



A MAIN STREET COMMUNITY



*Downtown Visions is a non-profit,
chartered by the City of Wilmington
and State of Delaware, to keep
Downtown Wilmington clean, safe,
and economically strong.*

DOWNTOWN VISIONS
ANNUAL REPORT 2013



MISSION STATEMENT

Downtown Visions is responsible for creating, managing, and promoting a quality environment for people who live, work, and visit Downtown Wilmington. In turn, this quality environment will enhance the economic vitality of the downtown.

THE WILMINGTON DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
established 1994

WHAT IS DOWNTOWN VISIONS?

Downtown Visions is the non-profit management company for Wilmington's Downtown Business Improvement District. Downtown Visions was established in 1994 by City and State enabling legislation. The mission statement of Downtown Visions is "...responsible for creating, managing and promoting a quality environment for people who live, work and visit Downtown Wilmington. In turn, this quality environment will enhance the economic vitality of the Downtown."

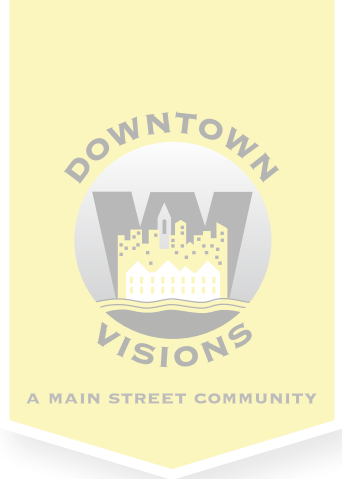
Like more than 1,200 other "business improvement districts" (BIDs) across the U.S., Downtown Visions is responsible for a defined geographic area (see map at left). Wilmington Downtown BID consists of 700 buildings in 70 square blocks, housing more than 400 street level businesses. The BID is also home to many corporations such as DuPont, Bank of America, and JP Morgan Chase to name just a few. The businesses that are within the BID, large and small, generate the majority of the tax revenue for the City of Wilmington.

Downtown Visions (DTV) employs 45 individuals in four divisions: Cleaning, Safety, Administration and Business Development. Business Development, the newest division, operates the Main Street Wilmington program which is accredited by the National Trust for Historic Preservation.

The Cleaning and Safety employees, whose job title is Ambassador, provide services 16 hours a day, seven days a week.

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CLEANING DIVISION

Keeping Downtown Wilmington Clean . . .

Working out of DTV's headquarters in the 400 block of North Orange Street, the Cleaning Ambassadors work diligently to maintain a clean and orderly environment for Downtown Wilmington.

During fiscal 2013, some 447,669 pounds (224 tons) of garbage was removed from Wilmington's streets and sidewalks by our crews. Under DTV's "green & clean" mandate, more and more of this refuse is being recycled each year.

151 graffiti tags were removed from Downtown buildings and sidewalks, and 945 old stickers, posters, and signs were removed from the BID.

As the Cleaning Ambassadors worked across the 70 square block area, DTV's crews informed City officials on a daily basis of the need for repairs and replacements of city signs, sidewalks, streetlamps, and damage to buildings.

In addition, DTV's Cleaning Ambassadors perform seasonal power washing, gum busting, weed abatement, and leaf removal within the BID.

SAFETY DIVISION

Keeping Downtown Wilmington Safe

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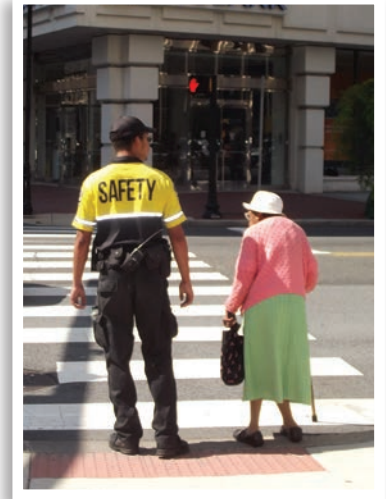
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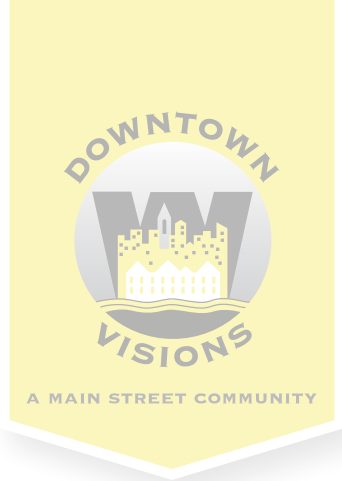
Is a cooperative effort between Downtown Visions, the Wilmington Police Department and the Downtown community

Each day, DTV's Safety Ambassadors are on the streets in their distinctive black and gold uniforms, providing high visibility patrols and monitoring downtown activity. The Safety Ambassadors are in regular contact with the Wilmington Police Department via two way radios.

