



Delaware Downtown Development Districts

DDD Program Updates
March 14, 2019

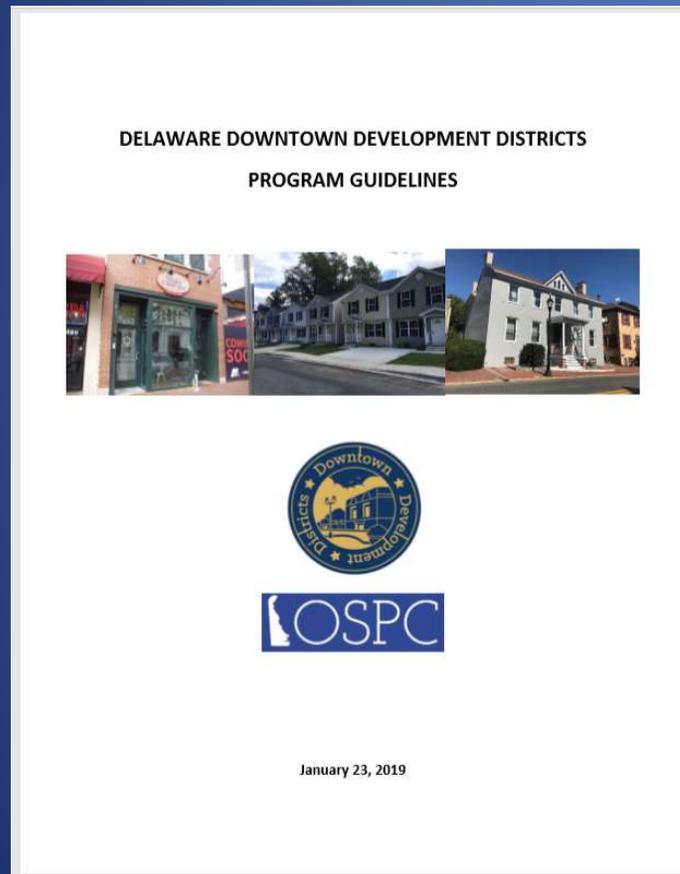
Current Status

- Dover, Seaford and Wilmington designated as Districts in 2015
- Smyrna, Harrington, Milford, Laurel and Georgetown designated as Districts in 2016
- As of December 31, 2018: **\$24** million in State investment has leveraged **\$420** million in private investment
- 119 projects (56 small, 63 large). . . and counting

FY19 DDD Application Cycle

- Governor Carney announced opening of application period on January 17, 2019 during his State of the State address.
- Application period opened January 23, 2019
- Application materials available on the DDD website. Electronic submission required.
- All application materials due to OSPC by **11:59pm, May 15, 2019**.
- Review and designation timeline TBD

NEW DDD Program Guidelines



- Released with application on January 23, 2019
- Supersedes previous versions
- Governs many aspects of DDD program

Updates / Changes for Existing DDDs

- District Administrator
- Administration of the District
- Increased Boundary Area
- Key Priority Projects

District Administrator

An individual appointed by the local elected body to be the administrator of the DDD program for that community. The District Administrator will be the chief point of contact for the District and will be responsible for all record keeping and reporting that are required by the program. The District Administrator will supervise and ultimately be responsible for all tasks involved in implementing the local government's DDD program. The District Administrator must be a local government staff person, or an elected or appointed official of the local government.

