

**CITY OF NEWARK  
DELAWARE  
BOARDS AND COMMISSIONS REVIEW COMMITTEE  
MEETING AGENDA**

**February 23, 2016 – 7:00 PM  
Council Chamber**

1. Call to Order
2. Approval of the Minutes of the January 26, 2016 Boards and Commissions Review Committee Meeting
3. Approval of the January 26, 2016 Evaluations of the Board of Building Appeals, Property Maintenance Appeals Board and the Board of Sidewalk Appeals by the Boards and Commissions Review Committee
4. Downtown Newark Partnership Presentation
5. Discussion and Potential Action Regarding the Committee Review of the Downtown Newark Partnership
6. Public Comment
7. Introduction of New Business
8. Next Meeting Date – March 22, 2016
9. Adjournment

The above agenda is intended to be followed, but is subject to changes, deletions, additions, and modifications, as permitted under the Freedom of Information Act of the State of Delaware. The agenda is posted (7) seven days in advance of the scheduled meeting in compliance with 29 *Del. C.* Section 10004 (e)(2). Copies may be obtained at the City Secretary's Office, 220 South Main Street, or online at [www.cityofnewarkde.us](http://www.cityofnewarkde.us).

**Agenda Posted – February 16, 2016**

Attest:

Sworn by:

\_\_\_\_\_  
City Secretary

\_\_\_\_\_  
Notary Public

(Seal)

**CITY OF NEWARK  
DELAWARE  
BOARDS AND COMMISSIONS REVIEW COMMITTEE  
MINUTES  
JANUARY 26, 2016**

Those present at 7:00 p.m.:

Members: Vice Chair, John Morgan, District 1  
Jo Anne Barnes, District 2  
Christopher Laird, District 3  
Roberta Sullivan, District 4  
M. Howland Redding, District 6

Absent: Rebecca Powers, At Large  
Maria Aristigueta, District 5

Guests: Mayor Polly Sierer  
Lester Stein, Board of Building Appeals  
Robert Detwiler, Board of Sidewalk Appeals & Property  
Maintenance Appeals Board  
James Dunson, Board of Sidewalk Appeals

Staff: Renee Bensley, City Secretary

1. **MEETING CALLED TO ORDER BY VICE CHAIR JOHN MORGAN AT 7:00 P.M.**
2. **APPROVAL OF MINUTES OF THE NOVEMBER 24, 2015 BOARDS AND COMMISSION REVIEW COMMITTEE**

Dr. Morgan had forwarded some changes to the City Secretary and the changes had been made. Additionally, Ms. Barnes suggested some tense changes to reflect current tense rather than past tense. Ms. Bensley wished to note minutes traditionally (best practice) were in past tense because they occurred in the past. However, this committee stated they wished, in this instance to have it reflected in the present tense.

**MOTION BY MS. BARNES, SECONDED BY MS. SULLIVAN: TO APPROVE THE MINUTES AS AMENDED.**

**MOTION PASSED UNANIMOUSLY.  
VOTE: 5 TO 0. (ABSENT: ARISTIGUETA, POWERS)**

3. **APPROVAL OF THE NOVEMBER 24, 2015 EVALUATION OF THE BOARD OF ETHICS BY THE BOARDS AND COMMISSION REVIEW COMMITTEE**

Dr. Morgan offered an amendment for the Qualifications category in the Areas for Improvement section.

**MOTION BY MS. BARNES, SECONDED BY MS. SULLIVAN: TO APPROVE THE**

**BOARD OF ETHICS EVALUATION AND RECOMMENDATIONS AS AMENDED.**

**MOTION PASSED UNANIMOUSLY.**

**VOTE: 5 TO 0. (ABSENT: ARISTIGUETA, POWERS)**

**4. BOARD OF BUILDING APPEALS, PROPERTY MAINTENANCE APPEALS BOARD AND BOARD OF SIDEWALK APPEALS PRESENTATION**

Ms. Bensley commenced with the presentation for the three boards for review and staff recommendation.

Governing Authority: The governing authority for the Board of Building Appeals was in Sec. 7-1(d) of the Newark City Code. The Property Maintenance Appeals Board was governed by Section 111 of the 2009 International Property Maintenance Code (IPMC) and was adopted in Section 17-1 in the Newark City Code. The Board of Sidewalk Appeals was governed by Sections 26-27 and 26-28 of City Code.

Qualifications: The qualifications for the Board of Building Appeals stated that members “shall be a licensed professional engineer or architect; or a builder or superintendent of building construction with at least ten years’ experience, five of which shall be from the same in responsible charge of work, not more than two members should be from the same occupation and at least one professional engineer shall be a structural or civil engineer with architectural engineering experience.”

The 2009 International Property Maintenance Code provided that members of the Appeals Board “shall be qualified by experience and training to pass on matters pertaining to property maintenance and who are not employees of the jurisdiction. The code official shall be an ex-officio member but does not have any vote on any matter before the board.”

The Board of Sidewalk Appeals had no qualifications for members outlined in Code.

Orientation/Training: There was currently no training and orientation offered for Board members.

Rules of Procedure: The Board of Building Appeals was charged with adopting its own rules of procedure, which were distributed to the Committee.

The chair for the Property Maintenance Appeals Board was to be selected annually by the membership. However, since the Board had not met annually, this had not occurred. The secretary for the Board was designated by the chief administrative officer (typically a staff member of the City in the Code Enforcement Department). The hearing procedures were outlined in the 2009 IPMC which was included as an addendum in the packet.

The Board of Sidewalk Appeals had a designated chairman from the membership and hearing proceedings were outlined in Section 26-28 of City Code.

Activity Level: The activity level of the three boards historically correlated with the

number of appeals filed. These committees meet on an as needed basis. The Board of Building Appeals has met three times in the last five years, in 2012, 2014 and 2015. They were scheduled to meet a fourth time but it was determined that the appeal that was brought to the board was not under the board's jurisdiction. There were currently three members and one alternate on the Board with two vacancies. One of those vacancies was a recent vacancy. Members were appointed to five year terms. Members were required to be residents of the City. There was no compensation for this committee.

The Property Maintenance Appeals Board had not met since 2000. There were currently five members and no alternates on the board with two alternate vacancies. Members were appointed for five year terms. Members were required to be residents of the City. There was no compensation for this committee.

The Board of Sidewalk Appeals had not met since 2005. There were currently five members on the Board, however one indicated that he would like to be replaced when a new member could be found (Alan Silverman). Members were appointed for two year terms. Members were required to be residents of the City. There was no compensation for this committee.

Reporting: The boards were required to keep minutes under the State of Delaware Freedom of Information Act. Additionally, the Property Maintenance Appeals Board was required to keep minutes as outlined in Section 111.6.1 of the 2009 IPMC. The committees had up-to-date minutes which were kept by the Code Enforcement Division staff for the Board of Building Appeals and the Property Maintenance Appeals Board and the City Secretary's Office staff for the Board of Sidewalk Appeals. None of the three boards had minutes posted on the City's website.

#### Stakeholder Viewpoints

All Board members were contacted by mail to solicit comments for the review. Several members were present at the meeting and available for questions. Jeff Bergstrom serves as the chair for the Board of Building Appeals and provided his comments to Ms. Bensley by telephone. It was his opinion that the Board of Building Appeals was functioning well and the qualifications of the members were very helpful. When asked about consolidating the three boards, Mr. Bergstrom stated as long as the membership qualifications standards were the more stringent standards of the Board of Building Appeals, he thought consolidation was fine.

Maureen Feeney Roser, Director of Planning & Development was unable to attend the meeting. Ms. Feeney Roser worked with the Board of Building Appeals and the Property Maintenance Appeals Board. Ms. Feeney Roser noted that the Board of Building Appeals had met several times over the last few years and provided a vital role in the building and construction process. In her opinion, the board members were very knowledgeable and effective. She further stated she could not point to any areas that needed improvement. She stated the vacancies should be filled by an engineer or construction manager. It should be someone not only familiar with code but construction practices. She thought it important their purpose be focused on the appeals to building code interpretation, but the best move may be to have this board handle all appeals to

provisions in Chapters 7, 14 and 17 of the City Code as the “Board of Building, Fire and Property Maintenance Appeals.” Chapter 7 is building, Chapter 14 is fire protection and Chapter 17 is property maintenance.

Dave Culver was the Code Enforcement Manager for the City. He also worked with the Board of Building Appeals. He noted he had only one contact with them so far as Mr. Culver was a recent hire with the City. He believed them to be very professional and conducted a proper meeting. He agreed with Ms. Feeney Roser’s statement regarding the possible consolidation of boards.

Property Maintenance Appeals Board – Rob Detwiler submitted his comments on the form supplied to him. He noted that during the time of his appointment the board had never met. He was appointed under former Mayor Hal Godwin, so he had been on the board for 14 years. He stated it was his opinion the board was underutilized and the board should be a step in the appeals process before going to court. He believed there was a need for education of board members.

Board member John Kalmer submitted his comments by email and he noted since the board meets infrequently it would be helpful if an outline could be done for all boards as a guide on how to conduct their meeting.

Ms. Feeney Roser noted the appeals heard by the Property Maintenance Appeals Board could be heard by a consolidated board of building/fire/maintenance appeals. She stated the board has not met in her time as Planning & Development Director (she has held the position since 2012).

Mr. Detwiler also submitted comments for the Board of Sidewalk Appeals. He noted since his original appointment the board has only met twice. He felt members should be utilized in policing existing sidewalks and overseeing new work. He thought the board was underutilized and as a member should be “eyes” on the conditions within the City. Staff did express concern regarding his suggestions on a more active policing role for the board as they were concerned that the board would not be able to serve as both the enforcers and an impartial appellant mechanism for that enforcement.

Tom Coleman is the Director of Public Works and Water Resources for the City. He noted the board has not met in his time as director. He supported the idea of consolidating the Board of Sidewalk Appeals into a joint board that would cover Building, Fire and Property Maintenance Appeals as the felt there were no issues related to sidewalks that would not be able to be considered by someone with Building Code experience.

Necessity: All three boards had narrow but thematically related duties. The boards were similar to each other in that they were appeals boards related to property issues whether it be construction or maintenance. A board to hear the appeals was necessary however, separate boards for each issue may not be. The recommendations from staff were that this committee submit a recommendation to Council to consolidate these three boards into a new board of Building/Fire/Property Maintenance Appeals. Qualifications for members of the newly consolidated boards should mirror the current qualification

requirements for the Board of Building Appeals. Additionally, a training in parliamentary procedure should be offered for all boards and commission members in 2016. An introductory training by the City Solicitor similar to what was offered for other boards may also be helpful to new members.

The Vice Chair opened the floor to questions from the table.

Ms. Sullivan asked if the alternate served the same function. Ms. Bensley replied that alternates were only called upon if one of the regular board members is unable to attend the meeting. In addition, one of the boards had one alternate member at this time. However, there were provisions for alternates on both the Board of Building Appeals and Property Maintenance Appeals Board. Neither of the alternate positions for the Property Maintenance Appeals Board were filled at this time. There was one vacancy for an alternate on the Board of Building Appeals in addition to the two full member vacancies.

Ms. Barnes thanked all for their work on the three boards and stated the City was very fortunate to have such highly qualified professional people willing to take time to serve on these boards. She thought consolidation of the boards made sense. She asked if applying the same standards of qualifications to people asked to serve on the new consolidated board would result in difficulty finding people willing and able to serve.

Mr. Stein did not see this would be problem because, although he understood that different engineers may have to be involved in different aspects, he did not see a problem with the consolidation of the boards which may be more efficient.

Mr. Detwiler thought that the Property Maintenance Board was to be a “stop gap” and would be a “hearing level” before the matter was to go to court. He had mixed feelings about the efficiency of consolidating the boards.

Mr. Dunson noted he had been a Board of Sidewalk Appeals member for at least 20 years. He stated he was a registered professional chemical engineer. To his knowledge, there had only been five or six appeals over the last twenty years. He further stated none of them had anything to do City Code or technical issues. It was his opinion there were good issues for consolidation based on the Code issues. However, he was not sure it made sense with regard to “serving the public”.

Ms. Barnes felt it may be more efficient if the boards were consolidated and then held a bi-annual or annual meeting to discuss updates in changes in the Code. Mr. Detwiler thought it would be very difficult to do a general training to people who have never had any background or knowledge of the Code. Mr. Dunson agreed in principal with Mr. Detwiler, but stated on Board of Sidewalk Appeals there was always at least one representative present at the meeting. Therefore, there was always someone knowledgeable in the Code. The only meeting he suggested was an annual meeting that would perhaps discuss what Council’s vision was of where the City is headed. Ms. Bensley stated normally when a Code update was done, it was usually adopting a new version of the International Codes, such as Building, Fire, Property Maintenance, etc. Those changes typically happened every three years with limited amendments in between. It was her opinion there may not

be frequent enough amendments to facilitate a yearly or a bi-annual training. She noted that if there was an adoption of an updated version of one of the larger Codes, that would be the time to schedule a training.

Ms. Sullivan stated when reading the minutes of a past case (Pilgrim Baptist Church) and not having the “final rules” of exactly how these hearings were decided, she found the process very interesting to see how the conclusion was reached. She asked what the process was if the City said one thing and the Board of Appeals overturned it, how that was incorporated reducing the liability of the City if something negative should happen as a result of the outcome.

Ms. Bensley stated either side had the option to appeal the decision to the court system. Dr. Morgan was surprised to hear the City could appeal the decision of one of its own appeals boards. He asked Ms. Bensley to find out if there ever has been a case where the City had appealed to Superior Court a decision of one of its own appeals boards. Ms. Bensley would clarify to ensure this was accurate. Ms. Bensley reminded the Committee that all the boards were considered impartial and rule as such.

Ms. Bensley stated Chapter 14 (Fire Protection) did fall under the Board of Building Appeals so they would be included as well in the consolidation of the boards.

Mr. Redding asked if the boards were consolidated would qualified volunteers be lost. He asked what the process would be to eliminate current board members. Ms. Bensley stated the current structure for the Board of Building Appeals and the Board of Property Maintenance Appeals was five full member and two alternate positions for each Board. She stated for example, the Board of Building Appeals, three of those seven positions were vacant. For Property Maintenance Appeals, the two alternate positions were vacant. There was also an impending vacancy on the Board of Sidewalk Appeals. These were at-large appointees with the Mayor submitting nominees to Council. The Mayor would consult with current board members to determine interest in the new Board.

Mayor Sierer reiterated there were quite a few vacancies and had been for quite some time. She further stated that knowing this review of the boards was approaching, she did not make any appointments because she did not want the situation that Mr. Redding referred to occur. If the Committee recommended and Council approved combining the boards, she believed there would be a limited number of people (if any) that had to step down. Ms. Bensley also noted there were some duplicate members on the Boards.

Ms. Sullivan asked Mr. Detwiler to expand on what he meant by the board members being underutilized. Mr. Detwiler stated there was an appeal process He stated the boards were not meant to overrule but when there were points of confusion, they could clarify.

Ms. Bensley stated that for a lot of appellate boards including Board of Building Appeals, Board of Adjustment, part of their function was to provide guidance on disagreements on Code interpretations. Therefore, if the appellant disagreed with the City’s interpretation of the Building Code or of another Code that affected their project, this was where they would appeal to. There was a difference between citizens reporting versus

it being a board function. All citizens of the City, regardless of whether they were on a board were welcome to call in any complaint they wished at any time. More of the concern was making it a function of the board if the board member said there was an issue than if the person who cited believed it was not an issue and wanted to appeal. If the Board was the instigator of that, there could be a conflict. (i.e. you do not want the same person that finds a problem to solve the problem)

Dr. Morgan asked if there was a fee for filing an appeal to any of the three boards. Ms. Sullivan stated it was listed in the Code and there was \$100 for residential and \$500 for all other structures for the Board of Building Appeals and was \$50 for Sidewalk Appeals. Ms. Bensley would check the price for Property Maintenance. Dr. Morgan felt the fees were reasonable. He wanted to encourage members of Boards and Commissions Review Committee to consider compensating the members of the boards being evaluated for several reasons. One being, they met rather infrequently and would not cost the City a lot of money. The Board of Building Appeals required the members to have a high degree of qualifications (engineers, certified architects, etc.). He felt it was important in order to have well qualified people to invest many hours in reading very technical material that the City indicate that they were appreciative of their work and he believed \$100-200 would be appropriate. He suggested having an independent Board of Sidewalk Appeals and consolidate the other two boards.

Mr. Detwiler believed that if his board was compensated then they would not be considered a completely independent perspective. He reiterated that Code issues had not come up to his knowledge during a hearing since he was on the board. He would look with suspicion to people who would seek these positions for the money. Mr. Stein concurred.

Dr. Morgan asked if anyone present thought it made sense to consolidate the two boards (Building Appeals Board and Property Maintenance). Board of Sidewalk Appeals would remain independent.

Mr. Dunson was agreeable to consolidation but stated it was important there be some regular process for giving input when it came to gauging quality of life matters as it would pertain to board issues.

Mr. Detwiler did not feel that it would be difficult to find qualified individuals who had a passion for the City of Newark.

Ms. Bensley stated there had not been any appeals to some of these boards in many years. She asked the Committee to keep in mind when asking volunteers that want to serve and give them something to do. These boards consisted of wonderful volunteers who were very knowledgeable and wanted to participate fully.

Dr. Morgan asked Mr. Detwiler if he felt he would be qualified to be on the Board of Building Appeals. Mr. Detwiler stated he would probably not be qualified at this time as he had been retired for many years. He thought a lot of talent could be lost that may not have credentials. He further stated that although he no longer had the credentials, he had the experience and was willing to give up his time to volunteer on a board. In addition, he stated

the Board of Building Appeals dealt with important legal issues that could involve the City in lawsuits. It was his opinion that problems arose if there was a large committee or board of which some members had suitable qualifications and others did not. He believed it was important to have one specific body of individuals who would hear an appeal as opposed to a nebulous group of people. He preferred to keep three separate boards with overlapping members.

Ms. Bensley noted there was currently a more onerous application process for all boards and committees and to make people go through that for multiple boards and multiple reappointments constantly may cause additional people to drop out of the process. The City was already losing board members who had served and had to fill out the new application. She thought that to make a person go through the process for two or more boards would not be encouraging.

Mr. Redding reiterated there were multiple vacancies on these boards and if the boards were not consolidated there may potentially be even more vacancies. He felt consolidation in some manner would be beneficial and made sense.

Ms. Barnes asked if credentials and qualifications could be emulated to enable volunteers who did not have the same level of credentials to be involved.

Mr. Stein felt he did not have strong credentials. When he joined the Board of Building Appeals, the expectations were spelled out so clearly with the information that disseminated to members and he was not sure why an engineer would be required to be make the decision they were tasked to make. It was his opinion if the Code was read by the members and followed, making decisions on behalf of the board was not difficult.

Dr. Morgan was puzzled and asked where the specific qualification requirements came from. He believed they made sense.

Ms. Barnes stated she had made a list of everything that would need to be aligned in order to combine these boards. She asked if it was appropriate for this board to debate certain details or was it the task of this board to make a recommendation if these boards could combined that additional research on the specifics would be done by staff. (i.e. specific departments and/or city solicitor). Ms. Bensley stated it was her belief that a recommendation from this Committee as to whether or not members thought consolidation was an overall good idea was appropriate. A basic overview of standards would apply. The actual implementation and what was involved would be detailed and handled by other individuals and would not be the responsibility of this committee.

Dr. Morgan needed more information and would not be prepared to make a definite recommendation this evening.

Mr. Redding disagreed and believed this committee had gotten off track and was prepared to make a decision to consolidate these boards.

**MOTION BY MR. REDDING, SECONDED BY MS. BARNES: TO ADOPT THE**

**CITY OF NEWARK'S RECOMMENDATION TO CONSOLIDATE THE BOARD OF BUILDING APPEALS, PROPERTY MAINTENANCE APPEALS BOARD AND BOARD OF SIDEWALK APPEALS. TO FOLLOW: THE QUALIFICATIONS ARE ASSESSED FOR THE NEW BOARD.**

**MOTION PASSED UNANIMOUSLY: 5-0  
ABSENT: ARISTIGUETA, POWERS**

Dr. Morgan stated the language in the procedure for the Board of Building Appeals (Sec. 7-1) and the language in the first paragraph stated the Board of Building Appeals shall be appointed by the City Council who shall hold office at its pleasure. It was his opinion this language needs to be "tightened up" because in practice the appointment was made by the Mayor with the approval by Council. In addition, the reasons of any potential "removal" of a board member by Mayor and Council had to be clarified in his opinion.

**6. PUBLIC COMMENT**

There was no one present from the public that wished to speak.

**7. INTRODUCTION TO NEW BUSINESS**

Ms. Sullivan asked the outcome of the presentation of the Election Board recommendation.

Ms. Bensley reported Council, at the January 11, 2016 the recommendation from the Boards and Commission Review Committee on the Election Board was presented. The recommendation had three parts. One was for a training manual, the second was for the language to be clarified regarding the appointment procedure for the committee and the third was regarding the compensation for the board members.

Council did not take any action on the first recommendation regarding the training manual because it was administrative in nature and already in process. The second recommendation as it pertained to language was passed with the clarification added the appointment would be by a majority of Council members present at the meeting; not a majority of Council members. In general, the only items that require a majority of Council as a whole are Ordinances to be adopted. The third recommendation of compensation was passed. A comparison was done with other municipalities and there was not a consistent pattern of compensation. Council requested that staff draft an ordinance to increase compensation, which would be on the February 8<sup>th</sup> and February 22<sup>nd</sup> agendas.

Ms. Bensley asked to reschedule the May meeting to May 31<sup>st</sup> as she would be out of town for a conference on May 24<sup>th</sup>. The Committee agreed.

Ms. Barnes asked for details for the upcoming two meetings which cover the Downtown Newark Partnership. Ms. Bensley stated she anticipated all the materials will be provided to this committee by the February meeting.

Dr. Morgan stated he had reviewed the transcript of the Board of Building Appeals on August 5, 2014 which detailed the Pilgrim Baptist Church. He suggested the pages be numbered on the transcript. He stated there were some surprising errors. For example, the response to a vote, the word "aye" was typed as "I". It was his opinion no one carefully went through the minutes. Ms. Bensley reported that, though not desirable, the typos mentioned did not have any relevance as far as the content of the case. This would not be held against the City should the matter be referred to court.

**8. NEXT MEETING DATE**

The next meeting is scheduled for Tuesday, February 23, 2016 at 7:00 p.m.

Dr. Morgan and Mr. Laird would complete the evaluation forms for the upcoming meeting.

**9. THE MEETING WAS ADJOURNED AT 8:46 P.M.**

Renee K. Bensley  
City Secretary

/tas

**CITY OF NEWARK  
DELAWARE**

**February 17, 2016**

**TO: Mayor and Council**

**FROM: Rebecca Powers, Chairwoman**

**VIA: Renee Bensley, City Secretary**

**CC: Boards and Commissions Review Committee Members  
Carol Houck, City Manager**

**SUBJECT: Boards and Commissions Review Committee Recommendation to  
Council on the Board of Building Appeals, Property Maintenance  
Appeals Board and the Board of Sidewalk Appeals**

At the Boards and Commissions Review Committee meeting held on January 26, 2016, the Committee made the following recommendation to be forwarded to Mayor and Council for their consideration:

**MOTION BY MR. REDDING, SECONDED BY MS. SULLIVAN: MOTION TO ADOPT THE STAFF RECOMMENDATION THAT COUNCIL CONSOLIDATE THE THREE BOARDS. AT A LATER DATE THE QUALIFICATIONS WOULD BE SPECIFIED FOR THOSE WHO WOULD SIT ON THE NEW BOARD.**

**MOTION PASSED UNANIMOUSLY. VOTE: 5 TO 0.**

**Aye: Barnes, Laird, Morgan, Redding, Sullivan**  
**No: None**  
**Absent: Aristigueta, Powers**

/rkb

**CITY OF NEWARK  
DELAWARE**

**February 17, 2016**

**TO: Boards & Commission Review Committee Members**

**FROM: Renee Bensley, City Secretary** RUB

**VIA: Carol Houck, City Manager** CHH  
**Ricky Nietubicz, DNP Administrator** RN/RUB

**CC: Mayor and Council**

**SUBJECT: Downtown Newark Partnership Review Information and Staff Recommendation**

Governing Authority

The Downtown Newark Partnership is governed by Chapter 2, Article IV, Sections 2-44 through 2-51 of the Newark City Code (attached). A history of the genesis of the DNP was provided by Maureen Feeney Roser, Planning & Development Director and former DNP Administrator, and is attached.

Qualifications

City Code provides that "The Partnership shall consist of no less than 14 members". There are three permanent members (Mayor, City Manager and President of the University of Delaware [or their designees]) and 11 additional members that are appointed by the Mayor with Council's approval, including the following:

- Two owners of Main Street businesses;
- One owner of a Main Street property;
- One chief executive or operating officer of a major corporation in or near Newark;
- One representative of a Newark bank branch;
- One representative of the media;
- One representative of a Newark cultural community group;
- One Newark resident with special interest in downtown Newark;
- One representative of the New Castle County Chamber of Commerce or Delaware Chamber of Commerce;
- One at-large Newark resident; and
- One representative of the University's Department of Hotel, Restaurant and Institutional Management.

Additionally, the chairs of the Partnership's committees (currently four) are appointed by the Mayor.

### Orientation/Training

Currently no formal training for board members is provided.

### Rules of Procedure

The Downtown Newark Partnership is charged with adopting its own rules of procedure (Section 2-46(c)). The DNP chair and vice chair are selected by the membership for three year terms (Section 2-46(a)). The DNP is required to meet at least once per quarter year "at times and places of its choosing" (Section 2-46(b)), but in practice meets monthly.

### Activity Level

The activity level of the DNP and its subcommittees has varied. While the DNP and the Design Committee have both been more active, the Parking, Merchants and Events Committees have not. While in practice, the DNP and its subcommittees are each scheduled to meet monthly, only DNP Board and the Design Committee have achieved that. The meeting breakdown over the past five years is as follows:

- Downtown Newark Partnership Board – 39 times (2016 – 2, 2015 – 9, 2014 – 7, 2013 – 6, 2012 – 6, 2011 – 9)
- Design Committee – 53 times (2016 – 2, 2015 – 12, 2014 – 10, 2013 – 12, 2012 – 9, 2011 – 8)
- Parking Committee – 34 times (2016 – 0, 2015 – 4, 2014 – 5, 2013 – 8, 2012 – 9, 2011 – 8) (none since August 2015)
- Merchants Committee – 41 times (2016 – 0, 2015 – 3, 2014 – 9, 2013 – 12, 2012 – 8, 2011 – 7) (none since March 2015)
- Events Committee – 8 times (2016 – 0, 2015 – 0, 2014 – 0, 2013 – 0, 2012 – 1, 2011 – 7) (none since January 2012).

There are currently 18 members on the DNP Board with no vacancies. Members are appointed for three year terms. Members are required to fit the descriptions outlined in Code, but are not necessarily required to be residents of the City. There is no compensation for this committee.

In late 2015, the DNP hired a consultant to help determine the future path of the group. The consultant is looking at how the DNP can move forward and how it compares to other organizations in other locations that are tasked with similar goals. The entire organizational structure is being reviewed and the DNP Board is anticipating that changes will be recommended. The consultant is currently in the process of interviewing stakeholders with the goal of being well informed to conduct public visioning sessions in the near future. She is expected to issue final recommendations for the future of the DNP by early spring.

### Reporting

Currently, the boards are required to keep minutes under the State of Delaware Freedom of Information Act and Section 2-46(d) of the City Code. There have been issues raised over the past year regarding the keeping of up-to-date minutes for the DNP Board

and its various subcommittees, which has been corrected moving forward. However, staffing changes in the Planning & Development Department as well as frequent meeting cancellations for some of the committees have meant that there has been difficulty determining the location of some sets of minutes as well as whether or not some of the meetings actually took place. Minutes are to be developed and maintained by the DNP Administrator, which was transferred to the City Manager's Office in 2015. The DNP and its subcommittees have minutes posted on the City's website.

### Stakeholder Viewpoints

All DNP Board members were contacted by mail to solicit comments for the review. The following members and staff submitted comments:

Marilyn Minster is the chair of the Downtown Newark Partnership Board and fills one of the Main Street business owner positions on the DNP. She noted that all of the members have expertise in their particular areas, were willing to give of their time with most members participating at all meetings or affairs and were actively engaged and interested. She noted there was excellent cooperation with City staff and management. She noted that the Design committee and business area events were strengths for the DNP, but that economic development and parking were areas for improvement. She felt that the public liked the DNP and was supportive of what they had accomplished. She also noted that she felt that the application to serve on the board was not appropriate as they are a volunteer group.

Carol Houck is the City Manager and serves as a permanent member of the DNP Board as did previous City Managers per Code. She noted that in recent years, the level of participation with the board has declined while the success of its current events remained stable, which was likely the result of the success of the partnership over many years and the thought that the work is done. Additionally, increased staff effort and oversight has been necessary to make the DNP events happen. She noted that the agenda for the board meetings must be better developed to provide members with a sense of truly accomplishing something. Otherwise, information could simply be sent to the members. Recent months have seen an attempt to improve this, however, additional improvement/focus would be beneficial. She noted that the recent resignation of the staff liaison to the board will require time to develop a new staff member as well as provide for current commitments, such as the April 2<sup>nd</sup> Wine and Dine event, to be honored. Volunteer recruitment for events must be improved and could benefit from the assistance of the Parks and Recreation Volunteer Recruiter who has been very successful. UD presence on the board should be reestablished upon the arrival of the new President; it is worth noting that in the beginning stages of the DNP, when it was able to create many new events and initiatives, President Roselle attended every meeting he was able to, in person. Additional outreach to citywide businesses or shopping centers should also be considered as an arm of the DNP (as now designed) understanding that the City's core business district provides strong economic development and quality of life impact for our community. She felt that the meeting makeup and timing was good if those assigned are committed/engaged. She also suggested that the selection of the Chair should occur every two years with a two term limit.

