



409 N. Orange Street • Wilmington, Delaware 19801 • (302) 425-4200 • downtownwilmingtonde.com



Photos by Lani Schweiger



**JULY 1, 2015 TO JUNE 30, 2016
ANNUAL REPORT**

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.

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 2015-16, 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 2015-16

SAFETY DIVISION

Keeping Downtown Wilmington Safe . . .

In fiscal year 2015-16, 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.

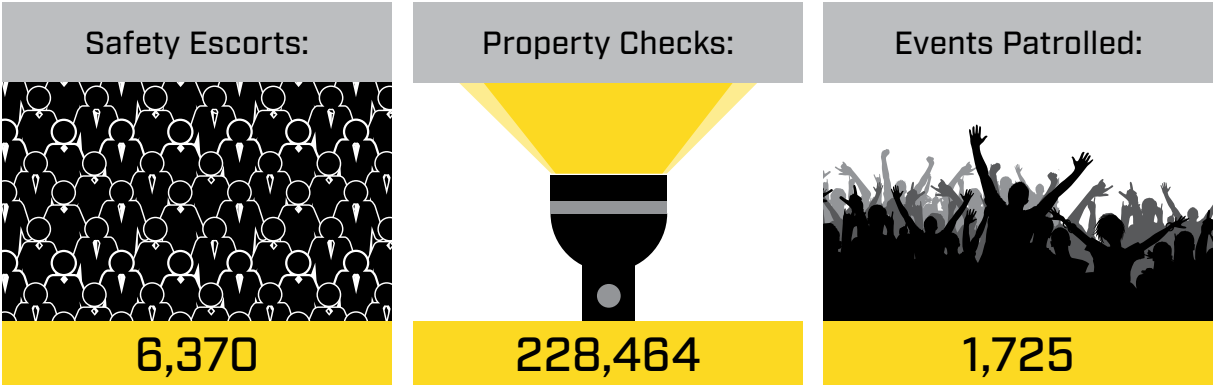
Our infographic illustrates the vital services our Safety Ambassadors performed during fiscal year 2015-16.

“ Many thanks for your good work and for recognizing so many other communities throughout the state for their accomplishments. ”

Best regards,
Cam, 2016



Downtown by the numbers:



Fiscal Year 2015-16

MAIN STREET WILMINGTON PROGRAM

Promoting Downtown Wilmington . . .

Our Main Street Wilmington Program is a vital part of DTV’s initiative to promote the economic health and sustainability of Downtown Wilmington. The Program is certified both by the National Trust for Historic Preservation and Delaware Main Street.

In 2015-16, 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 create housing areas on upstairs floors.

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. We also continued to provide and update a database of available spaces and services we wish to attract via our site, WilmingtonStorefrontProject.com. This resourceful site provides information on properties as well as incentives for prospective new businesses.

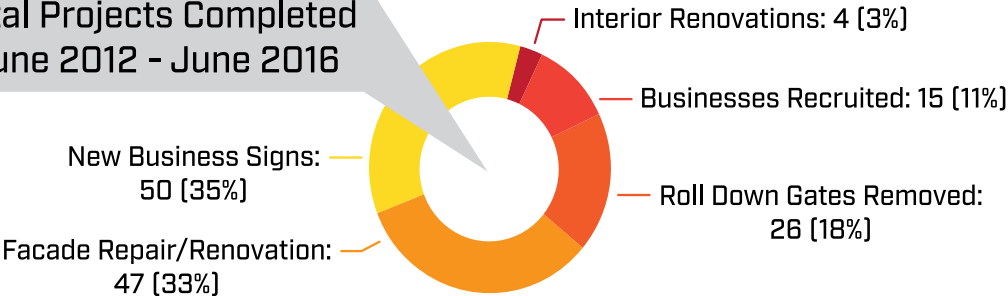
“ Great job... we can see and FEEL the difference. ”

Jim, 2016



Downtown by the numbers:

Total Projects Completed
June 2012 - June 2016



FARMERS' MARKET

Enriching Downtown Wilmington . . .

