



**A MAIN STREET COMMUNITY**



## ANNUAL REPORT

July 1, 2020 – June 30, 2021

# A WORD FROM US

## Our Commitment to Downtown Wilmington



Dear Friends, Neighbors and Colleagues:

By all accounts, fiscal year 2021 was a difficult one for so many of us professionally and personally, whether inside or outside the non-profit world. It began in the throes of the worldwide coronavirus pandemic, which presented unique and significant challenges for Downtown Wilmington businesses, the community, and our organization. Nonetheless, as we reflect on the year, we are heartened by the tremendous strides Downtown Visions (DTV) made to sustain and enhance Downtown as a vital economic, cultural, residential, and historic center of the mid-Atlantic region. Throughout the year, amid the unprecedented disruption to our daily lives and commercial activity, DTV never stopped providing critical services to our Downtown constituents, continuing to be a driving force behind many significant improvements in neighborhood revitalization and stabilization, clean and safe initiatives, small business development, retail retention, and economic development.

By adapting to the changing landscape, tackling formidable challenges, forging new and strengthening existing partnerships, and sharing information and resources, DTV supported and enhanced Downtown's economic vitality, safety, and appeal. Through these efforts – and with the exceptional support and initiatives of our resource partners, area corporations, small businesses, board members, and Wilmington residents alike – Downtown Wilmington remained vital and time after time demonstrated its resiliency. Our work together over the past year has Downtown poised to thrive in the new fiscal year.

Therefore, it is with great pride that we present Downtown Visions' accomplishments and initiatives for fiscal year 2021 (7/1/20-6/30/21) and look to the new year with vigor, renewed drive, and tremendous optimism about what lies ahead for Downtown Wilmington.

Sincerely,



**Martin Hageman,**  
Executive Director



**Adam Landis, Esq.,**  
Board Chair

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*President, Nason Construction, Inc.*

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**\*Peggy Strine**

*Non-Profit Consultant*

**Chief Robert Tracy**

*Wilmington Police Department*

**Michael Vanni**

*Chief Risk Officer, Chase Card Services*

**John Williams, Esq.**

*The Williams Law Firm*

## STAFF

**Martin P. Hageman**

*Executive Director*

**Michael Maggitti**

*Deputy Director and President of  
Clean & Safe Services*

**Loshawn Maxwell**

*Director of Administration*

**Tabria Pinkett**

*Administrative Assistant*

**Maureen Feeney Roser**

*Special Projects Coordinator*

**Lani Schweiger**

*Main Street Wilmington  
Program Director and Senior  
Brand & Marketing Manager*

## THANK YOU TO OUR GENEROUS SPONSORS:





# CLEANING DIVISION

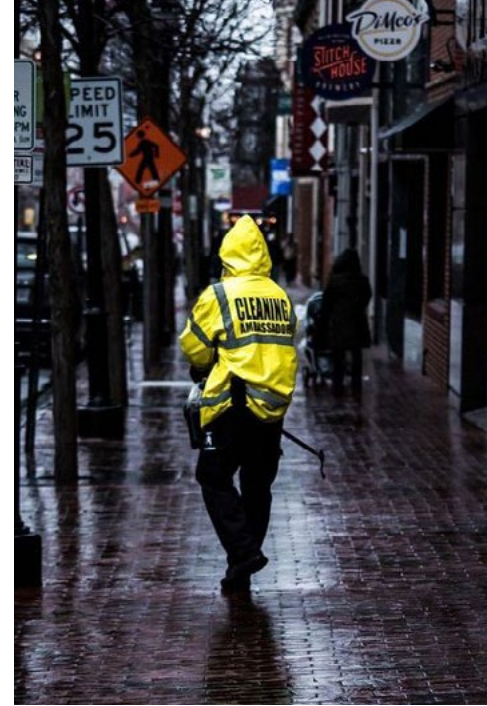
## Keeping Downtown Wilmington Clean

DTV Cleaning Ambassadors worked diligently throughout the year to maintain a clean and appealing environment for all who visit, work and/or live in Downtown Wilmington. Each day, crews patrolled the 72 square block Downtown Wilmington Business Improvement District (BID) and removed litter, stickers, posters, and illegal signs. Ambassadors also reported damage to buildings and public facilities, and conveyed issues with signage, sidewalks, and streetlamps to the City and/or Delmarva Power for repairs/replacements. These efforts ensured the quick remediation of any physical issues negatively impacting the BID.

