



A MAIN STREET COMMUNITY



# A word from us.

## *Our Commitment to Downtown Wilmington*

Dear Friends, Neighbors and Colleagues:

It is with great pride that we present the accomplishments and initiatives of Downtown Visions (DTV) for fiscal year 2022 (7/1/21-6/30/22), another remarkable 12-month period for our organization! As has been the case over the past several years, we started 2022 facing many pandemic-related challenges in the management and enhancement of Wilmington's Downtown Business Improvement District (WDBID). DTV leadership and staff again rose to the occasion, responding with innovative and creative strategies to fulfill our mission to create, manage and promote a quality environment for people who live, work and visit Downtown Wilmington. With the support of dedicated public and private resource partners, devoted area corporations, determined small businesses, resilient Wilmington residents and employees, DTV helped facilitate significant advances in the delivery of clean and safe services, neighborhood revitalization and stabilization, retail retention and expansion, district-wide marketing, small business growth, and residential development in the WDBID.

Fiscal year 2022 also brought significant evolution within the organization. In September, we honored the retirement of our founding Executive Director Martin (Marty) P. Hageman who, over his 27 years at Downtown Visions' helm, worked tirelessly to plan, implement, and manage vital services in support of the WDBID. After an exhaustive national search, careful succession planning, and significant initiatives in employee training and development, the Board of Directors has insured that Marty's legacy will be preserved and strengthened by a reorganized and dynamic management team that is focused on the support and enhancement of Downtown Wilmington as a vital economic, cultural, residential, and historic center of the mid-Atlantic region!

By adapting to the changing landscape, tackling formidable challenges, forging new and strengthening existing partnerships, and sharing information and resources, DTV has worked together with devoted partners in the City, County, State, and private corporations to support and enhance Downtown's safety, appeal and economic vitality over the past year. This work has positioned Downtown Wilmington to thrive in the new fiscal year and beyond. We thank you for your generous support and look forward to continuing to assist Downtown Wilmington grow and prosper.

Sincerely,



Michael Maggitti,  
Executive Director

A handwritten signature in black ink, appearing to read 'M. Maggitti'.

Adam Landis, Esq.,  
Board Chair

A handwritten signature in black ink, appearing to read 'A. Landis'.