Ms. Houck also noted that the current DNP review underway with a downtown consultant should be helpful to identify options for the DNP's future growth and in turn the continued development of Newark's downtown area, including business development. She suggested that since this effort may determine that changes are warranted in the makeup of the DNP, it may be advisable to postpone this Committee's review of the DNP until that effort is complete. The review committee should be encouraged to participate in any public discussion regarding the DNP that may be a result of the completed review.

Polly Sierer is the Mayor and a permanent member of the Downtown Newark Partnership. She did not submit comments for this review on the advice of the City Solicitor in order to avoid the appearance of a conflict of interest since Mayor and Council will be considering the Committee's final recommendations regarding the DNP.

Ricky Nietubicz is the Community Affairs Officer for the City of Newark and serves as the staff liaison to the DNP in his role as DNP Administrator. He noted that the DNP has been extremely effective in providing direction for the revitalization efforts of downtown, to the point of winning the Great American Main Street award in 2011. As the majority of readily developable, and re-developable, parcels have been developed/redeveloped, and as downtown has become more firmly known as a regional dining destination, the needs of downtown have changed, and he felt it is a worthwhile endeavor for the DNP to bring in the current consultant to examine its structure and operations and determine the best path forward.

He noted there has been varying levels of interest and attendance, particularly among subcommittees. The DNP board, as of late, has taken a different approach with merchant and parking issues, tackling them directly and, if necessary, having a handful of board members and/or City staff work on particular issues or situations as a subcommittee, and reporting back to the board. In this light, a more formal restructuring may be a positive thing, and a more efficient use of staff time, to reduce the number of standing subcommittees scheduled to meet monthly.

He reiterated that the Design Committee is a very active subcommittee, and it may be worthwhile to see what positive impacts they could have outside of downtown. Their review process encourages developers to come to the table with more attractive buildings, and more bike- and pedestrian-friendly layouts to their site plans, as well as to give thought to material choices and other items. Recently, the Design Committee has undertaken efforts to beautify the alleyway between Home Grown and Mizu, led the effort to beautify the CSX property at the intersection of South Main and West Main, and is actively working with Public Works and DeIDOT on a streetscape enhancement, to coincide with the next scheduled resurfacing of East Main Street. Members of the committee not only regularly attend meetings, but devote time between meetings to further the efforts of the group.

Necessity

The DNP is not similar to any other boards or commissions. However, a determination of its necessity should await the consultant's final report on the partnership and any recommended changes to the DNP structure.

Recommendations

Staff recommends that the Boards and Commissions Review Committee postpone the final evaluation of the Downtown Newark Partnership and its subcommittees until the consultant that has been retained has the opportunity to submit her final report to the City. Once that report is submitted, it is recommended that the Committee complete its final evaluation at that time. Staff further recommends continuing to the next committee on the schedule (Community Development and Revenue Sharing Advisory Committee) at the March 22, 2016 Boards and Commissions Review Committee meeting.

Thank you for your consideration and please contact me if you have any questions.

/rkb

## Background

The Downtown Newark Partnership is a private-public partnership dedicated to economic enhancement of downtown Newark. It is unique organization born out of the economic development efforts of the old Newark Business Association – which was essentially a merchants' organization, the City of Newark, the University of Delaware and what was the Newark Parking Authority. The Parking Authority had responsibility for all off street parking facilities located in Downtown Newark -- but the organization was chartered by the State and completely separate from the City -- and therefore, essentially a free agent. Until such time as the Partnership was established, each of these individual agencies – the City, the University, the business association and the parking authority – were all working towards improving the Main Street environment for their own purposes -- which is not necessarily a bad thing -- but the problem was the individual parts were not working together -- and often they were working at odds with each other.

The lack of coordinated effort was recognized by those involved, but the structure of 4 separate entities was difficult to overcome and no one was empowered to force everyone to work together. And so Newark had varying success with our downtown efforts.

In 1997, with funding support from the City and the University, the Business Association hired the consulting firm of HyettPalma to conduct a market analysis. The analysis was designed to gain a better understanding of business operations and the market orientation of downtown; to develop a strategy to enhance existing businesses; and to attract additional businesses; and finally, to guide further enhancement and development of Downtown.

The analysis was conducted between the summer and early fall 1997. HyettPalma conducted customer, business, and student focus groups, they did 1 on 1 interviews with key individuals in the community, they had meetings with Mayor and Council, the President of the University, City and University staff, the business association and parking authority boards. They conducted site visits and surveys, and held a public visioning session.

The result was the Downtown Newark Economic Enhancement Strategy 1997. The Strategy is intended to further strengthen downtown and serve as a guide for future development. One of the key recommendations of the Strategy was to create an umbrella organization which advocates for downtown; coordinates and increases communication among the various entities involved in downtown projects; provides the leadership to move downtown forward; makes downtown's enhancement a community wide effort and priority; and provides the strong leadership necessary to decisive, relevant action.

The Partnership was developed to be that organization. It dissolved the old Newark Business Association and the old Parking Authority -- transferring the responsibilities for off street parking function to the City and brought the City and the University on board as partners in economic revitalization. Based on the principles of the National Main Street Center Approach to economic

revitalization, the Partnership is governed by an 18 member policy board -- 3 of the positions on it are permanent -- they are the Mayor, the City Manager, the President of the University and the Publisher of the local newspaper. The other 15 members represent various aspects of the Community -- property and business owners, community and cultural representatives. The Partnership Board was designed to be served by working committees. They are: the Design Committee -- this committee involves itself with the visual appeal of the street. The Merchants' Committee which helps businesses promote themselves and downtown as a whole as a regional destination, and functions as a liaison between the business community and the Downtown Newark Partnership Policy Board. The Parking Committee which advises the City on off street parking issues and operations, and develops long range plans to meet the potential parking needs. There are a series of ad hoc Special events Committees that work on downtown events throughout the year. And finally, there is a staff committee which focuses on economic enhancements, such as business retention and recruitment activities.

Each committee (except the staff committee) is designed to have representation from each of our constituencies -- business, residents, the City and UD and each bring tremendous resources to the effort. In addition, all of DNP meetings are open to the public and there is an opportunity at each for public comment.

The Partnership has created a unique environment in which the University, the City, the residential and business communities can work together toward a common goal -- the ongoing revitalization of downtown Newark -- with mutual benefits based on the belief that a vibrant attractive and successful downtown is good for the community, it's good for business and it's good for the university.

### Structure

Partnership is authorized in Code Sections 2-44 -- 2- 51.

18 -- Members. The qualifications of those serving are for lack of a better term position based: 3 permanent positions -- Mayor, City manager and UD President (or their designees) and then two business owners, one property owner, one officer of a major corporation in or near Newark, one Newark bank branch rep; one media rep; one cultural community group rep, one Newark resident with a special interest in downtown, one rep of the NCC or State Chamber of Commerce, one at-large Newark resident and one rep from UD's HRIM school and then the chairs of DNP committees which are determined by the Board to be helpful to the effort -- at present Design, Parking, Merchants and Economic Enhancement.

The Partnership Board meets once a month -- the second Thursday at 6:30 PM in the Council Chambers. The Committee are also intended to meet once a month, currently only the Design Committee consistently meets once a month -- the first Tuesday at 8 AM at various locations downtown.

## ARTICLE IV. - DOWNTOWN NEWARK PARTNERSHIP

## Sec. 2-44. - Creation of the Downtown Newark Partnership; purpose.

- (a) The Council of the City of Newark hereby establishes the Downtown Newark Partnership, hereinafter referred to as the Partnership.
- (b) The purpose of the Partnership shall be to advise the Council on matters requiring Council action concerning the economic improvement and enhancement of downtown Newark. Downtown Newark shall, in general, encompass all properties located between Library Avenue and South Main Street, and between the CSX Railroad right-of-way and Delaware Avenue, and also shall include all properties fronting on both sides of South Main Street to West Park Place. <sup>(15)</sup> The Partnership may also advise Council on matters requiring action concerning the economic improvement and enhancement of the city at large. "Economic improvement and enhancement" shall refer to the promotion of business, business recruitment and retention, commercial and residential incentive programs, promotion of public events, coordination and communication among entities involved in downtown projects, and activities including merchants, city, and university, downtown off-street parking, downtown transportation improvements, public relations, downtown beautification, and the management of the affairs of the Partnership. In addition, the Partnership shall periodically evaluate Partnership programs. The Partnership's purpose, however, shall not include those purposes and duties established in this chapter for the Planning Commission. The Partnership may carry out other duties as required by Council.

(Ord. No. 98-5, Amend. No. 1, 3-23-98; Ord. No. 07-16, Amend. No. 1, 5-29-07; Ord. No. 12-19, Amend. No. 1, 7-23-12)

*Footnotes:*

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**Editor's note**—*This sentence, as amended by Ord. No. 12-19, Amend. No. 1, adopted July 23, 2012, shall become effective January 1, 2013. Until such time, the sentence reads as follows: "Downtown Newark shall, in general, encompass all properties located between Library Avenue and Elkton Road, and between the CSX Railroad right-of-way and Delaware Avenue, and also shall include all properties fronting on both sides of Elkton Road to Apple Road."*

## Sec. 2-45. - Composition; appointment; terms.

- (a) The Partnership shall consist of no less than 14 members as follows:

- (1) Permanent members:
  - a. Mayor (or designee)
  - b. City Manager (or designee)
  - c. President of the University of Delaware (or designee)
- (2) Appointed by the Mayor with Council's approval, representing the following:
  - a. Two owners of Main Street businesses
  - b. One owner of a Main Street property
  - c. One chief executive or operating officer of a major corporation in or near Newark
  - d. One representative of a Newark bank branch
  - e. One representative of the media
  - f. One representative of a Newark cultural community group
  - g. One Newark resident with special interest in downtown Newark

- h. One representative of the New Castle County Chamber of Commerce or Delaware Chamber of Commerce
- i. One at-large Newark resident may be appointed as Council sees fit
- j. One representative of the University's Department of Hotel, Restaurant, and Institutional Management

(3) Appointed by the Mayor at the request of the Downtown Newark Partnership Chair:

- a. The chairs of Downtown Newark Partnership committees determined by the board as helpful in meeting Partnership goals and objectives.
- (b) The members shall be appointed as soon as possible upon the adoption of this ordinance. In the initial appointment of the Downtown Newark Partnership, one owner of a Main Street business, the one at-large member, and the member from a major corporation shall be appointed for three-year terms; the owner of a Main Street property, the member from the Newark Post, the member from a bank with a branch in Newark, and the member representing a Newark resident with special interest in downtown shall be appointed for two-year terms; all other members shall be appointed for one-year terms. Thereafter, all terms shall be for three years. Upon the expiration of a term of appointment, a member shall serve until his successor has been duly appointed. Reappointment to the Partnership shall be permitted.
- (c) Members of the Partnership shall serve without compensation. However, members shall be reimbursed for reasonable expenses subject to the travel and reimbursement procedures of the city.

(Ord. No. 98-5, Amend. No. 1, 3-23-98; Ord. No. 01-23, Amend. Nos. 1, 2, 11-26-01; Ord. No. 06-29, Amend. No. 1, 11-13-06; Ord. No. 09-04, Amend. No. 1, 1-26-09)

Sec. 2-46. - Chair and vice-chair; meetings; rules of procedure.

- (a) The Partnership shall select a chair and vice-chair from among its business and/or corporate members, both of whom shall serve three-year terms.
- (b) The Partnership shall meet at least once each quarter-year at times and places of its choosing.
- (c) The Partnership may establish rules of procedure for the conduct of its business.
- (d) Summary minutes shall be kept of all Partnership meetings.

(Ord. No. 98-5, Amend. No. 1, 3-23-98)

Sec. 2-47. - Partnership staff.

- (a) The Planning Department shall provide staff and related office services to the Partnership under the supervision of the city manager. The city manager shall determine the qualifications, duties, performance evaluation, and compensation of all city employees performing services for the Partnership. Other city departments may from time to time assist the Partnership under the supervision of the city manager in cooperation with the Planning Department.
- (b) The Partnership shall utilize the services of the city solicitor as required.
- (c) Other city departments shall provide administrative staff, office support, and operational assistance as directed by the city manager.

(Ord. No. 98-5, Amend. No. 1, 3-23-98)

Sec. 2-48. - Committees.

- (a)

The Partnership shall be advised by standing committees comprised of volunteer members to assist in meeting its purposes except as otherwise established in this article. The Partnership members may serve as standing committee members. The standing committees may include special events, design, business services, and economic restructuring committees. The tasks of the committees shall be set by the Partnership. Committee members shall be appointed to two-year terms by the Partnership chair, with the approval of the Partnership. Committees shall select a chair and vice-chair from among their members.

- (b) The Partnership may appoint additional limited purpose ad hoc committees for special needs as it deems necessary. Other standing committees shall be established by Council upon the recommendation of the Partnership.

(Ord. No. 98-5, Amend. No. 1, 3-23-98)

Sec. 2-49. - Parking committees; parking administration and management.

- (a) A Parking Committee, with members appointed by the mayor, with the approval of City Council, shall be established to advise the Partnership and Council on matters regarding downtown off-street parking. The Parking Committee members shall be appointed for three-year terms and may be reappointed. The committee shall elect a chair and vice-chair from among its members.
- (b) The city manager shall appoint all off-street parking employees, shall determine their qualifications, duties, performance evaluations, and compensation. Under the supervision of the city manager, the operations of downtown off-street parking shall be managed by the Planning Department. The Planning Department shall advise and seek the advice of the Parking Committee and the Partnership concerning off-street parking. Council shall retain final authority concerning off-street parking management and control.

(Ord. No. 98-5, Amend. No. 1, 3-23-98)

Sec. 2-50. - Budget.

- (a) The Partnership shall review and comment on the Planning Department's annual Downtown Newark Partnership and Parking operating and capital budget recommendations to the city manager, through the city's budgetary review process.
- (b) Any funds raised by or donated to the Partnership shall be deposited with the city in the appropriate Planning Department Partnership budget category.

(Ord. No. 98-5, Amend. No. 1, 3-23-98)

Sec. 2-51. - Conflicts of interest.

- (a) A conflict of interest may exist when the interest or concerns of any member of the Partnership may be seen as competing with the interest or policy of the Partnership.
- (b) Any possible conflict of interest shall be brought to the attention of the Partnership by the member concerned.
- (c) When any such conflict of interest is relevant to a matter requiring action by the Partnership, the impacted member shall call such conflict to the attention of the Partnership and shall not vote on the matter.
- (d) When there is any doubt as to whether a conflict of interest exists, the Partnership member shall seek the advice of the City Solicitor or an advisory opinion from the city's Board of Ethics.

(Ord. No. 98-5, Amend. No. 1, 3-23-98)

Secs. 2-52—2-64. - Reserved.



**BOARDS AND COMMISSIONS REVIEW COMMITTEE REPORT**

Name of Board/Commission/Committee: Newark Downtown Partnership

Representatives Present For Review: Mariliza B. Minster - chair

CATEGORY	ASPECTS	AREAS OF STRENGTH	AREAS FOR IMPROVEMENT	COMMENTS
Governing Authority	City Code and/or resolutions governing the body			
Qualifications	Are the required qualifications appropriate for the body?			<p>Application to serve on the Board is not appropriate -</p> <p>We are a volunteer group - appointed by the Mayor</p>

CATEGORY	ASPECTS	AREAS OF STRENGTH	AREAS FOR IMPROVEMENT	COMMENTS
Orientation/ Training	Existing orientation and/or training for the body			All volunteers have expertise in their particular areas.
	Level of participation by members of the body in the above training			Very good most willing to give of their time
Rules of Procedure	Selection of chair and other officers			Election by board members
	Meeting procedures			Informally Roberts Rule of order
Activity Level	Amount of active participation by members			Most member participate at all meetings or affairs

CATEGORY	ASPECTS	AREAS OF STRENGTH	AREAS FOR IMPROVEMENT	COMMENTS
Reporting	Existing reporting requirements			minutes for each meeting and committee meetings
	Compliance with existing reporting requirements			
	Appeal process for decisions of the body			
Stakeholder Viewpoints	Views of members of the body being evaluated			All members are actively engaged and interested
	Views of department heads who work with the body			Excellent cooperation with City staff and management
	Views of the public who interact with the body			The public likes DNP. Very supportive of what DNP has accomplished

CATEGORY	ASPECTS	AREAS OF STRENGTH	AREAS FOR IMPROVEMENT	COMMENTS
Necessity	Scope of duties	Design committee for business free events	Economic Development parking	More diverse activities not fast food need a parking garage
	Similarity to other bodies			None

**Activity Level**

1. When is this board or commission required to meet?  Monthly  Quarterly  Annually  As Needed  Other (Explain) \_\_\_\_\_
2. In the past five years, this board or commission has met \_\_\_\_\_ times. Its last two meetings were on 2-15-15 and 2-11-16.
3. Do the minutes of this board or commission maintained by the City appear to be complete and up-to-date?  Yes  No  
If no, identify any apparent deficiencies: \_\_\_\_\_
4. How many members are on this committee? \_\_\_\_\_
5. How many vacancies are currently on this committee (number and percentage)? \_\_\_\_\_

**Board Membership**

6. How long is a committee member's term on this committee?  1 year  2 years  3 years  Other (Explain) 4 years
7. Is City residency a qualification for membership on this committee?  Yes  No
8. If City residency is not a requirement, does this committee have any members who are not City residents?  Yes  No

9. How long is the committee chair's term on this committee?  1 year  2 years  3 years  Other (Explain) 1 1/2 years

I have served 1 1/2 years before DUP. was a member of Newark Business Assoc. I have been in Newark  
10. How is the Chair selected for this committee?  Volunteer  Elected by Committee  Appointed by Mayor

and feel that DUP. has accomplished a lot - for the improvement of the business area and the Newark Shopping Center  
11. How much is the compensation for this committee? 0

**Final overall recommendations of the Boards and Commissions Review Committee:**

Approved by the Boards and Commissions Review Committee on \_\_\_\_\_, 2016.

Vote: \_\_ to \_\_.

Attest:

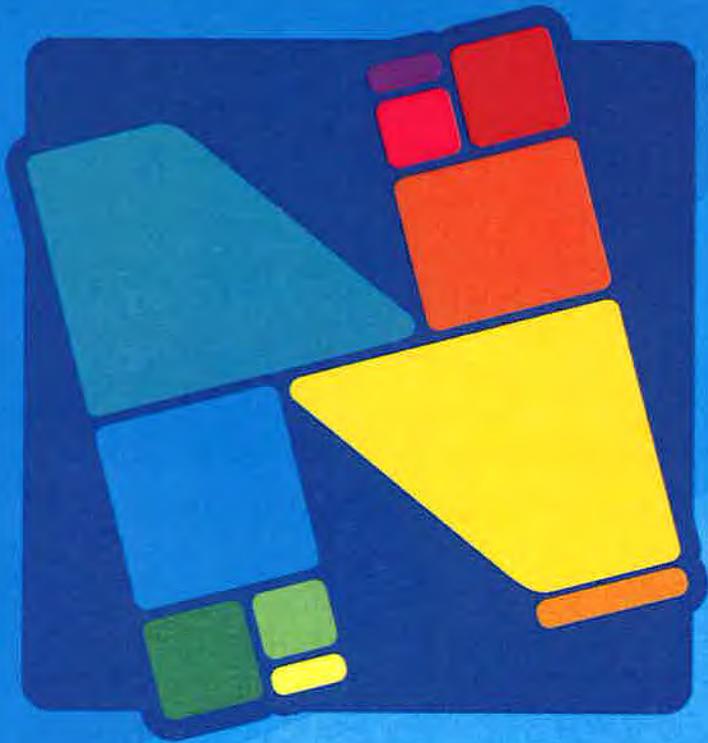
\_\_\_\_\_  
City Secretary

\_\_\_\_\_  
Chairperson  
Boards & Commissions Review Committee

**For Office Use Only:**

**Date Submitted to Council:** \_\_\_\_\_, 2016

**Action Taken by Council:**



2015  
ANNUAL REPORT  
DOWNTOWN  
NEWARK PARTNERSHIP

was purchased by Fiserv, a major, multi-national financial services company, which, unfortunately, decided to wind down its prepaid card operations earlier this year.

Fortunately, we were able to set up a new program through TransCard Solutions, which will offer the same functionality as our prior program and more. Although there has been an unfortunate time of a few months when we were unable to sell new cards as we made the transition, we are very pleased that the new system is up and running in time for the holiday season, and we look forward to continuing the upward trend of our sales for years to come!

### Enhanced Municipal Services

We would be remiss to not mention the daily support that we receive daily from our City government, keeping our downtown clean and safe for all residents and visitors. Mornings begin with a thorough cleaning of our sidewalks, and street trees provide visual interest. As the day turns to night, police foot patrols keep visitors safe as they shop, sip and stroll their way from one business to the next. When the flakes fly, our Parks & Recreation crews take to their plows, and make sure that our parking lots are open for business, helping to make sure that our businesses can stay open as well.

Security in our downtown is further enhanced by a network of continuously monitored, as well as recorded, cameras throughout our downtown. Installed by the police with the help and support of our city Information Technology Division, these cameras provide a constant watchful eye on the street, helping to deter crime as well as provide rapid responses when they are necessary.

A significant savings in labor, as well as traffic congestion, was recently realized as our Public Works crews converted conventional trash cans to solar-powered compactors, requiring only weekly, rather than daily, emptying, as well as providing recycling options for the environmentally conscious. Perhaps the best feature is that the new refuse and recycling compactors are "smart," capable of notifying crews when they are full or malfunctioning.

### Looking Forward

We are fortunate to have a number of dynamic, interested and motivated volunteers among our engaged community of businesses, and we are constantly seeking input. We know that the coming decades will bring even greater success, and, of course, a few challenges along the way, and we look forward to learning what the future will bring, together. So, whether it's an idea for a new event, a suggestion to more efficiently operate our parking lots or a program that could be implemented to foster a friendlier business climate, please bring it to us! The DNP Board meets in the City Council Chambers, located in the Municipal Building, the second Thursday of each month, at 6:30PM, and is eager to listen to your suggestions. Can't make it to a meeting? Feel free to contact any of our board members, or our DNP Administrator, Ricky Nietubicz, at any time.



**DOWNTOWN**  
**Newark Partnership**

October 19, 2015

Greetings,

With great pride as the leader of a dynamic board, I present this Annual Report of the Downtown Newark Partnership. As we enter our seventeenth year as an organization, I ask that you review the efforts of our staff and volunteers, who have worked tirelessly to continue to foster the positive growth of our lively, safe, vibrant downtown district.

We have accomplished many great things in seventeen years, and we have become a national leader in downtown redevelopment efforts, receiving a Great American Main Street Award in 2011 from the National Trust for Historic Preservation. This wasn't the end of our journey, of course, and over the most recent years we have continued to see strong investment in our downtown and successful businesses.

This year, we celebrated the completion of one of the longest-running desires of our Board as we cut the ribbon of the renovated Newark Shopping Center, rounding out a long list of desired accomplishments originally created in 1998. Having passed this milestone, we are more excited than ever for what the future might bring, and I invite everyone to share your vision for our downtown decades in the future!

Sincerely,

Marilyn Minster  
Minster Jewelers  
Chair, Downtown Newark Partnership

to install pavement markings that are directly in front of motorists as they drive down the street. The markings were relatively inexpensive, but securing approval for their installation was complicated by the limited guidance provided by the Manual on Uniform Traffic Control Devices (MUTCD). However, by working with our dedicated Public Works staff and their DeIDOT counterparts, approval was secured over the summer, and the markings were installed shortly thereafter.

So far, feedback has been extremely positive, in that they call attention to lot entrances in time for passing drivers to look around and spot them. We're proud to be pioneering this type of effort here in Newark.



Hot item: Crews install pavement markings by melting them to the road surface, much more durable than paint

#### Parking Study

As part of the ongoing conversation regarding the supply of, and demand for, parking in Downtown Newark continues, City Council commissioned a study by Tim Haahs and Associates this spring to provide a professional assessment. After reviewing utilization of spaces available to the general public, the consultants determined that though during much of the day ample parking is available, during peak times the supply of spaces is relatively tight, a trend that is likely to continue with the continued growth of the business and residential communities. The full report can be found on the City of Newark website, [cityofnewarkde.us](http://cityofnewarkde.us).

#### Gift Card Program

Our gift card program is a great tool to promote our downtown, give residents and visitors a convenient shopping tool, and, most of all, to foster the commitment of real spending with our downtown merchants. Hundreds of thousands of dollars have flowed through the program over the years, both from simple purchases, and from extremely popular promotional opportunities, from single-card giveaways to the ever popular Small Business Saturday promotions. Running through traditional credit card networks, any merchant's point of sale system can be quickly programmed to recognize the cards with only a quick swipe of a programming card.



Our gift card program replaced paper gift certificates when it went live on December 17, 2009, and has consistently grown, year over year. Our program was originally set up through Maverick Solutions, which

assist with logistical needs, sponsor solicitation and promotion. We are happy to assist in any way that we can, and we are eager to hear any and all ideas!

## Parking

As it is in most urbanized downtown districts, parking is always a topic of conversation here among DNP members, and, of course, our customers and visitors. We are proud to say that since the inception of the DNP, we have nearly tripled available public off-street parking from just over 200 spaces in 1998, to 577 today. An additional 150 off-street spaces are available on a permit-only basis. On-street meters have greatly improved as well, from spotty reliability and frequent malfunctions to our current inventory of 459 modern, credit card enabled “smart” meters.

Most importantly, management of our parking inventory has been positively changed from a minor concern to a professionally run City division. Maintenance, from clearing jammed tickets to regularly cleaning up litter and debris in our lots is the primary focus of a dedicated staff. This year, the parking experience for our visitors became a bit friendlier, as our Parking Enforcement Officers transitioned out of the Newark Police Department and became Parking Ambassadors within the Parking Division. This may seem like a small change, but our goal is to emphasize that while compliance with regulations is necessary, it’s our goal to make every visitor’s experience as positive as possible!

## Parking Validation

Few things make a parking experience more positive than parking for FREE, and that’s exactly what our patrons can do through our Parking Validation program, in which 60 businesses currently participate. When customers park in our off-street lots, and patronize our participating businesses, they are provided with tokens that each represent some time period, typically 30 or 60 minutes, of parking. When presented to our staff upon exit, or to the automated equipment in Lot 1, the represented time is deducted from the amount that they owe, potentially all the way down to zero! Businesses are billed monthly for the number of validations they issue, at 50% of their face value. This is a great incentive to encourage customers to utilize our off-street lots for a stress-free, and ideally cost-free, parking experience.

## Improved Parking Wayfinding

For many years, we have worked to improve the awareness of our off-street parking lots, and better direct motorists who are unfamiliar with Downtown Newark to park in them. In addition to their lower hourly rates for meters, availability of validation and the fact that they allow visitors to park stress-free and pay upon their departure, there are simply many more spaces available in our off-street lots than on-street.

A common concern that was voiced, however, was that it could be difficult for new or infrequent visitors to locate their entrances, as there are numerous side streets, alleys and driveways intersecting Main Street, some of which lead to public parking lots, but with others leading to private lots where visitors may be towed, or simply down driveways or side streets without parking available. Prolific signage, not only for businesses but also to mark intersections and other traffic regulations, presents a challenge, as it’s difficult for drivers at times to discern one sign from another.

Unusual challenges are, of course, best solved with unusual solutions. Rather than adding to the mix of signage above and next to motorists, we worked with our Public Works and Water Resources Department

## Introduction

Founded in 1998, the Downtown Newark Partnership (DNP) is a public-private partnership between the City of Newark, our business and residential communities, and the University of Delaware, dedicated to the preservation and improvement of our 250-year-old central business district. Governed by a policy board that is appointed by our Mayor & Council, who represent a wide variety of occupations and positions within our community, the DNP employs the National Trust for Historic Preservation’s Main Street Program to balance the preservation of our unique history with the economic development and restructuring that will keep our city vibrant for years to come.

Over the past seventeen years, the DNP can boast many great accomplishments, all of which are the result of strong teamwork and partnerships with interested business owners and managers, and dedicated residents who generously volunteer their time each year. It would be impossible to catalog all of the day to day items that we address for the betterment of our downtown, so in this Annual Report, we will focus just on the most significant accomplishments of the past year. We’ve cut many ribbons, welcoming several new businesses to our downtown, and we expect to welcome even more over the coming year. We celebrated the grand re-opening, renovation and 60<sup>th</sup> anniversary of the Newark Shopping Center, marking a major milestone in our continued redevelopment.

We will also look ahead to the future, we look forward to continuing our evolution as an organization, as a business district, and as the heart of our city.



A Milestone Indeed: Mayor Sierer and Atlantic Realty Company President David Ross share the honor of cutting the ribbon to reopen the Newark Shopping Center

## Ribbon Cuttings

We welcome every opportunity to celebrate a new addition to our business community. Some highlights from the past year:



Following a lengthy renovation and significant transformation, Grain Craft Bar + Kitchen joined our restaurant community in time for Food and Brew Fest in late July

Duck Donuts, a destination in the Outer Banks that, interestingly, is headquartered here in Newark, started making donuts to order on Main Street late this summer



Del-One, a local credit union, joined our Downtown community this fall



## National Night Out – August 4

Newark proudly joined the over 16,000 communities nationwide who celebrate National Night Out on the first Tuesday in August. Created in 1984 as a way to highlight communities' safety by bringing together the general public with members of the law enforcement and first responder community, we made sure to bring the event to Downtown Newark with a distinct local flair. Academy Street was closed for the evening to make room for the Newark Police Department, University of Delaware Police Department and Aetna Hose, Hook & Ladder Company to mingle with the public.