**348,755 lbs** of  
Garbage Removed

**225** Graffiti Tags Removed

**635** Stickers Removed



The DTV Cleaning team also provided seasonal power washing, gum removal, weed abatement and leaf removal services, ensuring a clean and inviting business district. In addition, the team serviced 71 commercial trash removal contracts for BID properties, many involving daily pickups, and replaced streetlight banners as necessary. An attractive, appealing and litter-free Downtown year-round is the result of these efforts.



# SAFETY DIVISION

## Keeping Downtown Wilmington Safe

180,300  
Property  
Checks



MORE THAN  
40,000  
Business  
Contacts



NEARLY  
12,000  
Safety  
Escorts



Day and night, all year long, DTV Safety Ambassadors patrol the BID to monitor activity, and conduct business contacts and property checks. Any safety concerns are immediately reported to the Wilmington Police Department through radio contact. Throughout fiscal year 2021, these efforts supported a safe and welcoming Downtown by increasing the efficiency of safety personnel and their impact on the community. In addition to safety alerts, all observed issues with streetlight outages, broken parking meters, potholes, and graffiti were reported to the appropriate authorities for prompt and efficient response to maintenance issues.

Beyond the services above, the Safety team also provided significant hospitality assistance in the BID by offering on-demand safety escorts, as well as community information and directions on a regular basis. To prepare for these hospitality duties, each DTV Ambassador receives extensive training in local history and cultural attractions to be a genuine asset to visitors and residents alike. In this vital way, DTV supports the arts, entertainment and tourism in Downtown Wilmington, while ensuring a safe environment for all to enjoy.

In addition to having Safety Ambassadors on the street daily, DTV participates in the Wilmington Video Safety Partnership, a unique collaboration which provides video coverage of the BID and relays vital information for Police

and other First Responders in real-time. There are thirty-one (31) cameras covering the BID which are monitored eighteen hours a day, seven days a week by trained and dedicated DTV staff who immediately record and report incidents to the appropriate authorities. Incidents reported include not only crimes, but vehicle accidents, fires, disoriented persons, people in need of medical attention, and have also been invaluable in locating lost children. DTV is proud of this ongoing effort to keep Downtown Wilmington safe.

### Security Services

<b>Business Contacts</b>	<b>40,110</b>
<b>Property Checks</b>	<b>180,299</b>
<b>High Visibility Patrols at Events</b>	<b>766</b>
<b>Suspicious Activity Camera Alerts to WPD</b>	<b>4,753</b>
<b>Arrests resulting for Camera Alerts</b>	<b>37</b>
<b>City/DPL App Alerts (Streetlights, Parking Meters, Potholes &amp; Graffiti)</b>	<b>225</b>

### Hospitality Services

<b>Safety Escorts</b>	<b>11,997</b>
<b>Directions</b>	<b>5,057</b>



# MAIN STREET WILMINGTON

## Promoting Downtown Wilmington

Main Street Wilmington (MSW) is a vital part of DTV's initiative to promote the economic health and sustainability of Downtown. Through comprehensive work in the areas of design, organization, promotion, and business retention/recruitment, MSW has achieved national recognition as an accredited Main Street© program annually since 2010.