## ***Board of Directors***

### **\*SAMIRA AIRD**

*Sr. VP – Digital Card Marketing  
Bank of America*

### **JAIME BOHN**

*Executive Director  
Community Service Building Corp.*

### **HON. STEPHANIE T. BOLDEN**

*Delaware State Representative*

### **BOB CHADWICK**

*President & Director  
New Castle County Chamber of Commerce*

### **HON. ERNEST “TRIPPI” CONGO**

*President  
Wilmington City Council*

### **JEAN DAHLGREN**

*President  
Delaware College of Art & Design*

### **VITO DIMAIO**

*Executive VP  
Parcels Inc./Virtual Docket LLC*

### **\*VERNITA DORSEY**

*Sr. VP  
WSFS Bank*

### **MARK FIELDS**

*Managing Director  
The Grand Opera House*

### **THERESA FORAKER, MSN, RN, ONC**

*Campus Operations Officer  
Wilmington Christiana Care*

### **\*JULIA HAN**

*Owner  
Han Real Estate*

### **THOMAS HANSON, ESQ.**

*Partner  
Barnes & Thornburg, LLP*

### **\*JED HATFIELD**

*President  
Colonial Parking*

### **JOHN HAWKINS**

*Founding Partner  
Aloysius Butler & Clark*

### **SALLIE HENDRICKS**

*Sr. Property Manager  
Buccini/Pollin Group*

### **\*JOHN KACZOWKA**

*Senior VP  
CBRE*

### **\*ADAM G. LANDIS, ESQ.**

*Partner  
Landis, Rath & Cobb – Chair*

### **ANDREW LEVIN**

*VP, Sr. Relationship Manager  
M&T Bank*

### **\*MICHAEL MAGGITI**

*Executive Director  
WDBID Management Co., (Downtown Visions)*

### **KEVIN MCGONEGAL**

*Retired  
Bellevue Realty*

### **JULIE TOPKIS NASON**

*President  
Nason Construction, Inc.*

### **DANIELLE ANDRISANI NOWACZYK, ESQ.**

*Attorney Development Spec.  
Richards, Layton & Finger, PA*

### **MONA PARIKH, ESQ.**

*Managing Director  
Start It Up Delaware*

### **HILLARY PATTERSON, ESQ.**

*Hunton Andrews Kurth LLP*

### **\*DEBBIE SCHWARTZ**

*Property Manager  
STM II, LLC DBA 2ND & LOMA*

### **DAVID SHELTON, ESQ.**

*Sr. VP, General Counsel & Corp. Secretary  
The Chemours Company*

### **STAN SOJA**

*Executive Director  
Wilmington Parking Authority*

### **\*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*

***Also serving on Board of Directors  
during fiscal year 2022***

### **JEFF FLYNN**

*Director, City of Wilmington  
Office of Economic Development*

### **\*MARTIN P. HAGEMAN**

*Executive Director  
WDBID Management Co., (Downtown Visions)*

### **NORMAN PERNICK, ESQ.**

*Cole Schotz, P.C.*

**\*Executive Committee Member**

# Positioned for Success

## *Meet our Leadership Team*

With the retirement of founding Executive Director Marty Hageman, the Board of Directors conducted a comprehensive nationwide search for his successor and considered opportunities to build on Marty's legacy and position DTV to deliver critical services to our constituents into the future. In October, the Board of Directors announced the selection of our own Michael (Mike) Maggitti as Executive Director and a reorganized management structure team that will assist him in fulfilling DTV's mission.



### **MIKE MAGGITT, EXECUTIVE DIRECTOR**

Mike has been with Downtown Visions since 2007, most recently as Deputy Executive Director. Over the past 14 years, he has also served as Director of Operations and Director of Safety. Prior to joining Downtown Visions, Mike spent 25 years as a Wilmington police officer, retiring at the rank of Captain.

Mike earned a Master of Public Administration and a Bachelor of Arts in Criminal Justice from the University of Delaware.



### **LOSHAWN MAXWELL, DIRECTOR OF FINANCE & ADMINISTRATION**

Loshawn has been a part of Downtown Visions since its inception, having joined its founding organization, Wilmington 2000, in 1994. Over the past 27 years, Loshawn has held the positions of Director of Administration, Office Manager and Office Assistant. In her new position, she will be responsible for overseeing all aspects of Downtown Visions' financial, administrative and human resource matters. Loshawn earned a Bachelor of Science degree in Management from Gold-ey-Beacom College and during the fiscal year was selected as an Emerging Leader Fellow with the International Downtown Association, where she participated in a week-long experiential program focused on urban district management, leadership skills, economic development, the live-work-play experience, and public-private partnerships.



### **NORM PERNICK, SENIOR ADVISOR**

Norm, an attorney and founding member of the Wilmington office of Cole Schotz, P.C., has been a board member of Downtown Visions since its inception in 1994 and served as its Board Chair from 2010 to 2019. He is also a founding member of the Main Street Wilmington program, serving as its first Board Chair from 2006 to 2014 and a member of its board since 2006. Norm will focus his efforts on strategic planning, marketing, personnel development and external relationships.

## **The Leadership Team is supported by a dedicated professional staff:**

**THOMAS (TUCKER) CASEY,  
PUBLIC SPACE MANAGER**

**TABRIA PINKETT,  
ADMINISTRATIVE ASSISTANT**

**HERBERT POE, EVENING MANAGER**

**AMY RAUSCH, DIRECTOR OF SAFETY**

**MAUREEN FEENEY ROSER,  
SPECIAL PROJECTS COORDINATOR**

**LANI SCHWEIGER,  
MAIN STREET WILMINGTON PROGRAM  
DIRECTOR AND SENIOR BRAND &  
MARKETING MANAGER**



# Support & Collaboration

## *Creating Synergy for Downtown Wilmington*

Our work to enhance the Downtown Wilmington experience, foster community and assist small businesses would not be possible without the support and collaboration of many corporate and community partners and funders. DTV is grateful for the assistance and unmatched cooperation.

*Thank you to our generous sponsors.*



## *Our partners.\* We are grateful for your collaboration and assistance.*

A-10 Tournament Planning Committee  
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  
Partnership for the Delaware Estuary  
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)  
Urban Bike Project  
West Side Grows  
Wilmington Alliance  
Wilmington Business Leaders Network  
Wilmington Creative District  
Wilmington Police Department  
Wilmington Fire Department  
Wilmington Public Library

*\*Sample list may not include every partner.*

**By working together and with the help of dedicated employees, resource partners, area corporations, small businesses and Wilmington residents, DTV is well-positioned to fulfill its mission as the future unfolds.**

# Cleaning Division

## *Keeping Downtown Wilmington Clean*

DTV's Cleaning Ambassadors are dispatched daily from Downtown Visions' headquarters at 409 North Orange Street to maintain a clean and orderly environment for all who live, work or visit Downtown Wilmington. Each day during fiscal year 2022, Ambassadors patrolled the 72 square block Downtown Wilmington Business Improvement District (WDBID) and removed litter, unsightly stickers, posters, and illegal signs. The DTV Cleaning team also provided seasonal power washing, gum removal, weed abatement and leaf removal services. As they worked, Ambassadors 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. This cooperative effort ensured the quick remediation of any physical issues negatively impacting the WDBID.