In 2015-16, DTV continued hosting our signature Farmers' Market each Wednesday in Rodney Square along with our "Fresh Friday Market" satellite location in Nemours Plaza. For 26 weeks, from May to October, patrons shopped local produce, arts & crafts, and baked goods while enjoying live music and lunch from local food trucks on the Square. The Farmers' Market grows more successful each year and is a very visible example of the positive change DTV consistently creates in Downtown Wilmington.

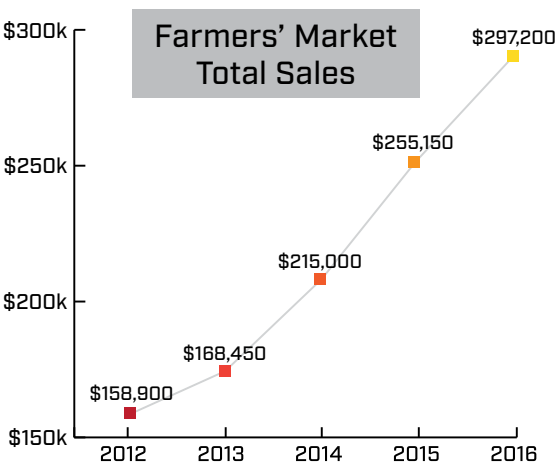
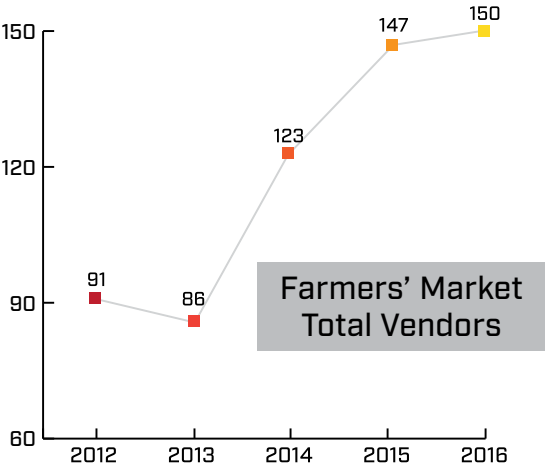
Downtown Visions would like to thank our corporate neighbors for sponsoring the Farmers' Market! We truly appreciate JPMorgan Chase & Co., Christiana Care Health System, and Colonial Parking for being an important part of our efforts to enrich the Downtown Wilmington experience.



“Congratulations to everyone who works so hard to make Wilmington a better place to work, live and play!”

Warm regards,
Tim, 2016

Downtown by the numbers:



COMMUNITY CHAMPIONS

Thanking Those Who Care . . .

Downtown Visions enjoys a longstanding relationship with our wonderful hometown heroes who routinely help to improve the BID. Many thanks go to those generous with their time and efforts toward the improvement of Downtown Wilmington, including: our corporate volunteers, the Downtown Civic Association, and those who devoted their ideas and energy to the creation and maintenance of our Downtown Community Garden.

MEDIA PROGRAMS

Connecting You to Downtown Wilmington . . .

DTV consistently increases Downtown visibility by utilizing the most current and effective technology to broadcast all that Downtown has to offer! In 2015-16, we continued to reach, grow, and engage our audience by providing valuable resources and up-to-date event, shopping, and dining information via:

Facebook • Instagram • Twitter • YouTube

E-Blasts & Newsletters • Media Interviews

Our Website • Our Blog

“Get Involved” Web Page

“Request an Escort” Web Link

Web Link to InWilmington for the latest events!