In fiscal year 2021, MSW spent considerable time and effort developing programs to help Downtown businesses survive the COVID-19 pandemic and its associated limitations on commerce. Of particular note were two retail promotions developed, through the generosity of Bank of America, as part of fiscal year 2021 efforts, which were so successful that they will continue as staples in MSW offerings into the future. They are:

- **Dine Downtown Deal (DDD)** – The DDD is a unique customer loyalty program, designed to reward frequent diners by offering them cash back on monies spent in Downtown restaurants and eateries. Specifically, those dining in or getting takeout from BID eateries five times during the promotion period were rewarded with a gift card to the BID business of their choice in the amount of 20% of the total monies spent Downtown. Restaurants were enthusiastic about the DDD promotion because they did not have to discount food at a time they were struggling to survive, nor did they have to alter restaurant operations or add administrative burdens to benefit. Additionally, because all eateries within the BID were included in the DDD promotion, there was no

locational advantage/disadvantage for restaurants, and because earned gift card rewards could be to any business located within the BID, the promotion benefited all businesses in the district, not just restaurants.

Originally offered as a fall promotion leading up to the 2020 holiday season, the program was so successful and popular with Downtown businesses that it was extended through March 2021. The DDD promotion generated \$21,513 for Downtown businesses with an overall DTV investment of \$9,255, which calculates to a 132% return on investment (ROI)!

- **Shop Small – Free Shipping for All** – Because of the unique impact COVID-19 presented on consumer spending and shopping habits, DTV endeavored to encourage e-commerce in Downtown by covering all shipping expenses incurred by BID retailers for online sales throughout the 2020 holiday season. The promotion provided valuable support to Downtown businesses, helped them reach new customers and keep loyal ones. Retailers found the support so helpful that the promotion was extended through March 2021. The free shipping promotion also encouraged retailers without e-commerce capabilities to add them, and therefore, DTV shared valuable information about available technical assistance and resources to support the development of online sales platforms for interested retailers. Downtown small businesses were appreciative of the assistance, and DTV will offer the free shipping program again for the 2021 holiday season.



In addition to COVID-relief activities, throughout the fiscal year, MSW worked diligently to preserve the building stock and stimulate investment Downtown through technical support and \$31,247 in matching grants to significantly improve the appearance and functionality of three (3) buildings through DTV's Façade Improvement Program. These grants, made possible by support from Comenity Bank and Bank of America, provided for a variety of physical improvements including major façade renovations, interior fit-outs, improved signage, and roll-down security gate removal, and consequently, stimulated \$375,757 in private investments in the Downtown building stock. In other words, every \$1 DTV invested in façade grants during the reporting period generated \$12.02 in Downtown building improvements, for a massive 1,102% ROI!

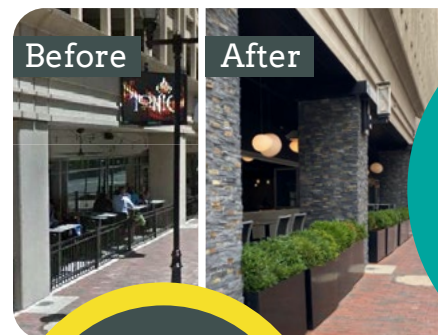
Also, this fiscal year, MSW welcomed ten (10) new businesses to complement and enhance the existing Downtown business mix. Specifically, we were pleased to welcome BDW Studios, a new Chase Bank Branch, Currie Salon, DPI Staffing, Humble Fabrics, Le Cavalier at the Green Room, Milk & Honey, Nail'd by Londyn, Resto Bail Bonds and Sankofa Jamaican African Cuisine to Downtown. In addition, two new residential communities - The Cooper and 101 DuPont Place - were opened, adding 290 contemporary residences in historic BID structures, and significantly increasing the residential customer base for Downtown businesses.

Finally, while not unique to this reporting period, it is important to note that the MSW Board and staff worked tirelessly daily to attract new customers; and to promote Downtown Wilmington as a wonderful place to eat, shop, work and reside.