In addition to our regular district-wide cleaning, DTV Cleaning Ambassadors also provided pre- and post-affair cleaning services for events held throughout the WDBID, thereby ensuring Downtown Wilmington is a clean and inviting host location.

Finally, the Cleaning Division serviced commercial trash removal contracts, some with daily pickups, replaced streetlight banners as necessary and installed holiday streetscape decorations.

An attractive, appealing and litter-free Downtown year-round is the reward for these efforts—and is at the core of what DTV is all about!



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# Safety Division

## *Keeping Downtown Wilmington Safe*

During fiscal year 2022, DTV's Safety Ambassadors worked tirelessly to support the Wilmington Police Department and the Downtown community by advancing and expanding safety in Downtown Wilmington. 361 days a year, day and night, DTV Safety Ambassadors patrol the WDBID to monitor activity, and conduct business contacts and property checks. Any safety concerns are immediately reported to the Wilmington Police Department through radio contact. 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.

In addition to the services above, the Safety team 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, while ensuring a safe environment for all to enjoy.



Removed

**273,000**

Pounds of Garbage

**3.6K**

Suspicious  
Activity Camera  
Alerts

Nearly

**170,000**

Property Checks

**273**

City/DPL  
App Alerts

*(Streetlights, Parking  
Meters, Potholes & Graffiti)*

**25**

Arrests  
resulting from  
Camera Alerts

Removed

**214**

Graffiti  
Tags

Nearly

**5K**

Directions  
Provided

Nearly

**11,600**

Safety Escorts

Removed

**764**

Stickers

More than

**38,500**

Business Contacts

**1.8K**

High Visibility  
Patrols at Events



Cleaning



Hospitality



Security



**Free shipping  
STIMULATES  
SALES and  
strengthens  
ONLINE  
PRESENCE**



# Main Street Wilmington

## *Promoting Downtown Wilmington*

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

During fiscal year 2022, MSW worked tirelessly to assist Downtown businesses not only withstand pandemic-related limitations on commerce but prosper. A continual series of promotions, events and activities were meticulously planned and implemented to help meet this economic enhancement goal. Of note, the economic restructuring activities listed below proved to be so effective that they will be continued as MSW offerings in fiscal year 2023.

**Curbside Wilmington Happy Hours** - In collaboration with community partners, and with the generous support of JP Morgan Chase, DTV provided live music every Thursday night from 6-9 PM at various locations Downtown from June through October. The effort supported WDBID businesses by expanding entertainment offerings, increasing foot traffic, and enhancing Downtown's evening appeal. 80% of businesses surveyed indicated that Curbside Wilmington Happy Hours improved their sales, and based on information provided by businesses, significantly enhanced the Downtown economy.

**Shop Small - Free Shipping** - COVID-19 drastically changed consumer spending and shopping habits. In response, DTV encouraged e-commerce Downtown by covering all shipping expenses incurred by participating WDBID retailers for online sales during the 2021 holiday season. The promotion supported seven Downtown businesses, helped them reach new customers and keep loyal ones, and encouraged retailers without e-commerce capabilities to add them. To support the effort, DTV shared valuable information about available technical assistance and resources for the development of online sales platforms. Retailers taking advantage of the free shipping opportunity during the 2021 holiday season saved nearly \$860 on shipping fees.

**Downtown Holiday Village and Pop-Up Market (DHVPM)** - Beyond the Free Shipping promotion and continued participation in Small Business Saturday and the 12 Days of Christmas promotions, DTV endeavored to boost holiday sales by providing a series of holiday events between Thanksgiving and Christmas designed to attract customers and enhance the WDBID's image as a clean, safe, fun and family-friendly place to shop and dine during the holiday season. Located in the 500 block of North Market Street, the DHVPM also enlisted established Market Street businesses to host vendors as part of the overall market event(s) to benefit as much of Downtown as possible. Each week Delaware Historical Society provided free mini-tours and family-friendly events, Colonial Parking offered free parking, the Rotary Club of Wilmington provided a free gift-wrapping station, and the Wilmington Fire Department displayed their Touch-a-Truck vehicle. These efforts, complemented by holiday decorations and music, the volunteer-manned Salvation Army donation kettle, and a food drive for the less fortunate, presented Downtown Wilmington as a clean, safe, and festive holiday destination, meeting the image-enhancement goal. In the future, DTV will seek additional partners and explore new formats for the holiday village concept to increase Downtown's holiday appeal and support the economy.