Downtown Wilmington DE
& Downtown Visions



@downtownwilmde



@DowntownWilmDE



Downtown Visions

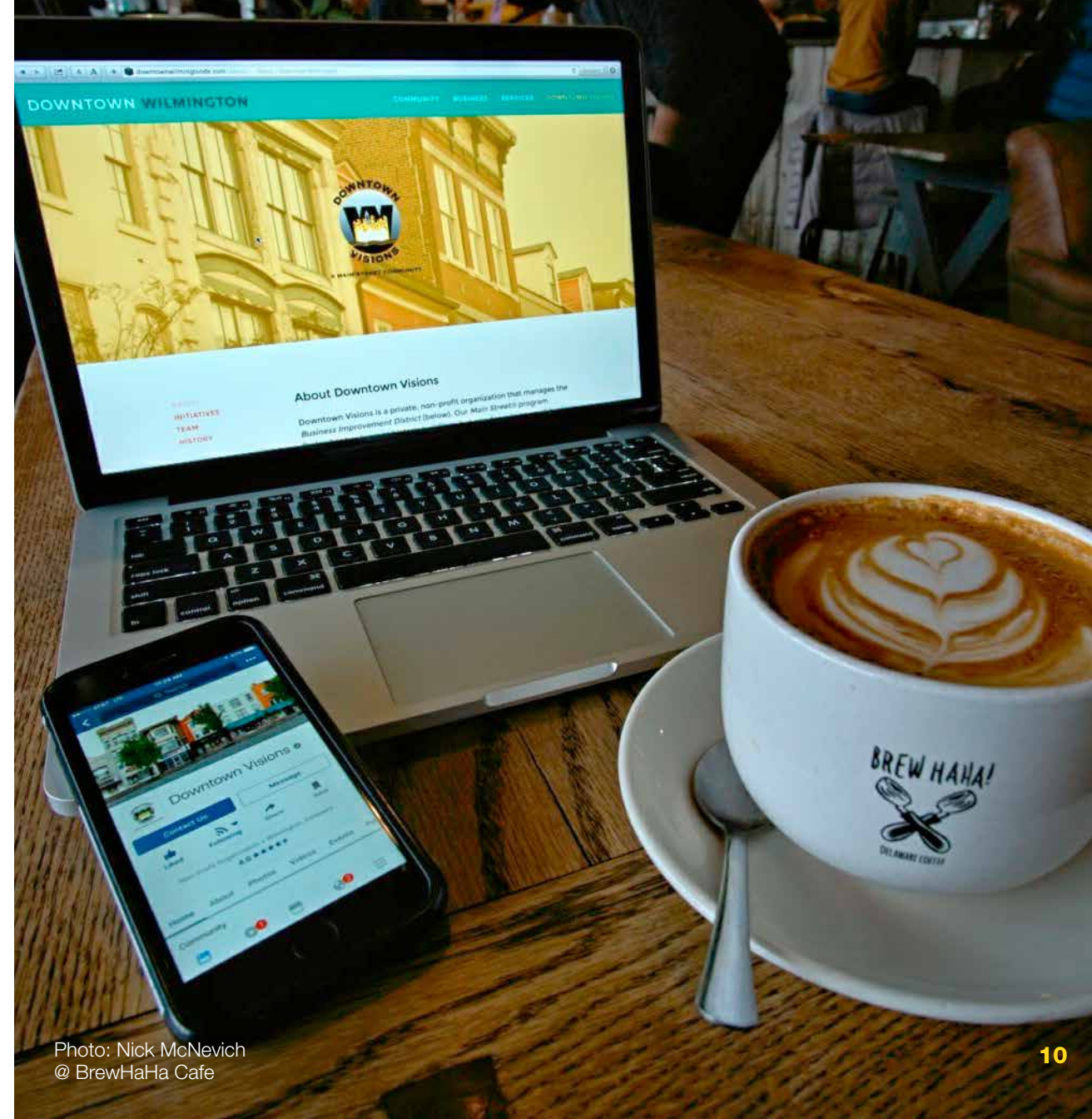


Photo: Nick McNevich
@ BrewHaHa Cafe

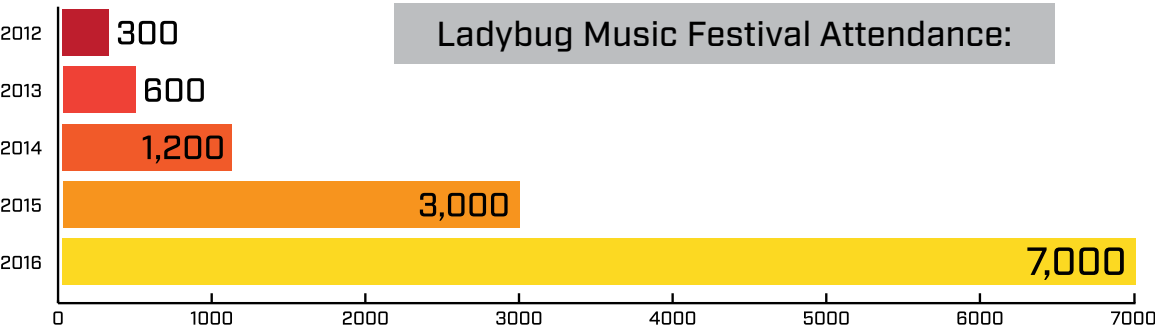
LADYBUG FESTIVAL

Supporting Those Who Support Downtown Wilmington . . .

Each fiscal year, 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, 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. In fact, we are anticipating 2017's festival to be a 2 day event!

Downtown by the numbers:



Photos: Moonloop Photography

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. During fiscal year 2015-16, DTV promoted important events including Small Business Saturday, the Jaycees Annual Christmas Parade, the annual Wilmington Grand Prix, several ribbon cutting ceremonies, and IN Wilmington Block Parties.

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

“

Great job. Keep up the great work & attitude.

”

Best regards,
Richard, 2016



PROMOTING OUR CORPORATE NEIGHBORS

Supporting Business Enterprise in Downtown Wilmington . . .

DTV routinely provides support and sponsorship to over 190 Downtown organizations and events. Here is just a sample of those we were happy to assist in fiscal year 2015-16, by reinforcing their efforts to enrich the Downtown Wilmington experience:

2015/2016 Organizations & Events We Support:

1313 Innovations
3E Marketing Solutions
ACT Generation
Alpha Technology
Art on the Town/Art Loop
Buccini/Pollin Group
City of Wilmington
Clifford Brown Jazz Festival
DART
DataWorks Open Data Hackathon
Delaware Economic Development Office
Delaware Innovation Week
Delaware SCORE
Delaware Small Business Chamber

Delaware State Housing Authority
DeTV
Downtown Development District
Dream Streets Art Hunt
Food Bank of Delaware
Friends of Rodney Square
Gable Music Ventures
The Grand Opera House
Greater Wilmington Convention
and Visitors Bureau
JPMorgan Chase & Co.
Kuumba Academy
The Ladybug Music Festival
Market Street Corridor

McConnell Johnson Real Estate
New Castle County Chamber of Commerce
Open Bracket
OperaDelaware
Out & About Magazine
The Playhouse
Quaker Hill Historic Preservation Foundation
Rodney Square Summer Stage
Rotary Club of Wilmington
The Salvation Army
Small Business Administration
Small Business Development Center
Technology Forum of Delaware
TEDxWilmingtonSalon Talks

Urban Bike Project of Wilmington
World Café Live at the Queen
WILMAPCO
Wilmington Creative District
Wilmington Department of Police
Wilmington Grand Prix
Wilmington Green Box
Wilmington Jaycees
Wilmington Public Library
Wilmington Rotary Club
Wilmington Storefront Project
Wilmo Wednesday
WITN 22 Wilmington Television