## Free shipping stimulates sales and strengthens online presence.

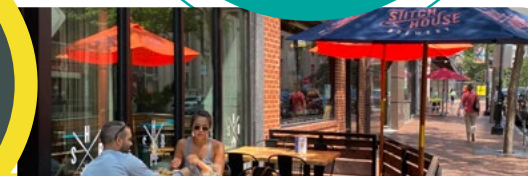
"I would like to commend Downtown Visions for its **visionary offerings**. LaFate Gallery truly appreciates this opportunity to offer free shipping."

– Eunice LaFate,  
Owner, LaFate Gallery



Facade grants generate \$12 of private investment for every \$1 of public money

132% ROI  
Generated by Dine  
Downtown  
Deal



"I love the Dine Downtown Deal. Where else can I get paid for eating at my favorite restaurants? Thanks Downtown Visions."

– Jacqueline Kitchens,  
Wilmington Resident

10 New  
Businesses

## MSW BOARD OF DIRECTORS: 7/1/2020 – 6/30/2021

**Jean Dahlgren**, *President, Delaware College of Art & Design*

**Jeff Flynn**, *Director, City of Wilmington Office of Economic Development*

**Julia Han**, *Owner, Han Real Estate*

**Michelle Harlee**  
*Wilmington City Council Member*

**Denita Henderson**  
*Associate Director, Delaware Small Business Development Center*

**Sallie Hendricks**  
*Property Manager, Buccini/Pollin Group*

**Tad Hershey**, *Property Manager, Buccini/Pollin Group*

**Tina Marabito**, *Owner, Popycock Tattoo*

**Noah Merenda**  
*Owner, Spaceboy Clothing*

**Norman Pernick, Esq.**  
*Cole, Schotz, P.C.*

**David Sanchez**  
*Owner, Spaceboy Clothing*

**Debbie Schwartz**,  
*TM II, LLC, 2nd & LOMA, Board Chair*

**Buck Simperts**, *Owner, Buck Simperts Architect & Associates, Inc.*

**Dwayne Sims**  
*Director of Small & Minority Business Development, City of Wilmington*

## Ex-Officio Members:

**Martin P. Hageman**  
*Executive Director*

**Tabria Pinkett**  
*Administrative Assistant*

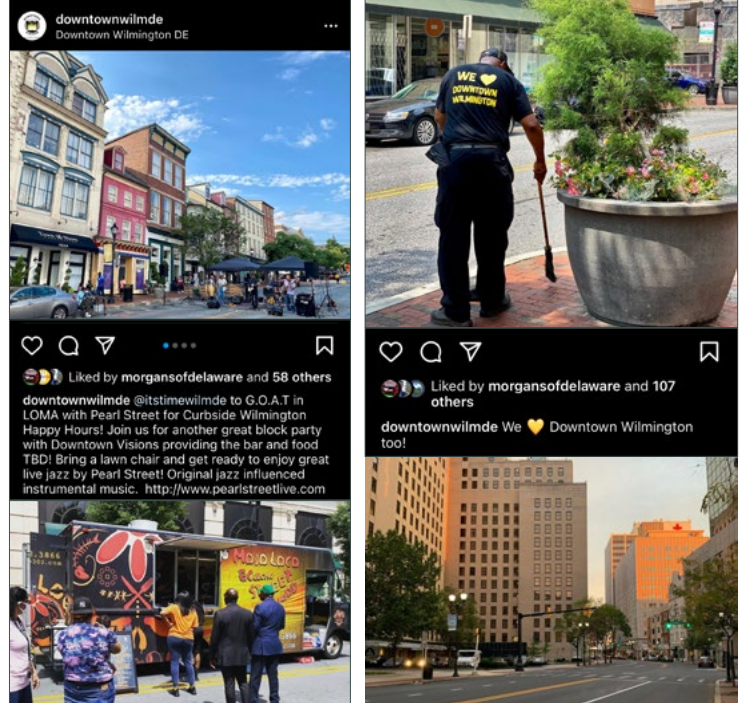
**Maureen Feeney Roser**  
*Special Projects Coordinator*