66

**“Thanks so much for ... the Curbside Happy Hours over the last three months ... even with unfavorable weather on several occasions, we experienced approximately a 35-40% increase in sales compared to a typical Thursday.”**

**- TONY BOMBA, OWNER, DORCEA**

**“Over a dozen orders from Spaceboy made their way to their destinations with the support of this program. The way Downtown Visions has stepped up to help this community is very, very cool.”**

**- AJA, SPACEBOY CLOTHING**





Dine Downtown Deal generates a  
**328% ROI**



**Dine Downtown Deal (DDD)** – This fiscal year DTV continued the DDD designed to reward frequent diners for monies spent in WDBID restaurants and eateries. While loyalty programs are not rare, the DDD is unique in that a restaurant does not have to discount food, alter operations, or add administrative burdens to benefit. Further, because all WDBID eateries are included in the promotion, there is no locational advantage/disadvantage for restaurants, and because earned rewards can be used at any business located within the WDBID, the promotion benefits all businesses Downtown, not just restaurants. More than 100 Downtown customers participated in the DDD, which generated \$41,267 in WDBID income for an outlay of \$6,192 – a whopping 566% return on DTV investment!

**“...the information you provided is priceless. I can tell you love what you do by how detailed you were on the options out there to help me as a new business. I am most grateful and will put it to use!”**  
– JUSTIN WOMACK, PRESIDENT, OATH 84



### Façade Improvement Program

Throughout the fiscal year, MSW worked diligently to preserve the building stock and stimulate investment in Downtown through technical support and \$30,000 in matching grants to significantly improve the appearance and functionality of the iconic Warner Building located at 10th and Orange Streets through DTV's Façade Improvement Program. These grants provided for major façade renovations and interior fit-outs, while stimulating nearly \$700,000 in private investment in the Downtown building, resulting in \$42.88 improvements for every \$1 DTV invested during the reporting period!