Hamburgers, hot dogs and UDairy Creamery ice cream were given away, and kids could take a turn at no charge in a moon bounce. Musical entertainment was provided by James & Matt Acoustic, and both police and fire/rescue demonstrations kept the crowd interested in learning how our first responders train every day to keep the public safe. Perhaps most importantly, the stars of the viral #HugACop video were available for photos.



## Taste of Newark – September 27

Once again, our diverse restaurant community partnered with the University of Delaware Hotel, Restaurant, and Institutional Management program for another highly successful fundraiser! We again were able to offer online pre-sales, an option which becomes more popular each year. By modifying our check-in process, we were able to process attendees much more quickly through our gate. We further enhanced patrons' experiences by replacing our past "battle of the chefs" with a much more robust series of cooking demonstrations that carried throughout the day. Feedback has been extremely positive, and we are very thankful for the efforts of the event's co-chairs, Mayor Polly Sierer, former Mayor Vance Funk and Sheryl Kline Director of HRIM, as well as all the student volunteers who provide the labor that makes the event happen!

12th Annual  
Taste of Newark

## Event Assistance

In addition to our largest, district-wide, events, a number of businesses, organizations and local entrepreneurs have created a wide variety of events that the DNP is happy to assist with throughout the year. These range from small gatherings and ribbon cuttings where we are able to leverage our communication tools to connect interested parties, to larger events, such as Free Comic Book Day, Back to the Future Day, Grassroots' Fall Market, and the Newark Arts Alliance's Harvest Arts Festival, where we

## Food & Brew Fest – July 25

We had another extremely successful year partnering with Out & About Magazine for Newark Food and Brew Fest! We were fortunate to have nearly perfect weather, and the crowds, as always, numbered in the thousands. Participating restaurants included Ali Baba, Arena's,



Buffalo Wild Wings, Caffe Gelato, Catherine Rooney's, The Deer Park Tavern, Del Pez, Grain Craft Bar + Kitchen, The Delaware Growler, The Greene Turtle, Home Grown, Iron Hill Brewery, Kildare's, Klondike Kate's, Santa Fe, The Stone Balloon Ale House and Taverna Rustic Italian, all of which reported that it was a good day for sales. Out & About staff were on the Academy Lawn offering their ever popular root beer tastings, and their supply, equal to what was

brought in previous years, was exhausted faster than ever, less than an hour into the event!

This year we put into action a promotional concept that has long been discussed, distributing "save the date" coasters via participating restaurants, starting during New Night Downtown. The coasters were very well received, but we discovered that it would be better to begin

distributing them earlier in future years, so that restaurants can work them into their regular rotation of stock.

As the craft beer scene continues to grow, our restaurant community is able to reap the benefits through this event. It was hardly surprising that our supply of souvenir sample mugs, much like the supply of root beer, was exhausted faster than in previous years given the continued growth in interest in craft brews and the ever-growing knowledge of our annual festival. Following the event, some participants recommended that a larger supply (possibly paid for by increased fees) or a small fee for the mug that entitles the holder to special discounts could be considered. We look forward to continuing to partner with Out & About to continue the growth of this event into the future!



Attendees lined up on the Academy Lawn to sample Abita's finest root beer

## Design Reviews

Each year, the volunteers of our Design Committee reviews a number of projects that are proposed for construction in our downtown, prior to their review by Planning Commission and, ultimately, City Council. Since the Committee has published detailed Design Guidelines, developers and architects are able to design high quality buildings that are, most often, met with favorable reviews from the committee. In many cases, the committee is able to offer architectural suggestions, so that the project can be further refined before it is brought to later approval stages

This year, in addition to new projects for review, two projects already underway were brought back to the design committee for further review of modifications that were being made to the designs as construction progressed. The first of these projects, the apartment building under construction behind the Newark Shopping Center, was met with favorable reviews after being referred back to the committee by City Council.

The second such project involved the opening of a Qdoba Mexican Grill in the building under construction at 58 East Main Street. As the original review of the structure was completed long before construction began, and, of course, long before tenants were known for the first floor retail spaces, there was little commentary from the committee initially on the space. However, the design proposed by Qdoba differed significantly, in terms of materials, colors, style and texture, from the original design of the building, which featured black awnings as seen in the left hand side of the below rendering:



The Committee does encourage the use of unique designs, but there were some concerns about the proposal. In particular, Committee members were concerned about how different the colors and

materials were from not only neighboring buildings, but the remainder of the 58 East Main Street building itself. Concerns were also raised that the signage, including the sign on the south side of the building and the large "Q," may exceed what is allowed by the sign code.

The Committee provided a great deal of feedback to the designers of the building, who were able to revise their design so that it fit more closely with the rest of the 58 East Main Street building, Downtown as a whole, and still maintain their unique corporate brand. The revised submission, currently under construction, is below:



Mixed-use buildings, such as 58 East Main Street, among countless others, featuring commercial first floors and residential space above, have been the primary focus of the Design Committee, as they represent a very efficient use of limited downtown lot sizes. As much of our downtown has redeveloped, however, future opportunities for further redevelopment are often on side streets, where proposed projects' focus is more residential than commercial. The Committee is actively seeking to revise the Design Guidelines to better address these types of projects, providing more specific guidance to developers and streamlining the review process.

In another twist, the Committee was asked to review two projects outside of the designated Downtown Newark district this year, 60 North College Avenue, a mixed-use redevelopment, and Pike Park, a residential development on Chapel Street. While 60 North College presented a more typical mixed use building, and was a property adjacent to, though not within, Downtown, the Committee was able to provide valuable feedback to the developer.



Perhaps the most basic change that was made was the date of the event; by moving to the second weekend in June, we found that we did not conflict with either Alumni Weekend (the first weekend) or Firefly (the second weekend). The times of the event were the same as 2014, starting at 3PM and ending at 9PM, and the overall event "footprint" of the event remained the same as well, East Main Street from Chapel Street to College Avenue.

Registration for the event was also opened to all businesses and organizations through a tiered model. In this way, downtown businesses were given the first opportunity to register for space during the event, followed by businesses with Newark business licenses located outside of downtown, and finally, businesses and organizations outside of Newark city limits had the opportunity to register. We received vary

positive feedback from all stakeholders, including the business community, community organizations and those who attended the event, and we plan to use a similar strategy next year.

During the event, we added a new twist to interactive social media, playing a game of "hide and seek" with attendees. It was extremely well received, and several event attendees located DNP Administrator Ricky Nietubicz during the event and were rewarded with donated gift cards from our downtown restaurants. Winners were always happy, and looked forward to returning to downtown to spend their prize!



One lucky group of Twitter followers receiving a Home Grown Café gift card

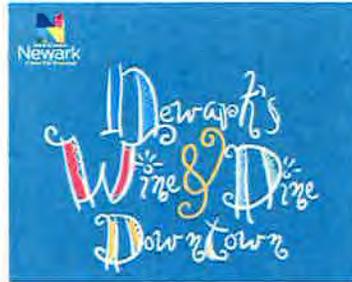
As we did in 2014, we partnered with Wilmington-based Gable Music Ventures to coordinate music for the event. Based on feedback from the prior year, we contracted for stages and amplification equipment as well, for minimal additional cost, to add to seating areas near where performers were located. Feedback was universally positive about our music.

Once again, our Parks and Recreation staff put together a fantastic Kids' Games area on the street just to the west of Grotto Pizza and Newark Deli & Bagel.

We could not be more thankful for the support of municipal services that make this event come together. Starting weeks prior to the event, we rely on our Electric Department, Public Works and Water Resources Department and Police Department from the very first stage of planning until the street is reopened to vehicular traffic, and we greatly appreciate their support.

**Wine & Dine – March 28**

Despite less than optimal, unseasonably cool, weather, that included snow flurries in the evening, this year's Wine & Dine Downtown was a resounding success. We were proud to feature thirteen restaurants, including our two newest venues, Arena's and the Stone Balloon Ale House. Everyone had a great time, and we were extremely pleased to see that several of our restaurants featured entertainment offerings throughout the day!



**Mayor's Bike Ride – May 16**

We're proud to count Newark as one of the most, if not the most, bike-friendly cities in Delaware, which, in turn, is ranked the third most bike friendly state in the nation. Biking is an important industry here in downtown Newark, as we have three bike shops, and countless riders using nearby facilities on a daily basis, not to mention the countless residents who arrive in downtown from outlying areas via bicycle, especially when the weather is favorable.



Mayor Sierer coordinated a five mile bike ride, starting and ending at the Rittenhouse Station parking lot on South Main Street, along with a bike festival after, to raise awareness of cycling in Newark.

**New Night Downtown – June 13**

Now in its second year, New Night Downtown is proving to be the signature summer kick-off event that provides fun for the whole family, and growth and promotional opportunities for our business community. We are proud to say that we spent a significant amount of time gathering feedback after our inaugural event in 2014, and were able to incorporate numerous suggestions and requests that resulted in very positive changes for the 2015 event.



Pike Park was even more unique, as the project is somewhat removed from the downtown, but the developer felt that the input of the Committee would be useful in refining the materials and colors for the proposed buildings, which are located in a rapidly growing area of Newark. The history of the site is a bit complex, but for a variety of reasons, underground utilities and stormwater facilities are already in place from a previous developer, limiting the current developer's ability to make adjustments of structure locations without costly underground work. By seeking the input of the Design Committee, the final design featured a number of color, material and texture variations, making use of durable, low-maintenance materials, that will continue to be attractive, from all sides, for years into the future.



Townhouse design for Pike Park

All of the members of the Design Committee greatly appreciate the value that is placed on their opinion, and the Committee is happy to provide assistance to any and all developers throughout Newark.

### Repainting of CSX Bridge over Kirkwood Highway



Now nearly a decade old, the CSX bridge that passes over Library Avenue as it becomes Kirkwood Highway has become not only a great gateway to Downtown Newark, but a symbol of Newark as a whole. Painting of the original mural, though completed in just a few short weeks, was no easy task. Securing permission to clean and paint the structure from CSX, and permission to work over the busy roadway, was a lengthy process. Once permission was secured, original lead based coatings on the steel structure had to be professionally removed, then the structure primed and painted.

It has been clear, however, that the effort was very much worthwhile, as the artwork from the bridge mural has become symbolic of Newark and our vibrant downtown. As with most investments, maintenance is required. In particular, we found that the mural had faded with sun exposure, while some areas had been shaded, accentuating the difference. We were fortunate to be able to hire the original artist to return and re-touch the mural, adding new embellishments as he progressed. We're confident that the mural will remain a vibrant symbol of our community for years to come!

### CSX Sculpture Garden

A project that has been in the works for many years, we look forward to beginning work to make this beautification initiative a reality this spring. After many hours of volunteer and staff time were invested, we are happy to report that an agreement to allow for our use of the property has been received from CSX, and is currently pending DelDOT review, with approval expected in the very near future. We look forward to making this a reality!



### Small Business Saturday

Each year we kick off our holiday season with Small Business Saturday, a national event sponsored and promoted by American Express, in support of the small business community. Our merchants have reported that it has been remarkably successful not only to build sales at the beginning of the holiday season, but to raise awareness of their establishments that remains throughout the major shopping season and beyond.

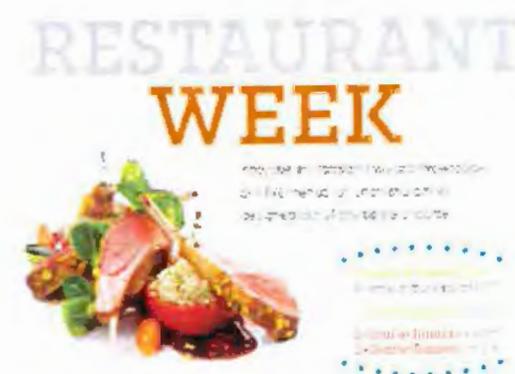
This year, the Downtown Newark Partnership continued our "Buy One, Get One" gift card sale, when customers purchased a \$50 gift card, they received a \$25 card free of charge. Hundreds of cards were sold throughout the day. Most importantly, the funds on these cards remained downtown, and proved to be great benefit to our merchants in the traditionally slower post-holiday season, as their recipients returned to our downtown to spend them.

Once again this year, our partners at the University of Delaware Barnes & Noble bookstore provided a Grinch character to "steal" our Storefront Decorating Contest, of course taking some time to mingle with visitors during the day. Bookstore staff also provided free hot cocoa to passerby on the street during the day.

With the trophy "up for grabs," merchants decorated their storefronts for the holiday shopping season and were eventually judged by a panel of volunteers to determine a winner. To deliver the Storefront Decorating Contest trophy, the Barnes & Noble staff came prepared with a Santa, to deliver awards to the lucky winners!

### Annual Events

Each year, the DNP coordinates several events that help to raise awareness of our downtown and our businesses, and, of course, generate some sales along the way. We are also proud to partner with the Newark Parks & Recreation Department to assist with the preparation, promotion and execution of several other events, including Community Day, Winterfest, and several parades!



### **Restaurant Week – January 19-25**

Everyone loves a reason to get out of the house in the post-holiday doldrums of January, and our Restaurant Week is a great opportunity to try new restaurants or find new menu items at your old favorites! This year, Ali Baba, Buffalo Wild Wings, Caffe Gelato, Catherine Rooney's, The Deer Park Tavern, Del Pez, Home Grown Cafe, Klondike Kate's, Santa Fe, The Stone Balloon Ale House and Taverna Rustic Italian came together to offer prix fixe menus for lunch and dinner to suit everyone!

**16**

*Downtown Newark*  
Partnership

2014 Annual Report

*Our Sweet Sixteen*



**DOWNTOWN**  
Newark Partnership



# DOWNTOWN Newark Partnership

November 13, 2014

Greetings:

It is with great pride that I, along with our countless volunteers, present this Annual Report, as we celebrate our sixteenth anniversary as an organization. When you review the work of our active organization, I am sure you will agree that much can be accomplished through determination, dedication and teamwork. Residents, merchants, the City of Newark and the University of Delaware have come together to further enhance a lively downtown district that is truly a regional destination.

This report boasts the best work of our Events, Merchants, Parking, Economic Enhancement and Design Committees over the past year – and anyone can imagine how much our organization has accomplished in such a short period of time. We are proud of the reinvestment in our downtown we have seen over recent years, and the interest in Newark within the region and beyond.

We celebrate our past, and we look forward to continuing to enjoy preserved landmarks alongside newly renovated or constructed buildings. Thank you for your interest in Downtown Newark, we are happy to have such an engaged and interested community to assist with our efforts in downtown Newark, where – “It’s a New Day Every Day!”

Marilyn R. Minster

Chairperson



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## **2014 Downtown Newark Partnership Board Members:**

**Dawn Calzada**, Mid Atlantic Ballet

**Bob Chadwick**, New Castle County Chamber of Commerce

**Joe Charma**, Chair of the Design Committee

**Carl Georigi**, Platinum Dining Group

**Ryan German**, Caffe Gelato

**Patrick T. Harker (Rick Deadwyler as Representative)**, President, University of Delaware

**Carol Houck**, City Manager

**Sally Miller**, Parking Committee Chair

**Marilyn Minster (DNP Chair)**, Minster's Jewelers

**Amy Plante**, M&T Bank

**Cari Rogers**, Moxie Boutique

**Thomas Rogers**, Newark Resident

**Reid Rowlands**, World Class Supply

**Maureen Feeney Roser**, Planning and Development Director

**Polly Sierer**, Mayor

**William Sullivan**, Courtyard by Marriott UD

### **Staff:**

**Ricky Nietubicz**, DNP Administrator/Planner

**Tommy Atadan**, Research Aide

**Elizabeth Dowell**, Secretary

**Anna Gill**, Intern

### **Also serving on the Board of Directors in the past year:**

**Vance A. Funk, III**, Former Mayor

**Jerry Clifton**, Acting Mayor

Now celebrating our sixteenth anniversary, the Downtown Newark Partnership is a private/public partnership dedicated to the enhancement of downtown Newark, Delaware. The Partnership has created an environment in which the City of Newark, businesses, residential community and the University of Delaware can work together toward a common goal: the ongoing enhancement of Downtown Newark. The effort has fostered successful improvements of the downtown area to the benefit of everyone who lives, works or travels to or through Newark.

The DNP is governed by a policy board, consisting of eighteen members. The members hold a variety of positions within the community, each able to provide a unique point of view and widen the range of influence for the DNP. The Board works to chart the course for downtown enrichment and provide a directional framework for each of the working committees: Design, Economic Enhancement, Events, Merchants and Parking. These Committees also each include members from a range of industries and occupations, which helps to ensure that the diverse and unique atmosphere of downtown Newark is maintained and enhanced.

Through participation in the National Trust for Historic Preservation's Main Street Program and Downtown Delaware, a division of the Delaware Economic Development Office, the DNP is able to model its approach to downtown revitalization after that of the National Main Street Program. This approach centers on the use of committees dedicated to design, organization, promotion and economic restructuring issues. The DNP modified these roles slightly in order to make them best fit the needs of downtown Newark, also creating committees to deal with issues of merchant services and communication, as well as parking. Each of the committees creates and implements an annual work plan to be approved by the Partnership's Board, allowing for clear and active movement toward accomplishing a variety of goals. The Committees have developed, and the Board has begun review of, each of these work plans for next year. The final versions of 2015 work plans will be ready at the end of 2014. The approach has been extremely successful for downtown Newark, as we have won national recognition as a Great American Main Street, and continue to be recognized, for now fourteen years consecutively, as a Certified National Main Street Community by the National Trust for Historic Preservation.

The Partnership owes this success to the hard work of the Board and Committee members, as their dedication allows the DNP to meet the high standards necessary to earn national recognition for excellence in downtown revitalization.

The Board typically meets the second Wednesday of each month at 6:30 pm in the City Manager's Conference Room on the second floor of the Municipal Building at 220 South Main Street. Every DNP Board meeting is open to the public. For further information regarding the Partnership and its activities, or business opportunities in Downtown Newark, please contact Ricky Nietubicz at 302-366-7030 or visit the Downtown Newark Partnership's website at [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

Each year, as a way to recap the accomplishments of the Downtown Newark Partnership and to recognize the over 100 volunteers who make all of the activities throughout the year happen, the Downtown Newark Partnership Board hosts an **Annual Meeting and**

**Volunteer Appreciation Reception.** Last year's event was held at the Courtyard by Marriott at the University of Delaware on November 14, 2013.

Outstanding volunteer and tireless advocate of downtown, former Mayor Vance Funk was recognized for his numerous contributions during his years of service to our community. Mayor Funk was always a voice of support for our business community, a community which he is part of, with a law office on East Main Street. We look forward to seeing Mayor Vance downtown, and hope that we can continue to carry forward his level of enthusiasm.

The 2014 DNP Annual Meeting and Volunteer Appreciation Reception will be held on Thursday evening, November 13, 2014 from 5 – 7PM at the Courtyard by Marriott – UD.



## **Design Committee**

The **Design Committee** focuses on maintaining and enhancing the visual appeal of downtown Newark. The main goal of the Committee is to improve its aesthetic and pedestrian scale qualities; the 2014 Work Plan was the Committee's strategy for meeting this goal during the past year, and the 2015 Work Plan will serve the role in the upcoming year.

The Design Committee meets the first Tuesday of the month at 8:00 am at various downtown locations. Please check postings at the City Municipal Building, call 302-366-7030, or visit the website at [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com) for agendas and meeting locations. All meetings are open to the public.

### **Design Committee Members**

**Joe Charma (Chairman)**, Landmark Engineering

**Reid Rowlands**, World Class Suply

**Leila Hamroun**, Resident

**Howard Smith**, AXIS Group

**Dennis Lawson**, Newark Arts Alliance

**Steve Wilson**, Code Enforcement Supervisor

**Roy Locker**, Locker Construction

**Staff: Ricky Nietubicz**, DNP Administrator

### **Also Serving on the Committee the Past Year**

**Willard Hurd**, Footprint Design

## 2014 Accomplishments

### **Design Reviews**

One of the most important functions of the Design Committee is to review proposed downtown development, redevelopment and renovation projects for their architectural merit, based on the standards published in the Design Guidelines. This review is voluntary on the part of the developer, but as it is helpful to the approval process, it is taken advantage of without exception. This year was very active, with developers bringing several plans to the committee this year, notably including revised plans for the apartment complex to be built behind the Newark Shopping Center at the former bowling alley site, additions to Pomeroy Station on East Main Street and Madeline Crossing on South Main Street, as well as a development on Center Street currently under review. Also notably, a developer brought for committee review a proposed mixed use project at 60 N. College Avenue, which is actually outside of the Downtown Newark Partnership district, but illustrates the importance of the committee's advice to the development community.



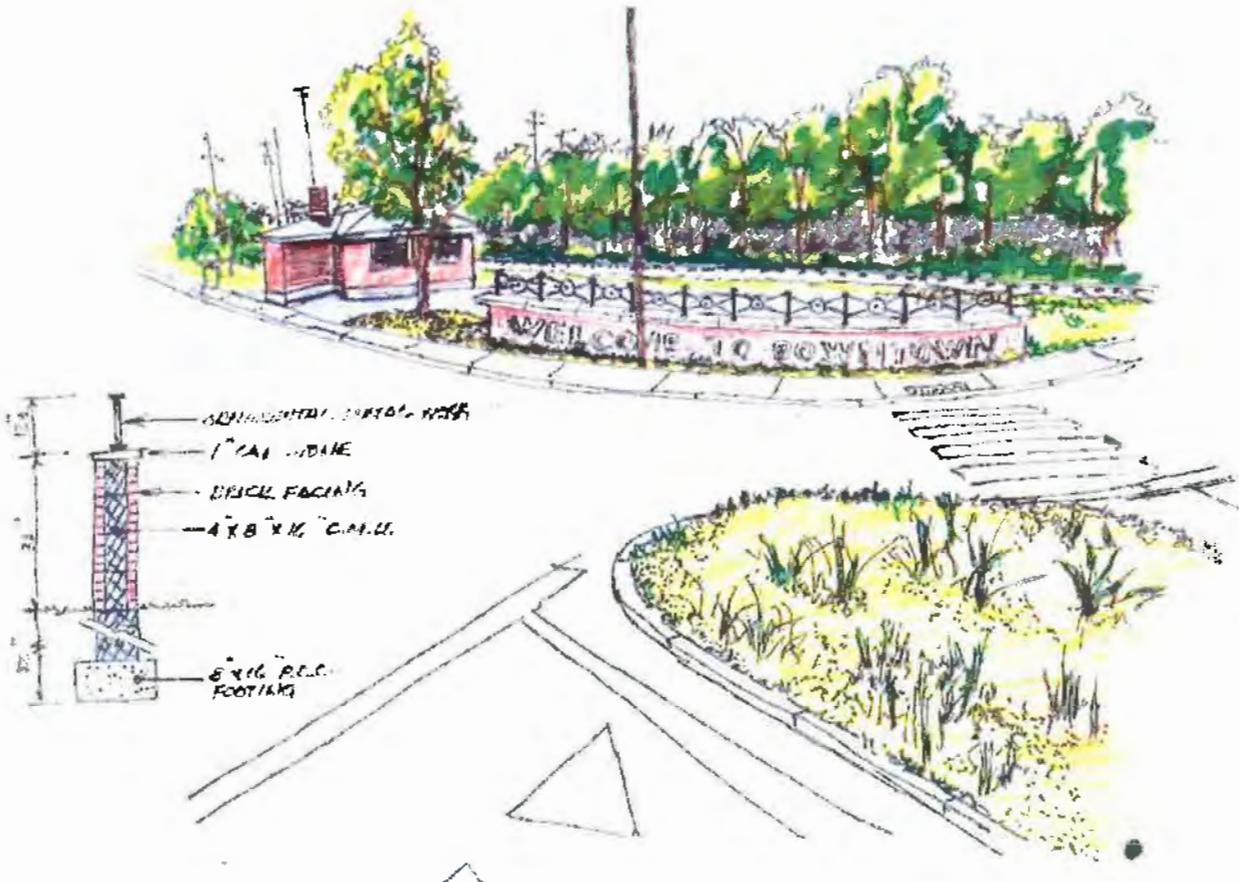
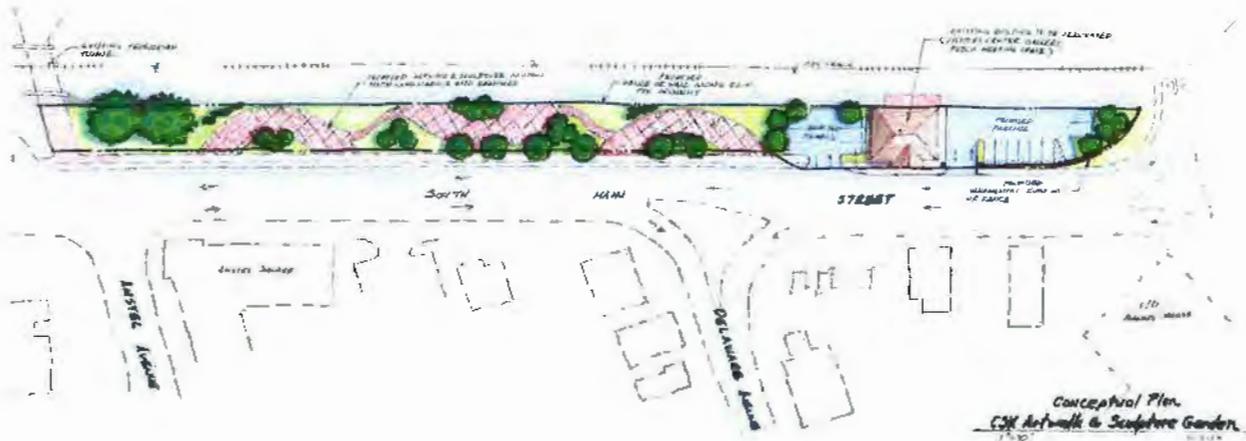
### **Sculpture Walk**

For years, the CSX-owned property at 0 South Main Street, has been a concern for the Design Committee, residents and visitors. Acquired by the B&O Railroad (now CSX Transportation) when the building was an active passenger rail station, the narrow strip of land between the rail right-of-way and South Main Street was intended, at some point in the future, to be used as a rail siding. Of course, as time progressed and the passenger rail line was eventually removed, the rail company came to the realization that the siding would never be constructed. Moreover, the narrow property presented maintenance difficulties for CSX Transportation.

After numerous conversations and meetings between CSX Transportation property management staff, Design Committee volunteers, City staff and the mayor, an agreement was reached to allow the City of Newark and DNP Design Committee to transform the site to our newest visual attraction and a site for local artists to showcase their largest sculptures.

Members of the committee are currently working with DelDOT on the details of easement agreements put into place with the most recent streetscape enhancements along South Main Street, and are working with several interested parties to garner funding support for landscaping improvements and artwork installation. The Committee expects

to begin landscaping work in the spring, with the first sculpture to be installed by mid-summer of 2015.



## **Planning for Future Streetscape Improvements**

As part of an ongoing project, the Design Committee is working on developing a comprehensive streetscape plan for all of downtown, which the committee hopes to have completed in the coming year, so that funding can be secured for implementation. The plan will include attractive gateways for pedestrians, bicyclists and motorists, parking lot entrance visibility improvements, public art and public spaces such as vias, pocket parks, pedestrian "bumpouts" and seating to make downtown more livable, walkable and enjoyable to everyone.

## **Updated Downtown Photographic Inventory**

Working with Dr. David Ames' Architectural Photography class, part of the graduate program within the Center for Historic Architecture and Design (CHAD), the Design Committee completed a comprehensive photographic inventory of our downtown buildings as of the late winter/early spring of 2014. Each building was photographed at least three times, to record the façade, to record the façade in the greater context of the surrounding buildings, and to record an interesting detail of the building itself. These photographs were all loaded into an album on Flickr, where the photos can be accessed remotely all the time. The Committee is committed to updating this album moving forward, as buildings are renovated, rebuilt or as tenants change and alter facades.

## **Banners**

The Design Committee works to design and maintain, in conjunction with the University of Delaware, banners on utility poles throughout the downtown area, and on community banner poles distributed throughout the City. Downtown banners are changed seasonally, and community banners are generally based on upcoming events, and changed accordingly.

## **Architectural Assistance**

The Design Committee works with downtown businesses to aid in exterior reconstruction and façade improvements. The program provides a 1:1 matching grant of up to \$2,500 to property owners and/or businesses to make improvements to their buildings in the downtown area. To begin the process, the business owner and the Design Committee work together to determine appropriate improvements for the building. The Design Committee then works with the approved business to create conceptual drawing and obtains estimates; the construction can then proceed. After the project is completed, the DNP awards a 1:1 matching grant up to \$2,500 to pay for the completed improvements.

**Design Committee**  
**Draft 2015 Work Plan**

**GOAL** – Preserve and enhance an attractive, pleasant, people-friendly destination. These desirable characteristics include human-scale buildings, details and land uses, a pedestrian-orientation, bicycle friendly, clean and well-maintained buildings and public spaces, safe and accessible for users of all ages and abilities, easy to navigate, and with lots of visual interest.

**OBJECTIVES FOR 2015**

**1. Preserve and enhance people-friendly characteristics through streetscape improvements and other design guidelines**

- A. Review all development plans submitted on a voluntary basis by developers for construction and/or reconstruction on properties in the downtown district against the Design Guidelines for Downtown Newark and prepare a report to Planning Commission and City Council regarding same.
- B. Promote the availability of City and other grants and loan sources to improve the physical appearance and visual appeal of buildings.
- C. Continually update Architectural Survey as buildings are renovated or properties are redeveloped.
- D. Advocate for underground utility placement.
- E. Update the Main Street Streetscape plans for improved pedestrian safety enhancements. Coordinate with WILMAPCO to secure funding from State.

