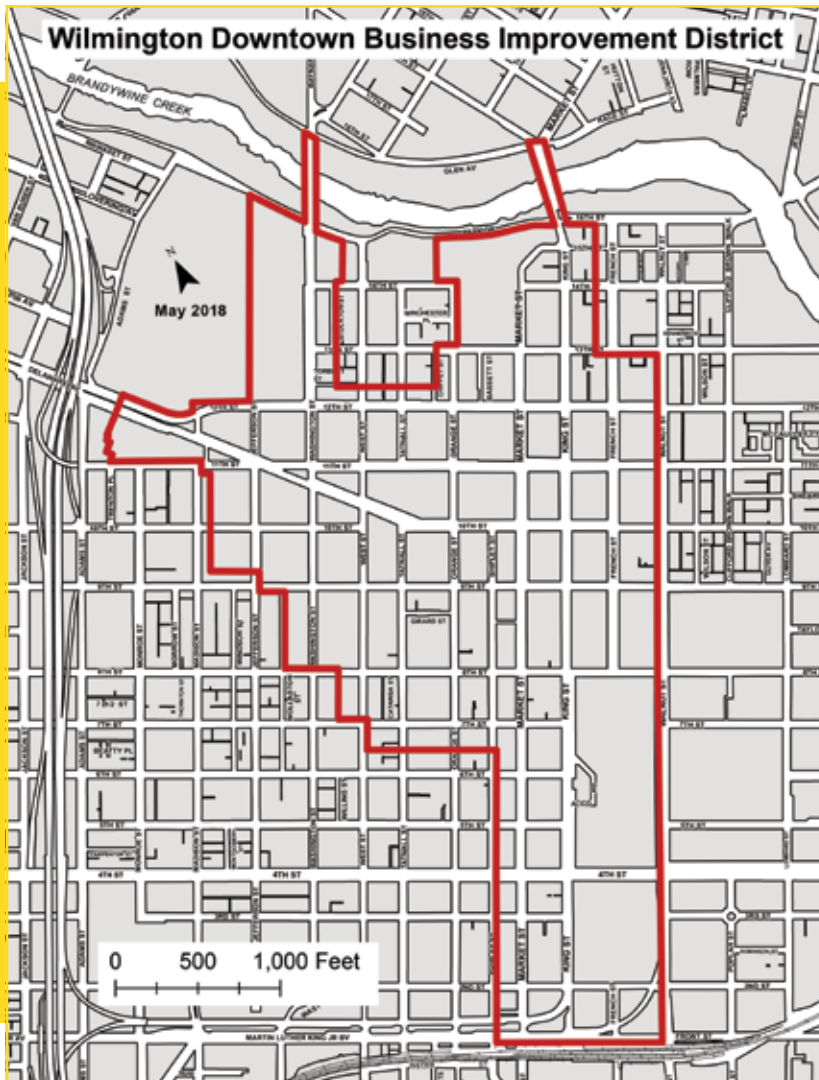




**DOWNTOWN VISIONS  
IS THE NON-PROFIT  
MANAGEMENT COMPANY  
FOR WILMINGTON'S  
DOWNTOWN BUSINESS  
IMPROVEMENT DISTRICT.**

**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)



Photos by Lani Schweiger



## **ANNUAL REPORT**

**JULY 1, 2017  
TO  
JUNE 30, 2018**

# A WORD FROM US

Dear Friends, Neighbors, and Colleagues,

As we reflect on an invigorating and productive 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 2018 a success through their meaningful efforts. The staff at Downtown Visions remained dedicated to ensuring quality service to the business and residential community. As a committed 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 2018 saw the highly anticipated opening of residential units in both midtown and 9th Street as well as several new restaurants and eateries ... with more to come!

In addition, Downtown Visions remained a proud member of the Rodney Square Conservancy. This important partnership between the city, state, local corporations and non-profits is charged with the revitalization of Wilmington's premier downtown green-space; Rodney Square. Construction for the first phase of this highly anticipated project is to begin in April 2019.