**13**  
New 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, DE as a wonderful place to eat, shop, work and live.

### **Main Street Wilmington Board of Directors: 7/1/2021 - 6/30/2022**

**JEAN DAHLGREN**

*President, Delaware College of Art & Design*

**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, Poppcock Tattoo*

**LIV MCCLINTOCK**

*Owner, Town & Shore Handcrafted*

**NOAH MERENDA**

*Owner, Spaceboy Clothing*

**SEAN PARK**

*Deputy Director, Wilmington Office of Economic Development*

**DAVID SANCHEZ**

*Owner, Spaceboy Clothing*

**DEBBIE SCHWARTZ**

*Property Manager  
STM II, LLC DBA 2nd & LOMA, Board Chair*

**BUCK SIMPERS**

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

### **Ex-Officio Members:**

**MICHAEL MAGGITT**

*Executive Director*

**TABRIA PINKETT**

*Administrative Assistant*

**MAUREEN FEENEY ROSER**

*Special Projects Coordinator*

**LANI SCHWEIGER**

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

### **ALSO SERVING DURING FISCAL YEAR 2022**

**MARTIN P. HAGEMAN**

*Executive Director, WDBID Management Co.,  
(Downtown Visions)*

**JEFF FLYNN, DIRECTOR**

*Director, Wilmington Office of Economic Development*

**DAWAYNE SIMS**

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

**Facade grants generate nearly \$43 of private investment for every \$1 of public money.**



Downtown  
Wilmington DE  
10,117 followers  
**+10% over FY21**

Downtown  
Farmers Market  
1,822 followers



@downtownwilmde  
3,351 followers  
**+38% over FY21**



@DowntownWilmDE  
3,381 followers  
**+10% over FY21**



Downtown Visions



downtownwilmde  
16 followers



Downtown Visions  
170 followers

# Media Programs

## *Reaching Our Audience*

DTV uses the most current and effective technologies to broadcast all that Downtown Wilmington has to offer as a jewel of the mid-Atlantic region! During fiscal year 2022, we continued to focus on providing value to our constituents by reaching, growing, and engaging Downtown's audience and providing the most up-to-date event, shopping, dining, entertainment and living information. Specifically, DTV conducts a robust, dynamic and comprehensive social media campaign through Facebook, Instagram, LinkedIn, TikTok, Twitter and YouTube. We also use E-blasts, monthly newsletters, regular DE TV segments, our website and blog, web-links, and print media, including ads, posters, post cards and table tents. Through frequent and informative outreach, DTV reaches and engages the Downtown audience, while generating excitement, traffic and sales for WDBID businesses. As a result of these efforts, DTV gained many new friends, followers, and subscribers in fiscal year 2022, while maintaining our existing audience. DTV's media programs were so successful in fact that we brought in partners to help us keep up with the growing demand by developing unique and interesting social media content and increasing the frequency and relevance of our posts, as well as the timely reposting of WDBID businesses' news and offerings. These new partnerships, implemented at the end of fiscal year 2022, will allow for more effective use and evaluation of our social media programs through user engagement by platform, as well as reactions, comments and shares. The information will help tailor our future social media efforts to engage target markets and more effectively promote Downtown and its many thriving businesses.

In addition to these efforts, DTV created and is ready to launch a first for Downtown - a comprehensive smart phone application. The DowntownWilmDE app features up-to-date information on Downtown businesses, events, activities, entertainment, parking, and clean and safe initiatives - all in one easy-to-use tool! Scheduled to go live in mid-September 2022, the app was made possible through Delaware's Small Business Development Center with Cares Act funding and will be used as a model of design and implementation for other Delaware Main Street towns! DTV is excited about the pilot opportunity presented to us and look forward to another effective tool in reaching those who live, work and play in Downtown.



# Downtown Farmers' Market

## *Enriching Downtown Wilmington*

The Downtown Farmers' Market is a cooperative and organized marketing alternative for small scale agricultural and specialty products in Downtown Wilmington. Since 2004, the market has been a staple in the Downtown community connecting rural to urban, farmer to consumer, and fresh ingredients to our diets. While conscientious response to the pandemic shuttered the market for most of fiscal year 2021 and somewhat delayed its opening this year, Downtown Wilmington residents, workers and customers enthusiastically welcomed the return of this important Downtown economic and civic centerpiece in June! Every Wednesday through October, the Downtown Farmers' Market bustled as patrons supported small businesses by shopping for local produce, flowers and plants, organic bath and beauty products, handmade accessories, unique artesian creations, and homemade baked and canned goods. Live music and savory dishes from local food trucks made for fun and flavorful mid-day breaks for Downtown residents and workers alike.

DTV is proud to provide this positive and healthy weekly experience for the Wilmington community and we thank our corporate neighbors for sponsoring the Downtown Farmers' Market. We especially appreciate JP Morgan Chase and Colonial Parking's generous support and we look forward to our continued partnership for Downtown's future.



**31**

Market Days

**\$280,000**

Total Market Sales

**\$27,000**

Total Farm Sales

**\$15K**

Total non-farm  
products sales

**40**

Vendors

**\$129,000**

Total Food Truck Sales



# Clean & Safe Services

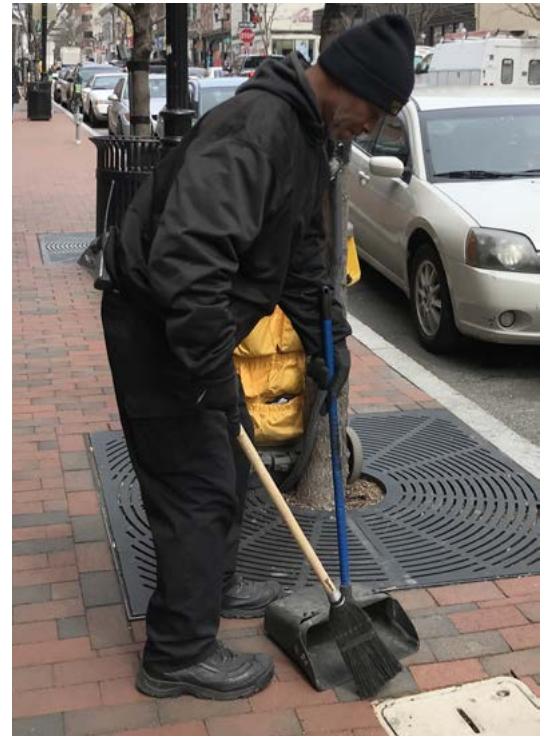
## *Expanding Our Reach*

Established in 2001, Clean & Safe Services is a subsidiary corporation of DTV, which allows for the delivery of services, like those supplied in Wilmington Downtown Business Improvement District (WDBID), to areas beyond its geographic boundaries.