**2. Improve access to downtown businesses through downtown signage and improved wayfinding.**

- A. Explore the development and placement of "Information Kiosks" downtown.
- B. Provide additional community bulletin board space.

**3. Promote a clean, cared-for, and well-maintained downtown district.**

- A. Conduct quarterly visual reviews of building facades to look for opportunities for recognition of particularly well cared for buildings, as well as opportunities for improvement and to identify potential problems and maintenance violations, and intervene as appropriate.
- B. Beautification for Downtown

- (1) Research other possible public artwork projects and opportunities to partner with Community and local artists.
  - (2) Encourage landscaping Improvements
  - (3) Continue to raise funds for beautification
- C. Raise funds and mobilize volunteers to landscape and install sculptures in the CSX property at 0 South Main to transform it into the Downtown Art Walk.

**4. Encourage environmentally sensitive design without impeding economic growth.**

- A. Develop a packet of information regarding sustainable practices and where to find information for existing building renovations.
- B. Advocate for older existing buildings in Downtown to incorporate LEED standards into their building through rehabilitation incentives.

### **Economic Enhancement Committee**

The **Economic Enhancement Committee** strives to ensure that Downtown Newark is a great environment for business. Functionally, the committee works to recruit new businesses, as well as retain our current downtown businesses through programs that foster a favorable downtown environment. This committee is always working to improve the business mix downtown by recruiting selectively the businesses that best complement existing establishments.

The Economic Enhancement Committee is a staff function of the City of Newark's Planning and Development Department, and as such, no regularly scheduled public meetings take place. To obtain more information on this committee, call 302-366-7030 or visit the website at: [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

### **Economic Enhancement Committee Members**

**Maureen Feeney Roser** – Chairwoman,  
Planning & Development Director

**Marvin Howard** – Parking  
Administrator

**Michael Fortner** – Vice Chair,  
Development Supervisor

**Elizabeth Dowell** – Planning &  
Development Secretary

**Ricky Nietubicz** – Planner/DNP  
Administrator

**Tommy Atadan**, Research Aide

Also Serving in the last year:

**Dana Johnston** – Community Affairs  
Officer

**Brian Laws** – Planning Aid/Survey  
Technician

## 2014 Accomplishments

### BUSINESS RECRUITMENT

The Economic Enhancement Committee works continually to improve its recruitment efforts and attract businesses to the downtown Newark area. Since our last Annual Report, the Committee is pleased to welcome five new businesses to downtown. In addition, several more new businesses are in various stages of opening.

#### New Businesses in Downtown Newark since last Annual Report

Del Pez, 76 E. Main Street

Sovereign Air, 218 E. Main Street

Insomnia Cookies, 70 E. Main Street

Gloss Blow-Dry Beauty Bar, 77 E. Main Street

Jimmy John's, 133 E. Main Street

7-11, 46 E. Main Street

The Delaware Growler, 48 E. Main Street

Newark Bike Project (finally a permanent home!), 136 S. Main Street

We look forward to numerous redevelopment projects coming online, and bringing new businesses with their completion, particularly 58 E. Main, 68 E. Main, 70 E. Main, and, perhaps most excitingly, the continuing renovation of the Newark Shopping Center.

Outreach efforts continue to attract businesses to add to the retail/restaurant mix as follows:

- Apparel and Accessories (Men's, Women's and Children's)
- Home Accessories
- Gourmet Grocery
- Shoes
- Art
- Small Boutique Hotel/Inn
- Craft Stores With Lessons
- Party Supplies
- Paint Your Own Pottery
- Adult Destination/Restaurant
- Gifts, Stationary, Cards

### DNP "About Us" Brochure

The committee developed a brochure for new business owners to help inform them of the DNP events and programs available to the, including the Gift Card program, Parking Validation program, various downtown events and information about the DNP operating committees to encourage their participation and input.

### **Business Start-Up Grants**

Grants are available to cover \$1,500 in utility expenses for eligible new businesses. Eligible businesses are those listed above which have been targeted by the Downtown Newark Partnership as adding to the retail/restaurant mix.

In addition to these grants, the Newark Façade Improvement Program offers loans for up to \$2000 at 0% interest for façade improvements to downtown business properties. Loans may be either deferred payment or monthly pay back loans.

### **BUSINESS RETENTION**

The Economic Enhancement Committee is always working to provide the best possible information, opportunities and technical assistance to the downtown businesses in order to help them grow and prosper. To this end, the committee has been working in a number of different formats to disseminate information and help businesses, such as creating welcome packets, electronic newsletters, and providing technical assistance to businesses on a regular basis.

### **Business Open Forum/Meet and Greet**

At the suggestion of the Merchants' Committee, an Open Forum and Meet and Greet with Mayor Polly Sierer, City Manager Carol Houck and Deputy City Manager Andrew Haines was held at the Deer Park Tavern on April 3, from 5PM – 7PM. Representatives from 36 downtown businesses stopped in at different times throughout the evening – several of those businesses sent multiple representatives as well. It was a great opportunity for downtown merchants to learn how they can get involved with the Partnership, and to learn and gather ideas on how the Partnership can better serve the business community.

### **Downtown Map & Guide**

We continue to distribute the Downtown Newark Map & Guide, a colorful and attractive brochure that features detailed business listings, public and customer parking locations and an easy to read map of downtown with businesses by type and address. The foldout guide also provides information about the gift card and parking validation programs. The Guide is also published online, on the DNP website, which is currently under redevelopment and upgrading. We intend to update and reprint the Guide in the upcoming year once again.

### **Welcome to Newark Packets**

Thanks to Economic Enhancement Committee efforts, out of town guests are welcomed warmly by the DNP whenever we are made aware of their presence. For example, since the last Annual Report, participants of participants in several UD

conferences and exchange programs received welcome packets from the DNP. These packets included a welcome letter, a calendar of events, coupons for downtown businesses, and flyers about upcoming events and activities. Several hundred packets have been stuffed and delivered this year all geared to having visitors patronize our existing businesses downtown and ring their cash registers! Another goal of these efforts is to help bolster the growing conference trade in Newark, by insuring that conference participants enjoy their stay in Newark. DNP staff also attended area hoteliers' meetings in an effort to stay abreast of upcoming conferences and events to which we can market downtown.

This approach to ensuring visitors enjoy their stay in Newark is also used for special events, where customized flyers are designed tailoring the promotions offered by downtown businesses to the event participants. Examples of this activity include the DNP's "Coupon Corner" promotions at New Night Downtown, the University of Delaware's "Blue and Gold Days," and Community Day.

### **Newsletters**

The **Downtown Newark E-Newsletter** was created as an electronic means of getting information about Downtown Newark to the community in a fast and efficient manner. The e-newsletter is prepared and sent at the end of a month to highlight the activities, events, cultural opportunities, etc. in downtown the following month. The mailing list for this subscription e-newsletter grows daily, and currently reaches over 2,000 interested individuals. New e-mail addresses are gathered at each downtown event, and often by referrals. The Downtown Newark E-Newsletter is an important business retention tool because it is a coordinated and comprehensive clearinghouse for downtown activities which helps to promote downtown Newark as a retail, dining, cultural and entertainment destination for the region.

Another important E-Newsletter is the **DNP Merchants' E-News You Can Use**, which was created specifically for downtown businesses. This newsletter is a vital tool for the Committee, as it fosters better communication between the DNP and downtown businesses. The newsletter provides important and timely information to businesses about opportunities to promote themselves through participation in events, activities, group discounts and advertising, and to keep them informed about other issues of importance such as road construction and lane closures. 225 businesses currently receive **DNP Merchants' E-News You Can Use**, which supplements the Merchants' Committee's Block Captain System.

### **Web Presence**

Economic Enhancement Committee staff work to keep the Downtown Newark Partnership websites updated with information about downtown events, promotions, businesses and leasing opportunities. We are in the process of redesigning the website, with the help of a local web development firm, since the platform currently used is no longer supported. We anticipate a re-launch of a newly designed, easier to update, more

user-friendly and mobile-friendly website in early 2015. Check it out at: [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com); or at our other domain names: [www.eatdowntownnewark.com](http://www.eatdowntownnewark.com) and [www.shopdowntownnewark.com](http://www.shopdowntownnewark.com).

### **Social Media**

Just as e-mail supplanted mailings in recent years as the dominant means of keeping in touch with businesses' customer base, social media is beginning to become a significant means of disseminating information, gathering input and generally engaging with downtown residents and visitors. We are proud to not only continually grow the number of "likes" on Facebook and the number of "followers" on Twitter, but to increase our engagement – the number of those fans who post on our page, ask questions and show their continual interest in Downtown. By doing so, our page following continues to increase, and with it, the number of people in the region who see our content, keeping Downtown Newark in the forefront of their minds as a place to eat, shop and enjoy themselves.

### **Gift Card Program**

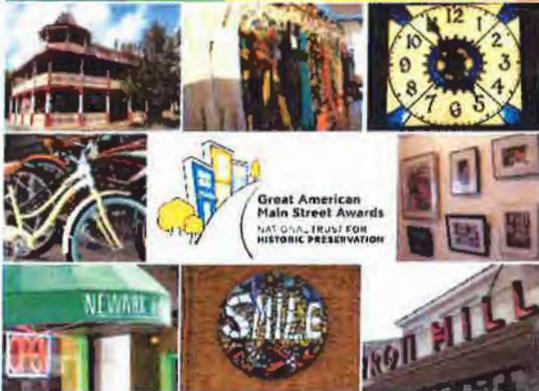
The Economic Enhancement Committee continues to work with the Merchant Committee to manage and enhance the Gift Card Program. Since going live on December 17, 2009, over \$230,000 has been loaded onto gift cards, with continual increases in both the number of gift cards sold each year, and the average dollar amount loaded per card. We look forward to continuing the growth of this program in conjunction with the Merchant Committee. Starting this year, we were able to make gift cards available for purchase at every downtown event, with the help of a mobile credit card machine.

### **Downtown Development District Application**

Following the state legislature's creation of a designation for "Downtown Development Districts," the Committee worked to submit an application for designation. If designated, eligible property owners and developers will be able to realize state incentives toward defraying construction and redevelopment costs.

## Advertising

The Economic Enhancement Committee continually works hand in hand with the Merchants' Committee to remind residents and potential visitors, both near and far, of all the great opportunities to eat, shop and enjoy yourself in Downtown Newark, as a cornerstone of its Business Retention efforts. This year's efforts included Downtown Newark ads in all UD Football and Basketball Programs, and the Newark Morning Rotary Club Annual Report. In addition, a special edition of Delaware Today magazine featured multiple page spreads about Downtown Newark.



*Winner of the National Trust for Historic Preservation's Great American Main Street Award*

More than 80 boutiques featuring everything from handmade to fair trade, metaphysical to medieval, and fashion to funky

70 award-winning restaurants offering cuisines suited for any palate and price range

Whether you're looking for a family field trip, a place to meet old friends, or a romantic spot with that special someone, **Downtown Newark is the Delaware destination of choice!**

# Downtown Newark

**Economic Enhancement Staff Committee**  
**Draft 2015 Work Plan**

**GOAL -- Improve Business Mix, Business Recruitment.**

**OBJECTIVES FOR 2015**

1. Actively recruit new businesses targeted by Downtown Newark Partnership Board:
  - A. Develop and update a strategic marketing plan for Downtown to attract high quality, complementary businesses.
  - B. Update the recruitment package highlighting the benefits of doing business in the City of Newark. Package contains promotional information about the downtown, the Downtown Newark Partnership, municipal services, existing business mix and available incentives, calendar of events, as well as the demographics of the market area. Work with the Delaware Main Street Program in the Delaware Economic Development Office to gather more specific data about Newark's "Trade Area" to better guide recruitment and marketing efforts, as well as to provide content for recruitment packages.
  - C. Actively prospect for new businesses and provide follow-up support. Work with realtors and property owners to market vacancies. Provide information about the type of businesses we are trying to recruit and distribute information about the availability/details of vacant spaces.
  - D. Research other potential incentives to attract "targeted" businesses.

**GOAL -- Business Retention**

**OBJECTIVES FOR 2015**

1. Identify at-risk merchants in need of retention assistance. Review building and business inventory for signs of retention needs, and visit businesses on a regular basis to determine relative health. Follow up with businesses identified as potentially at risk, as necessary.
2. Work with UD, the Merchants Committee and businesses to promote downtown through the various athletic tournaments and events that the University intends to conduct throughout the year.
3. Work with the Merchants' Committee to determine training needs of existing businesses. Provide training, as necessary

4. Work with the Small Business Administration, Downtown Delaware and the Small Business Development Center, or other institutions, to provide information on loan products and application processes to assist businesses considering expansion or a second location.
5. Continue to market the Façade Improvement Program and Architectural Assistance Grant to downtown businesses. Develop promotional materials as necessary.
6. Maintain the Downtown Newark Web and Facebook Pages. Launch revised DNP website.
7. Continue the monthly distribution of the Downtown Newark E-Newsletter highlighting downtown events and activities to attract consumers from the tri-state region.
8. Continue the Merchants' E-News You Can Use E-Newsletter to provide important and timely information to downtown businesses about opportunities to participate in events, activities, group discounts and advertising, and other issues of importance such as road construction and lane closures.
9. Update Downtown Map and Guide and continue to distribute.

#### **GOAL – Inter-Jurisdictional Cooperation**

##### **OBJECTIVES FOR 2015**

1. Participate in the activities of the New Castle County Economic Development Council and both the New Castle County and State of Delaware Chambers of Commerce.
2. Liaison with the Delaware Development Office, the Small Business Development Center, the Downtown Delaware (Main Street) Program, the National Main Street Center, and the Greater Wilmington Convention and Visitors Bureau.

#### **GOAL – Regulatory Reform**

##### **OBJECTIVES FOR 2015**

1. Examine potential local impediments to Economic Enhancement.

## Events Committees

Downtown Newark's Events Committees have been working on improving existing events and adding new events for downtown since the beginning of the DNP in 1998. Each event, however, brings forth its own leaders, responsibilities, challenges and tasks, and therefore, the Events Committee is actually composed of several Ad Hoc Planning Committees, one for each major Downtown Newark Partnership event.

In 2014, the Newark Day event was replaced by a new festival, "New Night Downtown," and the DNP Board collectively served as the organizing committee, given the importance of the success of the event's first year. For 2014, the Ad Hoc Committees were:

- Restaurant Week Committee
- Food and Brew Fest Committee
- Main Street Mile Committee
- Taste of Newark Committee
- Wine and Dine Downtown Committee

All of the members of these committees are considered part of the Partnership's Events Committees for the year they participate. The separate committees each have unique committee members and meeting times.

Events not listed as having committees, such as Community Day, the Spring Concert Series, Halloween Parade, and Winterfest are handled by the City of Newark's Parks and Recreation Department, with some assistance from the DNP. The City Parks and Recreation Department does an outstanding job each year of organizing these special events with their own group of volunteers. The help of this dedicated group of volunteers and capable staff allows the Partnership staff and Ad Hoc Committees to focus on creating new events and improving the events, which they plan. The result is a full calendar of diverse, fun and well-run events!

Late in the year, Mayor Sierer convened a small committee to serve to organize a fun run/walk during Halloween weekend, the "Mayor's Masquerade Fun Run/Walk."

**DNP Events Committees Members:**



**Restaurant Week 2014**

**Jeremy Hughes**, Deer Park Tavern  
**Lizette Kennedy**, Klondike Kate's  
**Ryan German**, Caffe Gelato  
**Simon Hewson**, Kildare's  
**Dana Johnston**, Community Affairs  
Officer  
**Ricky Nietubicz**, City of Newark/DNP



**Newark's Wine & Dine Downtown  
2014**

**Chris Corrozi**, United Distributors  
**Adam Forman**, United Distributors  
**Dana Johnston**, Community Affairs  
Officer  
**Bill Sullivan**, Courtyard by Marriott, UD  
**Ryan German**, Caffe Gelato  
**Eric Nelson**, UD Public Relations  
**Ricky Nietubicz**, City of Newark/DNP



**Downtown Newark Food & Brew Fest  
2014**

**Jerry DuPhily**, Out & About Magazine  
**Dana Johnston**, Community Affairs  
Officer  
**Ryan German**, Caffe Gelato  
**Simon Hewson**, Kildare's  
**Bryan Jariwala**, Taverna  
**Lizette Kennedy**, Klondike Kate's  
**Ricky Nietubicz**, DNP Administrator



**Main Street Mile 2014**

**Bill Hargrove**, Newark Police Department  
**Nic DeCaire**, Fusion Fitness Center  
**Marvin Howard**, Newark Parking Administrator  
**Dana Johnston**, Community Information  
**Bryan Jariwala**, Taverna  
**Officer Chris Jones**, Newark Police Department  
**Meredith Chapman** - Resident  
**Charlie Tomlinson** – Delaware Today  
**Lucas Kraut** – IMG/UD Sports Marketing  
**Bill Sullivan** - Courtyard Marriott  
**Ricky Nietubicz** – DNP Administrator

**Taste of Newark**

**Polly Sierer**, Mayor, Co-Chair  
**Vance Funk**, Co-Chair  
**Sheryl Kline**, Director of HRIM  
**Rich Rind**, Director of Auxiliary Services, UD  
**Maureen Feeney Roser**, Director of Planning and Development  
**Donna Laws**, Business Administrator Hotel, Restaurant Management, UD  
**Jan O'Neill**, Senior Events Manager, Office of Conferences, UD  
**Polly Weir**, Director of Conferences, UD

## **2014 Accomplishments**

### **DOWNTOWN NEWARK'S 8th ANNUAL RESTAURANT WEEK**

Monday, January 20<sup>th</sup> - Sunday, January 26<sup>th</sup>

For one week in late January, Downtown Newark hosts a culinary celebration highlighting our fabulous restaurants and their offerings -- diverse enough to please any palate, and at prices to suit any purse! From Monday, January 20th through Sunday, January 26th, seventeen outstanding downtown Newark restaurants offered specialty menus highlighting the best they have to offer at the right price! The event featured seasonal decorations, in-restaurant entertainment, and retail specials exclusively designed for Restaurant Week patrons!

Participating restaurants this year included Ali Baba, Buffalo Wild Wings, Caffe Gelato, California Tortilla, Catherine Rooney's, Cosi, Deer Park Tavern, Grotto Pizza, Home Grown Café, Iron Hill Brewery, Kildare's, Klondike Kate's, Pat's Pizzeria & MVP Sports Lounge, The Saigon Restaurant, Santa Fe Mexican Grill, 16 Mile, and Taverna Rustic Italian.

### **NEWARK'S 10<sup>TH</sup> ANNUAL WINE & DINE DOWNTOWN**

On Saturday, April 5th, 2014, 15 of Downtown Newark's best restaurants joined forces with the wineries to celebrate spring, food, wine, and fun!! Newark's Ninth Annual Wine & Dine Downtown was held from 4 -9 PM!

In addition to highlighting the unique offerings of fine wineries, the restaurants also served as classrooms for those interested in learning more about wines. Participating wineries had representatives on-site at the restaurants to answer questions and, of course, pour samples of the best wines they have to offer!

Restaurants carefully fashioned their night's specials based on their featured wines and focused on how wine can influence a meal's flavor, preparation and overall enjoyment. Tapas style menus were offered at each restaurant to allow Wine & Dine participants to sample as many of downtown Newark's fine restaurants' menus as they wished. This was a fun exercise for downtown chefs as well as another educational experience for our patrons and visitors!

Free parking in municipal lots as well as a handful of University parking lots in and around downtown was available, compliments of City of Newark the and the Downtown Newark Partnership respectively, and the first 1600 customers received a commemorative wine glass and carrying pouch!

No Tickets were necessary. Customers paid as they went. Each restaurant offered \$2 per 2 oz tastes of at least three different wines. Premium tastings were also available at varying prices. Bistro menus were reasonably priced in order to allow attendees to

sample many of the specialty menus our chefs prepared to complement their wine offerings, and numerous restaurants added to the festivities with live music and other entertainment!

**Restaurants/Wineries Participating Were:**

**Ali Baba** 175 East Main Street • (302) 738-1111

**Wine:**

Wines will be served at \$3 per 2 oz pour:

**LEBANON:**

**CHATEAU KEFRAYA - LES BRETECHES**

Light and spicy on the nose, this is a medium bodied red, dark cherry in color and with elegant legs.

**MOROCCO:**

**LES TROIS DOMAINES - GUERROUANE BLANC**

Ripe, dry with good clean 'Garriguey' fruit.

Made from Sauvignon Blanc/Ugni Blanc/Clairette

**LES TROIS DOMAINES - GUERROUANE GRIS**

Ripe, clean fruit like melon, and vanilla custard.

**LES TROIS DOMAINES - GUERROUANE ROUGE**

Ruby red with fragrances of strawberry and raspberry, a dash of fresh figs and hints of banana

**LES TROIS DOMAINES - AMA ZIR BENI M'TIR**

A wine whose ruby red color has depth and subtlety.

A highly fragrant nose: almond, citrus peel, orange marmalade, fig and mixed spice (cinnamon, mint...)

**Dine:**

**Mini Falafel Wraps**

A seasoned chickpea/fava bean mixture, deep-fried.

Served with lettuce, tomato, pickled turnip & tabini sauce.

**Cheese Samosa**

Dough stuffed with cheese and deep fried.

**Paired 2 oz pour & wrap or samosa - \$7**

**Caffé Gelato** 90 East Main Street • (302) 738-5811

**Wine:**

**"\$2 Table"**

\$2 Rosenblum Zinfandel

\$2 Mezza Corona Pinot Noir

\$2 Echo Bay Sauvignon Blanc

\$2 Los Hermanos Chardonnay

\$2 Upper Cut Sauvignon Blanc

*Choose a Flight of any 3 \$6*

**"Bouchaine Table"**

Estate Chardonnay \$4

Carneros Riesling \$4



Carneros Pinot Noir \$5  
Sonoma Coast Syrah \$5  
*Choose a Flight of any 3 \$12*

**"Malbec Table"**

Tierra Secreta Malbec \$3  
Hess Select Malbec \$3  
Dona Paula Malbec \$3  
*Choose a Flight of all 3 \$8*

**"Chardonnay Table"**

Georges Du Beouf Pouilly-Fuisse \$4  
Penfolds Rawson's Retreat Chardonnay \$3  
Hob Nob Chardonnay \$3  
Chateau St. Jean Robert Young Chardonnay \$4  
*Choose a Flight of any 3 \$8*

**"Party Table"**

Georges DuBeouf 'Brouilly'\$3  
Pepper Jack Barossa Red \$3  
Butterfly Kiss Chardonnay \$2  
Skinny Vines Slim Chardonnay \$2  
*Choose a Flight of any 3 \$7*

**"Pinot Table"**

Once Upon A Time Pinot Noir \$3  
Montes Pinot Noir \$4  
Kenwood Yulupa Pinot Noir \$4  
Cold Stream Hills Pinot Noir \$4  
*Choose a Flight of all 3 \$10*

**"Cabernet Table"**

Penfolds Rawson's Retreat Cabernet \$3  
Carmen Gran Reserva Cabernet \$4  
Stark Raving Cabernet \$4  
Folie a Deux Cabernet \$5  
*Choose a Flight of all 3 \$10*

**"Merlot Table"**

Napa Cellars Merlot \$3  
Ecco Domani Merlot \$3  
Bodega Norton Merlot \$3  
Cousino Macul Merlot \$4  
*Choose a Flight of all 3 \$8*

**"Vinos Italianos"**

Albola Pinot Grigio \$3  
Bivio Chianti \$4  
San Giuseppie Pinot Noir \$4  
Dona Paula Nero d' Avola \$4  
*Choose a Flight of any 3 \$10*

**"Napa Table"**

St. Clement Merlot \$3

BV Beauvrouge \$3  
Hess Sauvignon Blanc \$3  
*Choose a Flight of any 3*  
**“Penfolds, Barossa Valley and Australia”**  
Bin 28 Kalimna Shiraz \$4  
Bin 138 Grenache Shiraz Mourvedre \$4  
Peter Lehman Cabernet Shiraz \$3  
*Choose a Flight of any 3 \$10*

**Dine:**

**House-crafted Sherried Wild Mushroom and Ricotta Ravioli** served with hazelnut-sage brown butter sauce, shredded asiago, roasted grape tomatoes, chive oil \$9  
**Fresh Herb Flatbread** with sliced Granny Smith Apples, Prosciutto di Parma, caramelized onions, Gruyere and Brie served with aged balsamic vinegar drizzle \$9  
**Mediterranean Steamed Mussels** with diced tomatoes, roasted fennel, saffron and cream crispy sopressata



garnish, garlic olive oil and grilled focaccia \$10  
**House crafted Potato-chive Gnocchi** served with blood orange-honey butter sauce with fennel, kalamata olives and spinach \$10

**Catherine Rooney's** 102 East Main Street • (302) 369-7330

**Wine:** \$2 per tasting

**The Great American Wine Company:**

- 2012 Red Blend
- 2012 Cabernet Sauvignon
- 2012 Chardonnay

**Dine:** \$3 per tasting

**BBQ Pork Shoulder** on stone ground flour tortilla  
with cotija cheese

**Chorizo Shrimp Skewer**

Gluten-free basil hummus on farm fresh red bell pepper

**Café Ole** 170 E Main St, Newark, DE 19711 • (302) 733-7505

**Wine:** \$2 per 2 oz pour:

**Bodega Navarro Correas** - 2010 Colección Privada  
Malbec. (Argentina-Mendoza)

**Bodega Navarro Correas** - 2010 Colección Privada  
Chardonnay. (Argentina-Mendoza)

**Dine:**

**Empanada Chilena**

Spanish stuffed pastry with beef, egg, olives,  
onions, green peppers, raisins

**Ceviche Mixto**

Scallop and salmon ceviche marinated in lime juice

**Così** 111 East Main Street • (302) 737-6665

**Wine:** \$2 per 2 oz pour:

**Rosenblum Vintners Cuvée:**

- Chardonnay
- Cabernet Sauvignon
- Syrah

**Dine:** \$5 Appetizers

**See menu in restaurant**

**Deer Park Tavern** 108 West Main Street • (302) 369-9414

**Wine:** \$2 per 2 oz pour

**Peter Lehman**

**Art Series Chardonnay**

**Art Series Cabernet**

**Layers White Blend**

**Clancy's Red Blend**

**Dine:**

**Seared Scallops** w/ parsley chive beurre blanc

**Cheese Plate**, aged cheddar, Point Reyes bleu cheese,  
fig jam, and prosciutto

**Venison Chili**

Beef tenderloin medallions with romesco sauce

**Grotto Pizza** 45 East Main Street • (302) 738-0880

**Wine:** \$2 per 2 oz pour

**A by Acacia Chardonnay**

**Sterling Vintners Riesling**

**Chalone Monterey Pinot Noir**  
**Dynamite Cabernet Sauvignon**

Dine:

Pizza by the slice

**Milano Pizza Buffalo Chicken Pizza**

**Plain Pizza P epperoni Pizza**

**Home Grown Café** 126 East Main Street • (302) 266-6993

**Wine:** \$2 per 2 oz pour:

**Terrazas Winery:**

- Cabernet Sauvignon • Malbec
- Chardonnay • Torrontes

Dine:

**Roasted Asparagus**

housemade ricotta, ver jus blanc, lemon zest, cracked coriander

*Suggested pairing: Terrazas Reserva Torrontes 2011*

**Fried Pork Belly Salad**

arugula, sharp provolone, roasted pepperbutter vinaigrette

*Suggested pairing: Altos Del Plata Chardonnay 2012*

**Braised Chicken**

roasted mushroom salad, candied almond, roasted garlic oil, cherrybasil syrup

*Suggested pairing: Altos Del Plata Malbec 2011*

**Walnut Crusted Beef Scallopine**

swiss chard, chive cream, peppercorn tuile

*Suggested pairing: Altos Del Plata Cabernet Sauvignon 2012*

**Iron Hill Brewery** 147 East Main Street • (302) 266-9000

**Wine:** Served \$2 per 2 oz pour

**Dark Horse:**

- Cabernet Sauvignon • Chardonnay
- Red blend

Served \$4 per 4 oz pour

**Flirt - White Blend S educer - Red Blend**

Served \$6 per 4 oz pour

**LaMarca Prosecco C and or Zinfandel**

Dine:

**Pyrenees Brebis \$5**

France, pasteurized sheeps milk, toothsome and buttery with hints caramel and nuts with grassy finish carrs water crackers and vanilla scented tart cherry chutney

*Paired with Seducer*

**Ceviche Stuffed Avocado \$6**

bay scallop, florida rock shrimp, serrano chiles, lime, cilantro and pineapple *Paired with Flirt*

**Espresso Seared Flank Steak Slider \$6**

gorgonzola cremificato, mushroom duxelles and red onion-plum jam *Paired with Darkhorse Cabernet*

**Fresh Mozzarella \$5**

granny smith apples, anjou pears, prosciutto and warm honey *Paired with Prosecco*

**Kildare's Irish Pub** 45 East Main Street • (302) 224-9330

**Wine:** Served \$2 per 2 oz pour and \$6 per glass

**BV Coastal**

- Chardonnay • Riesling
- Pinot Noir • Cabernet Sauvignon

**Dine:**

**Potstickers** served with Sweet Chili & Plum Sauce \$6

**Tomato Mozzarella Flatbread** (Tomatoes, Fresh Mozzarella, Balsamic Reduction) \$6

**Fried Cheese Curds** served with Chipotle Ranch and Ballymaloe Country Relish) \$5

**Pulled Pork Sliders** (3) served with Fries \$6

**Klondike Kate's** 158 East Main Street • (302) 737-6100

**Wine:**

**Chalone Monterey**

- Chardonnay • Cabernet Sauvignon
- Sauvignon Blanc • Pinot Noir

**Dine:**

**Angus Beef Crostini \$10**

Sliced top sirloin of Certified Angus beef with onions and Provolone cheese on garlic butter crostini finished with a drizzle of horseradish aioli

**Baked Soft Pretzel and Spinach Dip \$9**

Warm spinach and artichoke hearts mixed with a blend of cheeses and seasonings accompanied by hot tri-colored chips

**Blackened Salmon Bites \$10**

Pan blackened Atlantic salmon bites served with avocado corn salsa

**Sashimi Tuna \$10**

Black pepper and sugar grilled seared Ahi tuna served with julienne cucumbers and ginger salad, teriyaki sauce and soy sauce

**Pan Seared Sea Scallops \$10**

Plump pan seared sea scallops basted with basil pesto and served around garden tomato bruschetta accompanied by Panini pressed ciabatta bread

**Shrimp and Chorizo Bite \$9**

Grilled slice chorizo and shrimp skewered served with avocado corn salsa

**Pat's Pizzeria & MVP Sports Lounge**  
160 South Main Street • (302) 738-0808

**Wine:** Served \$2 per 2 oz pour

**Dan Zante Pinot Grigio**

**Dan Zante Chianti**

**Joel Gott Chardonnay**

**Joel Gott Zinfandel**

**Dine:**

**Georges White Pizza**

Fresh Garlic, oil, and oregano, special cheese blend,  
tomatoes, broccoli, and ricotta cheese

*Paired with Dan Zante Pinot Grigio*

**Chicken Marsala**

Served with roasted potatoes

*Paired with Joel Gott Chardonnay*

**Sophia Loren**

Rock shrimp sautéed with fresh mushrooms tossed in our  
Brandy blush cream and pesto sauce with handmade  
sacchetti pasta stuffed with four cheeses *Paired with Dan  
Zante Chianti*

**Paesano**

Hot Italian sausage sautéed in Vodka blush cream sauce tossed  
with ziti pasta topped with parmigiano and melted mozzarella  
cheese *Paired with Joel Gott Zinfandel*

**Saigon Restaurant** 207 Newark Shopping Center • (302) 737-1590

**Wine:** Served \$2 per 2 oz pour

**Rosemount Traminer Riesling**

**900 Grapes Pinot Noir**

**Chateau St. Jean Merlot**

**Dine:**

Tapas style appetizer sampling (all you can eat) \$6

**Shrimp Toast Dumplings**

**Garlic Bean Chicken Edamame**

**Cold Beef**

**Santa Fe Mexican Grill** 190 East Main Street • (302) 369-2500

**Wine:**

**BV Century Cellars Merlot** Napa Valley, California

Red fruit aroma, bright acidity, sweet oak finish

**Girl Go Lightly Rose** Coastal California

Refreshing like a fresh bowl of strawberries

**Stellina Di Notte Pinot Grigio** Veneto, Italy

Think pears and kiwis, subtle lemon finish

**Dine:**

**Guacamole Cubano \$3**

Avocado, jalapenos, lime, pineapple, cilantro

**Arepas con Carnitas \$5**

Grilled corn cakes topped with pulled pork and green salsa

**Taquitos de Pollo \$5**

Shredded chicken wrapped in crispy corn tortilla topped with azteca

**Churros \$3**

Dusted with cinnamon sugar served with tequila chocolate sauce

**Taverna Rustic Italian** 121 East Main Street • (302) 444-4334

**Wine:**

Served \$2 per 2 oz pour

**Stellina di Notte - Prosecco Brut**

**Elmo Pio Moscato**

**Villa Pozzi Nero D'Avolo**

**Sterling Red Blend**

**Dine:**

**Fried Calamari \$6**

Pickled chiles, tomato jam, lemon aioli

**Ricotta Crostini with Caponata \$6**

Whipped sweet ricotta & eggplant caponata, grilled rustic bread

**Pepperoni & Mushroom Rotolo \$6**

Crispy dough rolled with pepperoni, fontina, mushrooms, red sauce

Restaurant menus, along with the featured wines were found at [www.eatdowntownnewark.com](http://www.eatdowntownnewark.com) - and in a day of event program guide, available at the Wine & Dine Information Booth in front of the University of Delaware Barnes and Noble bookstore on the day of the event, as well as on the event shuttle and at participating restaurants. Thanks to the Delaware Sports Commission and Greater Wilmington Convention and Visitor's Bureau for helping to staff the information booth!