As we celebrate the accomplishments of the past year, we look to the new one with excitement and renewed drive toward our mission to create, manage, and promote a quality environment for people who live, work, and visit Downtown Wilmington.

Sincerely yours,



Martin P. Hageman,  
Executive Director



Norman L. Pernick, Esq.,  
Board Chair

# BOARD OF DIRECTORS

- Samira Aird, Sr. VP-Digital Card Marketing, Bank of America  
\*Stuart Baron, Member, Design Review Preservation  
Commission of Wilmington  
Jamie Bohn, Community Service Building Corp.  
Hon. Stephanie T. Bolden, Delaware State Representative  
Dan Butler, Restaurateur  
Phil Christian, Managing Director, JP Morgan Chase  
Vito DiMaio, Executive VP, Parcels Inc./Virtual Docket LLC  
Vernita Dorsey, Senior VP, WSFS Bank  
Mark Fields, Managing Director, The Grand Opera House  
Jeff Flynn, Director, City of Wilmington Office of  
Economic Development  
\*Martin P. Hageman, Executive Director, WDBID Management  
Co., (Downtown Visions)  
\*Julia Han, Owner, Sports Connection  
\*Jed Hatfield, President, Colonial Parking  
John Hawkins, Founding Partners, Aloysius Butler & Clark  
\*John Kaczowka, Senior VP, CBRE  
\*Adam Landis, Esq., Partner, Landis, Rath & Cobb  
John Marion, President, Comenity Bank  
Kevin McGonegal, VP, Bellevue Realty
- Jeffrey Mitchell, Sr. VP, Siegfried Advisory, LLC  
Bret Morris, Owner, A.R. Morris Jewelers  
Robert Mulrooney,V.P., Facilities & Services, Christiana Care  
Julie Topkis Nason, VP, Development & Administration,  
Nason Construction, Inc.  
Mona Parikh, Esq., Managing Director, Start It Up Delaware  
\*Norman Pernick, Esq., Managing Partner, Cole, Schotz,  
Meisel, Forman & Leonard, P.A.  
David Powlen, Esq., Managing Partner, Barnes &  
Thomburg LLP  
Debbie Schwartz, STM II, LLC, 2nd & LOMA  
Hon. Hanifa G.N. Shabazz, President, Wilmington City Council  
Geraldine Shaw, Global HR Business Partner-Functions, HR,  
Chemours Company  
Bryan Sikora, Restaurateur  
Robert Snowberger, VP, Development, Buccini/Pollin Group  
Stan Soja, Executive Director, Wilmington Parking Authority  
\*Peggy Strine, Non-Profit Consultant  
\*David Swayze, Esq., Partner, Parkowski, Guerke & Swayze P.A.  
Chief Robert Tracy, Wilmington Police Department  
Linda Vandever, Owner, The Nomad
- \*Executive Committee Member*

# STAFF

- Martin P. Hageman, Executive Director  
Michael Maggitti, Deputy Director and President of Clean & Safe Services  
Loshawn Maxwell, Director of Administration  
Lani Schweiger, Projects & Communication Coordinator  
Kate Baker-Frawley, Development Manager  
Joshua Scorziello, Intern



# 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 2018, our Cleaning Ambassadors steadfastly maintained a clean and orderly environment in the Downtown area of the City.

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 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.

“Great team! I’m always happy to see them!”

Christina, 2018

## DTV by the numbers:

Trash  
Removed:



558 TONS

Graffiti, Posters,  
Stickers Removed:

576 ITEMS

Fiscal Year 2018



# SAFETY DIVISION

Keeping Downtown Wilmington Safe . . .

In fiscal year 2018, 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.

Our Safety Ambassadors were on the streets both day and evening all year in their distinctive black and yellow 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 2018.

