgan Group Inc., Bel Boutique, BluVintage, Brooks Salon for Men, Capital School District, CenDel Foundation, Central Delaware Chamber of Commerce, Central Delaware Habitat for Humanity ReStore, Delaware State University Expanded Food & Nutrition Program, DSU, Central Middle School Visual Art Club, City of Dover, City of Dover Public Works, City of Dover Parks & Rec, Chesapeake Utilities, Communities in Schools, Councilman Anderson, Councilman Hare, Councilman Sudler, DART, Deaf Outreach, Inc, Delaware Department of Agriculture, Delaware Department of Natural Resources & Environmental Control (DNREC), Delaware Division of Small Business, Delaware State Housing Authority, Delaware Department of Education, Delaware Master, Delaware Parents Association, Delaware State Fire School, Delaware State News, Delaware Shoppes, Delaware's Quaint Villages, Delaware WIC, Del-DOT, Delicate Taste, Dover Air Force Base, Dover Capital City Rotary, Dover Colonial Rotary Club, Dover Downtown Rotary Club, Dover Health Care Center, Dover High Art Club, Dover Interfaith Mission for Housing, Dover Police Dept. & Cadets, Dover Post, Dover Public Library, Duck Creek Printing, Edward Everett, Emmanuel's Religious Gifts & Books, Endless Futures Farm, Autism Delaware Energize Delaware (Over)



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ERA Harrington Realty, Epicurean Provisions, Fifer Orchards, First State Community Loan Fund, First State Heritage Park, Food Bank of Delaware, Forney's Too, LTD., Governors Café, Greater Kent Committee, Grey Fox Capital, Grey Fox Grille, Heather Bernat, HELP Initiative, Inc., Imagine, Independent Resources, Jen-Mor Florist, Keller Williams Realty, Kidz DeLight, La Baguette Bakery & Catering, Lighthouse Construction, Maxine's Fashions, Mayor Robin Christiansen, McGinnis Commercial Real Estate Company, Mitten & Winters CPAs, LLP, Modern Maturity Center, Mountain Consulting, My Roots, NCALL, Noah's Secret Hot Dogs, Parke Green Galleries, Parris Nail Lounge, Partners in Design, Petite Sweets, Read Aloud Delaware, Restoring Central Dover & Wesley College Community Garden, Rigby's Karate, RideShare Delaware, Rose Marie Mujica, Roo Parag, R&R Commercial Realty, Schmittinger & Rodriguez, P.A., Sharp Energy, ShopBISM, Signature Stitches, Simaron's Pizza & Steak Shop, Suds & Company, Starr Flower Company, Sweets & Treats, The Beauty of Goats Milk Soap, The Corn Exchange, The Dance Factory, The Hungry Spork, The Loocke, The Moving Experience Tidemark Construction, Tina's Timeless Threads, Tomeka's Homestyle Eatery, TopFive BBQ, United Church of Delaware, USDA, VanAuken Fudge, WBOC News, Whatcoat United Methodist Church, WMDT 47 News, Women's Business Center, Wesley College, Wesley United Methodist Church, WSFS Bank, Zuha Trend (Over)



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