Thank you to our Wine & Dine Downtown sponsors whose generous donations made this event possible - United Distributors, Greater Wilmington Convention and Visitor's Bureau, Matt Slap Subaru, M&T Bank, Porter Auto Group, TD Bank, the Delaware Economic Development Office, Campus Edge, Karen and Jim Lisa, New Castle County Economic Development Council, Dukart Management/McDonald's and the Newark Morning Rotary Club. Our thanks too to Delaware Designated Drivers for providing service for this event.

## **SPRING CONCERT SERIES**

FREE Spring Concerts every Thursday night in May and June! The 2014 line-up was as follows:

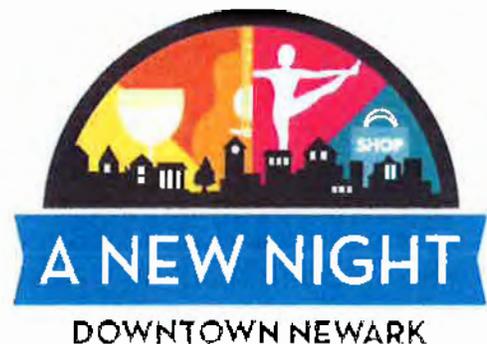
<b>May 1</b>	<b>FREELANCE</b> – Classic Rock
<b>May 8</b>	<b>JOE BAIONE</b> – Jazz
<b>May 15</b>	<b>THE REUNION</b> – Classic/Pop/Rock
<b>May 22</b>	<b>RUNAWAY TRAIN</b> – Folk/Bluegrass
<b>May 29</b>	<b>LIBBY MCDOWELL</b> – Jazz
<b>June 5</b>	<b>JOHN HADFIELD</b> – Rock
<b>June 12</b>	<b>USAF LANGLEY WINDS &amp; VENOM BLUES</b> – Blues
<b>June 19</b>	<b>ACE OF HEARTS</b> – Jazz

## **NEW NIGHT DOWNTOWN**

Downtown Newark's business community expressed significant concerns with the daytime hours of Newark Day, and its effects on their businesses. In order to strike a better balance between the management of crowds during the event and the effects on the businesses located along Main Street, the DNP Board offered to assume management of the event from the City Parks and Recreation Department.

New Night Downtown was held on June 21<sup>st</sup>, from 3PM – 9PM. The area of the event was modified to begin at Chapel Street, rather than Library Avenue, and those businesses located outside of the Downtown Newark Partnership boundaries were required to register with a downtown business.

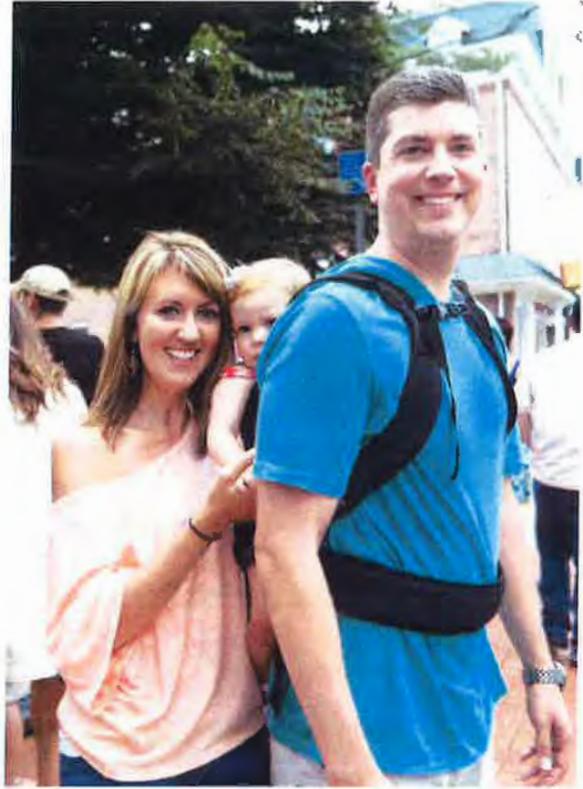
As with the first year of almost every event, the inaugural New Night Downtown was a learning experience for the DNP Board. The time and size of the event seemed to work very well, but conflicts with the dates of the Firefly festival in Dover made it difficult for businesses to staff the event, and drew away potential customers. Additionally, a handful of merchants expressed concerns about having to register with a downtown business in order to participate.



Next year's event looks to capitalize on the successes of the inaugural event, but expand upon it by offering opportunities for all Newark businesses to freely register to participate. Come join us on Saturday, June 13<sup>th</sup>, from 3PM – 9PM!

## 11<sup>TH</sup> ANNUAL FOOD AND BREW FEST

The Downtown Newark Food & Brew Fest has been held annually since the downtown merchant community indicated at a Downtown Newark Partnership (DNP) Open Business Forum that they needed more events and activities in the slower summer months to prosper after the bulk of the student population heads home. Compounding businesses' woes, it's the perfect opportunity for the City and State to do road and utility construction projects impossible the rest of the year in Newark when traffic volumes are heavier. Businesses expressed a need to increase foot traffic and sales in summer. The business forum was held in March 2004, and the first Food & Brew Fest was held in July of the same year – and represented the first DNP activity resulting directly from the Open Business Forum discussion. The follow through that resulted in the event boosted the business community's confidence that the DNP was not only listening to their concerns, but was dynamic enough to address them through action. The Food and Brew Fest was enthusiastically received by businesses and the community alike, and has been so successful that it has become an annual event, and a staple of our summer retail season downtown.



The goal of the event is not only to bring people to downtown Newark in the summer, but also to entertain them while here and encourage them to freely spend money downtown! The desired result is to boost sales on a slow Saturday in July and to present a vibrant, interesting and fun experience for people who do not normally come to downtown Newark. The hope is that they will have such a good time while here, they will return in the future. In this way, the Food & Brew Fest is a retail, image and special event combined in one. Pairing fine craft breweries with our outstanding restaurants promises a gastronomical experience interesting enough to entice people to come downtown to spend money, and then, while they are here, we treat them to free parking, balloon decorations, strolling and street musicians, free root beer tastings, a free and environmentally friendly restaurant shuttle and free souvenir beer sampler mugs.

This year's Food & Brew Fest was held on Saturday, July 26, 2014, from 2 – 8 PM. The event was targeted to families and adults in the tri-state area. Numerous volunteers assisted in planning, organizing and facilitating this year's event. Nearly 5,000 people attended, which is a great turnout, consistent with previous years' crowd estimates.

As in past years, the Food & Brew Fest was a resounding success for all of the restaurants that participated, and, as in past years, all participating restaurants have agreed to participate for next year's event. Retailers along Main Street benefited from a higher level of foot traffic than they may experience on a typical Saturday in July, however, the retail merchant community has requested that the DNP look into ways to make Newark more of a retail shopping destination throughout the year, and to highlight the retail community during restaurant events.

The DNP created and sponsors this event, along with Out & About Magazine. The DNP handles all aspects of event logistics, and Out & About Magazine, among other things, handles marketing strategies and materials. Out & About Magazine handled design and printing of all the ads, event programs, posters, banners for the restaurants, information centers and root beer tasting station, and designed and maintained [www.NewarkFoodandBrew.com](http://www.NewarkFoodandBrew.com) for us free of charge. The partnership allowed the DNP to use limited event funds to support the amenities that make the event so special and memorable, such as the root beer and beer sampler cups, strolling and sidewalk musicians and balloons décor, etc.

The event also allows the DNP to partner with Delaware Designated Drivers (DDD) to



ensure that our guests are safe when it is time to leave the event. DDD is available throughout the event and up to two hours after to provide designated driver services. DDD work in teams of two volunteers (one male and female) with one person available to drive your car home (with you in it) and another follows to pick up the volunteer. The system is invaluable to the event goes because it gets our guests and their vehicles home free of charge, in case they've had a little too much fun in downtown. This arrangement, which includes a DNP donation to DDD, also insures safe rides home for guests from another downtown retail event – Newark's Wine & Dine Downtown – and allows DDD to offer services year-round.

UD also partners with the DNP to provide complimentary Shuttle Services for the event. The DNP only pays for the driver's time in order to support this feature - a tremendous value for our patrons.

A retail event with special event flair, the Food & Brew Fest entices visitors to spend money at our existing businesses, and entertains them while here so they will return in

the future in search of another fun experience. Because of its unique retail structure, it is a great business retention strategy, as it addresses our businesses' needs for successful summer retail activity and supports the local economy. Since it is fun and festive, it's considered a special event by attendees; its focus on food and retail, however, enhances downtown's image as a regional retail, restaurant and entertainment destination. The DNP leverages its relationships with UD, Out & About, DDD and locals banks to supply a fun and safe event that supports our existing businesses. It is also a recruitment tool as we invite targeted retailers to attend to have fun and witness the DNP's support its business community.

**The participating restaurants, and their pairings and menus, were:**

**16 Mile TapHouse**

Watermelon and grilled corn gazpacho with pickled watermelon rinds and cilantro oil

Fried brussels tossed in buffalo sauce and bleu cheese

Beer braised brisket cheese steak egg roll served on a bed of grilled dressed romaine

Bacon wrapped meatloaf lollipop with parsley potato butter and balsamic BBQ

Featured Brewery – 16 Mile

**Ali Baba**

Mini falafel

Cheese Samosa

Featured Brewery – Blue Moon

**Café Ole**

Ropa vieja sliders

Cuban shredded flank steak with manchego cheese and pickled red onions

Churro ice cream sundae

Featured Brewery: Shipyard

**Caffe Gelato**

Blue Crab and chevre stuffed squash blossoms

House crafted herbed flatbread

Pan seared day boat scallops

Lager and artichoke risotto

Featured Breweries: Oskar Blues, Dogfish Head, Stoudts, Stone

**Catherine Rooney's**

Chicken and waffles

Pan-seared Pollock canapé

Roasted corn and rasher salsa with kettle chips

Featured Brewery: Victory

**Cosi**

Special-size pizzas

Featured Brewery: Abita

**Deer Park Tavern**

House slow cooked BBQ brisket sandwiches  
Beer Braised sausage and kraut sandwiches

Featured Brewery: Troegs

**Del Pez**

Pork Belly over a chipotle-Coca-Cola and raisin sauce  
Oyster shooter with pineapple mignonette

Featured Breweries: Sierra Nevada and Wolavers

**The Greene Turtle**

Signature crab dip  
Pulled pork beneath a pile of onion straws on a buttery bun

Featured Brewery: Saranac

**Grotto Pizza**

The Classic Margherita...fresh tomatoes and virgin olive oil, topped with fresh mozzarella and basil  
The Baker's Choice...pepperoni, mushrooms, sweet peppers, sausage, onion, garlic and extra cheese  
The Buffalo Chicken...spicy chicken breast, topped with our zesty wing sauce

Featured Brewery: Leinenkugel

**Home Grown Café**

Ahi Tuna Ceviche  
Confit Chicken Wings  
Pork Meatballs  
Spiced Chicken  
Berry and Lemon Curd Tart

Featured Brewery: Stone

**Iron Hill Brewery**

Bay Scallop Tom Yum Goong  
Young Goat Gouda

Char Grilled Asparagus  
Cajun Spiced Fried Oysters  
Rock Shrimp Ceviche

Featured Brewery: Heavy Seas and Sixpoint

**Kildare's Irish Pub**

Veggie Flatbreat with roasted peppers, mushrooms, tomato, goat cheese and fresh pesto  
Blackened chicken ceasar salad  
Blackened Mahi-Mahi tacos

Featured Brewery: Dogfish Head

**Klondike Kate's**

Southwestern Quesadilla  
Squid Row (Calamari)  
Valentina's Wings  
Spinach Dip

Featured Brewery: Brooklyn



**Santa Fe Mexican Grill**

Mango pepper guacamole  
Sopes, thick corn tortillas topped with black beans and pulled beef or fajita veggies  
Taquitos de Pollo  
Paletas (Mexican popsicles)

Featured Brewery: Lagunitas

**Taverna**

Fried Calamari - lemon aioli & pickled chilies  
Grilled Summer Corn Pizza  
Beer Braised Pork Slider - rustic bread, caramelized onion, asiago cheese

**The Saigon Restaurant**

The 11th Annual Downtown Newark's Food & Brew Fest was sponsored by the Downtown Newark Partnership, Out & About Magazine, Standard Distributing, United Distributors, and WJBR 99.5FM.

This event has been recognized as the Best Retail Event in Delaware and continues to be a highly successful way to deliver foot traffic to our downtown businesses during a traditionally slow time. Make sure you check it out next July!

**COMMUNITY DAY 2014**

This year's Community Day, planned and executed by the Newark Parks and Recreation Department, was held on Sunday, September 21, 2014 from 11 AM – 4 PM on the UD Green. The Downtown Newark Partnership hosted an information booth on the Green providing information about the partnership effort, upcoming events and gift cards, gathering additional input for the upcoming Comprehensive Plan update, asking questions about the aesthetic appeal of downtown, signing folks up for the Downtown Newark Monthly E-Newsletter mailing list and offering both Taste of Newark tickets and Downtown Gift cards for sale.



The weather was absolutely beautiful and Community Day was a great success!

Congratulations and thanks to the Newark Parks and Recreation Department for making this year's Community Day special!

## TASTE OF NEWARK

# 114 ANNUAL Taste of Newark

This year's event took place on Sunday, September 28th, from 12:00 - 3:00 p.m. on the picturesque Old College Lawn, UD Main Campus. This year's Taste of Newark was co-chaired by Mayor Polly Sierer and former Mayor Vance Funk, with the assistance of staff from the Hotel, Restaurant and Institutional Management program of the University of Delaware and volunteers from the Downtown Newark Partnership.



As always, the event was successful, selling out the 1,000 available tickets and pleasing guests with the culinary masterpieces of Newark's best restaurants. Once again, the Newark Arts Alliance held a silent auction with a wide variety of unique items, and three of Newark's top chefs competed in the annual "Iron Chef" style "Battle of the Chefs," with Donnie Merrill of Skipjack emerging victorious, while local Celebrity Chef Tom Hannum of Buckley's Tavern gave cooking demonstrations to keep the crowd amused!





## **MAIN STREET MILE**

On Saturday, October 4th at 9:00 a.m. the Downtown Newark Partnership (DNP) hosted its 7th annual Main Street Mile. The race, unique in a world of 5K fundraising run/walks, benefited the Newark Police Department's K-9 Unit and the DNP. The race begins at the McDonald's traffic circle on Main Street at 9:00 a.m. and finishes just minutes later (just over four minutes for our fastest runners!) at the Deer Park Tavern! Elite runners from around the region competed for top prize money and prizes were awarded at a brunch hosted by the Deer Park Tavern, 108 West Main Street, immediately following the last race. A K-9 demonstration is also provided featuring the true beneficiaries, the Newark Police Department's K-9 officers!



Corporal Marty LaRue and Sjors

Despite rainy and cold weather this year, the event was an overwhelming success, with more than 300 runners participating – and raising more than \$13,000 for K-9 and DNP Programs.

The Main Street Mile was presented by RT Foard and Jones, and sponsored by the Downtown Newark Partnership, Newark Police Department, Deer Park Tavern, Fusion Fitness Center, Capriotti's of Newark, the Courtyard by Marriott at the University of Delaware, National 5 & 10, Premier Auto and Tire, WSFS Bank, Taverna Rustic Italian, Catherine Rooney's, Grotto Pizza, Kildare's, FOP Lodge 4, Ameriprise Financial Fairchild

& Associates, Catalyst Visuals, Out and About Magazine, the Kenney Family Shop Rites, Maximum Sound, Delaware Today, Krista Milkovics, Blood Bank of Delmarva, D&W Mason Contractors, Newark Natural Foods, Hessler Properties, Main Street Dental, IMG, Newark Dental Associates, the Newark Morning Rotary, Weiner Benefits Group and Dogfish Head Brewery.

Thanks to all the sponsors and volunteers who made this event a success!

In addition to the Mile event itself, on Friday, August 15th, from 5 – 8 PM, the Committee hosted a Main Street Mile "Battle of the Bars" at the Courtyard by Marriott – UD, to raise monies for the K-9 program and DNP. This event was created in addition to the mile when Paco, Newark's first K-9 police officer, was diagnosed with Bi-lateral Hip Dysplasia, requiring his retirement and replacement by Newark's current K-9 officer, Cody.

The K-9 Unit relies on the support from the Main Street Mile fund raiser every year. The annual Main Street Mile is important because it helps pay for continued training and certifications for the K-9 and its handler.





For this event, four Main Street bars – Catherine Rooney's, Deer Park Tavern, Grotto Pizza and defending champion Taverna – provided bartenders serving unique drinks to support the cause. Taverna won (once again!) and retained the coveted "Paco Cup" trophy for another year!

This year we upped the ante with a dunk tank, featuring a variety of local "talent," including Mayor Polly Sierer, City Manager Carol Houck, and event organizer Nic DeCaire.

Special thanks to Bill Sullivan and his fantastic staff at the Courtyard by Marriott for keeping us all straight during the Guest Bartending event and helping us raise an additional

\$5,500 for the Main Street Mile!

### **HALLOWEEN PARADE AND TRICK OR TREAT MAIN STREET**

This year's Halloween event was held on Sunday, October 26, 2014 at 3:00 p.m. on Main Street. The parade boasted nearly 2000 participants, and was followed by our annual Trick-or-Treat Main Street event until 5:00 p.m. The trick-or-treating event provides children a safe environment where they could go store to store and trick-or-treat. There was also live entertainment for all ages, balloon sales and decorations, face painting, pumpkin carving contests and, of course, the parade.



This is an image building event – engendering a lifelong connection to downtown Newark amongst the little ones collecting treats and their parents. It is also a great way for downtown to say "thank you" to our customers! Therefore, the DNP encourages businesses to participate in Trick-or-Treat Main Street and the DNP offered to assist businesses with the purchase of bulk candies in case participation in Trick-or-Treat Main Street would cause a financial hardship for the business. No businesses took advantage of this offer.

We estimate 2,500 trick-or-treaters and their families enjoyed the fabulous weather during this fun annual event, although many more attended the parade. Thanks to the Parks and Recreation Department for putting together such a wonderful event and to all the downtown businesses that participated!

## **MAYOR'S MASQUERADE FUN RUN AND WALK**

Downtown Newark is proud to be at the center of a healthy and active community, with great parks and trails for our residents, and we appreciate any opportunity to assist in promoting and improving those amenities. Working with the University of Delaware and a group of downtown business owners, Mayor Polly Sierer organized the first "Mayor's Masquerade Fun Run and Walk" on November 1, 2014, to raise money for fitness stations along the Hall and Pomeroy trails. We look forward to working with Mayor Sierer, Parks and Recreation staff and interested business and property owners to see this event flourish and grow in future years!



## **WINTERFEST AND HOLIDAY PROMOTIONS**

As always, Newark's Parks and Recreation staff did a great job with the annual Winterfest celebration on Friday, December 6, 2013 from 6 – 8 PM on the Academy Building Lawn. In addition to the regular Winterfest activities, including a visit from Santa himself, the Special Olympics Delaware's Fourth Annual 5K Reindeer Run and a 1K Reindeer Romp was held. It was an extremely successful event, and we look forward to another year of success in 2014 – Winterfest is currently scheduled for Friday, December 5!

**Ad Hoc Events Committees**  
**Draft 2015 Work Plan**

**GOAL** – Implement a full calendar of events to promote downtown Newark

**OBJECTIVES FOR 2015**

1. Restaurant Week: Monday, January 19 – Sunday, January 25
2. Newark's Wine and Dine Downtown: Saturday, March 28, 2 – 8 PM
3. Spring Concert Series: Thursday Evenings in May and June, 7 PM
4. New Night Downtown: Saturday, June 13, 3 - 9PM
5. Food and Brew Festival: Saturday, July 25, 2 – 8 PM
6. Top of Newark Triathlon: Sunday, August 16 – 8 AM
7. Community Day: Sunday, September 20, 11 AM – 4 PM
8. Taste of Newark: Sunday, September 27, 12 - 3 PM
9. Main Street Mile: Saturday, October 3, 9 AM
10. Halloween Parade/Trick or Treat Main Street: Sunday, October 25, 3 – 5PM
11. Assist with Downtown Newark Holiday Promotions: Black Friday – New Year's Day
12. Explore opportunities for new events with the DNP Merchants' Committee.

## **Merchants' Committee**

The DNP's **Merchants' Committee** exists to open and maintain lines of communication between the merchants of downtown Newark and the rest of the Partnership - the City, University and citizenry. This committee also seeks to establish events, programs and publications that make downtown Newark a destination for the entire family, as well as to advocate the viewpoints and address the concerns of downtown merchants to the City, State and University.

The Merchants' Committee strives to improve the image of downtown Newark, as well as foster growth through promotion of the area. Using retail promotions, advertising campaigns, and by fostering strong and open communication both ways between merchants and the other participants in the Partnership, the committee works to keep Downtown Newark vibrant. Communication and coordination between the various participants are key responsibilities of this committee.

The Committee meets on the first Wednesday of each month at various locations in downtown Newark. To view monthly agendas or for additional information, check postings in City Hall, call 302-366-7030 or visit [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

### **Merchants' Committee Members:**

**Cari Rogers** – Moxie Boutique, Chair

**Jeremy Krabill** – Fulton Bank

**Epi DeLaPaz** – M&T Bank

**Kelly Minster** – Minster's Jewelers

**Jennifer Galt** – Barnes and Noble

**Nic DeCaire** – Fusion Fitness Center

**Lizette Kennedy** – Klondike Kate's

#### **Staff:**

**Ricky Nietubicz** – Planner  
DNP Administrator

### **Also serving on the Committee in 2014:**

**Steve Fangman** – MainStream Nutrition

**Faith Simperts** – Louviers Federal Credit Union (Acting Chairperson)

**Julie Keppel** – Brunswick Blue Hen Lanes

## 2014 Accomplishments

### Downtown Gift Card Program



Sales of Downtown Gift Cards continue to grow, year after year; to date, over \$230,000 has been loaded onto cards, and committed to being spent in downtown Newark. The program is also used for our holiday promotions.

After three years of doing a gift card giveaway that required customers to save receipts totaling \$250 or more from participating retailers to receive a \$25 gift card, the Merchants' Committee decided to conduct a simplified "buy one get one free" special on Downtown Gift Cards on Small Business Saturday. The Merchants' Committee found that the ever-changing list of participating merchants was too confusing to customers, and the simplified promotion will do a better job of promoting the entirety of downtown Newark.

This promotion was an overwhelming success, with customers lined up around the top floor of the Galleria building for hours as our Parking Division staff worked to fulfill all the orders. The result was our biggest day in Gift Card Program History - \$32,270 in funds loaded into the program, more than were loaded in the entirety of 2010. Bolstered by an advertising campaign in the News Journal, this program was extremely successful not only in focusing spending on our downtown businesses, but in increasing awareness of the gift card program.

We believe the Downtown Newark Gift Card is an invaluable Economic Development tool. Its main objective is to support our local businesses financially – and in that, it has been wildly successful in the amount of funds that flow through it each year. The Gift Card program also helps the DNP's image in the business community, because participating in the program is FREE to downtown businesses, and therefore, businesses can readily see that the DNP is working for them. It is also a great tool for recruiting purposes. Many new business prospects have been impressed that such a benefit is available to them if they

open a business in downtown Newark. Finally, the Gift Card Program helps to reinforce in people's minds that downtown Newark is a unified shopping, dining and entertainment district as one gift card can be used at all participating establishments – like a mall gift card, only much, much better.

In order to keep the list of merchants as up to date as possible, we added a QR code and web address to the bottom of the paper list that gift card buyers receive when they purchase the card. That way, whether it's a month or a year later, the card user has a fast and easy way to reference where they can spend their card.

### **Merchants Accepting Downtown Gift Cards:**

Ambitions Salon, 45 E. Main St., 2<sup>nd</sup> floor  
Aunt Margaret's Antiques, 294 E. Main St.  
Barnes & Noble UD Book Store, 83 E. Main St.  
Bing's Bakery, 253 E. Main St.  
Bloom, 92 E. Main St.  
Buffalo Wild Wings, 100 S. Main St.  
Café Ole, 170 E. Main St.  
Caffé Gelato, 90 E. Main St.  
California Tortilla, 55 E. Main St.  
Cameras, Etc., 165 E. Main St.  
Captain Blue Hen Comics, 280 E. Main St., Ste. 101  
Catherine Rooney's, 102 E. Main St.  
Central Perk, 42 E. Main St.  
Clothes In The Past Lane, 77 E. Main St.  
Cosi, 111 E. Main St.  
Deer Park Tavern, 108 W. Main St.  
Del Pez Sea Mex Restaurant, 76 E. Main St.  
Delaware Running Company, 129 E. Main St.  
Downtown Parking Lots, 3 downtown locations  
E.C. Shades, 108 E. Main St.  
Empowered Yoga, 329 Newark Shopping Ctr.  
Forinal Affairs, 275 E. Main St.  
Frolic on Main Street, 170 E. Main St.  
Fusion Fitness Center, 280 E. Main St., Ste. 118  
Gloss Blow-dry Beauty Bar, 77 E. Main St.  
Grassroots Handcrafts, 93 E. Main St.  
Grotto Pizza, 45 E. Main St.  
Hardcastle Gallery, 622 Newark Shopping Ctr.  
Heart and Home, 108 E. Main St.  
Home Grown Café, 126 E. Main St.  
Iron Hill Brewery, 147 E. Main St.  
Jimmy John's, 133 E. Main St.  
Kildare's Irish Pub, 45 E. Main St., 2<sup>nd</sup> floor  
Klondike Kate's, 158 E. Main St.  
Kneisley Eye Care, 45 E. Main St., 2<sup>nd</sup> floor  
Lieberman's Bookstore, 45 E. Main St., Ste. 105  
Main Squeeze, 131 E. Main St.