**Lani Schweiger**, *Main Street Wilmington Program Director and Senior Brand & Marketing Manager*

# MEDIA PROGRAMS

## Reaching our Audience

DTV uses the most current and effective technology to increase visibility and broadcast all that Downtown has to offer. During fiscal year 2021, we continued to reach, grow, and engage our audience by providing valuable resources and up-to-date event, shopping and dining information through E-blasts and Newsletters, media interviews, our website and blog, web-links and print media. In addition to these more traditional modes of communication, DTV supports a robust social media campaign through Facebook, Instagram, Twitter and YouTube. These platforms allow DTV to directly reach and engage with our target audience(s), and generate brand awareness, excitement, and sales for Downtown businesses through frequent and informative posts. Through these efforts, DTV gained many new friends, followers, and subscribers throughout the reporting period, while maintaining our existing audience.



### Facebook

Downtown Wilmington DE  
Downtown Visions  
Main Street Wilmington

### Instagram

@downtownwilmde

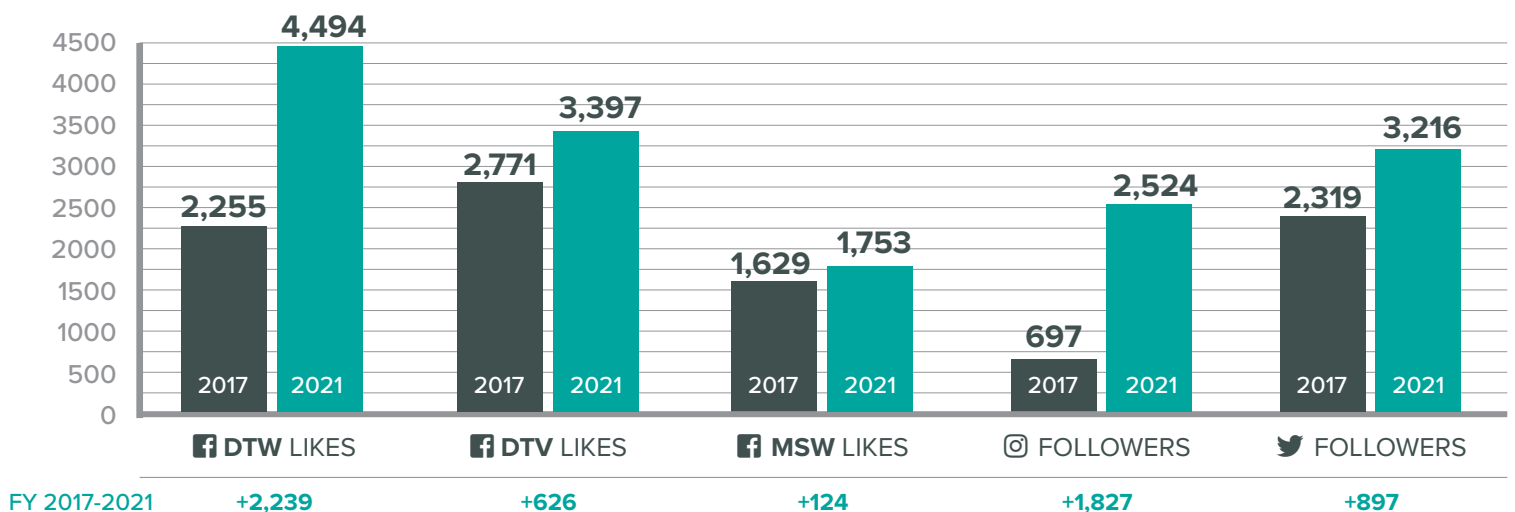
### Twitter

@DowntownWilmDE

### Youtube

Downtown Visions

## Growth in Social Media Influence Fiscal Year 2017 – 2021





# DOWNTOWN FARMERS' MARKET

## Enriching Downtown Wilmington

Conscientious response to the pandemic shuttered the Downtown Farmers' Market for most of fiscal year 2021. An economic and civic centerpiece in Downtown Wilmington, the Market was sorely missed by the community. Therefore, it was with great pleasure that DTV hosted the grand re-opening of the Downtown Farmers' Market near the end of this fiscal year. We look forward to providing this positive and healthy event weekly through the fall of fiscal year 2022 - and beyond! As such, we thank our generous past sponsors – JP Morgan Chase and Colonial Parking – and look forward to our continued partnership in providing this beneficial service for Downtown Wilmington workers, customers and residents in the future.