WDBID MANAGEMENT COMPANY AND SUBSIDIARIES

CONSOLIDATED STATEMENTS OF ACTIVITIES

YEARS ENDED JUNE 30, 2016 AND 2015

	2016			2015		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
REVENUE AND OTHER SUPPORT						
Revenue from Assessed Charges						
Gross Revenue from Assessed Charges	\$2,224,691	—	\$2,224,691	\$2,146,728	—	\$2,146,728
Reassessment Overages	(5,040)	—	(5,040)	(19,196)	—	(19,196)
Net Revenue from Assessed Charges	2,219,651	—	2,219,651	2,127,532	—	2,127,532
Service Contracts	679,367	—	679,367	637,918	—	637,918
Grants and Other Income	158,436	169,091	327,527	158,035	94,816	252,851
Finance Charges (Net of \$41,720 and \$0 in Bad Debt)	12,654	—	12,654	19,810	—	19,810
Interest Income	2,573	—	2,573	3,301	—	3,301
Gain/(Loss) on Sale of Fixed Assets	1,868	—	1,868	(14,494)	—	(14,494)
	3,074,549	169,091	3,243,640	2,932,102	94,816	3,026,918
Net Assets Released from Restrictions	90,475	(90,475)	—	125,002	(125,002)	—
TOTAL REVENUE AND OTHER SUPPORT	\$3,165,024	\$78,616	\$3,243,640	\$3,057,104	\$(30,186)	\$3,026,918
EXPENSES						
Program Services						
Safety Division	\$1,397,554	—	\$1,397,554	\$1,298,189	—	\$1,298,189
Cleaning Division	770,734	—	770,734	706,889	—	706,889
Marketing and Program	262,496	—	262,496	354,156	—	354,156
Total Program Services	2,430,784	—	2,430,784	2,359,234	—	2,359,234
General and Administrative	554,799	—	554,799	579,878	—	579,878
TOTAL EXPENSES	\$2,985,583	—	\$2,985,583	\$2,939,112	—	\$2,939,112
CHANGE IN NET ASSETS	179,441	78,616	258,057	117,992	(30,186)	87,806
NET ASSETS - Beginning of Year	607,060	183,326	790,386	489,068	213,512	702,580
NET ASSETS - End of Year	\$786,501	\$261,942	\$1,048,443	\$607,060	\$183,326	\$790,386

WDBID MANAGEMENT COMPANY AND SUBSIDIARIES

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

YEARS ENDED JUNE 30, 2016 AND 2015

ASSETS	2016		2015	
CURRENT ASSETS				
Cash and Cash Equivalents	\$815,192		\$673,762	
Assessed Charges Receivable (Net of \$46,589 and \$51,846 in Allowance for Doubtful Accounts)	156,316		78,842	
Finance Charges Receivable (Net of \$85,094 and \$42,874 in Allowance for Doubtful Accounts)	8,929		6,986	
Accounts Receivable (Net of \$5,300 and \$0 in Allowance for Doubtful Accounts)	29,525		123,095	
Contributions Receivable	76,336		—	
Prepaid Expenses	56,050		55,186	
TOTAL CURRENT ASSETS	\$1,142,348		\$937,871	
FIXED ASSETS	770,621		789,238	
TOTAL ASSETS	\$1,912,969		\$1,727,109	
LIABILITIES AND NET ASSETS				
CURRENT LIABILITIES				
Accounts Payable	\$7,394		\$22,482	
Accrued Payroll and Expenses	126,276		123,042	
Assessment Overpayments	72,798		116,690	
Deferred Revenue	34,912		40,625	
Current Maturities of Long-Term Debt	33,673		29,510	
TOTAL CURRENT LIABILITIES	\$275,053		\$332,349	
LONG-TERM LIABILITIES				
Long-Term Debt (Net of Current Maturities)	589,473		604,374	
TOTAL LIABILITIES	\$864,526		\$936,723	
NET ASSETS				
Unrestricted	786,501		607,060	
Temporarily Restricted	261,942		183,326	
TOTAL NET ASSETS	\$1,048,443		\$790,386	
TOTAL LIABILITIES AND NET ASSETS	\$1,912,969		\$1,727,109	