



**JULY 1, 2013 TO JUNE 30, 2015  
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 . . .

---

Operating from Downtown Visions' (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 years 2014 and 2015, approximately 428,000 pounds (214 tons) and 419,000 pounds (209 tons) of garbage, respectively, were removed from Wilmington's Downtown streets and sidewalks by our crews. Under Downtown Visions' (DTV) "green & clean" mandate, more and more of this refuse is being recycled each year.

Downtown Visions provided additional cleaning services during those years by eradicating numerous graffiti tags from Downtown buildings and sidewalks. Specifically, DTV helped beautify Downtown by erasing 249 tags in 2014 and 196 tags in 2015. DTV was also responsible for removing numerous unsightly stickers, posters, and signs from the Business Improvement District (BID): 878 (2014) and 720 (2015).

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 performed seasonal power washing, gum busting, weed abatement, and leaf removal within the BID.



# **SAFETY DIVISION**

Keeping Downtown Wilmington Safe . . .

---

Downtown Visions consistently combines efforts with the Wilmington Police Department and the Downtown Community to promote and increase safety in the Downtown area.

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 years 2014 and 2015, the Safety Ambassadors performed/reported the following essential services/information for Downtown Wilmington:

	<u>FY 2014</u>	<u>FY 2015</u>
Safety escorts	3,296	4,601
Event Patrols	1,786	1,604
Information/directions	5,963	6,057
BID camera incidents	3,078	2,877
Outside BID camera incidents	4,662	4,117
Arrests resulting from reports	373	355





# BUSINESS DEVELOPMENT DIVISION

Promoting Downtown Wilmington . . .

---

The Downtown Visions Business Development Division is charged with helping make Downtown economically healthy and sustainable. Through our Main Street Wilmington Program, which is certified by the National Trust for Historic Preservation and Delaware Main Street, it is the mission of Downtown Visions to not only make Downtown Wilmington a clean and safe environment, but a great place to live, work, and play.

The key ingredients to a strong Downtown economy are: thriving, attractive retail businesses and a growing population. Since 2010, the Main Street Wilmington program has been incredibly successful in 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. To date, more than 58 projects have been completed, including 26 complete façade restorations and 17 removals of external roll down gates!

As this occurred, we continued efforts to identify and recruit new, high quality retailers to the Downtown, and we created a database of available spaces and categories we wished to attract. [WilmingtonStorefrontProject.com](http://WilmingtonStorefrontProject.com) has information on properties and incentives for prospective new businesses. We also worked closely with existing businesses on business issues and marketing.



cultivate



1313  
INNOVATION



770 - 870

CHECK OUR  
DAILY SPECIALS  
PHONE 888-7151  
FAX 888-7148

378 - 800  
CHRP 890 - 890  
BAKED COOKIES  
BOILED EGGS 501



**DOWNTOWN VISIONS**  
MAIN STREET WILMINGTON  
409 N ORANGE ST  
WILMINGTON, DE 19801



1994

DATE 11/7/14

PAY TO THE ORDER OF Jimmy Hackett \$ 15,505.00

MEMO Facade Improvement

*Martin P. Pageman*  
AUTHORIZED SIGNATURE

⑆ 0012345678900 ⑆ 001234500 ⑆ ⑈ 000

In Memory: James R. "Jimmy" Hackett

## **DOWNTOWN VISIONS EVENTS: Music Garden / Summer In Square / Farmers' Market**

Entertaining Downtown Wilmington . . .

---

In the Summer of 2014, Downtown Visions expanded it's public-space programming by creating "Summer in the Square". In addition to our very successful Farmers' Market each Wednesday, Summer in the Square provided the popular Rodney Square Café (picnic tables and food vendors) on Mondays, Tuesdays, Thursdays, and Fridays, featuring live music every Tuesday and Friday!

Additionally, DTV held events in the Music Garden - a privately owned lot in the 400 block of North Market Street - where patrons enjoyed live music, food, and beverages.