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

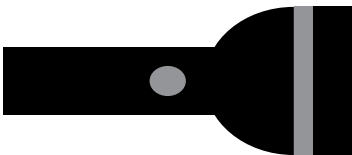
30 Ambassadors are equipped with computer tablets, largely funded by Capital One, that utilize data plans to record activities and report problems in real-time. GeoPal has significantly increased the efficiency and accountability of Downtown Visions' operational personnel.

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:

Property Checks:



174,541

Events Patrolled:



1,561



## 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 2018, 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.

**"Thank you for all you do!  
Downtown Visions Ambassadors are the BEST! Blessed!"**

**Anne, 2018**



CLEAN & SAFE SERVICES INC.

Expanding Our Reach . . .

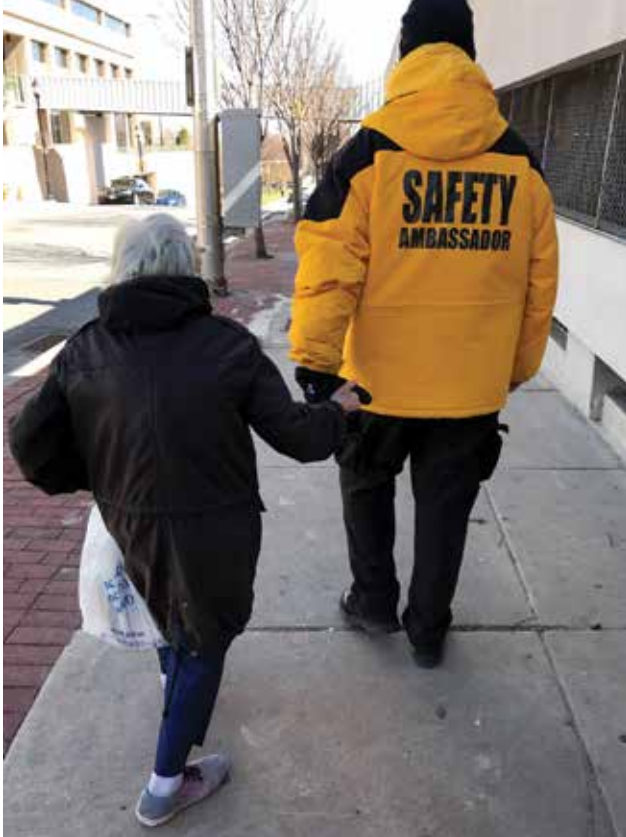
Clean & Safe Services, Inc. was established in 2001 as a subsidiary corporation of Downtown Visions that allows for the provision of services similar to those supplied by Downtown Visions beyond the geographic boundaries of the BID. Currently, Clean & Safe Services has contracts for video camera monitoring,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



HOSPITALITY SERVICES

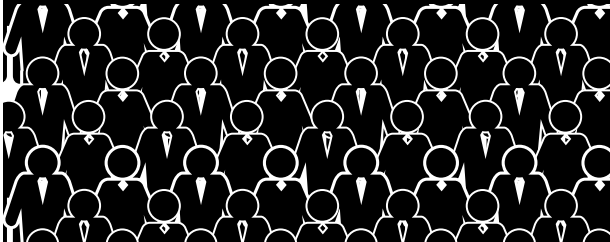
Ask an Ambassador . . .

Arts, entertainment, and tourism are very important to downtown Wilmington. A large part of the Safety Ambassador’s job involves hospitality services. Each DTV Ambassador receives training in local history and cultural attractions in order to be a true resource to visitors and residents.