Mainstream Nutrition, 163 E. Main St.  
Mediterranean Grill, 612 Newark Shopping Ctr.  
Meltdown Grilled Cheese, 145 E. Main St.  
Mid Atlantic Ballet, 104 E. Main St., rear  
Minster's Jewelers, 205 Newark Shopping Ctr.  
Mizu Sushi Restaurant, 132 E. Main St.  
Moxie Boutique, 165 E. Main St.  
National 5 & 10, 66 E. Main St.  
Newark Alterations & Designs, 276 E. Main St., Ste. 105  
Newark Arts Alliance, 276 E. Main St.  
Newark Bike Project, 58 E. Main St.  
Newark Camera Shop, 63 E. Main St.  
Newark Deli & Bagels, 36 E. Main St.  
Newark Natural Foods, 280 E. Main St., Ste. 105  
Pat's Pizzeria & MVP, 160 S. Main St.  
Peace A Pizza, 44 E. Main St.  
Rainbow Books & Music, 54 E. Main St.  
Romanick Pottery, 170A E. Main St.  
Santa Fe Mexican Grill, 190 E. Main St.  
Saxbys Coffee, 57 S. Main St.  
Seasons Pizza, 203 E. Main St.  
7-Eleven, 46 E. Main St.  
Shamrock Printing, 261 E. Main St.  
16 Mile Taphouse, 113 E. Main St.  
Sovereign Air, LLC, 118 E. Main St., Ste. 109  
Subway, 165 E. Main St., Trader's Alley  
Sweet-N-Sassy Cupcakes, 134 E. Main St.  
Switch, 54 E. Main St.  
Taverna, 121 E. Main St.  
The Days of Knights, 173 E. Main St.  
The Greene Turtle, 250 S. Main St., Ste. 101  
The Saigon Restaurant, 207 Newark Shpg. Ctr.  
The Ski Bum, 218 E. Main St., Ste. 101  
UPS Store, 40 E. Main St.  
Walgreen's, 124 E. Main St.  
Wings To Go, 174 E. Main St.  
World Class Supply, 175 S. Main St.  
You've Been Framed, 209 E. Main St.

## **New Student Orientation**

The Downtown Map & Guide, highlighting all retail, restaurant and service businesses and the positive aspects of downtown Newark was distributed by the University of Delaware during New Student Orientation (NSO) - the required freshman orientation at the University of Delaware. The NSO program involves approximately 4,500 students, spread out into smaller groups who attend daily over a period from the end of June to the end of July. Such a program provides a wonderful opportunity to make a good first impression on newcomers to the area who will be residents for four years and are likely to return as alumni later.

## **Downtown Newark Map and Guide**

Along with the Economic Enhancement Committee, the Merchants Committee assisted in the distribution of the "Downtown Newark Map and Guide" and assists the Economic Enhancement Committee in updating the website, [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com), with information on downtown business openings. To make sure the Map and Guide is accessible to everyone quickly and easily, the Committee decided to add a QR code to the document in 2013, so that a virtual version can be accessed by any smartphone or device instantaneously. The committee looks forward to continuing to modernize downtown marketing.

## **Holiday Ad Campaign**

Newark completed another large advertising campaign for the 2013 holiday season and is gearing up the 2014 holiday season. Advertising is coordinated to promote downtown activities, events, restaurants and retailers in the most cost-effective manner to draw holiday shoppers and consumers to Downtown Newark. Since the gift card giveaway was taking on a new format, the Committee decided to take on rotating ads throughout the News Journal for the month prior to Small Business Saturday, including the stick-on "post it note" ad on the headline days before the event itself. Advertising after Small Business Saturday, in a number of publications such as Newark Life, Chester County Life, Middletown Life, Out and About Magazine and UDaily, was focused on increasing awareness of the free holiday movie matinees in order to drive customers downtown.

By all accounts, the campaign was successful, especially given the extremely high level of success of the gift card giveaway promotion. The Merchants' Committee is re-evaluating how advertising could be more cost effectively conducted given the way that news of the promotion spread by word of mouth.

## **Holiday Storefront Decorating Contest**

Each holiday season the Downtown Newark Partnership holds the Holiday Storefront Decorating Contest. The friendly competition creates a festive atmosphere downtown during the holiday season. With the introduction of a "traveling trophy" for this contest, the Merchant's Committee decided to have some extra fun by having a Grinch character,

generously provided by Barnes and Noble University Bookstore, “steal” the trophy from the previous year’s winner on Small Business Saturday, to be delivered to the new winner a couple weeks later by a Santa character, similarly generously donated. This helped not only add to the festivity, but to create a social media discussion and “buzz” about the contest, and, most importantly, downtown Newark and the businesses here. This year’s competition drew in dozens of downtown businesses – and we’re hoping for even higher participation in the upcoming holiday season!

Storefront decorations were judged by a panel of volunteer community representatives. The judges' top three winners were (in order of most votes received):

**1) EC Shades**



**2) Fusion Fitness Center**



**3) Caffe Gelato**



The creativity of some of the windows downtown made it difficult to just pick three, and the judges, along with the community, really appreciated the time and thought that businesses put into some of the windows this year. Congratulations winners and thanks to all who participated!

**Holiday Movie Matinees**

During December 2013, each Saturday morning featured **Saturday Movie Matinees**. Sponsored by Captain Blue Hen Comics, Minster's Jewelers, Louviers Federal Credit Union and Newark Day Nursery and Children's Center, movies included *A Christmas Story*, *It's a Wonderful Life*, *Elf*, and *The Polar Express*. Newark Cinema Center managed the events, which were all well attended. Admission to the film is free with a donation of a non-perishable food item for the Newark Area Welfare Committee's Holiday Basket or Food Closet Programs. These events are a great way to get people downtown during the shopping season!

## Promotional Events

The Merchants' Committee likes to take every available opportunity to promote downtown businesses. Whenever there are special events in town, the Committee seeks to be involved and to reach out to the new crowd of potential consumers. The Committee provides visitors with information about local businesses, so that they feel welcome and can enjoy what downtown Newark's businesses have to offer during their stay. With the Economic Enhancement Committee, they developed the Welcome to Newark promotional envelopes and stuff them with discount coupons, parking vouchers, maps and a letter of welcome.

During other special events, such as Wine and Dine Newark and Food & Brew Fest, the Committee took the opportunity to promote retail businesses as well as restaurants, by encouraging retail outlets to hold sidewalk sales or other special promotions to take advantage of the increased foot traffic in the area.

## New Business Outreach

Each year several new businesses come to the Downtown Newark area. The members of the Merchants' Committee personally contact business owners to encourage them to attend Merchants' Committee meetings and participate in downtown events. At the beginning of each meeting, the Committee sets aside time to introduce themselves to new business owners, and invite them or any other member of the business community to discuss any concerns, questions or suggestions that they may have with the committee. The committee is also working to complete a brochure with information tailored to the needs of new businesses in Downtown Newark.

## Calendar of Events Magnet

At the Merchants Committee's suggestion, beginning in 2007, the DNP issues an annual calendar of events on a refrigerator magnet, something that is very well received, and perhaps our most frequently requested give-away! Most importantly, when the event magnet is distributed through special events, included in the Downtown Welcome Packets and other channels, it makes sure that we have a constant reminder of downtown in numerous homes in the region. The magnet is also included in the packet of information provided to all new homeowners in Newark as part of the Planning & Development Department's Buyer Affidavit process.

The 2015 Calendar of Events Magnet is scheduled to debut at this year's Winterfest scheduled for December 5, 2014.



## **Merchants' Committee** **Draft 2015 Work Plan**

**GOAL:** Open and maintain lines of communication within the merchant community, and between the merchant community and the other members of the Downtown Newark Partnership (City, University and Citizenry).

### **OBJECTIVES FOR 2015**

1. Send the DNP E-News You Can Use E-Newsletter to Downtown Businesses to supplement door to door visits.
2. Increase the number of door to door visits to businesses to foster a communicative community among merchants and City staff.
3. Provide an opportunity for any Newark business to raise issues of concern for discussion at every Merchant Committee Meeting.
4. Foster partnerships between restaurants and retail businesses for cross-promotion to customers.
5. Continue the Special Events Refrigerator Magnet Promotion for distribution to all downtown businesses, new homeowners and at all downtown events. Print twice per year, January – December and June – May, so that it remains more current.
6. Work to incorporate South Main Street Businesses within the downtown district in DNP activities and events.

**GOAL:** Establish programs, publications and events that will make Downtown Newark a destination location for the entire family.

### **OBJECTIVES FOR 2015**

1. Promote Merchant Participation in existing community and special events; assist the Events Committees, UD and the City with new special events to bring families to Newark, including, but not limited to:
  - a. Restaurant Week
  - b. Newark's Wine & Dine
  - c. New Night Downtown
  - d. Food & Brew Fest
  - e. Community Day
  - f. Taste of Newark
  - g. Halloween Parade and Trick or Treat Main Street
  - h. Expand on Mayor's Masquerade Fun Run
  - i. Expanded Holiday Promotions

2. Research the possibility of creating more retail-based events, particularly in the late summer months.
3. Develop an advertising program to promote downtown Newark as a shopping and dining destination, including information about the Downtown Newark Gift Card program. Consider various forms of media for plan development.

**GOAL:** Advocate the viewpoints and concerns of merchants to the City, State and the University.

**OBJECTIVES FOR 2015**

1. Report all merchant concerns to the Downtown Newark Partnership Board or the appropriate authority.
2. Represent the merchant community at public meetings when needed.

## **Parking Committee**

The **Parking Committee** works to improve and expand off-street parking in Downtown Newark. This committee is constantly striving for more user-friendly and cost-effective ways to operate lots and meters, increased participation in the parking validation program, cooperation between private owners, as well as incorporating long-range parking plans with economic development to prepare Newark for future economic success. The work plan of the Parking Committee outlines the proposed strategy for meeting its goals.

The Parking Committee generally meets the second Wednesday of each month at 9:00 a.m. in City Hall. For more information, consult the postings in City Hall, call 302-366-7030 or visit the website at [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

### **Parking Committee Members:**

**Sally Miller**, Chair

**John Brook**, University of Delaware, Retired

**Fred Dingle**, Dingle & Kane, PA

**Heather Dunigan**, Wilmapco

**Jim Grimes**, University of Delaware Public Safety, Retired

**Ruth Mayer**, Property Owner

**Joseph McCoy**, Catherine Rooney's

**Krista Milkovics**, Downtown Property and Business Owner

**Lt. Bill Hargrove**, Newark Police Department

**Richard Rind**, Director of Auxiliary Services, University of Delaware

### **STAFF:**

**Marvin Howard**, Parking Administrator

**Ricky Nietubicz**, DNP Administrator

## 2014 Accomplishments

### Free Parking Promotions

Working with other committees of the DNP, especially the Merchants and Events Committees, as well as the City Manager's Office and the Newark Police Department, the Parking Committee coordinated free parking for city events, as well as around the holidays. Free parking can encourage out of town visitors to come enjoy Newark and helps downtown businesses draw in customers.

Free parking promotions are intended to provide a sales boost for downtown businesses, and encourage people to shop in downtown Newark for the holiday season; however, careful observation by merchants and committee members during the 2012 season, when free parking was provided every day from mid-December through the end of the year, found that many of the spaces were occupied all day by workers who would otherwise have to park in outlying areas. As such, free parking promotions for 2013 were offered on Thanksgiving, Black Friday and Small Business Saturday, but did not continue through the month of December, in order to encourage the turnover of spaces that is needed for commerce. Free parking was also offered on December 24-26, and on New Year's Eve.

### Improvements to Existing Lots

The Parking Committee is continually working on ways to improve the capacity and efficiency of our existing lots, by working with the City to make sure the lots are well maintained. After hearing merchant concerns and suggestions, the Parking Committee advocated for a reconfiguration of spaces within Lot 3 that added eleven spaces, as well as an additional entrance/exit onto Center Street, which includes six net new spaces as well, work which was completed this summer.

### Lot #1 Parking Garage

Based on a 2006 study of parking needs in downtown, which concluded that building a garage to serve future needs would be beneficial for economic development, the Parking Committee continues to advocate for construction of a parking structure to increase parking inventory downtown. The Parking Committee was pleased with City Council's decision to acquire necessary parcels within Lot 1 to make the eventual construction of a structure possible during 2014.

## **DOWNTOWN NEWARK PARKING VALIDATION PROGRAM**

The Parking Committee constantly works to increase awareness of and participation in the downtown parking validation program, by reaching out to new businesses as they open in the Downtown district, as well as by constantly reaching out to those existing businesses who do not participate. This year 3 new businesses were signed up for the validation program, either by direct visitation by members of the Parking Committee or

after seeing flyers distributed via the E-News You Can Use newsletters or the Block Captain System.

To entice participation, the Parking Committee distributes the flyer below:

#### What is it?

The Downtown Newark Validation program allows YOUR customers to park for FREE in municipal "pay to park" lots. The free parking is subsidized through a partnership between the City of Newark and your business. In other words, the City sponsors 50% of the required parking fee and you sponsor the other 50% - and your customer parks for FREE!

#### How does it work?

The Downtown Parking Office supplies your business with validation coupons specific to your business. Validation coupons are available in \$.50 (one half hour fee) and \$1.00 (an hour) increments – you choose which is best for your business. When one of your customers uses a validation coupon from your store as payment towards a parking fee in a City lot, the use is registered in the Downtown Parking Office, and you will be billed for one-half of the cost of the validation used. For example, if you supply a customer a \$.50 coupon, your portion of the free parking charge is \$.25. The Parking Office sends validation bills out once a month to frequently validating businesses, and less often for those businesses which only validate occasionally. (The office will not send out a validation bill for less than \$5).

In addition to supplying validation coupons (at no cost to your business until they are actually used by one of your customers), the Parking Office will also supply you with window stickers identifying your business as one that validates parking and list your business on the Downtown Newark and City websites as a validating business. In addition, the Downtown Newark Partnership is planning an extensive advertising campaign focused on the validation program, and your business will be included in them. The first of these ads was in the June issue of Delaware Today. More ads will follow.

#### Why should my business participate in the Validation Program?

- YOUR customers park for FREE!
- It doesn't cost you anything until YOUR customer actually uses a validation coupon from YOUR store – and at that it only costs you one half of the value of the validation!
- There is no charge to participate in the program (no overhead) – you just pay ½ of the parking used by your customer!
- There is no paying up front for stickers that may or may not get used by your customers – coupons are provided free of charge and you are billed as they are used!
- Free advertising for your business!

- Free web listing for your business!
- Free window stickers!
- You only need validate parking for those who actually purchase something at your business – and at that, you need only supply a ½ hour of parking (\$.25 cost to you) to be a validating business!
- You will not be billed for validations until you reach a threshold of \$5 in validation fees.
- Even if you are not close to a municipal lot, you may have a customer who has parked in a lot and would appreciate validation – and if not, you can take advantage of the free advertising.
- You will help us get the message out about parking in off-street lots as an alternative to tying up premium metered spaces and risking a ticket.
- You will help dispel the myth that Downtown Newark is not a friendly place to park.

How do I become a participating business?

It's easy. Call Downtown Parking Administrator Marvin Howard at 302-366-7155 or e-mail him at [mhoward@newark.de.us](mailto:mhoward@newark.de.us) and he will answer any questions you may have, and if you are interested, set you up in the Downtown Newark Parking Validation Program. Questions may also be directed to DNP Administrator Ricky Nietubicz at [rnietubicz@newark.de.us](mailto:rnietubicz@newark.de.us) or 302-366-7030.



**Merchant Validated Parking**  
**Municipal Lots**

## "Visit Me & Park for Free"

A Cut Above	92 East Main Street
Abbott's Shoe Repair	92 East Main Street
Ali Baba	175 East Main Street
Ambitions Salon	45 East Main Street
Barnes & Noble	83 East Main Street
Bloom	92 East Main Street
Brew Haha	45 East Main Street
Café Ole	170 East Main Street
Caffe Gelato	90 East Main Street
California Tortilla	55 East Main Street
Cameras Etc.	165 East Main Street
Catherine Rooney's Irish Pub	102 East Main Street
Central Perk	42 East Main Street
Chapel Street Playhouse *	27 North Chapel Street
Cheeburger Cheeburger	137 East Main Street
Chipotle Mexican Grill	136 East Main Street
Christian Science Reading Room	92 East Main Street
Citizens Bank	117 East Main Street
Clothes in the Past Lane	56 East Main Street
Coldstone Creamery	168 East Main Street
Del Pez Sea Mex	76 East Main Street
Delaware Running Company	129 East Main Street
Dr. Thomas Cox	94 East Main Street
E. C. Shades	108 East Main Street
Gloss Beauty Bar	77 East Main Street
Grassroots Handcrafts	93 East Mains Street
Grotto Pizza	45 East Main Street
Heart & Home	108 East Main Street
Home Grown Café	126 East Main Street
Indian Sizzler	72 East Main Street
Iron Hill Brewery	147 East Main Street
Italo's Tailor Shop	64 East Main Street
Kildare's Irish Pub	45 East Main Street
Klondike Kate's	158 East Main Street
Kneisley Eye Care	45 East Main Street
Lieberman's Bookstore	45 East Main Street
M & T Bank	82 East Main Street
Mainstream Nutrition	163 East Main Street
Mid-Atlantic Ballet	104 East Main Street

Mizu Sushi Bar	132 East Main Street
Moxie Boutique	165 East Main Street
National 5 &10	66 East Main Street
National Letter Carriers Assoc	66 East Main Street
Nationwide Insurance	94 East Main Street
Newark Camera Shop	63 East Main Street
Newark Deli & Bagels	36 East Main Street
Newark United Methodist Church	69 East Main Street
Panera Bread	140 East Main Street
Paragon Design	77 East Main Street
Rainbow Books & Music	54 East Main Street
Salad Works	45 East Main Street
Santa Fe Mexican Grill	190 East Main Street
Schmidt Advertising & Design	77 East Main Street
Seasons Pizza	203 East Main Street
Stone Balloon Winehouse	115 East Main Street
Sweet & Sassy Cupcakes	134 East Main Street
Switch Snowboards & Skateboards	54 East Main Street
Taverna	121 E. Main Street
The Days of Knights	173 East Main Street
U.S. Post Office	110 East Main Street
UD CMS Lab	Delaware Ave. & Academy St.
UD Research Lab	63 East Delaware Avenue
Walgreens (Happy Harry's)	124 East Main Street

**\*Season Ticket Holders Only**

## **Parking Committee** **Draft 2015 Work Plan**

**GOAL:** Make parking a user-friendly and convenient service that is supportive of current businesses and future economic growth.

### **OBJECTIVES FOR 2015**

1. Assist the Parking Division in facilitating the construction of additional parking.
2. Encourage the use of validation as a good business practice and inform the public of validation opportunities identified by businesses using new validation decal:
  - a. Continue to advertise the validation program to businesses.
  - b. Continue to use DNP website to promote the businesses that validate.
  - c. Explore print ads to inform public of the program and advertise participating merchants.
3. Continue working on new ways to cooperate with DNP Committees, the City, downtown businesses and the University to promote customer-friendly parking including but not limited to:
  - a. Promoting and encouraging permit holders to park at the rear of the.
  - b. Facilitating communication among DNP Committees and encourage Parking Committee members to be involved with other DNP efforts, including having the Parking Committee chairman serve on the DNP Board of Directors.
4. Examine and evaluate the improvements made to the exits from Lot 3 including the additional pedestrian safety and driver notification measures.
5. Evaluate improved signage and make recommendations for further improvements as needed.
6. Continue to provide guidance to the Planning and Development Department's Parking Division on lot utilization, monthly permits, parking fees and general parking administration.
7. Continue to coordinate with the Bicycle Committee and the Public Works Department to install convenient bicycle parking Downtown.

**GOAL:** Develop long-range plans to serve projected parking needs and integrate these plans with economic development.

### **OBJECTIVES FOR 2015**

1. Advocate for a resolution to impediments to moving forward with building a downtown parking structure. Assist the Parking Division in developing specifications for a downtown parking structure, should the City decide to move forward with the project.
2. Explore the opportunities for parking capacity expansion.

3. Monitor economic development along South Main Street/Elkton Road for future parking needs.



**2013 Annual Report**

**D O W N T O W N**

**Newark Partnership**



# DOWNTOWN Newark Partnership

November 14, 2013

## Greetings:

It is with great pride that I, along with our countless volunteers, present this Annual Report, as we celebrate our fifteenth anniversary as an organization. When you review the work of our active organization, I am sure you will agree that much can be accomplished through determination, dedication and teamwork. Residents, merchants, the City of Newark and the University of Delaware have come together to further enhance a lively downtown district into an even more appealing destination for Newarkers and visitors from the region.

This report boasts the best work of our Events, Merchants, Parking, Economic Enhancement and Design Committees over the past year – and anyone can imagine how much our organization has accomplished over fifteen years. We are very happy to have successfully built a full calendar of downtown events, we have recruited new businesses and we have retained existing businesses; we have enjoyed millions of dollars in new private investment downtown.

As we look forward, we see our upcoming years being even more successful than our first fifteen, with continued growth and success. We will certainly miss one of our greatest champions – Vance Funk – as he retired as Mayor of Newark earlier this year, but we look forward to many new faces, just as we've come to make new friends as each new business locates downtown. We look forward to preserving many of our historic buildings, as well as seeing new and exciting renovations and new construction coming online throughout downtown.

Thank you for your interest in Downtown Newark, we are happy to have everyone celebrate our past and we look forward to our future – It's a New Day Every Day!

  
Marilyn Minster  
Chair

**2013 Downtown Newark Partnership Board Members:**

**Dawn Calzada**, Mid Atlantic Ballet

**Bob Chadwick**, New Castle County Chamber of Commerce

**Joe Charma**, Chair of the Design Committee

**Carl Georigi**, Platinum Dining Group

**Ryan German**, Caffe Gelato

**Patrick T. Harker (Rick Deadwyler as Representative)**, President, University of Delaware

**Carol Houck**, City Manager

**Sally Miller**, Parking Committee Chair

**Marilyn Minster (DNP Chair)**, Minster's Jewelers

**Amy Plante**, M&T Bank

**Cari Rogers**, Moxie Boutique

**Thomas Rogers**, Newark Resident

**Reid Rowlands**, World Class Supply

**Maureen Feeney Roser**, Planning and Development Director

**William Sullivan**, Courtyard by Marriott UD

**Jerry Clifton**, Acting Mayor

**Staff:**

**Ricky Nietubicz**, DNP Administrator/Planner

**Elizabeth Dowell**, Secretary

**Also serving on the Board of Directors in the past year:**

**Vance A. Funk, III**, Former Mayor

**Kay Snelling**, Gecko Fashions

**Suzy Rogers**, Newark Resident

Now celebrating our fifteenth anniversary, the Downtown Newark Partnership is a private/public partnership dedicated to the economic enhancement of downtown Newark, Delaware. The Partnership has created an environment in which the City of Newark, businesses, residential community and the University of Delaware can work together toward a common goal: the ongoing enhancement of Downtown Newark. The effort has fostered successful improvements of the downtown area to the benefit of everyone who lives, works or travels to or through Newark.

The DNP is governed by a policy board, consisting of eighteen members. The members hold a variety of positions within the community, each able to provide a unique point of view and widen the range of influence for the DNP. The Board works to chart the course for downtown enrichment and provide a directional framework for each of the working committees: Design, Economic Enhancement, Events, Merchants and Parking. These Committees also each include members from a range of industries and occupations, which helps to ensure that the diverse and unique atmosphere of downtown Newark is maintained and enhanced.

Through participation in the National Trust for Historic Preservation's Main Street Program and Downtown Delaware, a division of the Delaware Economic Development Office, the DNP is able to model its approach to downtown revitalization after that of the National Main Street Program. This approach centers on the use of committees dedicated to design, organization, promotion and economic restructuring issues. The DNP modified these roles slightly in order to make them best fit the needs of downtown Newark, also creating committees to deal with issues of merchant services and communication, as well as parking. Each of the committees creates and implements an annual work plan to be approved by the Partnership's Board, allowing for clear and active movement toward accomplishing a variety of goals. The Committees have developed, and the Board has begun review of, each of these work plans for next year. The final versions of 2014 work plans will be ready at the end of 2013. The approach has been extremely successful for downtown Newark, as we have won national recognition as a Great American Main Street, and continue to be recognized, for now thirteen years consecutively, as a Certified National Main Street Community by the National Trust for Historic Preservation.

The Partnership owes this success to the hard work of the Board and Committee members, as their dedication allows the DNP to meet the high standards necessary to earn national recognition for excellence in downtown revitalization.

The Board typically meets the second Wednesday of each month at 6:00pm in the City Manager's Conference Room on the second floor of the Municipal Building at 220 South Main Street. Every DNP Board meeting is open to the public. For further information regarding the Partnership and its activities, or business opportunities in Downtown Newark, please contact Ricky Nietubicz at 302-366-7030 or visit the Downtown Newark Partnership's website at [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

Each year, as a way to recap the accomplishments of the Downtown Newark Partnership and to recognize the over 100 volunteers who make all of the activities

throughout the year happen, the Downtown Newark Partnership Board hosts an **Annual Meeting and Volunteer Appreciation Reception**. Last year's event was held at the Courtyard by Marriott at the University of Delaware on November 8<sup>h</sup>, 2012.

The Volunteer Appreciation Reception was well attended and made possible by our generous donors: Minster's Jewelers, the Saigon Restaurant, Tsionas Management.

Outstanding volunteer (and event photographer) Bill Sullivan was recognized at the Annual Meeting after years of service and generosity – several of our events would not be possible at all, or could not grow to the successes they have become, without his efforts. The Chapel Street Players also ran an extremely successful silent auction at the Annual Meeting, which raised significant funds for their organization.

The 2013 DNP Annual Meeting and Volunteer Appreciation Reception will be held on Thursday evening, November 14, 2013 from 5 – 7PM at the Courtyard by Marriott – UD.



## **Design Committee**

The **Design Committee** focuses on maintaining and enhancing the visual appeal of downtown Newark. The main goal of the Committee is to improve its aesthetic and pedestrian scale qualities; the 2013 Work Plan was the Committee's strategy for meeting this goal during the past year, and the 2014 Work Plan will serve the role in the upcoming year.

The Design Committee meets the first Tuesday of the month at 8:00 am at various downtown locations. Please check postings at the City Municipal Building, call 302-366-7030, or visit the website at [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com) for agendas and meeting locations. All meetings are open to the public.

### **Design Committee Members**

**Joe Charma (Chairman)**, Landmark Engineering

**Reid Rowlands**, World Class Suply

**William Hurd**, Footprint Design

**Howard Smith**, AXIS Group

**Dennis Lawson**, Newark Arts Alliance

**Steve Wilson**, Code Enforcement Supervisor

**Roy Locker**, Locker Construction

**Staff: Ricky Nietubicz**, DNP Administrator

### **Also Serving on the Committee the Past Year**

**Debi Worthing**, Resident

### **Also Serving as Staff in the Past Year**

**Michael Fortner**, Development Supervisor

## 2013 Accomplishments

### **Design Reviews**

One of the most important functions of the Design Committee is to review proposed downtown development, redevelopment and renovation projects for their architectural merit, based on the standards published in the Design Guidelines. This year was a particularly active year for design reviews, the committee reviewed plans for redevelopment of One South Main Street, South Main Commons (Murray Road, formerly Hanceton Court), the Newark Shopping Center, 58 East Main Street (formerly the Delaware Book Exchange) and the Shops at the Newsstand (70 East Main Street).

### South Main Commons (original design)



### South Main Commons (second draft design):



**Newark Shopping Center**



**One South Main**



## Newark Sign Code Update

After last year's update of the Design Guidelines, the Design Committee decided to take on another equally ambitious project: updating the Newark Sign Code to make it more user-friendly and comprehensible to developers. With the help of two summer interns, members of the committee reviewed several sign codes of other municipalities both near and far, and edited Newark's to flow more concisely and precisely. As an added benefit to alleviate confusion among users of the Sign Code, whether property owners, architects and engineers or anyone else, the Committee included diagrams of different types of signage, to differentiate between menu boards, wall signs and the like, as well as to depict how sign areas are calculated for individual letters, and odd, non-geometric shapes.

The Committee looks forward to seeing the revised Sign Code through to adoption.

## Planning for Future Streetscape Improvements

As part of an ongoing project, the Design Committee is working on developing a comprehensive streetscape plan for all of downtown, which the committee hopes to have completed in the coming year, so that funding can be secured for implementation. The plan will include attractive gateways for pedestrians, bicyclists and motorists, parking lot improvements, public art and public spaces such as vias, pocket parks, pedestrian "bumpouts" and seating to make downtown more livable, walkable and enjoyable to everyone.

## New Holiday Banners

After several years of use, the Holiday Banners' best days were behind them. Our Design Committee reviewed dozens of stock banners and options for customization, and ultimately came up with a custom design that is unique to Downtown Newark! We hope you enjoy them! The selected banners are on order and we anticipate delivery in early November.

## Architectural Assistance

The Design Committee works with businesses on Main Street to aid in exterior reconstruction and façade improvements. The program provides a 1:1 matching grant of up to \$2,500 to property and businesses to make improvements to their buildings in the downtown area. To begin the process, the business owner and the Design Committee work together to determine appropriate improvements for the building. The Design Committee then



works with the approved business to create conceptual drawing and obtains estimates; the construction can then proceed. After the project is completed, the DNP awards a 1:1 matching grant up to \$2,500 to pay for the completed improvements.



## Design Committee Draft 2014 Work Plan

**GOAL** – Preserve and enhance an attractive, pleasant, people-friendly destination. These desirable characteristics include human-scale buildings, details and land uses, a pedestrian-orientation, bicycle friendly, clean and well-maintained buildings and public spaces, safe and accessible for users of all ages and abilities, easy to navigate, and with lots of visual interest.