DTV also partnered with the City of Wilmington for "Wilmington After Work", bringing live music to the 800 block of North Market Street on Wednesdays during after-work hours.

Lastly, DTV created two satellite Farmers' Markets ("Fresh Friday Markets") in both Nemours Plaza and adjacent to the JP Morgan Chase complex.





## **DOWNTOWN VISIONS EVENTS: Music Garden / Summer In Square / Farmers' Market**

Entertaining Downtown Wilmington . . .

---

In the summer of 2015, Downtown Visions continued the successful Summer in the Square program in Rodney Square. In addition, DTV increased their efforts by adding a second venue, HB DuPont Plaza. "Summer in the Plaza" consisted of picnic tables and food vendors Monday through Friday!

DTV also hosted monthly Happy Hours the first Thursday of the month in HB DuPont Plaza - featuring live music, food, and drinks.

And, as in the previous year, the two popular satellite Farmers' Markets ("Fresh Friday Markets") returned to Nemours Plaza and adjacent to the JP Morgan Chase complex.





## **SPONSORED EVENTS**

Supporting those who Support Downtown . . .

---

DTV routinely provides invaluable support via sponsorships to area programs, live concerts, special events, and much more. Services provided during fiscal years 2014 and 2015 included pre- and post-event cleaning, provision of event safety personnel, the garnering of required permits, promotion of the event(s), and, in some cases, funding.

Throughout fiscal years 2014 and 2015, DTV sponsored the Jaycee's Annual Christmas Parade, the annual Wilmington Grand Prix, the annual LadyBug Music Festival, and several IN Wilmington Block Parties. Each of these events attracted diverse audiences of both urban and suburban dwelling Delawareans. Depending on the event, attendees enjoyed features such as live music, food vendors, drinks, and other vendors (art, jewelry, non-profits).

The high level of DTV's support for these events benefited Downtown Wilmington by increasing area visibility and fostering positive relations with the public.





Photo by Joe del Tufo



**Downtown Businesses**

<b>DOWNTOWN VISIONS</b> Creative Financial Group Corporate Holding Services	<b>Out &amp; About</b> Joseph Frederick & Sons Hedge's Cultural Connection	<b>THE TROPHY SHOP</b> Brew HaHa! Comcast.
---	--	--

**Downtown Businesses**

A.R. Munn Jewelers	Wright & Simon	The Trophy Shop
Digi Graphics Design	Webb Sewe Bank Bros	Gruffio's Pizzeria
Crystal Jones Media Firm	Victoria Carter & Pines	Richards Larkin & Pines
Go-Surety   Hertz	Sports Center	



## **COMMUNITY: VOLUNTEER EFFORTS**

Promoting Corporate Social Responsibility . . .

---

Over the last two years, Downtown Visions partnered with volunteers from JP Morgan Chase and Bank of America on four projects to beautify Downtown Wilmington. Specifically, 50 back doors along Shipley Street were painted to cover years of wear and neglect, 25 decorative trash can holders were painted to freshen their appearance, and seven parks and green spaces were cleaned of trash and debris. In addition, street light poles and bollards were painted along Market Street and Delaware Avenue.