During fiscal year 2022, Clean & Safe Services' Ambassadors performed trash removal, safety assistance, and graffiti and litter removal throughout the City, including on buildings, streets, sidewalks, and at bus stops. Clean & Safe Services is proud of its efforts to support and maintain a kempt and secure environment within the City of Wilmington.

**13,479**  
Square feet of  
Graffiti Removed

**9**  
Private Trash  
Contracts





# Rodney Square Conservancy

## *Restoration, Improvement, Civic Pride & Recognition*

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, we celebrated the completion of Phase One of the renovations, featuring a new lighted fountain and new grass, flowers and plantings around the Square. Phase Two is scheduled to begin early in fiscal year 2023, and will include renovations to the streetscapes along 10th, 11th and Market Streets, installing more new plantings and seating opportunities, and restoring the historic masonry and side fountains of this iconic Downtown open space.



# Recovery, Resilience & Renaissance

## *Supporting Downtown Through Crisis and Beyond*

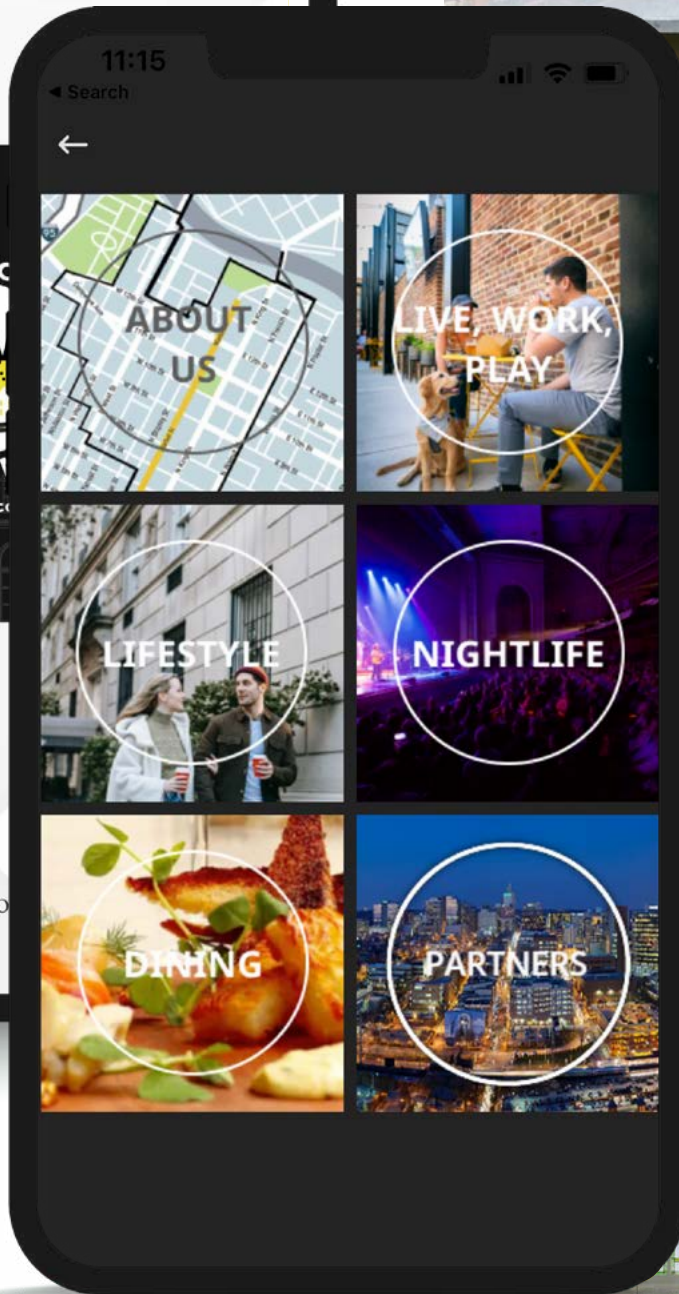
We are proud of the leadership role Downtown Visions assumed in response to the COVID-19 pandemic! Not only did DTV initiate robust efforts to protect the health and safety of all DTV employees and their families, allowing the organization to operate without missing a day of service to the community, 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, DTV worked with partners to deliver effective retail programs/initiatives to stimulate WDBID commerce. We also delivered the most up-to-date information regarding marketing, financial and/or technical assistance opportunities for businesses on the local, state, regional and federal levels as well as ever-changing restrictions and protocols. As new information became available, DTV staff made sure that Downtown businesses had the latest information through email blasts, social media, regular virtual merchant meetings, a redesigned web page and one-on-one assistance.

