

**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



Photos by Lani Schweiger



**JULY 1, 2016 TO JUNE 30, 2017
ANNUAL REPORT**

A WORD FROM US

Dear Friends, Neighbors, and Colleagues,

As we reflect on another pivotal year for Downtown Visions and the Business Improvement District, our team would like to thank and recognize the efforts of all who made fiscal year 2017 a success. Throughout the year, the staff at Downtown Visions worked tirelessly to ensure a high level of service to the business and residential community. Serving as a resource and partner to area corporations, small businesses, and neighbors, Downtown Visions executed and supported initiatives essential to the vitality of the Downtown business district.

Included amongst many exciting milestones, fiscal year 2017 saw the expansion of the Business Improvement District to include the 800 block of Washington Street. Downtown Visions, also, upheld its dedication and commitment to safety as well as the preservation and beautification of the Downtown area, for the benefit of area patrons, employees, and residents.

As we celebrate the accomplishments of the past year, we look to the future with renewed vigor and perseverance in our mission to create, manage, and promote a quality environment for people who live, work, and visit Downtown Wilmington. Downtown Visions will continue to encourage and support new residential and business opportunities for those who enjoy all that the area has to offer.

Sincerely yours,

Martin P. Hageman,
Executive Director

Norman L. Pernick, Esq.,
Board Chair

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- Martin P. Hageman, Executive Director
Michael Maggitti, Deputy Director and President of Clean & Safe Services
Loshawn Maxwell, Director of Administration
William Minster, Director of Business Development, Main Street Wilmington Program Manager
Lani Schweiger, Projects & Communication Coordinator

CLEANING DIVISION

Keeping Downtown Wilmington Clean . . .

Headquartered on the 400 block of North Orange Street, Downtown Visions (DTV) remains committed to the revitalization of Downtown Wilmington. During fiscal year 2017, our Cleaning Ambassadors steadfastly maintained a clean and orderly environment in the Downtown area of the City. And, due to DTV's "green & clean" mandate, the amount of refuse we recycle increases each year.

This fiscal year, our crews removed street litter, unsightly stickers, posters, and signs from the Business Improvement District (BID). Under our subsidiary, Clean & Safe Services, our Cleaning Ambassadors maintained our Delaware Transit Corporation contract and performed trash collection / litter removal from 24 bus stops in Downtown Wilmington. Our team also maintained our contract with the City of Wilmington and removed graffiti from buildings and sidewalks throughout the entire City.

As they worked, the Cleaning Ambassadors informed City officials, daily, of the need for repairs and replacements including City signage, sidewalks, streetlamps, and damage to buildings. DTV's team also provided seasonal power washing, gum busting, and leaf removal within the BID.



DTV by the numbers:

Trash
Removed:



Graffiti, Posters,
Stickers Removed:



Fiscal Year 2017

SAFETY DIVISION

Keeping Downtown Wilmington Safe . . .

In fiscal year 2017, DTV’s Safety Ambassadors continued to work diligently to support the Wilmington Police Department and the Downtown Community by promoting and increasing safety in Downtown Wilmington. In addition, under our subsidiary, Clean & Safe Services, DTV’s team maintained our contract with the City of Wilmington to monitor neighborhood cameras throughout the entire City.

Our Safety Ambassadors were on the streets both day and evening all year in their distinctive black and gold uniforms, providing high visibility patrols and monitoring Downtown activity. Through the use of two-way radios, our team remained in regular contact with the Wilmington Police Department.

Our infographic illustrates the vital services our Safety Ambassadors performed during fiscal year 2017.

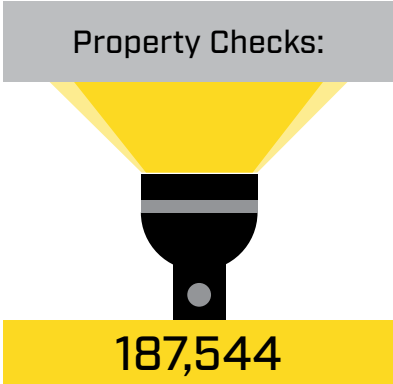
Downtown Visions began utilizing Geopal, a mobile workforce management application.

30 Ambassadors are equipped with computer tablets, largely funded by Capital One, that utilize data plans to record activities and report problems in real-time. GeoPal has significantly increased the efficiency and accountability of Downtown Visions’ operational personnel.

The use of tablets also allow our Ambassadors to utilize the City of Wilmington’s Report It Resolve It and Delmarva Power’s applications to report such things as street light outages, broken parking meters, potholes and graffiti.



Downtown by the numbers:



Fiscal Year 2017

MAIN STREET WILMINGTON PROGRAM

Promoting Downtown Wilmington . . .

Our Main Street Wilmington Program is a vital part of Downtown Visions' (DTV) initiative to promote the economic health and sustainability of Downtown Wilmington. Main Street Wilmington is an accredited Main Street American program and certified by the National Main Street Center and Downtown Delaware.