# WDBID MANAGEMENT COMPANY AND SUBSIDIARIES

## CONSOLIDATED STATEMENTS OF ACTIVITIES

YEARS ENDED JUNE 30, 2014 AND 2013

	2014			2013		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
<b>REVENUE AND OTHER SUPPORT</b>						
Revenue from Assessed Charges						
Gross Revenue from Assessed Charges	\$2,118,177	—	\$2,118,177	\$2,095,138	—	\$2,095,138
Reassessment Overages	(98,401)	—	(98,401)	(162,847)	—	(162,847)
Net Revenue from Assessed Charges	2,019,776	—	2,019,776	1,932,291	—	1,932,291
Service Contracts	233,286	—	233,286	208,978	—	208,978
Grants and Other Income	40,643	154,600	195,243	37,879	140,000	177,879
Finance Charges	20,058	—	20,058	17,446	—	17,446
Interest Income	2,385	—	2,385	2,349	—	2,349
Loss on Sale of Fixed Assets	(835)	—	(835)	(10,867)	—	(10,867)
	2,315,313	154,600	2,469,913	2,188,076	140,000	2,328,076
Net Assets Released from Restrictions	66,887	(66,887)	—	169,296	(169,296)	—
<b>TOTAL REVENUE AND OTHER SUPPORT</b>	<b>\$2,382,200</b>	<b>\$87,713</b>	<b>\$2,469,913</b>	<b>\$2,357,372</b>	<b>\$(29,296)</b>	<b>\$2,328,076</b>
<b>EXPENSES</b>						
Program Services						
Safety Division	\$947,873	—	\$947,873	\$925,237	—	\$925,237
Cleaning Division	696,870	—	696,870	636,796	—	636,796
Marketing and Program	190,560	—	190,560	262,382	—	262,382
Total Program Services	1,835,303	—	1,835,303	1,824,415	—	1,824,415
General and Administrative	588,929	—	588,929	477,933	—	477,933
<b>TOTAL EXPENSES</b>	<b>\$2,424,232</b>	<b>—</b>	<b>\$2,424,232</b>	<b>\$2,302,348</b>	<b>—</b>	<b>\$2,302,348</b>
<b>CHANGE IN NET ASSETS</b>	(42,032)	87,713	45,681	55,024	(29,296)	25,728
NET ASSETS - Beginning of Year	531,100	125,799	656,899	476,076	155,095	631,171
<b>NET ASSETS - End of Year</b>	<b>\$489,068</b>	<b>\$213,512</b>	<b>\$702,580</b>	<b>\$531,100</b>	<b>\$125,799</b>	<b>\$656,899</b>

# WDBID MANAGEMENT COMPANY AND SUBSIDIARIES

## CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

YEARS ENDED JUNE 30, 2014 AND 2013

	<b>2014</b>	<b>2013</b>
<b>ASSETS</b>		
CURRENT ASSETS		
Cash and Cash Equivalents	\$711,624	\$637,199
Assessed Charges Receivable	14,629	105,387
Accounts Receivable	5,450	5,450
Prepaid Expenses	47,453	38,851
<b>TOTAL CURRENT ASSETS</b>	<b>\$779,156</b>	<b>\$786,887</b>
FIXED ASSETS	847,488	844,303
<b>TOTAL ASSETS</b>	<b>\$1,626,644</b>	<b>\$1,631,190</b>
<b>LIABILITIES AND NET ASSETS</b>		
CURRENT LIABILITIES		
Accounts Payable	\$7,476	\$12,219
Accrued Payroll and Expenses	98,552	91,902
Assessment Overpayments	103,647	121,221
Deferred Revenue	32,865	40,865
Current Maturities of Long-Term Debt	47,144	50,088
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$289,684</b>	<b>\$316,295</b>
LONG-TERM LIABILITIES		
Long-Term Debt (Net of Current Maturities)	634,380	657,996
<b>TOTAL LIABILITIES</b>	<b>\$924,064</b>	<b>\$974,291</b>
NET ASSETS		
Unrestricted	489,068	531,100
Temporarily Restricted	213,512	125,799
<b>TOTAL NET ASSETS</b>	<b>\$702,580</b>	<b>\$656,899</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$1,626,644</b>	<b>\$ 1,631,190</b>