In part, through these efforts, Downtown remained dynamic and robust throughout fiscal year 2022, despite continued limitations on commerce and a significantly reduced daily Downtown work force. This resilience permits us to be not only optimistic, but enthusiastic, about the upcoming fiscal year and new opportunities to meet our core goals to provide a quality environment for all who live, work and visit Downtown Wilmington. We've already begun planning exciting new projects to this end and look forward to:

- The launch of our new DowntownWilmDE smart phone application, featuring the most up-to-date information on Downtown businesses, events, activities, entertainment, parking, and clean and safe initiatives – all in one easy-to-use tool for attract new and energize existing customers!
- Collaborations with partners to learn more about Downtown's target markets and develop strategies to more effectively advertise all Downtown has to offer to them.
- Efforts designed to welcome and cultivate new customers resulting from numerous residential developments and expansions in the Downtown core to enhance markets for the WDBID; and as always
- Continually improve upon DTV operations to meet our clean and safe core values.

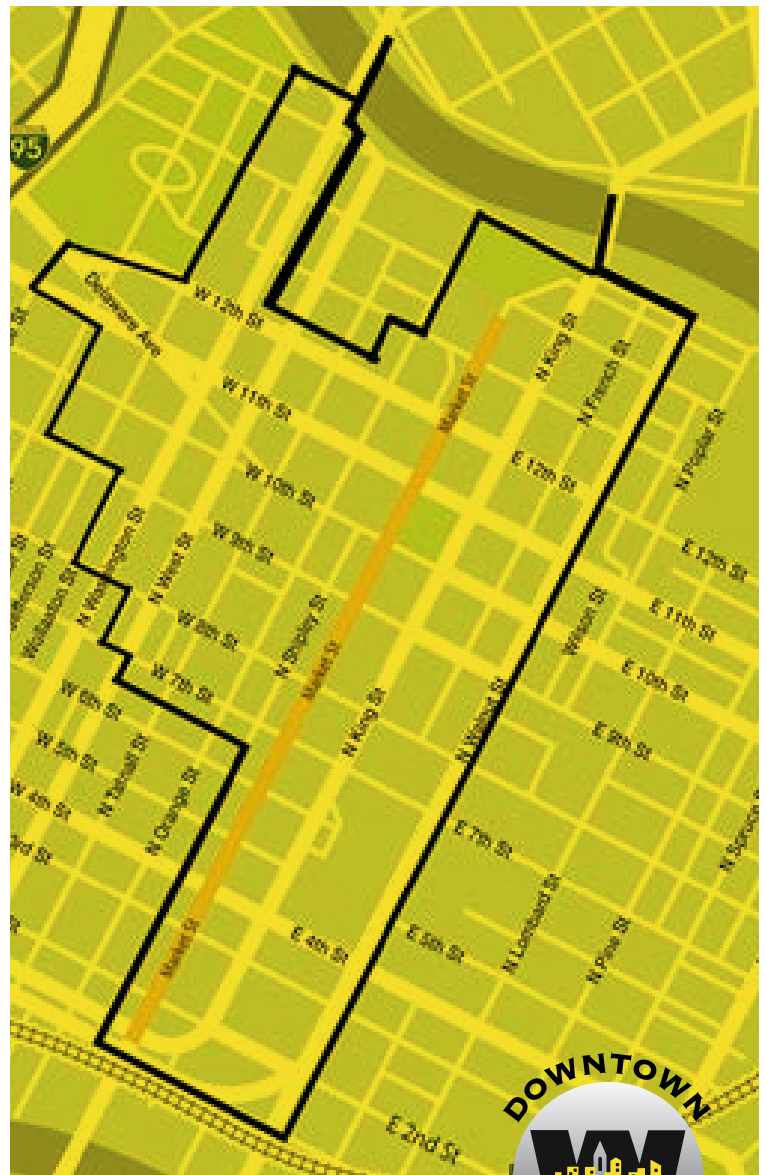
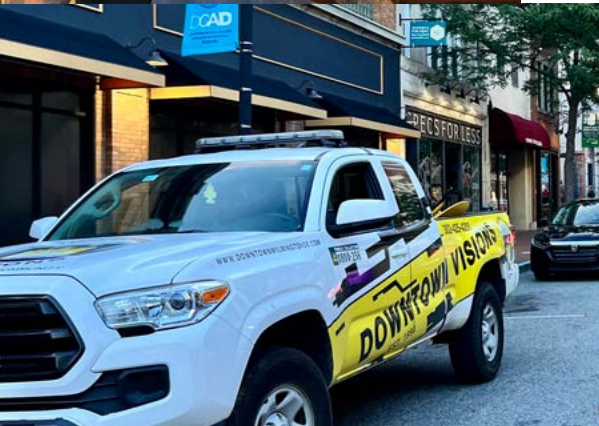