During fiscal 2013, the Safety Ambassadors provided 2,975 safety escorts and patrolled at 1,701 Downtown events and activities. Some 5,917 visitors to Wilmington received directions and information from the Safety Ambassadors.

At Downtown Visions headquarters, DTV's Safety Division camera staff observed and alerted the Wilmington Police Department to 3,176 suspicious incidents within the BID, and 4,716 incidents outside the BID, resulting in 362 arrests.





By Bryan Sikora



BUSINESS DEVELOPMENT DIVISION

Main Street Wilmington

The Downtown Visions Business Development Division through our Main Street Wilmington Program is charged with helping make Downtown economically healthy.

The key ingredients to a strong downtown economy are thriving, attractive retail businesses, and a growing population base. During fiscal year 2013, Downtown Visions focused efforts on Main Street Wilmington's "Façade Improvement Program". The program was incredibly successful providing grants, technical support and incentives to property owners who wish to improve the exterior appearance of their buildings and develop upstairs areas into housing. With support from our sponsors, twenty eight projects have been completed to date.



Main Street Wilmington also removed fourteen exterior security gates that created a negative perception of Downtown Wilmington.

As this occurred, we continued efforts to identify and recruit new, high-quality retailers to the Downtown.

Downtown Visions also hosted events to increase Downtown activity, including the Farmer's Market on Rodney Square (now in its 12th year), several Meet & Greets hosted by various merchants and partnered with other organizations like Gable Music Ventures for the Lady Bug Festival



This year we welcomed 15 new businesses.

BLISS GOURMET GIFT SHOP

DRAGON CUISINE

ENTRE DONOVAN

EVOLVE BRAND MARKETING

JERRY'S ARTARAMA

KATLEGO BOUTIQUE

THE KITCHEN

LA FIA BAKERY+MARKET+BISTRO

PALO PETITE STUDIOS

POCHI CHILEAN CUISINE

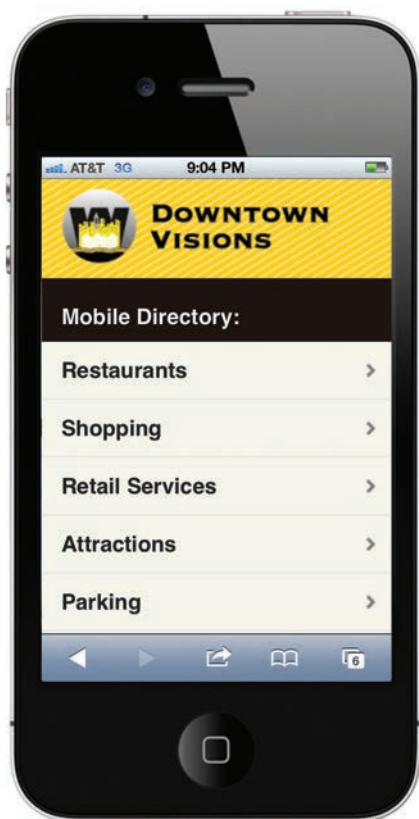
THE R LOUNGE

SEAFOOD STOP

SPORTS CONNECTION

TREND SETTAZ

USCHY'S CAFÉ



DOWNTOWNVISIONS.ORG

Stay Up-to-Date

The best way to keep up with what's happening in Wilmington is the Downtown Visions website. Our easy-to-use site contains articles on local events, a comprehensive list of Wilmington's retail and dining locations and much more. The best part is that the site works seamlessly on your mobile device, so you can stay up to date from anywhere. To get in on all the action, go to **downtownvisions.org** from your computer or use the QR code below on your smartphone to be automatically directed to the site. Don't forget to join our mailing list for all the latest DTV news.



To use a QR code you'll need to have the proper App installed on your phone. Google "QR code scanner" to find the right one for your device.

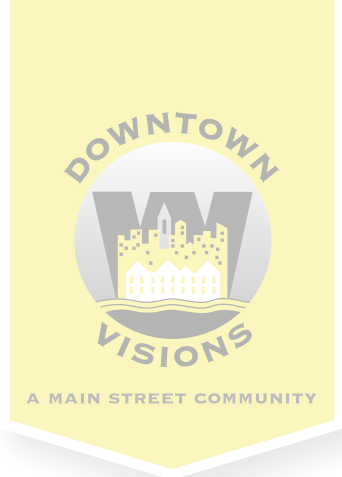
See the difference in Downtown Wilmington.

You can't help but notice the transformation occurring in Downtown Wilmington. The changes include new businesses, new residential projects and improved public spaces. Downtown Visions is significantly involved with many of the projects that are at the core of this transformation.