# WDBID MANAGEMENT COMPANY AND SUBSIDIARIES

## CONSOLIDATED STATEMENTS OF ACTIVITIES

YEARS ENDED JUNE 30, 2015 AND 2014

	2015			2014		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
<b>REVENUE AND OTHER SUPPORT</b>						
Revenue from Assessed Charges						
Gross Revenue from Assessed Charges	\$2,146,728	—	\$2,146,728	\$2,118,177	—	\$2,118,177
Reassessment Overages	(19,196)	—	(19,196)	(98,401)	—	(98,401)
Net Revenue from Assessed Charges	2,127,532	—	2,127,532	2,019,776	—	2,019,776
Service Contracts	637,918	—	637,918	233,286	—	233,286
Grants and Other Income	158,035	94,816	252,851	40,643	154,600	195,243
Finance Charges	19,810	—	19,810	20,058	—	20,058
Interest Income	3,301	—	3,301	2,385	—	2,385
Loss on Sale of Fixed Assets	(14,494)	—	(14,494)	(835)	—	(835)
	2,932,102	94,816	3,026,918	2,315,313	154,600	2,469,913
Net Assets Released from Restrictions	125,002	(125,002)	—	66,887	(66,887)	—
<b>TOTAL REVENUE AND OTHER SUPPORT</b>	<b>\$3,057,104</b>	<b>\$(30,186)</b>	<b>\$3,026,918</b>	<b>\$2,382,200</b>	<b>\$87,713</b>	<b>\$2,469,913</b>
<b>EXPENSES</b>						
Program Services						
Safety Division	\$1,298,189	—	\$1,298,189	\$947,873	—	\$947,873
Cleaning Division	706,889	—	706,889	696,870	—	696,870
Marketing and Program	354,156	—	354,156	190,560	—	190,560
Total Program Services	2,359,234	—	2,359,234	1,835,303	—	1,835,303
General and Administrative	579,878	—	579,878	588,929	—	588,929
<b>TOTAL EXPENSES</b>	<b>\$2,939,112</b>	<b>—</b>	<b>\$2,939,112</b>	<b>\$2,424,232</b>	<b>—</b>	<b>\$2,424,232</b>
<b>CHANGE IN NET ASSETS</b>	117,992	(30,186)	87,806	(42,032)	87,713	45,681
NET ASSETS - Beginning of Year	489,068	213,512	702,580	531,100	125,799	656,899
<b>NET ASSETS - End of Year</b>	<b>\$607,060</b>	<b>\$183,326</b>	<b>\$790,386</b>	<b>\$489,068</b>	<b>\$213,512</b>	<b>\$702,580</b>



# WDBID MANAGEMENT COMPANY AND SUBSIDIARIES

## CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

YEARS ENDED JUNE 30, 2015 AND 2014

	2015	2014
<b>ASSETS</b>		
CURRENT ASSETS		
Cash and Cash Equivalents	\$673,762	\$711,624
Assessed Charges Receivable	85,828	3,502
Accounts Receivable	123,095	16,577
Prepaid Expenses	55,186	47,453
<b>TOTAL CURRENT ASSETS</b>	<b>\$937,871</b>	<b>\$779,156</b>
FIXED ASSETS	789,238	847,488
<b>TOTAL ASSETS</b>	<b>\$1,727,109</b>	<b>\$1,626,644</b>
<b>LIABILITIES AND NET ASSETS</b>		
CURRENT LIABILITIES		
Accounts Payable	\$22,482	\$7,476
Accrued Payroll and Expenses	123,042	98,552
Assessment Overpayments	116,690	103,647
Deferred Revenue	40,625	32,865
Current Maturities of Long-Term Debt	29,510	47,144
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$332,349</b>	<b>\$289,684</b>
LONG-TERM LIABILITIES		
Long-Term Debt (Net of Current Maturities)	604,374	634,380
<b>TOTAL LIABILITIES</b>	<b>\$936,723</b>	<b>\$924,064</b>
NET ASSETS		
Unrestricted	607,060	489,068
Temporarily Restricted	183,326	213,512
<b>TOTAL NET ASSETS</b>	<b>\$790,386</b>	<b>\$702,580</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$1,727,109</b>	<b>\$1,626,644</b>



409 N. Orange Street • Wilmington, Delaware 19801 • (302) 425-4200 • [downtownwilmingtonde.com](http://downtownwilmingtonde.com)



Photos by Lani Schweiger