### **OBJECTIVES FOR 2014**

- 1. Preserve and enhance people-friendly characteristics through streetscape improvements and other design guidelines**
  - A. Review all development plans submitted on a voluntary basis by developers for construction and/or reconstruction on properties in the downtown district against the Design Guidelines for Downtown Newark and prepare a report to Planning Commission and City Council regarding same.
  - B. Promote the availability of City and other grants and loan sources to improve the physical appearance and visual appeal of buildings.
  - C. Expand architectural survey boundaries to include East Main Street from McDonald's Circle to Chapel Street, Delaware Avenue, and South Main to West Park Place by utilizing the services of the Center for Historical Architecture and Design (CHAD) graduate program at the University of Delaware. Continually update Architectural Survey as buildings are renovated or properties are redeveloped.
  - D. Advocate for underground utility placement.
  - E. Update the Main Street Streetscape plans for improved pedestrian safety enhancements. Coordinate with WILMAPCO to secure funding from State.
- 2. Improve access to downtown businesses through downtown signage and improved wayfinding.**
  - A. Explore the development and placement of "Information Kiosks" downtown.
  - B. Provide additional community bulletin board space.
- 3. Promote a clean, cared-for, and well-maintained downtown district.**
  - A. Conduct quarterly visual reviews of building facades to look for opportunities for recognition of particularly well cared for buildings, as well as opportunities

for improvement and to identify potential problems and intervene, as well as violations.

**B. Beautification for Downtown**

- (1) Research other possible public artwork projects and partnering with Community and local artists.
- (2) Encourage landscaping Improvements
- (3) Continue to raise funds for beautification

**C. Create a map of downtown and surrounding areas identifying opportunities for public art and sculptures.**

**D. Work with CSX Transportation on the possible acquisition of the property at the intersection of South Main Street and East Main Street, and repurpose that property as a showcase for public art.**

**4. Encourage environmentally sensitive design without impeding economic growth.**

- A. Develop a packet of information regarding sustainable practices and where to find information for existing building renovations.
- B. Advocate for older existing buildings in Downtown to incorporate LEED standards into their building through rehabilitation incentives.

## Economic Enhancement Committee

The **Economic Enhancement Committee** strives to ensure that Downtown Newark is a great environment for business. Functionally, the committee works to recruit new businesses, as well as retain our current downtown businesses through programs that foster a favorable downtown environment. This committee is always working to improve the business mix downtown by recruiting selectively the businesses that best complement existing establishments.

The Economic Enhancement Committee is a staff function of the City of Newark's Planning and Development Department, and as such, no regularly scheduled public meetings take place. To obtain more information on this committee, call 302-366-7030 or visit the website at: [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

## Economic Enhancement Committee Members

**Maureen Feeney Roser** – Chairwoman,  
Planning & Development Director

**Michael Fortner** – Vice Chair,  
Development Supervisor

**Ricky Nietubicz** – Planner/DNP  
Administrator

**Dana Johnston** – Community Affairs  
Officer

**Marvin Howard**  
Parking Administrator

**Elizabeth Dowell**  
Planning & Development  
Secretary

**Brian Laws** – Planning  
Aid/Survey Technician

## **2013 Accomplishments**

### **BUSINESS RECRUITMENT**

The Economic Enhancement Committee works continually to improve its recruitment efforts and attract businesses to the downtown Newark area. Since our last Annual Report, the Committee is pleased to welcome five new businesses to downtown. In addition, several more new businesses are in various stages of opening.

#### **New Businesses in Downtown Newark since last Annual Report**

The Greene Turtle, 250 S. Main Street

Café Ole, 170B E. Main Street

Little Teriyaki, 135B S. Main Street

Fringe Salon & Boutique, 218 E. Main Street, Suite 113

Newark Bicycle Project, 1 S. Main Street; moved to 58 E. Main Street

We look forward to numerous redevelopment projects coming online, and bringing new businesses with their completion, particularly One South Main, 58 E. Main, 70 E. Main, and, perhaps most excitingly, the renovation of the Newark Shopping Center.

Outreach efforts continue to attract businesses to add to the retail/restaurant mix as follows:

- Apparel and Accessories (Men's, Women's and Children's)
- Home Accessories
- Gourmet Grocery
- Shoes
- Art
- Small Boutique Hotel/Inn
- Craft Stores With Lessons
- Party Supplies
- Paint Your Own Pottery
- Adult Destination/Restaurant
- Gifts, Stationary, Cards

#### **DNP Business Recruitment Packages**

The committee developed a Business Recruitment Package, which provides detailed information about downtown Newark and the advantages to operating a business here; the community's demographic profile; the full calendar of events; Downtown Newark Partnership activities; parking opportunities, including the parking validation and gift card programs; incentive programs and positive press about downtown. Over the past year, several of these recruitment packages, with personalized letters, were sent out by the Committee to targeted businesses. A host of other inquiries into the business climate and opportunities in downtown were handled on the phone and via e-mail. This

information is also available at special events and for distribution on a regular basis to inform the public of the DNP, its structure and goals.

### **Business Start-Up Grants**

Grants are available to cover \$1,500 in utility expenses for eligible new businesses. Eligible businesses are those listed above which have been targeted by the Downtown Newark Partnership as adding to the retail/restaurant mix.

In addition to these grants, the Newark Façade Improvement Program offers loans for up to \$2000 at 0% interest for façade improvements to downtown business properties. Loans may be either deferred payment or monthly pay back loans.

### **South Main Street**

Following the suggestion of Mayor Funk, Elkton Road from East Main Street to Park Place was officially renamed "South Main Street" as of January 1, 2013, with the DNP's boundaries expanded on the same date to encompass properties on either side of the street. The market is taking advantage of the numerous redevelopment opportunities that South Main Street affords, and we expect to see continued redevelopment activity in this area in the coming years. This presents us with an opportunity to add to our business mix and expand Downtown Newark as a regional dining and shopping destination.

### **BUSINESS RETENTION**

The Economic Enhancement Committee is always working to provide the best possible information, opportunities and technical assistance to the downtown businesses in order to help them grow and prosper. To this end, the committee has been working in a number of different formats to disseminate information and help businesses, such as creating welcome packets, electronic newsletters, and providing technical assistance to businesses on a regular basis.

### **Business Open Forum/Meet and Greet**

At the suggestion of the Merchants' Committee, an Open Forum and Meet and Greet was held at Klondike Kate's on June 13<sup>th</sup>, from 4PM – 7PM. Representatives from 24 downtown businesses stopped in at different times throughout the evening – several of those businesses sent multiple representatives as well. It was a great opportunity for downtown merchants to learn how they can get involved with the Partnership, and to learn and gather ideas on how the Partnership can better serve the business community.

### **Downtown Map & Guide**

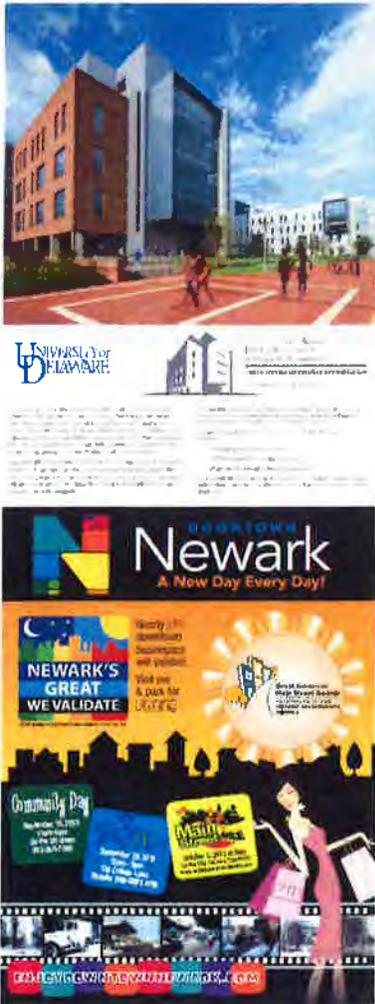
This winter the Downtown Newark Map & Guide was redesigned once again to add businesses on South Main Street between Apple Road and Park Place and to keep

it up-to-date. The colorful and attractive design features detailed business listings, public and customer parking locations and an easy to read map of downtown with businesses by type and address. The foldout guide also provides information about the gift card and parking validation programs. The Guide is also published online, on the DNP website. We intend to continually update and reprint the Guide on an annual basis.

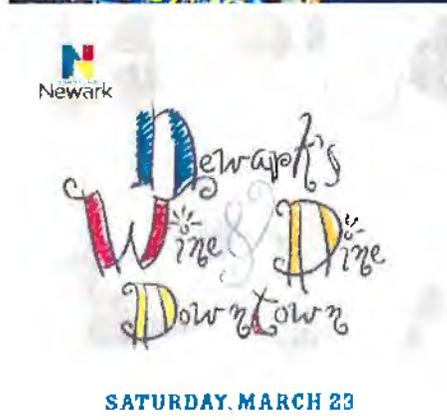
**I-95 Rest Area Marketing**

For the third year in a row, the University of Delaware partnered with the DNP to market downtown and the University at the Traveler’s Information Center of the newly reconstructed I-95 rest area. In addition to rack space for the new Downtown Newark Map & Guide, we also share a 24 X 52 inch poster display at the Center which is changed monthly to reflect events and activities happening on campus and in downtown. The University donates the design work (Thank you Danny Wright!) and installations for the project. This is a great collaborative effort to reach hundreds of thousands of travelers each year who visit the rest area just minutes from downtown.

**February**



**March**



This year we put a particular marketing push on for the early spring, as the University of Delaware hosted the first and second rounds of the NCAA Women's Basketball Tournament, which coincided with Wine and Dine Downtown. Thanks to the University of Delaware for their support and assistance in advertising downtown to thousands of travelers stopping at the I-95 rest stop each year!

These efforts, along with our growing reputation in the region, should entice travelers to Eat! Shop! And Enjoy! Downtown Newark.

### **Welcome to Newark Packets**

Thanks to Economic Enhancement Committee efforts, out of town guests are welcomed warmly by the DNP whenever we are made aware of their presence. For example, since the last Annual Report, participants of participants in several UD conferences and exchange programs received welcome packets from the DNP. These packets included a welcome letter, a calendar of events, coupons for downtown businesses, and flyers about upcoming events and activities. Several hundred packets have been stuffed and delivered this year all geared to having visitors patronize our existing businesses downtown and ring their cash registers! Another goal of these efforts is to help bolster the growing conference trade in Newark, by insuring that conference participants enjoy their stay in Newark. DNP staff also attend area hoteliers' meetings in an effort to stay abreast of upcoming conferences and events to which we can market downtown.

This approach to ensuring visitors enjoy their stay in Newark is also used for special events, where customized flyers are designed tailoring the promotions offered by downtown businesses to the event participants. Examples of this activity include the DNP's "Coupon Corner" promotions at Newark Day and Community Day.

### **NCAA Women's Basketball Tournament**

The University of Delaware was proud to host the first and second rounds of the NCAA Women's Basketball Tournament this year, and the Downtown Newark Partnership was proud to be part of the event! DNP Staff worked with the University of Delaware Athletics Department, Delaware Sports Commission and Delaware Tourism Office to highlight all of our offerings downtown, developing a rack card with special offers for participants, team staff to be included in a general "welcome packet," similar to those provided to conference participants, NCAA officials and fans, as well as helped to staff a "welcome station" downtown and moved Wine and Dine to coincide with the tournament. In order to help fans efficiently move from the fieldhouse to downtown, the DNP arranged, and paid for, shuttle service between the two locations.

## **Newsletters**

The **Downtown Newark E-Newsletter** was created as an electronic means of getting information about Downtown Newark to the community in a fast and efficient manner. The e-newsletter is prepared and sent at the end of a month to highlight the activities, events, cultural opportunities, etc. in downtown the following month. The mailing list for this subscription e-newsletter grows daily, and currently reaches over 2,000 interested individuals. New e-mail addresses are gathered at each downtown event, and often by referrals. The Downtown Newark E-Newsletter is an important business retention tool because it is a coordinated and comprehensive clearinghouse for downtown activities which helps to promote downtown Newark as a retail, dining, cultural and entertainment destination for the region.

Another important E-Newsletter is the **DNP Merchants' E-News You Can Use**, which was created specifically for downtown businesses. This newsletter is a vital tool for the Committee, as it fosters better communication between the DNP and downtown businesses. The newsletter provides important and timely information to businesses about opportunities to promote themselves through participation in events, activities, group discounts and advertising, and to keep them informed about other issues of importance such as road construction and lane closures. 225 businesses currently receive **DNP Merchants' E-News You Can Use**, which supplements the Merchants' Committee's Block Captain System. In response to feedback received during the Open Forum held in June, the word "Merchants" was added to the title and subject line of the newsletter, to help separate it from the flood of emails that our merchants receive daily, and to highlight its importance.

## **Web Presence**

Downtown Newark's recently improved and renovated web page is the district's window to the world, and as such, the Economic Enhancement Committee works hard to keep it updated. In addition to schedules and calendars of events, the website contains leasing opportunities and links to downtown businesses' websites so that residents and visitors, as well as current and potential merchants, can have a great deal of information at their fingertips simply by logging onto the website. Businesses also can update their own listings and populate their very own page on the site with timely information, coupons, photos, and promotions. The Committee works hard keeping the *information current and adding other information whenever it is available*. Check it out at: [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com); or at our other domain names: [www.eatdowntownnewark.com](http://www.eatdowntownnewark.com) and [www.shopdowntownnewark.com](http://www.shopdowntownnewark.com).

## **Facebook**

In another effort to get the word out about why downtown Newark is a wonderful place for people to eat! shop! and enjoy! themselves, the Committee maintains a Facebook page. We've found this social medium a great way to allow people (our "fans") to connect with downtown events, participate in discussions, and be part of the

Downtown Newark Community. We also list downtown businesses' Facebook pages as favorites, providing them with exposure to our fans. Like us on Facebook and follow us on Twitter! Over the past year, we made a concerted effort to grow our number of "likes," and succeeded in growing our fanbase by 50%.

### **Gift Card Program**

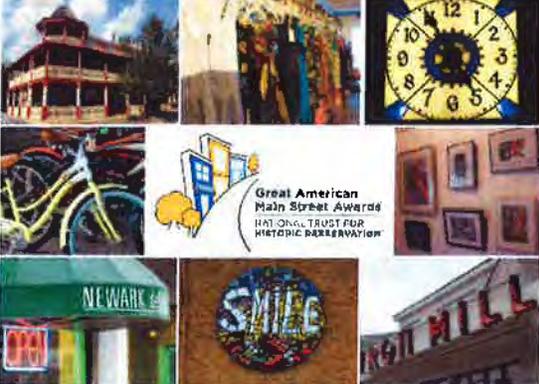
The Economic Enhancement Committee was instrumental in getting the Downtown Newark Gift Card Program up and running. The Committee also manages all Gift Card sales for Downtown Newark. Nearly \$150,000 in gift cards have been sold since the program went live on December 17, 2009, with continued growth in overall volume of card sales (in number of cards as well as dollar volume), as well as average dollars loaded per gift card. More detail about the Downtown Newark Gift Card Program may be found below under Merchants' Committee accomplishments.

### **Advertising**

The Economic Enhancement Committee strives to market downtown as a shopping and dining district and destination as part of its Business Retention efforts. The effort this year included Downtown Newark ads in all UD Football and Basketball Programs, and the Newark Morning Rotary Club Annual Report. In addition, a special edition of Delaware Today magazine featured multiple page spreads about Downtown Newark.



**Just minutes away...**



**Winner of the National Trust for Historic Preservation's Great American Main Street Award**

More than 80 boutiques featuring everything from handmade to fair trade, metaphysical to medieval, and fashion to funky

70 award-winning restaurants offering cuisines suited for any palate and price range

Whether you're looking for a family field trip, a place to meet old friends, or a romantic spot with that special someone, **Downtown Newark is the Delaware destination of choice!**

# **Downtown Newark**



## DOWNTOWN Newark Partnership

Winner of the National Trust for Historic Preservation's  
Great American Main Street Award



*Mark Your Calendars!*

### SMALL BUSINESS SATURDAY

November 30

### RESTAURANT WEEK

January 20-26

### WINE & DINE DOWNTOWN

April 5

Downtown Newark has more than 80 boutiques featuring everything from handmade to fair trade, metaphysical to medieval, and high fashion to funky! 70 award-winning restaurants offering cuisines suited for any palate and price range.

Whether you're looking for a family field trip, a place to meet old friends, or a romantic spot with that special someone, Downtown Newark is the Delaware destination of choice!



like us on Facebook  to keep up to date on the latest Downtown happenings



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**OCTOBER 5, 2013**

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**Economic Enhancement Staff Committee**  
**Draft 2014 Work Plan**

**GOAL -- Improve Business Mix, Business Recruitment.**

**OBJECTIVES FOR 2014**

1. Actively recruit new businesses targeted by Downtown Newark Partnership Board:
  - A. Develop and update a strategic marketing plan for Downtown to attract high quality, complementary businesses.
  - B. Update the recruitment package highlighting the benefits of doing business in the City of Newark. Package contains promotional information about the downtown, the Downtown Newark Partnership, municipal services, existing business mix and available incentives, calendar of events, as well as the demographics of the market area. Work with the Delaware Main Street Program in the Delaware Economic Development Office to gather more specific data about Newark's "Trade Area" to better guide recruitment and marketing efforts, as well as to provide content for recruitment packages.
  - C. Actively prospect for new businesses and provide follow-up support. Work with realtors and property owners to market vacancies. Provide information about the type of businesses we are trying to recruit and distribute information about the availability/details of vacant spaces.
  - D. Market incentives for targeted businesses downtown, including utility grant program. Provide at least two (2) utility grants this year.
  - E. Research other potential incentives to attract "targeted" businesses.

**GOAL -- Business Retention**

**OBJECTIVES FOR 2014**

1. Identify at-risk merchants in need of retention assistance. Review building and business inventory for signs of retention needs, and visit businesses on a regular basis to determine relative health. Follow up with businesses identified as potentially at risk, as necessary.
2. Work with UD, the Merchants Committee and businesses to promote downtown through the various athletic tournaments and events that the University intends to conduct throughout the year.

3. Work with the Merchants' Committee to determine training needs of existing businesses. Provide training, as necessary
4. Work with the Small Business Administration, Downtown Delaware and the Small Business Development Center, or other institutions, to provide information on loan products and application processes to assist businesses considering expansion or a second location.
5. Continue to market the Façade Improvement Program and Architectural Assistance Grant to downtown businesses. Develop promotional materials as necessary.
6. Maintain the Downtown Newark Web and Facebook Pages.
7. Continue the monthly distribution of the Downtown Newark E-Newsletter highlighting downtown events and activities to attract consumers from the tri-state region.
8. Continue the Merchants' E-News You Can Use E-Newsletter to provide important and timely information to downtown businesses about opportunities to participate in events, activities, group discounts and advertising, and other issues of importance such as road construction and lane closures.
9. Develop a loan fund to assist businesses with substantial, unforeseen costs as they arise.

**GOAL – Inter-Jurisdictional Cooperation**

**OBJECTIVES FOR 2014**

1. Participate in the activities of the New Castle County Economic Development Council, the New Castle County Chamber of Commerce, and the Greater Newark Economic Development Partnership.
2. Liaison with the Delaware Development Office, the Small Business Development Center, the Downtown Delaware (Main Street) Program, the National Main Street Center, and the Greater Wilmington Convention and Visitors Bureau.

**GOAL – Regulatory Reform**

**OBJECTIVES FOR 2014**

1. Examine potential local impediments to Economic Enhancement.

**Economic Enhancement Staff Committee**  
**Draft 2014 Work Plan**

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## Events Committees

Downtown Newark's Events Committees have been working on improving existing events and adding new events for downtown since the beginning of the DNP in 1998. Each event, however, brings forth its own leaders, responsibilities, challenges and tasks, and therefore, the Events Committee is actually composed of several Ad Hoc Planning Committees, one for each major Downtown Newark Partnership event.

For 2014, the Newark Day event will be replaced by a new festival, "New Night Downtown," and a new committee has been formed to guide its development and success. For 2014, the six Ad Hoc Committees are:

- Restaurant Week Committee
- Food and Brew Fest Committee
- Main Street Mile Committee
- Taste of Newark Committee
- Wine and Dine Downtown Committee
- New Night Downtown Committee

All of the members of these committees are considered part of the Partnership's Events Committees for the year they participate. The separate committees each have unique committee members and meeting times.

Events not listed as having committees, such as Newark Day, Community Day, the Spring Concert Series, Halloween Parade, and Winterfest are handled by the City of Newark's Parks and Recreation Department, with some assistance from the DNP. The City Parks and Recreation Department does an outstanding job each year of organizing these special events with their own group of volunteers. The help of this dedicated group of volunteers and capable staff allows the Partnership staff and Ad Hoc Committees to focus on creating new events and improving the events, which they plan. The result is a full calendar of diverse, fun and well-run events!

As noted above, next year will be particularly exciting, as New Night Downtown will replace Newark Day on the calendar for June 21, 2014.

**DNP Events Committees Members:**



**Restaurant Week 2013**

**Vance Funk**, Mayor  
**Jeremy Hughes**, Deer Park Tavern  
**Lizette Kennedy**, Klondike Kate's  
**Mara Puglisi**, Catherine Rooney's  
**Corey Newkirk**, Stone Balloon  
Winehouse  
**Dana Johnston**, Community Affairs  
Officer  
**Ricky Nietubicz**, City of Newark/DNP



**Newark's Wine & Dine Downtown  
2013**

**Vance Funk**, Mayor  
**Chris Corrozi**, United Distributors  
**Adam Forman**, United Distributors  
**Dana Johnston**, Community Affairs  
Officer  
**Bill Sullivan**, Courtyard by Marriott, UD  
**Alison MacKenzie**, Buffalo Wild Wings  
**Eric Nelson**, UD Public Relations  
**Ricky Nietubicz**, City of Newark/DNP



**Downtown Newark Food & Brew Fest  
2013**

**Vance Funk**, Mayor  
**Jerry DuPhily**, Out & About Magazine  
**Dana Johnston**, Community Affairs  
Officer  
**Alison MacKenzie**, Buffalo Wild Wings  
**Mara Puglisi**, Catherine Rooney's  
**Lizette Kennedy**, Klondike Kate's  
**Ricky Nietubicz**, DNP Administrator



### Main Street Mile 2013

**Bill Hargrove**, Newark Police  
Department  
**Nic DeCaire**, Fusion Fitness Center  
**Marvin Howard**, Newark Parking  
Administrator  
**Dana Johnston**, Community  
Information  
**Bryan Jariwala**, Taverna  
**Officer Chris Jones**, Newark Police  
Department  
**Mike Suh** - Mizu Sushi  
**Lizzette Kennedy** - Klondike Kate's  
**Bill Sullivan** - Courtyard Marriott  
**Ricky Nietubicz** – DNP Administrator



### Taste of Newark

**Vance Funk**, Mayor, Chair  
**John Brennan**, Director of Public and  
Media Relations, UD  
**Skip Homiak**, Executive Director of  
Public Safety, UD  
**Donna Laws**, Business Administrator  
Hotel, Restaurant Management, UD  
**Jan O'Neill**, Senior Events Manager,  
Office of Conferences, UD  
**Polly Weir**, Director of Conferences, UD

## 2013 Accomplishments

### DOWNTOWN NEWARK'S 7th ANNUAL RESTAURANT WEEK

Monday, January 21<sup>st</sup> - Sunday, January 27<sup>th</sup>

For one week in late January, Downtown Newark hosts a culinary celebration highlighting our fabulous restaurants and their offerings -- diverse enough to please any palate, and at prices to suit any purse! From Monday, January 21st through Sunday, January 27th, nineteen outstanding downtown Newark restaurants offered specialty menus highlighting the best they have to offer at the right price! The event featured seasonal decorations, in-restaurant entertainment, and retail specials exclusively designed for Restaurant Week patrons!

Participating restaurants this year included Ali Baba, Buffalo Wild Wings, Caffe Gelato, California Tortilla, Catherine Rooney's, Claymont Steak Shop, Cosi, Cucina Di Napoli, Deer Park Tavern, Grotto Pizza, Home Grown Café, Iron Hill Brewery, Kildare's, Klondike Kate's, Pat's Pizzeria & MVP Sports Lounge, The Saigon Restaurant, Santa Fe Mexican Grill, Stone Balloon Winehouse and Taverna Rustic Italian.

### NEWARK'S 9<sup>TH</sup> ANNUAL WINE & DINE DOWNTOWN

On Saturday, March 23, 2013, 17 of Downtown Newark's best restaurants joined forces with the wineries to celebrate spring, food, wine, and fun!! Newark's Ninth Annual Wine & Dine Downtown was held from 2 -8 PM!

In addition to highlighting the unique offerings of fine wineries, the restaurants also served as classrooms for those interested in learning more about wines. Participating wineries had representatives on-site at the restaurants to answer questions and, of course, pour samples of the best wines they have to offer!

Restaurants carefully fashioned their night's specials based on their featured wines and focused on how wine can influence a meal's flavor, preparation and overall enjoyment. Tapas style menus were offered at each restaurant to allow Wine & Dine participants to sample as many of downtown Newark's fine restaurants' menus as they wished. This was a fun exercise for downtown chefs as well as another educational experience for our patrons and visitors!

To add to the excitement, strolling entertainment was provided. An outstanding group of entertainers performed at Wine and Dine including Bazinga, Jeff Smith, Clarion Brass and Steve Hobson. The event also featured balloon decorations and retail specials.

Free parking in municipal lots as well as a handful of University parking lots in and around downtown was available, compliments of City of Newark the and the Downtown Newark Partnership respectively, and the first 1600 customers received a commemorative wine glass and carrying pouch!

This year's event was made even more exciting as it coincided with the University of Delaware's hosting of the first and second rounds of the NCAA Women's Basketball Tournament! The University of Delaware, as always, provided restaurant shuttle services for Wine & Dine customers free of charge, but this year we added a shuttle was arranged between the University of Delaware stadium and downtown so that visitors, fans and officials associated with the NCAA Women's Basketball Tournament had easy access to the event. As always, it was easy for Wine & Dine guests to relax and reach their favorite restaurants all over downtown! Thanks to UD for supplying this important service for the event.

No Tickets were necessary. Customers paid as they went. Each restaurant offered \$2 per 2 oz tastes of at least three different wines. Premium tastings were also available at varying prices. Bistro menus were reasonably priced in order to allow attendees to sample many of the specialty menus our chefs prepared to compliment their wine offerings!

#### **Restaurants/Wineries Participating Were:**

**Ali Baba, 175 East Main Street**

##### **Wine:**

**LEBANON: CHATEAU KEFRAYA - LES BRETECHES**

Light and spicy on the nose, this is a medium bodied red, dark cherry in color and with elegant legs.

**MOROCCO: LES TROIS DOMAINES - GUERROUANE BLANC**

Ripe, dry with good clean 'Garrigue' fruit. Made from Sauvignon Blanc/Ugni Blanc/Clairette

**LES TROIS DOMAINES - GUERROUANE GRIS**

Ripe, clean fruit like melon, and vanilla custard.

**LES TROIS DOMAINES - GUERROUANE ROUGE**

Ruby red with fragrances of strawberry and raspberry, a dash of fresh figs and hints of banana

**LES TROIS DOMAINES - AMAZIR BENI M'TIR**

A wine whose ruby red color has depth and subtlety. A highly fragrant nose: almond, citrus peel, orange marmalade, fig and mixed spice (cinnamon, mint...)

##### **Dine:**

Mini Falafel Wraps will be offered with tasting.

A seasoned chickpea/fava bean mixture, deep-fried. Served with lettuce, tomato, pickled turnip & tabini sauce.

**Buffalo Wild Wings, 100 South Main Street**

**Wine:**

Ruta 22 - Malbec

Beringer - Founders Cabernet

Divining Rod - Chardonnay

Barone Fini - Pinot Grigio

**Dine:**

**Boneless Wings**

**Slammer Nation**

Choose from three different types of Slammers:

Pulled Pork, Chicken Tender, or Cheeseburger

For your pulled pork we suggest any one of our BBQ sauce selections. Go crazy with your choice on our chicken tenders slammers!