The idea of a Downtown Business Improvement District came to fruition in 1994 with the passage of City and State enabling legislation. Downtown Visions was created shortly thereafter as the management company for the Downtown Business Improvement District. The mission of Downtown Visions has not changed since its formation: to create, manage and promote a quality environment for people who live, work and visit Downtown Wilmington. The foundation was built with Cleaning and Safety but to fulfill the mission, Main Street Wilmington became a program within Downtown Visions in 2010. The Main Street program is a proven, community-driven, comprehensive methodology used to revitalize older, traditional downtowns throughout the United States and spearheaded by the National Trust for Historic Preservation.

Main Street Wilmington has had a dramatic impact on the landscape in Downtown Wilmington. Nearly Twenty eight building projects have been completed ranging from new signage to the removal of external security gates to complete building façade restoration. But Main Street Wilmington does more than improve the appearance of Downtown Wilmington by saving historic buildings. Main Street Wilmington also does small business recruitment, development and retention. All of these activities combined have resulted in the creation of new jobs.





DOWNTOWN VISIONS FINANCIALS

Annual assessments from Downtown property owners currently cover 75% of the cost of our “Clean & Safe” services. We must raise the balance needed plus our budget for business development from private and business donors, foundations, and other sources, including an annual appeal.

During fiscal year 2013 Downtown Visions continued its efforts to generate earned income, recycling programs for cardboard and metal items and commercial trash pick-up, now serving 40 customers.



THANK YOU

Downtown Visions is grateful for the support of the following businesses, foundations, and individuals who helped make our important work possible during fiscal year 2013:

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Business & Organizational Supporters

Advanced Central Services
Bravo Lock & Safe Co.
Christian Science Reading Room
Colonial Parking, Inc.
Community Services Building
Corporate Holdings Services, Inc.
Film Brothers Productions
Fine Stationary
Highmark BCBSDE
Kenny Family Foundation
Master, Sidlow & Associates
TMC Investments
Ushcy's Cafe
Voice & Data Solutions
Weymouth Swayze & Corroon Insurance Inc.t

Corporate Donations

J P Morgan Chase
Bank of America
Comenity Bank
Capital One 360
WSFS Bank

Individual Donors

Derek Abbott
Stephen Bailey
Richard Barney
Stuart Baron
Dan Butler
Tom Carper
Tom Casey
Edward Conner
James Corrigan
Robert & Nancy Crowe
William Ferrell
Stephen Fowle
James Hackett
Martin Hageman
Michael Haley
Julia Han
Preston Hershey
John Kaczowka
Dennis & Linda Keeler
Dr. Suzanne Kloud
Adam Landis
Scott Loehr
Michael Maggitti

Jack Maslin
Loshawn Maxwell
Kevin McGonegal
William & Kelly Minster
Robert Mulrooney
Megan Norton
Mary Okoniewski
Norman Pernick
Robert Pincus
Hal Real
Timothy Schaffer
Barry Schlecker
Porter Schutt
Michael Schwartz
Lani Schweiger
Hanifa Shabazz
Daniel & Deborah Simmons
Robert Sipple
Peggy Strine
David Swayze
Michael Szczerba
Karl Wagner
Eric Wexler
Stuart & Toni Young

WDBID MANAGEMENT COMPANY AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF ACTIVITIES

YEARS ENDED JUNE 30, 2013 AND 2012

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	2013			2012		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
REVENUE AND OTHER SUPPORT						
Revenue from Assessed Charges						
Gross Revenue from Assessed Charges	\$ 2,095,138	—	\$ 2,095,138	\$ 1,983,757	—	\$ 1,983,757
Reassessment Overages	(162,847)	—	(162,847)	(77,590)	—	(77,590)
Net Revenue from Assessed Charges	1,932,291	—	1,932,291	1,906,167	—	1,906,167
Service Contracts	208,978	—	208,978	191,991	—	191,991
Grants and Other Income	37,879	140,000	177,879	26,160	142,835	168,995
Finance Charges	17,446	—	17,446	13,471	—	13,471
Interest Income	2,349	—	2,349	2,399	—	2,399
Loss on Sale of Fixed Assets	(10,867)	—	(10,867)	—	—	—
	2,188,076	140,000	2,328,076	2,140,188	142,835	2,283,023
Net Assets Released from Restrictions	169,296	(169,296)	—	61,080	(61,080)	—
TOTAL REVENUE AND OTHER SUPPORT	\$ 2,357,372	\$ (29,296)	\$ 2,328,076	\$ 2,201,268	\$ 81,755	\$ 2,283,023
EXPENSES						
Program Services						
Safety Division	\$ 925,237	\$ —	\$ 925,237	\$ 900,043	\$ —	\$ 900,043
Cleaning Division	636,796	—	636,796	603,299	—	603,299
Marketing and Program	262,382	—	262,382	202,318	—	202,318
Total Program Services	1,824,415	—	1,824,415	1,705,660	—	1,705,660
General and Administrative	477,933	—	477,933	495,270	—	495,270
TOTAL EXPENSES	\$ 2,302,348	\$ —	\$ 2,302,348	\$ 2,200,930	\$ —	\$ 2,200,930
CHANGE IN NET ASSETS	55,024	(29,296)	25,728	338	81,755	82,093
NET ASSETS – Beginning of Year	476,076	155,095	631,171	475,738	73,340	549,078
NET ASSETS – End of Year	\$ 531,100	\$ 125,799	\$ 656,899	\$ 476,076	\$ 155,095	\$ 631,171