# CLEAN & SAFE SERVICES

## Expanding Our Reach

Clean and Safe Services is a subsidiary corporation of Downtown Visions which allows for the delivery of services, like those supplied by DTV within the BID, to areas beyond its geographic boundaries. During fiscal year 2021, Clean and Safe Services held contracts for graffiti removal, neighborhood cleanup and trash removal.

Also contractually, Clean & Safe Services performed trash collection and litter removal at bus stops Downtown and vigorously removed graffiti from buildings and sidewalks throughout the entire City of Wilmington. DTV is proud of the Clean & Safe Services' efforts to support and maintain a clean and secure environment for the Wilmington community.



4,952sq. feet of  
graffiti removed

9 private trash  
contracts

# SUPPORT & COLLABORATION

## Creating Synergy for Downtown Wilmington



Throughout the fiscal year, Downtown Visions collaborated with the City of Wilmington, local corporations, and organizations to enhance the Downtown experience, community and support to small businesses in the BID. A sample of our partners include:

*Aloysius Butler & Clark Creative  
Art Loop Wilmington  
Arts, Culture, Heritage Group (ACH)  
Bike Wilmington  
Buccini/Pollin Group  
City of Wilmington  
Committee of 100  
DART  
Delaware Business Executives  
Delaware Division of Small  
Business Development & Tourism  
Delaware Historical Society  
Delaware SCORE  
Delaware Small Business Chamber  
Delaware State Housing Authority  
Delaware State Chamber of  
Commerce  
Downtown Development District*

*First State Community Loan Fund  
Food Bank of Delaware  
Gable Music Ventures  
Greater Wilmington Convention  
and Visitors' Bureau  
Housing Alliance Delaware  
IN Wilmington  
It's Time Campaign  
JP Morgan Chase & Co.  
Joint Community Court Steering  
and Planning Committee Meeting  
Market Street Corridor  
Revitalization Committee  
Mayor's Strategic Planning  
Committee  
New Castle County Chamber of  
Commerce  
Out & About Magazine  
Quaker Hill Historic Preservation*

*Foundation  
Riverfront Development  
Corporation's Security Committee  
Rodney Square Conservancy  
Small Business Administration  
Small Business Development  
Center  
Tech Forum of Delaware and  
Tech2Gether  
True Access Capital/Corridor  
Revitalization Funds (CRF)  
West Side Grows  
Wilmington Alliance  
Wilmington Business Leaders  
Network  
Wilmington Creative District  
Wilmington Police Department  
Wilmington Fire Department  
Wilmington Public Library*



# RODNEY SQUARE CONSERVANCY

Participating in the mission to enhance the Heart of Wilmington

Downtown Visions is proud to support and participate in the Rodney Square Conservancy (RSC). Founded in 2016 as a group of Wilmington residents and local businesses known as Friends of Rodney Square, the group shared a commitment to create a non-profit membership organization to enhance the physical condition of the Square, promote its greater use, and instill an appreciation of its historic legacy. RSC was formed from this commitment as a non-profit organization representing the private element in a public-private partnership with local and state governments. RSC's purpose remains the restoration

and improvement of the Square in the interest of civic pride and recognition of this public space as the heart of Wilmington.

Through these efforts, the Rodney Square Works project, a multi-million-dollar renovation, broke ground in 2019. During fiscal year 2021, RSC celebrated the completion of Phase One of the renovations. A new lighted fountain highlights the revised look and feel of this iconic public space in Downtown Wilmington, along with new grass, flowers and plantings around the Square. Phase Two is coming soon.