In fiscal year 2017, DTV / Main Street Wilmington continued their mission to make Downtown clean and safe while attracting those retail businesses that help keep the area thriving and populated. The Program has been very successful in this endeavor since 2010. This year, Main Street Wilmington, again, provided grants, technical support, and incentives to those property owners striving to revitalize their buildings' appearance and functionality.

Simultaneously, DTV / Main Street Wilmington actively sought and recruited new, appealing retailers to Downtown while working closely with existing businesses to provide support regarding marketing and relevant issues.

“ They care enough to step out beyond their territory to help. ”

Leonard, 2017



CLEAN & SAFE SERVICES INC.

Expanding Our Reach . . .

Clean & Safe Services, Inc. was established in 2001 as a subsidiary corporation of Downtown Visions that allows for the provision of services similar to those supplied by Downtown Visions beyond the geographic boundaries of the BID. Currently, Clean & Safe Services has contracts for video camera monitoring, graffiti removal, neighborhood clean-up and trash removal.



“ Thank you for your protection and for caring so much for our increasingly dangerous community. You are all so appreciated and not thanked enough. ”

Thank you!
Kimberly, 2017

FARMERS' MARKET

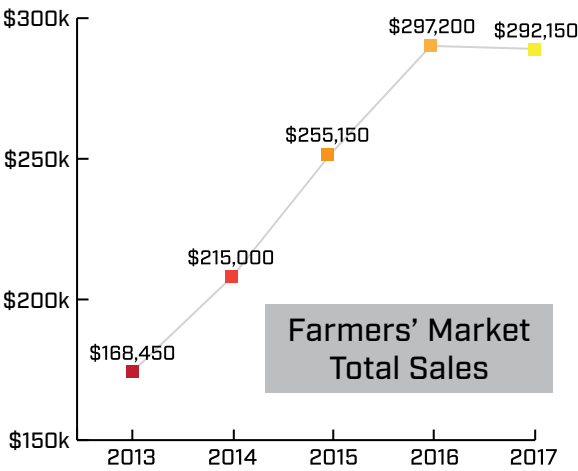
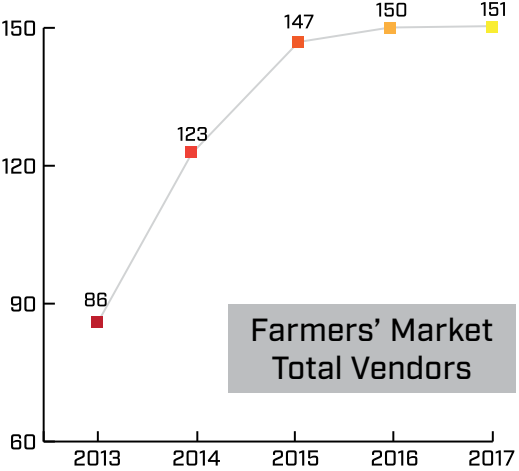
Enriching Downtown Wilmington . . .

In 2017, Downtown Visions (DTV) hosted our signature Farmers' Market for the 15th year. Each Wednesday in Rodney Square, patrons supported Delaware businesses by shopping for local produce, arts & crafts, and baked goods. Live music and savory dishes from local food trucks on the Square made for festive and fun lunch breaks. The Market is in full swing each year for 26 weeks, from May to October. The Farmers' Market grows more successful each year and is an inspiring example of the positive change DTV consistently creates in Downtown Wilmington.

Downtown Visions would like to thank our corporate neighbors for sponsoring the Farmers' Market! We truly appreciate JPMorgan Chase & Co., and Colonial Parking for being an important part of our efforts to enrich the Downtown Wilmington experience.



Downtown by the numbers:



“ As a business owner in LOMA, Downtown Visions has made the environment safe and clean for my clients during events at ArtzScape! Thanks for a job well done! ”

Connie, 2017

SUPPORT & COLLABORATION

Creating Synergy for Downtown Wilmington . . .

Downtown Visions regularly provides sponsorship, assistance, and endorsement to a variety of events and businesses in the BID. Each year DTV assists and promotes many important events such as the annual Wilmington Grand Prix, Cinco de Mayo, the Ladybug Festival, the Jaycees Annual Christmas Parade, Small Business Saturday and various grand openings and ribbon cutting ceremonies.

Events such as these often include live music, food vendors, drinks, arts & crafts, and non-profit vendors. DTV's reliable assistance for these great events (permits, cleaning, security, marketing) contributes to the success of these events, which, in turn, enhances Downtown Wilmington for those who live, work, and play in the area.

Each fiscal year, Downtown Visions (DTV) supports many area programs, live concerts, and special events by providing services such as pre – and post – event cleaning, event safety personnel, obtaining event permits, event promotion, and, in some cases, sponsorship and funding.

Since 2014, DTV has sponsored the annual Ladybug Festival, a Downtown music-fest celebrating female musicians. Attendance for this event has grown steadily since it's inception in 2012. DTV's high level of support for this great event, along with our procurement of WSFS as a sponsor, benefited Downtown Wilmington by increasing area visibility and fostering positive relations with the public.



RODNEY SQUARE CONSERVANCY

Preserving History . . .