# WDBID MANAGEMENT COMPANY AND SUBSIDIARIES

<i>Assets</i>	<i>2022</i>		<i>2021</i>	
<b>Current Assets</b>				
<b>Cash and Cash Equivalents</b>	\$	1,682,145	\$	1,892,727
<b>Assessed Charges Receivable</b> (Net of \$112,149 and \$108,523 in Allowance for Doubtful Accts)		56,781		107,133
<b>Finance Charges Receivable</b> (Net of \$195,744 and \$181,771 in Allowance for Doubtful Accts)		2,386		2,556
<b>Accounts Receivable</b> (Net of \$10,720 and \$8,590 in Allowance for Doubtful Accounts)		24,042		41,364
<b>Contributions Receivable</b>		3,720		23,717
<b>Prepaid Expenses</b>		51,612		58,286
<b>TOTAL CURRENT ASSETS</b>		1,820,686		2,125,783
<b>Capital Assets</b>		721,772		671,289
<b>TOTAL ASSETS</b>	\$	2,542,458	\$	2,797,072
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>	\$	12,316	\$	8,290
<b>Accrued Expenses</b>		252,307		223,501
<b>Assessment Overpayments</b>		-		165,447
<b>Deferred Revenue</b>		2,567		2,567
<b>Current Maturities of Long-Term Debt</b>		29,914		67,085
<b>Total Current Liabilities</b>		297,104		466,890
<b>Long-Term Liabilities</b>				
<b>Long-Term Debt</b> (Net of Current Maturities)		406,544		824,628
<b>TOTAL LIABILITIES</b>	\$	703,648	\$	1,291,518
<b>Net Position</b>				
<b>Net Investment in Capital Assets</b>	\$	285,314	\$	206,146
<b>Restricted</b>		261,154		319,791
<b>Unrestricted</b>		1,292,342		979,617
<b>TOTAL NET POSITION</b>	\$	1,838,810	\$	1,505,554

<i>Operating Revenues</i>	2022	2021
<b>Revenue from Assessed Charges</b>		
Gross Revenue from Assessed Charges	\$ 2,522,341	\$ 2,609,921
Bad Debt Allowance (Net of Recoveries of \$17,367 in 2022)	(3,626)	(20,979)
Reassessment Credits	(26,380)	(155,698)
<b>NET REVENUE FROM ASSESSED CHARGES</b>	<b>2,492,335</b>	<b>2,433,244</b>
<b>Service Contracts</b> (Net of \$2,542 and (\$1,240) in Bad Debt/(Recovery))	<b>276,638</b>	<b>212,077</b>
<b>Finance Charges</b> (Net of \$29,433 and \$39,061 in Bad Debt))	<b>28,817</b>	<b>29,134</b>
<b>TOTAL OPERATING REVENUES</b>	<b>2,797,790</b>	<b>2,674,455</b>
<i>Operating Expenses</i>		
Personnel Services	2,200,093	2,256,249
Contractual Services	334,572	298,333
General and Administrative	87,469	93,714
Supplies	165,186	150,135
Marketing	48,191	69,960
Depreciation	91,436	90,139
<b>TOTAL OPERATING EXPENSES</b>	<b>2,926,947</b>	<b>2,958,530</b>
<i>Operating Income (Loss)</i>	<b>(129,157)</b>	<b>(284,075)</b>
<i>Nonoperating Revenues (Expenses)</i>		
Grants and Other Income	87,283	197,744
Interest Income	1,228	2,995
Grants and Contributions Awarded	(30,000)	(31,248)
Paycheck Protection Program Loan Forgiveness	426,570	426,572
Interest Expense	(22,668)	(25,128)
<b>TOTAL NONOPERATING REVENUES (EXPENSES)</b>	<b>462,413</b>	<b>570,935</b>
<b>CHANGE IN NET POSITION</b>	<b>333,256</b>	<b>286,860</b>
<b>NET POSITION - BEGINNING OF YEAR</b>	<b>1,505,554</b>	<b>1,218,694</b>
<b>NET POSITION - END OF YEAR</b>	<b>\$ 1,838,810</b>	<b>\$ 1,505,554</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.

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