# COVID-19 RESPONSE

## Supporting Downtown Wilmington During Crisis

**We are proud of the leadership role Downtown Visions assumed in response to the COVID-19 pandemic! Not only did DTV initiate robust efforts to protect the health and safety of all DTV employees and their families, allowing the organization to operate without missing a day of service to the community, but we also provided vital resources and assistance for small businesses severely impacted by the unprecedented disruption to commerce. DTV collaborated with the city, local corporations, and organizations to coordinate business support efforts and make the most impact out of limited resources.**

Specifically, to address the unprecedented disruption to commerce and its impact on sales, DTV worked with partners to deliver the Curbside Wilmington retail promotion:

- **Curbside Wilmington** – A collaborative effort of the City of Wilmington, DTV, and the Committee of 100 (Curbside Partners), Curbside Wilmington (Curbside) facilitated the creation of additional, safely distanced patio dining spaces; assisted restaurants in securing licenses for expanded patios and alcohol sales; supplied additional tables and chairs to accommodate expanded seating; provided extra street and Curbside area cleaning services; and provided weekly outdoor musical entertainment. Additional Curbside efforts included designating pick-up/delivery zones for restaurants and retailers alike; developing effective marketing materials; and, through the generosity of JP Morgan Chase, offering free valet parking services for customers. The Curbside promotion began on Friday, June 12, 2020, and ran through November 7, 2020, while outdoor dining and free valet parking services continued through the new year.



As a result of these efforts, 71% of Downtown restaurants surveyed reported significant increases in sales, as well as considerable improvements in employee retention, vendor relations and cycles, and positive customer feedback as Curbside benefits. Overall, the nearly \$89,000 invested by DTV and its partners in Curbside generated more than \$357,200 in sales for Downtown restaurants, resulting in a massive 301.4% return on investment (ROI)!

In addition to its significant economic impact, the effort also highlights an engaged and forward-thinking team in Curbside Partners, which, in consultation with impacted restaurants, was administratively and fiscally nimble enough to move forward with a significant economic restructuring activity to support small businesses, simultaneous with the opportunities for expanded seating inherent in Phase 2 of the Governors' Coronavirus Reopening Guidelines. Teamwork makes the dream work! The Curbside effort will be continued in the next fiscal year.



“”

“Because of this, our outside seating capacity almost doubled and allowed for people to sit outside comfortably. This also allowed us to keep more staff working.”

– Veronica Jester  
Business Development Manager,  
Tonic

In addition to creating the Curbside promotion and several other new retail programs/initiatives to stimulate trade, DTV assisted small businesses by providing the most up-to-date information on changing commerce restrictions, protocols, and recommended safety procedures. Further, as new marketing and technical assistance became available, staff made sure that Downtown businesses had the latest information through email blasts, social media, regular virtual merchant meetings, and a redesigned web page for easy access to all things pandemic-related! In addition to these efforts, staff updated the BID business directory so that the most up-to-date information regarding business re-openings and hours of operation was available to the public, thereby creating a one-stop location for information on hundreds of Downtown businesses ready to service customers.

DTV was also diligent about researching all possibilities of financial and technical assistance for businesses offered on the local, state, regional and federal levels and shared that information with Downtown businesses, again through electronic means and one-on-one assistance. Throughout the year, this important information was kept up to date amid shifting loan/grant application rounds, deadlines, and requirements.

**Through these efforts, Downtown Wilmington remained dynamic and resilient throughout fiscal year 2021.**

“... having both patios to use during Curbside Wilmington saved us, otherwise we only sat 3 tables per night.”