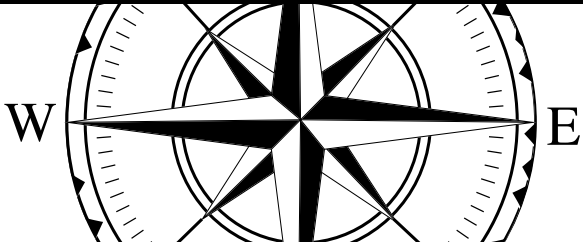
DTV by the numbers:

Safety Escorts:



8,131

Info/Directions Given:



4,571



# FARMERS' MARKET

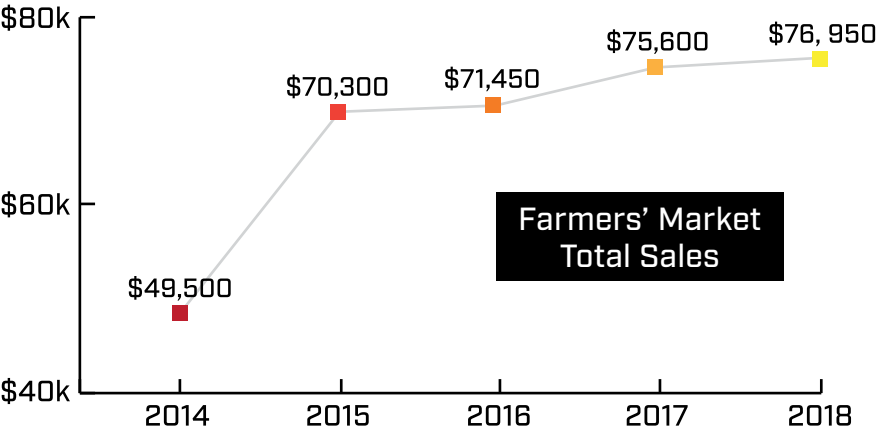
Enriching Downtown Wilmington . . .

In 2018, Downtown Visions (DTV) hosted our signature Farmers' Market for the 16th 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:



“Thank you for your service to our City. Thank you for being the boots on the ground assisting our WPD, our residents and working peeps. Job well done by all. Nice teamwork!”

Tom, 2018



## 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.





SOCIAL MEDIA

Experience the Best of Downtown Wilmington . . .

Downtown Visions’ expanded social media presence has allowed us to build our brand and increase our visibility by partnering with downtown organizations and small businesses, as well as communicating with our customers, visitors, residents and workers.

“...studies have shown that social media has a 100% higher lead-to-close rate than outbound marketing, and a higher number of social media followers tends to improve trust and credibility in your brand, representing social proof.”

Source: <https://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/#471661611f80>

“Just wanted to say thank you for your help and partnership with the Wilmington Grand Prix. You are so wonderful to work with, and we truly appreciate all that you do to promote downtown. Whether it was helping to get the downtown businesses on board, prepping the city for visitors or executing the day of logistics, you and your team were top notch and right on it. Appreciate all that you do.

Thank you,  
Julie and Jerry

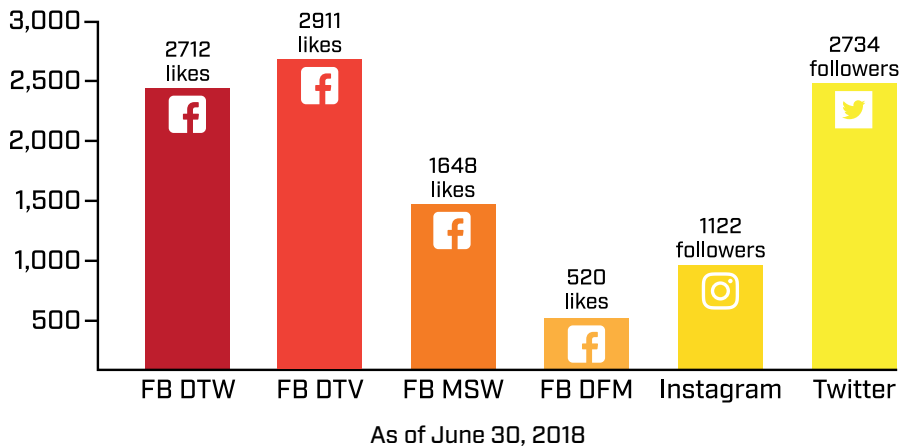
“Thanks for sharing!”  
Delaware Small Business Development Center