- High level staff, elected or appointed official, such as:
 - Mayor
 - Town Manager
 - Planning Director
- May supervise other staff and/or consultants
- Responsible for DDD Program administration
- Must be appointed by local legislative body

Administration of the District

- Roles and responsibilities for local governments more clearly defined
 - Additional resources available to assist
- Outreach and Marketing
 - Promotional Materials and Website
 - Direct Assistance to DDD Qualified Real Property Investors
 - Record Keeping and Reporting
 - Participation in Workshops and Events

Increased Boundary Area

- Boundary area has been increased for all population sizes
 - Existing DDDs can take advantage of this additional area through the boundary amendment process
- <9,000 population is now 85 acres (**+10 acres**)
 - 9,000 – 30,000 population is now 185 acres (**+15 acres**)
 - >30,000 population is now 250 acres (**+25 acres**)

Key Priority Projects

A specific project identified in the District Plan that is considered by the applicant to be a potential catalyst for other redevelopment activity and contribute to superior urban design or other benefits to the District. Key Priority Projects are specific projects that are expected to provide significant positive impacts to the District should they be implemented. These projects will receive priority scoring for funding through the DDD Rebate program, and may receive other benefits, such as enhanced marketing, through the DDD program.

- NEW emphasis in FY19 application round
- **Local government** may identify specific potential projects and describe their impact
- **Key Priority Projects will receive preference in scoring for DDD Rebates and may receive additional marketing support**
- May be added or amended through amendment process

Key Priority Projects

Example description of an **acceptable** Key Priority Project

The historic home at 123 S. Main Street (parcel number ____) has been vacant for many years. This is a critical corner on our Main Street, and the vacancy is depressing property values and discouraging other investment along the street. This would be an ideal project for a historic renovation and adaptive reuse to commercial and/or office space to add services and employees to our downtown area. The redevelopment will also catalyze investment in other near-by properties along this part of Main Street.

Example description of an **unacceptable** Key Priority Project

All vacant commercial buildings on Main Street.

Questions / Discussion



Contact us at:

Office of State Planning Coordination

(302) 739-3090

ddd@state.de.us

www.stateplanning.delaware.gov/about/ddd.shtml



Marketing the DDD in Your Community

Facilitated Discussion
March 14, 2019

Marketing - definitions

- the act of buying or selling in a market.
- the total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling.
- the process or technique of promoting, selling, and distributing a product or service.
- an aggregate of functions involved in moving goods from producer to consumer

First two definitions from Dictionary.com; second two definitions from Merriam-Webster.com

Questions for All DDD Towns

- **What is the “product” you are trying to sell in your downtown district?**

Answers: The DDD “Product”

- Space
- Sense of Place
- Identity
- Opportunity to succeed
- Incentives/Value
- Quality of Life
- Convenience
- Uniqueness

Questions for All DDD Towns

- What is the “product” you are trying to sell in your downtown district?
- **Who are the consumers that you are trying to reach?**

Answers: The DDD “Consumers”

- Landlords
- Small developers
- Existing merchants
- Those wishing to expand
- Homeowners
- All residents

Questions for All DDD Towns

- What is the “product” you are trying to sell in your downtown district?
- Who are the consumers that you are trying to reach?
- **What is the most effective way you have been able to “sell” your downtown district to these consumers?**

Answers: How do you “sell” your DDD

- Using relationships
 - Focused interactions or “one on ones”
 - Use small town “everyone knows everyone” to your advantage
- Handholding / Personal Service
- Passion of Town Staff
 - Conveyed to consumers
- Building off of successes
- Changing perceptions
 - Help consumers shift negative perceptions to positive
- Testimonials
 - Let successful clients market for you
- Word of mouth

Questions for All DDD Towns

- What is the “product” you are trying to sell in your downtown district?
- Who are the consumers that you are trying to reach?
- What is the most effective way you have been able to “sell” your downtown district to these consumers?
- **What tools or resources would help you improve the marketing of the downtown district?**

Answers: Resources to improve DDD marketing

- Time
 - More staff time for projects
- Money!!!
- Liaison to agencies
 - Someone familiar with local permitting processes
- Data
 - Market research & analysis
 - “Size Up” software
 - Trends analysis
- Information exchange with commercial real estate brokers
 - Targeted outreach
 - Let them know what can and can not be done on downtown properties
- Small grants for marketing, branding, web development
 - Need discretionary funds not in Town budget
- Outreach on specific programs
 - Such as Tax Credits

Questions / Discussion



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