A historic marker was unveiled in Rodney Square on May 15, 2017 by the State of Delaware. Rodney Square Conservancy consists of government, corporate, legal and non-profit neighbors of the Square, along with interested parties, that have come together to ensure a clean, safe and quality environment benefiting a National Historic Site.

In 2011, the Rodney Square Historic District was placed on the National Register of Historic Places (NRHP). The new marker will ensure that Rodney Square receives the public recognition that it deserves.

The State of Delaware, the City of Wilmington and the Rodney Square Conservancy are dedicated to the revitalization and preservation of the historic square for the benefit of the entire community and future generations. Rodney Square Conservancy has begun to undertake the comprehensive restoration of the Square to include improving amenities in cooperation with other entities that have influence and responsibility to the Square.



WDBID MANAGEMENT COMPANY AND SUBSIDIARIES

CONSOLIDATED STATEMENTS OF ACTIVITIES

YEARS ENDED JUNE 30, 2017 AND 2016

	2017			2016		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
REVENUE AND OTHER SUPPORT						
Revenue from Assessed Charges						
Gross Revenue from Assessed Charges	\$2,349,708	—	\$2,349,708	\$2,224,691	—	\$2,224,691
Reassessment Overages	14,220	—	14,220	(5,040)	—	(5,040)
Net Revenue from Assessed Charges	2,363,928	—	2,363,928	2,219,651	—	2,219,651
Service Contracts	395,733	—	395,733	679,367	—	679,367
Grants and Other Income	138,291	45,039	183,330	118,740	136,765	255,505
Finance Charges (Net of \$41,720 and \$0 in Bad Debt)	7,066	—	7,066	12,654	—	12,654
Interest Income	2,738	—	2,738	2,573	—	2,573
Gain/(Loss) on Sale of Fixed Assets	2,200	—	2,200	1,868	—	1,868
	2,909,956	45,039	2,954,995	3,034,853	136,765	3,171,618
Net Assets Released from Restrictions	23,293	(23,293)		58,149	(58,149)	—
TOTAL REVENUE AND OTHER SUPPORT	2,933,249	21,746	2,954,995	\$3,093,002	\$78,616	\$3,171,618
EXPENSES						
Program Services						
Safety Division	1,160,898	—	1,160,898	\$1,323,632	—	\$1,397,554
Cleaning Division	782,522	—	782,522	765,413	—	765,413
Marketing and Program	206,975	—	206,975	253,637	—	253,637
Total Program Services	2,150,395	—	2,150,395	2,342,682	—	2,342,682
General and Administrative	626,903	—	626,903	542,506	—	542,506
TOTAL EXPENSES	2,777,298	—	2,777,298	\$2,885,188	—	\$2,885,188
CHANGE IN NET ASSETS	155,951	21,746	177,697	207,814	78,616	286,430
NET ASSETS - Beginning of Year	814,874	261,942	1,076,816	607,060	183,326	790,386
NET ASSETS - End of Year	970,825	283,688	1,254,513	\$814,874	\$261,942	\$1,076,816

WDBID MANAGEMENT COMPANY AND SUBSIDIARIES

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

YEARS ENDED JUNE 30, 2017 AND 2016

ASSETS	2017		2016	
CURRENT ASSETS				
Cash and Cash Equivalents	\$808,971		\$780,113	
Assessed Charges Receivable	167,693		156,316	
(Net of \$28,382 and \$46,589 in Allowance for Doubtful Accounts)				
Finance Charges Receivable	6,902		8,929	
(Net of \$102,422 and \$85,094 in Allowance for Doubtful Accounts)				
Accounts Receivable	127,056		29,525	
(Net of \$4,380 and \$5,300 in Allowance for Doubtful Accounts)				
Contributions Receivable	19,582		16,914	
Prepaid Expenses	64,120		56,050	
TOTAL CURRENT ASSETS	1,194,324		1,047,847	
FIXED ASSETS	748,483		770,621	
OTHER ASSETS				
Cash - Restricted	35,080		35,079	
Long-Term Contributions Receivable	44,623		59,422	
TOTAL OTHER ASSETS	79,703		94,501	
TOTAL ASSETS	\$2,022,510		\$1,912,969	
LIABILITIES AND NET ASSETS				
CURRENT LIABILITIES				
Accounts Payable	\$7,025		\$4,659	
Accrued Payroll and Expenses	82,537		97,903	
Assessment Overpayments	72,798		72,798	
Deferred Revenue	37,648		37,647	
Current Maturities of Long-Term Debt	24,412		33,673	
TOTAL CURRENT LIABILITIES	224,420		246,680	
LONG-TERM LIABILITIES				
Long-Term Debt (Net of Current Maturities)	543,577		589,473	
TOTAL LIABILITIES	767,997		836,153	
NET ASSETS				
Unrestricted	970,825		814,874	
Temporarily Restricted	283,688		261,942	
TOTAL NET ASSETS	1,254,513		1,076,816	
TOTAL LIABILITIES AND NET ASSETS	\$2,022,510		\$1,912,969	18