“Thank you for helping us spread the word.”  
WITN22Wilm

“Thanks for sharing Downtown Visions.”  
Eunice LaFate

 Downtown Wilmington DE  
Downtown Visions  
Main Street Wilmington  
Downtown Farmers’ Market  
in Rodney Square

 @downtownwilmde  
 @DowntownWilmDE  
 Downtown Visions



WDBID MANAGEMENT COMPANY AND SUBSIDIARIES

STATEMENTS OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION

YEARS ENDED JUNE 30, 2018 AND 2017

	2018	2017
OPERATING REVENUES		
Revenue from Assessed Charges		
Gross Revenue from Assessed Charges	\$2,408,477	\$2,349,708
Reassessments Overages and Bad Debt Recovery	(46,242)	14,220
Net Revenue from Assessed Charges	2,362,235	2,363,928
Service Contracts	433,659	395,733
Finance Charges (Net of \$43,386 and \$60,998 in Bad Debt)	11,274	7,066
TOTAL OPERATING REVENUES	2,807,168	2,766,727
OPERATING EXPENSES		
Personnel Services	2,195,360	2,046,417
Contractual Services	338,321	317,838
General and Administrative	123,760	91,903
Supplies	162,531	152,821
Marketing	21,940	35,581
Depreciation	80,608	71,032
TOTAL OPERATING EXPENSES	2,922,520	2,715,592
OPERATING INCOME (LOSS)	(115,352)	51,135
NONOPERATING REVENUES		
Grants and Other Income	378,532	183,330
Gain on Sale of Fixed Assets	-	2,200
Interest Income	2,859	2,738
Grants and Contributions Awarded	(265,460)	(33,380)
Interest Expense	(26,114)	(28,326)
TOTAL NONOPERATING REVENUES (EXPENSES)	89,817	126,562
CHANGE IN NET POSITION	(25,535)	177,697
NET POSITION - Beginning of Year	1,254,513	1,076,816
NET POSITION - End of Year	\$1,228,978	\$1,254,513

WDBID MANAGEMENT COMPANY AND SUBSIDIARIES

STATEMENTS OF NET POSITION

YEARS ENDED JUNE 30, 2018 AND 2017

	2018	2017
ASSETS		
CURRENT ASSETS		
Cash and Cash Equivalents	\$1,023,285	\$808,971
Assessed Charges Receivable (Net of \$69,311 and \$28,382 in Allowance for Doubtful Accts)	64,879	167,693
Finance Charges Receivable (Net of \$101,469 and \$102,422 in Allowance for Doubtful Accts)	2,821	6,902
Accounts Receivable (Net of \$6,855 and \$4,380 in Allowance for Doubtful Accts)	34,570	127,056
Contributions Receivable	19,704	19,582
Prepaid Expenses	63,001	64,120
TOTAL CURRENT ASSETS	1,208,260	1,194,324
CAPITAL ASSETS	767,707	748,483
OTHER ASSETS		
Cash - Restricted - Cameras	35,361	35,080
Long-Term Assessed Charges Receivable	22,937	-
Long-Term Contributions Receivable	29,664	44,623
TOTAL OTHER ASSETS	87,962	79,703
TOTAL ASSETS	\$2,063,929	\$2,022,510
LIABILITIES		
CURRENT LIABILITIES		
Accounts Payable	\$8,565	\$7,025
Accrued Expenses	196,152	82,537
Assessment Overpayments	49,267	72,798
Deferred Revenue	37,928	37,648
Current Maturities of Long-Term Debt	25,607	24,412
TOTAL CURRENT LIABILITIES	317,519	224,420
LONG-TERM LIABILITIES		
Long-Term Debt (Net of Current Maturities)	517,432	543,577
TOTAL LIABILITIES	\$834,951	\$767,997
NET POSITION		
Net Invenstment in Capital Assets	224,668	180,494
Restricted	303,684	283,688
Unrestricted	700,626	790,331
TOTAL NET POSITION	\$1,228,978	\$1,254,513