WDBID MANAGEMENT COMPANY AND SUBSIDIARIES
CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

YEARS ENDED JUNE 30, 2013 AND 2012

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	2013	2012
ASSETS		
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 637,199	\$ 480,586
Assessed Charges Receivable	105,387	71,266
Accounts Receivable	5,450	5,450
Prepaid Expenses	38,851	44,248
TOTAL CURRENT ASSETS	\$ 786,887	\$ 601,550
FIXED ASSETS	844,303	894,824
TOTAL ASSETS	\$ 1,631,190	\$ 1,496,374
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable	\$ 12,219	\$ 13,746
Accrued Payroll and Expenses	91,902	87,342
Assessment Overpayments	121,221	—
Deferred Revenue	40,865	40,865
Current Maturities of Capital Lease Obligation	—	6,490
Current Maturities of Long-Term Debt	50,088	40,777
TOTAL CURRENT LIABILITIES	\$ 316,295	\$ 189,220
LONG-TERM LIABILITIES		
Long-Term Debt (Net of Current Maturities)	657,996	675,983
TOTAL LIABILITIES	\$ 974,291	\$ 865,203
NET ASSETS		
Unrestricted	\$ 531,100	\$ 476,076
Temporarily Restricted	125,799	155,095
TOTAL NET ASSETS	\$ 656,899	\$ 631,171
TOTAL LIABILITIES AND NET ASSETS	\$ 1,631,190	\$ 1,496,374

THE DTV BOARD OF DIRECTORS

Financial Institutions

Phil Christian
General Manager, Chase Freedom Card Services

Jay Coane
President, Comenity Bank

Stephen Fowle*
Executive VP & CFO, WSFS Bank

Pete Hayman
Sr. Director, Online Banking Product & Customer Experience Development

Peggy Strine*
Retired, Senior VP of Public Affairs & Community Relations, Citizens Bank

Eric Wexler
VP/Facilities Optimization - Card Services, Bank of America

Government | Business Associations

Hon. Stephanie T. Bolden
Delaware State Representative

Interim Chief Bobby Cummings
Wilmington Police Department

Hon. Theopolis Gregory
President, City Council, City of Wilmington

Harold Gray
Director, City of Wilmington, Office of Economic Development

Mark Kleinschmidt
President, New Castle County Chamber of Commerce

Stan Soja
Executive Director, Wilmington Parking Authority

Law

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Partner, Landis, Rath & Cobb

Norman Pernick, Esq.*
Managing Partner, Cole, Schotz, Meisel, Forman & Leonard, P.A.

David Swayze, Esq.*
Partner, Parkowski, Guerke & Swayze P.A.

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President, Preservation Initiatives

Michael Schwartz
President, LOMA

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President, Colonial Parking

Non-Profits

Stephen Bailey
Executive Director, Grand Opera House

Stuart Baron*
Executive Director, DCAD

Jerry Bilton
Executive Director, Community Services Bldg. Corp.

Martin P. Hageman*
Executive Director, Downtown Visions

Scott Loehr
CEO, Delaware Historical Society

Robert Mulrooney
VP, Facilities & Services, Christiana Care

Local Businesses

Lisa Bolten
Director of Hospitality, Dupont Hospitality

Dan Butler
Restaurateur

Vito DiMaio
Executive Vice President, Parcels Inc./Virtual Docket LLC

Julia Han
Owner, Sports Connection

Bret Morris
Owner, A.R. Morris Jewelers

Derek Newton
General Manager, World Café Live

DTV Staff

Martin P. Hageman*
Executive Director

Michael Maggitti
Director of Operations

Loshawn Maxwell
Director of Administration

William Minster
Director of Business Development, Main Street Wilmington Program Manager

Lani Schweiger
Project Coordinator

* Executive Board Member



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