– Elvis Rosales  
Managing Partner, Chelsea Tavern

“”



Updated  
business  
directory

Curbside  
Wilmington  
increases  
restaurant  
sales by  
**71%**

Clearinghouse  
for COVID-19  
information

# WDBID MANAGEMENT COMPANY AND SUBSIDIARIES

## Assets

	2021	2020
<b>Current Assets</b>		
Cash and Cash Equivalents	\$1,892,727	\$1,402,135
Assessed Charges Receivable	107,133	114,049
Finance Charges Receivable	2,556	2,614
Accounts Receivable	41,364	45,598
Contributions Receivable	23,717	25,812
Prepaid Expenses	58,286	\$58,000
<b>Total Current Assets</b>	<b>2,125,783</b>	<b>1,648,208</b>
<b>Capital Assets</b>	<b>671,289</b>	<b>760,013</b>
<b>Other Assets</b>		
Long-Term Contributions Receivable	-	3,655
<b>Total Assets</b>	<b>\$2,797,072</b>	<b>\$2,411,876</b>

## Liabilities

<b>Current Liabilities</b>		
Accounts Payable	\$8,290	\$12,772
Accrued Expenses	223,501	250,103
Assessment Overpayments	165,447	7,423
Deferred Revenue	2,567	3,877
Current Maturities of Long-Term Debt	67,085	50,739
<b>Total Current Liabilities</b>	<b>466,890</b>	<b>324,914</b>
<b>Long-Term Liabilities</b>		
Long-Term Debt	842,628	868,268
<b>Total Liabilities</b>	<b>\$1,291,518</b>	<b>\$1,193,182</b>

## Net Position

Net Investment in Capital Assets	\$206,146	\$267,577
Restricted	319,791	208,451
Unrestricted	979,617	742,666
<b>Total Net Position</b>	<b>\$1,505,554</b>	<b>\$1,218,694</b>



Operating Revenues	2021	2020
Revenue from Assessed Charges		
Gross Revenue from Assessed Charges	\$2,609,921	\$2,676,564
Bad Debt Allowance	(20,979)	(41,913)
Reassessment Credits	(155,698)	(7,180)
Net Revenue from Assessed Charges	2,433,244	2,627,471
Service Contracts (Net of \$2,990 and \$1,555 in Bad Debt)	212,077	235,729
Finance Charges (Net of \$64,631 and \$25,570 in Bad Debt)	29,134	6,151
<b>TOTAL OPERATING REVENUES</b>	<b>2,674,455</b>	<b>2,869,351</b>
Operating Expenses		
Personnel Services	2,256,249	2,318,847
Contractual Services	298,333	363,654
General and Administrative	93,714	75,680
Supplies	150,135	186,583
Marketing	69,960	14,319
Depreciation	90,139	94,459
<b>TOTAL OPERATING EXPENSES</b>	<b>2,958,530</b>	<b>3,053,542</b>
<b>Operating Income (Loss)</b>	<b>(284,075)</b>	<b>(184,191)</b>
Nonoperating Revenues (Expenses)		
Grants and Other Income	197,744	120,424
Grant Income - Rodney Square Conservancy	-	25,000
Interest Income	2,955	2,662
Grants and Contributions Awarded	(31,248)	(54,956)
Paycheck Protection Program Loan Forgiveness	426,572	-
Grants and Contributions Awarded - Rodney Square Conservancy	-	(229,367)
Interest Expense	(25,128)	(27,708)
<b>TOTAL NONOPERATING REVENUES (EXPENSES)</b>	<b>570,935</b>	<b>(163,945)</b>
<b>CHANGE IN NET POSITION</b>	<b>286,860</b>	<b>(348,136)</b>
<b>NET POSITION - Beginning of Year</b>	<b>1,218,694</b>	<b>1,566,830</b>
<b>NET POSITION - End of Year</b>	<b>\$1,505,554</b>	<b>\$1,218,694</b>



A MAIN STREET COMMUNITY

Downtown Visions is the non-profit management company for Wilmington's Downtown Business Improvement District.

Our mission is to create, manage, and promote a quality environment for people who live, work, and visit Downtown Wilmington.

409 N. Orange Street, Wilmington, Delaware 19801  
(302) 425-4200 | [downtownwilmingtonde.com](http://downtownwilmingtonde.com)