**Caffé Gelato, 90 East Main Street**

**Wine:**

Estrella Chardonnay, Estrella Shiraz, BV Merlot

**“Chardonnay Table”**

Pascual Toso Chardonnay, Carpe Diem Chardonnay, J Lhohr Arroya Vista Chardonnay

**“Party Table”**

Sonata Rose, Tamarack Cellars Firehouse Red, Covey Run Late Harvest Riesling,

**“Pinot Table”**

Chamisal Pinot Noir, Carpe Diem Pinot Noir, Windsor Pinot Noir

**“Cabernet Table”**

Domaine Napa Cabernet, Fenwick Cellars Cabernet Franc, BV Napa Cabernet

**“Merlot Table”**

Souverain Merlot, Fleur du Cap Merlot Meerlust Merlot

**Dine:**

Shaved beef tenderloin crostini with balsamic roasted grape tomatoes, horse radish, basil pesto, and Cambozola cheese

Sautéed exotic mushroom crepe with taleggio, truffle oil, and aged balsamic drizzle

Fingerling papas bravas with smoked paprika-lemon aioli

Shaved asparagus flatbreads with pancetta, garlic infused olive oil, fresh mozzarella, fresh thyme and parmigiano-reggiano

**Catherine Rooney's**, 102 East Main Street

**Wine:**

Once Upon a Vine: The Big Bad Red Blend 2010

Girl Go Lightly Rosé 2011

A by Acacia 2011 Unoaked Chardonnay

**Dine:**

**Strawberry Shortcake**

Macerated strawberries and fresh whipped cream

**Seared Duck Breast**

Served with arugula, wild rice and mushroom ragout

**Poached Gulf Shrimp**

Gently poached domestic Gulf Shrimp with shaved fennel apple salad

**Così**, 111 East Main Street

**Wine:**

Sterling Napa Sauvignon Blanc

BV Coastal Cab Sauvignon

**Dine:**

Personal size Spinach and Artichoke Dip

Personal size Hummus Dip

**Cucina di Napoli**, 76 East Main Street

**Wine:**

William Hill Chardonnay

Darkhorse Cabernet Sauvignon

Lindeman Bin 90 Moscato

Pio Cesare Otre Cabernet/Merlot blend

**Dine:**

**Bruschette Miste**

Bruschetta served four ways: traditional, caprese, roasted vegetable, and wild mushroom

**Mozzarella Caprese**

Fresh, handmade mozzarella stacked with sliced tomatoes and fresh basil, drizzled with imported extra virgin olive oil

**Pan Seared Scallop**

Fresh sea scallop pan seared and served over roasted tomato with pesto and olive oil

**Deer Park Tavern, 108 West Main Street**

**Wine:**

Terra D'Oro Zinfandel  
MacMurray Ranch Pinot Noir  
Montes Sauvignon Blanc  
MacMurray Ranch Pinot Gris

**Dine:**

Spaghetti & Meatballs  
Mom's Meatloaf  
Baked Mac & Cheese  
Chicken & Dumplings

**Grotto Pizza, 45 East Main Street**

**Wine:**

Josh Cellars Chardonnay  
Josh Cellars Cabernet Sauvignon  
Alamos Malbec  
Alamos Torrentes

**Dine:**

**Pizza by the slice**

Traditional Cheese  
Baker's Choice  
Veggie Blanco

**Home Grown Café, 126 East Main Street**

**Wine:**

Flight of White  
Flight of Red  
Wine & Dine 2013 Flight

**Cabernet Sauvignon, Montes, Chile 2010**

A complex wine with flavors of raspberries, blueberries, vanilla, black pepper with a cigar box aroma

**White Blend, Colores del Sol, Argentina 2011**

A crisp wine with hints of fuzzy peach & apricot

**Shiraz, Penfolds, Thomas Hyland Estate, Australia 2010**

Oaky & earthy with notes of blueberry & coffee

**Sauvignon Blanc, 900 Grapes, New Zealand 2012**

It takes around 900 grapes to make 1 bottle of wine! This wine is light with flavors of fresh grass, papaya & kaffir lime

**Red Blend, Forged Red, Sledgehammer, California 2011**

Made from mostly Petite Sirah, Cabernet Sauvignon & Merlot. Velvety & smooth throughout with candied berry flavors

**Dine:**

**Mole Black Bean Chili**

A dark, rich & complex chili

Wine Recommendation: Montes Cabernet Sauvignon

**Apple & Manchego Empanadas**

Seasoned apples & shredded Manchego cheese wrapped in empanada dough & fried.

Wine Recommendation: Colores del Sol White Blend

**Braised Sausage & Beets**

Chicken sausage or housemade seitan sausage pan seared with vegetables & roasted with beets.

Wine Recommendation: Penfolds Shiraz

**Olive Oil Poached Shrimp**

Shrimp poached in seasoned olive oil. Accompanied by parsnip puree & sweet potato fries.

Wine Recommendation: 900 Grapes Sauvignon Blanc

**Roasted Lamb Shank**

Slow roasted lamb shank served atop bow tie pasta tossed with sautéed rapini, grape tomatoes, cremini mushrooms & a Penfolds Shiraz garlic sauce.

Wine Recommendation: Penfolds Shiraz

**Sledgehammer Cheesecake**

A smooth cheesecake with a Sledgehammer Forged Red Wine Blend swirl. Made with a pretzel crust & finished with blueberry syrup & fresh lemon zest.

Wine Recommendation: Sledgehammer Forged Red

**Iron Hill Brewery, 147 East Main Street**

**Wine:**

Rosemount Estate Cabernet, Merlot, Shiraz Blend

Dark Horse Chardonnay

Bridlewood Pinot Noir

Bonterra Viognier

**Dine:**

**Calamari**

Red peppers, poblano peppers, cilantro aioli and lime zest

**Sweet Potato Fries**

Smoked paprika aioli dipping sauce

### **South Philly Egg Roll**

Roast pork, garlicky broccoli rabe, provolone, asiago and cherry pepper-tomato relish

### **Asparagus Tempura**

Creamy horseradish dipping sauce

*See restaurant for additional features.*

### **Kildare's Irish Pub, 45 East Main Street**

#### **Wine:**

Beaulieu Vineyard Coastal Chardonnay

Beaulieu Vineyard Coastal Riesling

Beaulieu Vineyard Coastal Red Blend

#### **Dine:**

#### **Irish Cheese Tray**

Variety of imported cheese from Ireland served with freshly baked crostini

#### **Vegetarian Flat Bread**

Roasted red peppers, Kalamata Olives, caramelized fennel, Sheep's Milk Feta Cheese, topped with a balsamic reduction

#### **Flat Iron Steak & Mushroom Duxelle**

Over a freshly baked crostini topped with a horseradish cream sauce

#### **Grilled Seafood Arugula Salad**

Grilled bay scallops and shrimp marinated in white wine over top fresh arugula and served with an herb vinaigrette

#### **Bailey's Irish Cream Cheesecake**

Bailey's infused cheesecake with an Oreo crust shell

### **Klondike Kate's, 158 East Main Street**

#### **Wine:**

Jade Mountain Vineyards Cabernet Sauvignon

Jade Mountain Vineyards Chardonnay

Jade Mountain Vineyards Merlot

#### **Dine:**

#### **Southwestern Ravioli**

Black bean and chicken ravioli in a sweet corn and tomato cilantro cream sauce

#### **Ceviche**

Shrimp, scallop and white fish ceviche served with tri-colored corn chips and guacamole

**Crab and Avocado Terrine**

Lump crab meat, avocado, quinoa and diced tomatoes terrine with strawberry lime vinaigrette accompanied by wild baby greens garnishes

**Angus Beef Crostini**

Sliced top sirloin of Certified Angus beef with onions and Provolone cheese on garlic butter crostini finished with a drizzle of horseradish aioli

**Grilled Sea Scallops**

Cilantro and virgin olive oil tossed sea scallops skewered and fire grilled finished with cilantro lime corn and avocado salsa

**Summer Sausage and Cheese Plate**

Dried summer sausage and cheddar cheese accompanied by apples, grapes and crackers

*Please see our menu for more appetizer selections.*

**Pat's Pizzeria & MVP Sports Lounge, 160 South Main Street****Wine:**

Josh Cellars Chardonnay

Cellar 8 Pinot Grigio

Villa Pozzi Nero

Barefoot Red Impressions

**Saigon Restaurant, 207 Newark Shopping Center****Santa Fe Mexican Grill, 190 East Main Street****Wine:**

San Telmo Torrentes

Correas Red Blend

**Dine:**

Sweet plantains

Tostones

Yuccas con Hogao

Empanadas with either braised pork or Oaxaca cheese

**Stone Balloon Winehouse, 115 East Main Street****Wine:**

Bouchaine Pinot Noir

Bouchaine Chardonnay

Bouchaine Riesling

Navarro Correas Cabernet Sauvignon

Navarro Correas Malbec

New Harbor Sauvignon Blanc

**Dine:**

**“Beef Bourguignon”**

Red wine braised short rib, pearl onion cabeche, enoki mushroom salad

**Pork Rillettes**

Garlic crostini, herb salad, lemongrass “caviar”

**Beets-N-Sweets**

Pickled beets, bleu cheese, chicory, sweet potato frites

**Taverna Rustic Italian, 121 East Main Street**

**Wine:**

Stellina di Notte - Prosecco Brut

Corte Giara - Soave 2010

Villa Pozzi - Nero d'Avola 2011

**Dine:**

**Fried Calamari**

Pickled chiles, tomato jam, lemon aioli

**Pan Fried Peppers**

Garlic, olive oil grilled rustic bread

**Mamma's Meatballs**

Rustic tomato sauce, grilled crostini

Restaurant menus, along with the featured wines were found at [www.eatdowntownnewark.com](http://www.eatdowntownnewark.com) - and in a day of event program guide, available at the Wine & Dine Information Booth in front of the University of Delaware Barnes and Noble bookstore on the day of the event, as well as on the event shuttle and at participating restaurants. Thanks to the Delaware Sports Commission and Greater Wilmington Convention and Visitor's Bureau for helping to staff the information booth!

Thank you to our Wine & Dine Downtown sponsors whose generous donations made this event possible - United Distributors, Greater Wilmington Convention and Visitor's Bureau, Matt Slap Subaru, M&T Bank, Porter Auto Group, TD Bank, the Delaware Economic Development Office, Campus Edge, Karen and Jim Lisa, New Castle County Economic Development Council, Dukart Management/McDonald's and the Newark Morning Rotary Club. Our thanks too to Delaware Designated Drivers for providing service for this event.

## **SPRING CONCERT SERIES**

FREE Spring Concerts every Thursday night in May and June! The 2013 line-up was as follows:

<b>May 2</b>	<b>CHRIS HEMMEL</b> – Variety
<b>May 9</b>	<b>HOWARD VALENTINE &amp; THE PROPHETS OF LOVE</b> – Rock & Roll
<b>May 16</b>	<b>RUTHANNE ANKEY</b> – Children’s Performance
<b>May 23</b>	<b>ALICIA MAXWELL</b> – Blues
<b>May 30</b>	<b>JAMES &amp; MATT ACOUSTIC</b> – Modern Acoustic
<b>June 6</b>	<b>THE UPSIDE</b> – Rock
<b>June 13</b>	<b>UNCLE PETE</b> – Children’s Performance
<b>June 20</b>	<b>FIRST STATE SYMPHONIC BAND</b> – Variety

## **NEWARK DAY**

Newark’s biggest street festival - Newark Day - was held on Saturday, June 1, 2013. Formerly Newark Nite, the festival time was adjusted to the day to mitigate the need, and expense, for police officers’ presence to control crowds, particularly after the event ended. The change in time was a great success in greatly reducing the number of officers needed as well as the number of complaints from businesses and residents regarding disorderly conduct. The street was cleared of exhibits, cleaned up and re-opened to traffic in record time following the event.

Newark Day again coincided with the University of Delaware’s Fifth Annual Alumni Reunion Weekend. This collaboration helps to provide entertainment for those who attend the reunion and provided a steady stream of visitors to Newark Day festivities.

Thanks to the hard work and coordination of everyone involved, this year’s Newark Day ran very smoothly. Led by the Parks and Recreation Department, Newark Day was an afternoon-long festival, a celebration of the community and the beginning of summer. Main Street is closed to vehicular traffic, and residents and visitors pour in to walk the street and see what the various businesses and vendors set up in the parking spaces lining the street have to offer. The special offerings by the various businesses allow residents and visitors to sample many different offerings and serves to remind everyone of all that Downtown Newark has to offer. Space in front of businesses not participating or vacant buildings doesn’t remain vacant - outside vendors or community information booths were set up in front of them to create a continuous line of things to see and to do. The DNP hosts one of these tables to let people know about the organization and what it offers. DNP Volunteers provided the list of upcoming events and activities, signed people up for the Downtown Newark Monthly E-Newsletter, and provided information about the locations and offerings of local businesses. Carnival-type games were also brought in, as well as three stages of musical entertainment. There were exhibitions by local organizations, as well as a children’s game area and more.

Sponsors of Newark Day 2013 included the City of Newark, Downtown Newark Partnership, University of Delaware, Newark Toyota World, WXCY, American Spirit

Federal Credit Union, Comcast, True Life Church and DuPont. rants from the National Endowment for the Arts and Delaware Division of the Arts also make the event possible.

Following the event, the Downtown Newark Partnership set out to gather information about how the event could be made even more successful in the coming years. Numerous merchants voiced concern about the number of vendors from outside of downtown Newark, and the times of the event being sub-optimal for both their lunch and dinner time crowds, as well as being in the heat of the day, something that deterred crowds. Additionally, several merchants expressed their thoughts that moving the festival to another weekend, later in June, would help to bolster their summer sales.

In response to these concerns, the Downtown Newark Partnership Board, Merchants Committee, staff, and other interested parties, worked with several departments within the City of Newark to plan out a new event for 2014, New Night Downtown, which will replace Newark Day, and hopefully strike the ideal balance between drawing large crowds to our downtown businesses, and efficient manageability.

Come check out New Night Downtown on June 21<sup>st</sup>, 2014, from 3PM – 9PM!

### **10<sup>TH</sup> ANNUAL FOOD AND BREW FEST**

The Downtown Newark Food & Brew Fest, now celebrating a decade of success, has been held annually since the downtown merchant community indicated at a Downtown Newark Partnership (DNP) Open Business Forum that they needed more events and activities in the summer months to prosper. Summer in downtown Newark is traditionally a slow time because the bulk of the student population is gone, and it is the perfect opportunity for the City and State to do road and utility construction projects impossible the rest of the year in Newark. Therefore, businesses expressed a need to increase foot traffic and sales in summer. The business forum was held in March 2004, and the first Food & Brew Fest was held in July of the same year – and represented the first DNP activity resulting directly from the Open Business Forum discussion. The follow through that resulted in the event boosted the business community's confidence that the DNP was not only listening to their concerns, but was dynamic enough to address them through action. The Food and Brew Fest was enthusiastically received by businesses and the community alike, and has been so successful that it has become an annual event, and a staple of our summer retail season downtown.



The goal of the event is not only to bring people to downtown Newark in the summer, but also to entertain them while here and encourage them to freely spend money downtown! The desired result is to boost sales on a slow Saturday in July and to present a vibrant, interesting and fun experience for people who do not normally come

to downtown Newark. The hope is that they will have such a good time while here, they will return in the future. In this way, the Food & Brew Fest is a retail, image and special event combined in one. Pairing fine craft breweries with our outstanding restaurants promises a gastronomical experience interesting enough to entice people to come downtown to spend money, and then, while they are here, we treat them to free parking, balloon decorations, strolling and street musicians, free root beer tastings, a free and environmentally friendly restaurant shuttle and free souvenir beer sampler mugs.



This year's Food & Brew Fest was held on Saturday, July 27, 2013, from 2 – 8 PM. The event was targeted to families and adults in the tri-state area. 13 volunteers assisted in planning, organizing and facilitating this year's event. Nearly 5,000 people attended, which is a great turnout, consistent with previous years' crowd estimates.

As in past years, the Food & Brew Fest was a resounding success for all of the restaurants that participated, and, as in past years, all participating restaurants have agreed to participate for next year's event. While retailers along Main Street did benefit from a higher level of foot traffic than they may experience on a typical Saturday in July, and those who participated in the Hops and Shops sidewalk sale intend to continue to do so in the future, the retail merchant community has requested that the DNP look into ways to make Newark more of a retail shopping destination throughout the year, and to highlight the retail community during restaurant events.

The DNP created and sponsors this event, along with Out & About Magazine. The DNP handles all aspects of event logistics, and Out & About Magazine, among other things, handles marketing strategies and materials. Out & About Magazine handled design and printing of all the ads, event programs, posters, banners for the restaurants, information centers and root beer tasting station, and designed and maintained [www.NewarkFoodandBrew.com](http://www.NewarkFoodandBrew.com) for us free of charge. The partnership allowed the DNP to use limited event funds to support the amenities that make the event so special and memorable, such as the root beer and beer sampler cups, strolling and sidewalk musicians and balloons décor, etc.

The event also allows the DNP to partner with Delaware Designated Drivers (DDD) to ensure that our guests are safe when it is time to leave the event. DDD is available

throughout the event and up to two hours after to provide designated driver services. DDD work in teams of two volunteers (one male and female) with one person available to drive your car home (with you in it) and another follows to pick up the volunteer. The system is invaluable to the event goers because it gets our guests and their vehicles home free of charge, in case they've had a little too much fun in downtown. This arrangement, which includes a DNP donation to DDD, also insures safe rides home for guests from another downtown retail event – Newark's Wine & Dine Downtown – and allows DDD to offer services year-round.

UD also partners with the DNP to provide complimentary Shuttle Services for the event. The DNP only pays for the driver's time in order to support this feature - a tremendous value for our patrons.

A retail event with special event flair, the Food & Brew Fest entices visitors to spend money at our existing businesses, and entertains them while here so they will return in the future in search of another fun experience. Because of its unique retail structure, it is a great business retention strategy, as it addresses our businesses' needs for successful summer retail activity and supports the local economy. Since it is fun and festive, it's considered a special event by attendees; its focus on food and retail, however, enhances downtown's image as a regional retail, restaurant and entertainment destination. The DNP leverages its relationships with UD, Out & About, DDD and locals banks to supply a fun and safe event that supports our existing businesses. It is also a recruitment tool as we invite targeted retailers to attend to have fun and witness the DNP's support its business community.

**The nineteen participating restaurants, and their pairings and menus, were:**

**16 Mile TapHouse**

Corn Soup – Garden Herb & Crab

Local Melon & Cucumber Salad- Honey Balsamic

Spicy Spanish Style 16 Mile Braised Pork Taco – Garden Salsa, Cotija Cheese

Black & Tan Mousse Tart – Chocolate Tart, Maple & 16 Mile Mousse, Macerated Plum,  
16 Mile Chocolate Sauce

**Ali Baba**

Mini Falafel Wraps will be offered with tasting.

A seasoned chickpea/fava bean mixture, deep-fried. Served with lettuce, tomato, pickled turnip & tahini sauce. Beer tasting & wrap

**Buffalo Wild Wings**

Boneless Wings

Slammer Nation: Choose from three different types of Slammers: Pulled Pork, Chicken Tender, or Cheeseburger

Beer Selection

Henry Weinhard's Woodland Pass IPA (Hood River, OR – 6% ABV)

A slightly less hoppy IPA. Pairs well with spicy food, nachos, and burgers with all the trimmings

Third Shift (Golden, CO – 5.3% ABV)

An amber lager with a sweet maltiness that dominates slightly over a clean, hop bitterness

Batch 19 (Golden, CO – 5.5% ABV)

Inspired by an authentic pre-Prohibition recipe, this lager derives its bold taste from a rare combination of hops, including Hersbrucker & Strisslespalt

### **Caffe Gelato**

Caffé Gelato Serves Dogfish Head, Troegs and Victory Craft Beers

Featured Small Plates

- Peroni steamed little neck clams with chorizo, garlic, tomatoes, onions and thyme; grilled rosemary focaccia
- Applewood smoked bacon and aged cheddar risotto made with Dogfish Head Chickory Stout, scallions and crispy fried shallots
- Troegs Troegenator braised beef short rib flatbread with caramelized onions, gruyere, sundried cherries and aged balsamic reduction, dressed arugula
- Victory Prima Pils and pimento battered shrimp with apple-bacon chutney
- Drunken bay scallop Ceviche with lime, pilsner, bell peppers, onions, jalapenos and cilantro; jicama-avocado salsa, lime wedges

### **Café Ole**

Fried Goat Cheese, Breaded and Topped w/ Orange Brandy Reduction PAIRED WITH "Crabbies Ginger Beer" from Scotland.

Garlic and Lemon Sauteed Mushrooms PAIRED WITH "1664" from France

Steak Skewers w/ Cipollini Onions and Chimichurri Sauce PAIRED WITH "Blue Point Hoptical Illusion IPA 6.8%"

### **Catherine Rooney's**

Heavy Seas Loose Cannon paired with a spicy Indonesian beef satay

Heavy Seas Peg Leg Stout paired with a white chocolate creme brûlée bread pudding

Heavy Seas Riptide White paired with field greens topped w candied pecans, grilled and chilled tomato, chèvre cheese and blackberry vinaigrette

### **Cosi**

### **Cucina di Napoli**

### **Deer Park Tavern**

Stone Brewery Escondido CA

Sixpoint Brewery Brooklyn Brewery

House Smoked Brisket Sandwiches and coleslaw

### **The Greene Turtle**

### **Grotto Pizza**

The Classic Margherita...fresh tomatoes and virgin olive oil, topped with fresh mozzarella and basil

The Baker's Choice...pepperoni, mushrooms, sweet peppers, sausage, onion, garlic and extra cheese

The Buffalo Chicken...spicy chicken breast, topped with our zesty wing sauce

### **Home Grown Café**

Grilled Cantaloupe Salad

Arugula, tomato, cucumber & pickled shallots topped with a lemon thyme vinaigrette & cracked coriander. Beer Recommendation: Troegs Dream Weaver Wheat

Chili Rellenos

Roasted poblano peppers stuffed with shredded chicken or seitan.

Accompanied by a avocado & corn salad & topped with a Tabasco agave syrup & cilantro. Beer Recommendation: Troegs Perpetual IPA

Duck Breast

Pan seared Muscovy duck breast served on a bed of white polenta.

Accompanied by baby boch choy in chili broth topped with a pickled chili salad. Beer Recommendation: Troegs Pale Ale

Trout and Chips

Troegenator beer battered rainbow trout served with fried root vegetable chips, smoked garlic aioli & grilled scallions. Beer Recommendation: Troegs Troegenator Double Bock

Balsamic Brownie

Chocolate cake served with a balsamic ganache, hazelnut toffee & coconut foam. Beer Recommendation: Troegs Java Head Stout

### **Iron Hill Brewery**

#### **Kildare's Irish Pub**

Roasted Beet and Goat Cheese Salad

Weyerbacher Verboten Belgian-Style Pale Ale

Roasted Beets topped with Fresh Goat Cheese, Candied Walnuts, served over Arugula with Balsamic Dressing

Roasted Pepper & Tomato Quinoa Salad

Weyerbacher Double Simcoe Double IPA

Roasted Red & Yellow Peppers, Cucumber, Tomato, Pine Nuts, and Spices

Asparagus Tempura

Weyerbacher Merry Monks Belgian-Style Tripel

Tossed in Sesame Seeds and Served with a Homemade Pub-Style Dijon Mustard

Blue Cheese & Peppercorn Flat Iron Steak  
Weyerbacher Last Chance IPA  
Thinly Sliced Flat Iron Steak topped with Blue Cheese Crumbles served over a Fresh Baked Crostini

**Klondike Kate's**

Chipotle Honey BBQ Ribs  
Grilled St. Louis style ribs basted with honey chipotle BBQ sauce accompanied by southwestern cole slaw.

**Grilled Sea Scallops**

Cilantro and virgin olive oil tossed sea scallops skewered and fire grilled placed over black bean and avocado salsa.

**Warm Spinach and Artichoke Dip**

Tender spinach and grilled artichoke hearts baked with an herb cheese blend and served with tri-colored corn chips.

**Popcorn Shrimp**

Golden brown fried shrimp served with chipotle aioli dipping sauce.

**Pat's Pizzeria/MVP Sport Lounge**

**Santa Fe Mexican Grill**

**Taverna**

Fried Calamari - lemon aioli & pickled chilies  
Mamma's Meatballs - housemade tomato sauce, parmesan reggiano  
Beer Braised Pork Slider - rustic bread, caramelized onion, asiago cheese

**The Saigon Restaurant**

The 10th Annual Downtown Newark's Food & Brew Fest was sponsored by the Downtown Newark Partnership, Out & About Magazine, Standard Distributing, United Distributors, and WJBR 99.5FM.

This event has been recognized as the Best Retail Event in Delaware and continues to be a highly successful way to deliver foot traffic to our downtown businesses during a traditionally slow time. Make sure you check it out next July!

## **NEWARK FASHION SOIREE**

As part of the Downtown Newark Partnership's ongoing efforts to better promote our retail community, the Merchant's Committee, led by Cari Rogers of Moxie Boutique and a handful of other retail shop owners, held the Newark Fashion Soiree on August 15<sup>th</sup>, an event where retail shops – Moxie Boutique, Grassroots Handcrafts, Clothes in the Past Lane, Heart and Home and Switch as well as Mid Atlantic Ballet – each dressed up several models who did a "roving fashion show" around Main Street and even through several restaurants – Caffe Gelato, 16 Mile Taphouse, Klondike Kates, Home Grown and Taverna.



Guests at all of the participating restaurants were given programs that explained the event, as well as the outfits that each of the models were wearing, where they could be purchased and how much they cost. Street musicians were scattered throughout Main Street as well to add to the festive atmosphere.

The members of the Merchants' Committee should be commended for their efforts, as this event was organized on very short notice, after a very large scale event scheduled for mid-August, a professional-level criterium style bicycle race, was cancelled by the promoter. With an extremely small budget of under \$1,000 and only weeks to plan, the event was wholeheartedly a success! We look forward to evolving this event to be part of downtown for years to come.

## **COMMUNITY DAY 2013**

This year's Community Day, planned and executed by the Newark Parks and Recreation Department, was held on Sunday, September 15, 2013 from 11 AM – 4 PM on the UD Green. The Downtown Newark Partnership hosted an information booth on the Green providing information about the partnership effort, upcoming events and gift cards, gathering input for the upcoming Comprehensive Plan update, asking questions about the aesthetic appeal of downtown, and signing folks up for the Downtown Newark Monthly E-Newsletter mailing list.



The weather was absolutely beautiful and Community Day was a great success! Congratulations and thanks to the Newark Parks and Recreation Department for making this year's Community Day special.

### TASTE OF NEWARK



This year's event took place on Sunday, September 29th, from 12:00 - 3:00 p.m. on the picturesque Old College Lawn, UD Main Campus. This year's Taste of Newark was, as always, phenomenally successful, albeit a bit of a bittersweet moment as we celebrated the retirement of Mayor Vance Funk, who has organized, planned and championed the event since its inception. With more than 50 Newark restaurants joining the finest area wine distributors, the variety and selection of great food and drink was unsurpassed, and the spirit of competition generated among our excellent restaurants brought our chefs to their highest levels!



After last year's success, tickets were again available for online purchase, via a website set up through the ticketing service EventBrite. This allowed organizers to send out live ticket-purchasing links with e-mail blasts, and to take payment via credit card, in addition to cash and checks, for the first time. Since users input their email addresses, in future years organizers of the event will be able to send out "save the date" announcements and invitations electronically, replacing the post-card system currently used. The check-in process went smoothly for those who purchased their tickets online, and everyone agreed that it was a welcome new dimension to the event's admission process.



The Newark Arts Alliance continued their tradition of holding a phenomenally successful silent auction – with some really neat items up for purchase, like this memorabilia from the Stone Balloon Winehouse! We are happy to help support the arts through an otherwise almost exclusively "foodie" event!



Also featured was special guest Chef Executive Chef David Puser. Chef Puser has worked as a chef in Switzerland since 1989 and has served for more than a decade as the Executive Chef of the Swiss School of Tourism and Hospitality.

The Fifth Annual Taste of Newark Battle of the Chefs, where celebrated chefs from Newark's finest restaurants, battled it out "Iron Chef" style. They had one hour to concoct delectable masterpieces containing this year's secret ingredient (Veal).



Vying for victory in our Battle of Chef's competition at this year's Taste of Newark were:

- Chef Rich Colliss**, Cucina Di Napoli (Tarantella)
- Chef Joseph DiGregorio**, Vita Nova
- Chef Jeff Matyger**, Taverna
- Chef Donny Merrill, Jr.**, Skip Jack Restaurant
- Chef Jeovany Valle**, Caffé Gelato





**Chef Jeovany Valle** of Caffé Gelato won the competition and the coveted Top Chef trophy presented by Mayor Funk.

The very special and popular event hosted more than 1,000 attendees and raised monies for the University of Delaware's Hotel, Restaurant and Institutional Management School and the Downtown Newark Partnership. Special thanks to Mayor Funk, UD conference Services and our generous sponsors who made this wonderful event possible.

### **MAIN STREET MILE**

In a world of 5K fundraisers, Downtown Newark proves, once again, it is unique! On Saturday, October 5th at 8:00 a.m. the Downtown Newark Partnership (DNP) hosted its 6th annual Main Street Mile. The USAT&F and RRCA (Road Runners Club of America) sanctioned race, which benefited the Newark Police Department's K-9 Unit and the DNP, began at the McDonald's traffic circle on Main Street at 8:00 a.m. and finished minutes later at the Deer Park Tavern! Elite runners from around the region competed for top prize money and prizes were awarded at a brunch hosted by the Deer Park Tavern, 108 West Main Street, immediately following the last race. A K-9 demonstration is also provided featuring the true beneficiaries, the Newark Police Department's K-9 officers!



Corporal Chris Jones and Cody

This event was an overwhelming success, with more than 350 runners participating – and raising more than \$17,000 for K-9 and DNP Programs

The Main Street Mile was presented by Rittenhouse Station, and sponsored by the Downtown Newark Partnership, Newark Police Department, Deer Park Tavern, Fusion Fitness Center, New Balance, Catalyst Visuals, DotFit, Crown Trophy of Glasgow and Wilmington, Klondike Kates, Taverna, Swag Dog, Catherine Rooney's, Out and About Magazine, ShopRite, Ameriprise Financial, The Courtyard by Marriott at the University of Delaware, LightForce Therapy Lasers, Companion Therapy Laser, Delaware Today, WSFS Bank, Schlosser and Associates, Newark Natural Foods, Weiner Benefits Group, Blood Bank of Delmarva, Louviers Federal Credit Union, Tutor Time Child Care/Learning Centers, D & W Mason Contractors, Krista A. Milkovics Attorney at Law, Parkway Cleaners, Dukart Management Corp, Newark Main Street Dental, Newark Dental Associates, Minsters Jewelers and The Zen Den.



In addition to the Mile event itself, on Friday, August 16th, from 5 – 7 PM, the Committee hosted a Main Street Mile "Battle of the Bars" at the Courtyard by Marriott – UD, to raise monies for the K-9 program and DNP. This event was created in addition to the mile when Paco, Newark's first K-9 police officer, was diagnosed with Bi-lateral Hip Dysplasia, requiring his retirement and replacement by Newark's current K-9 officer, Cody.

The K-9 Unit relies on the support from the Main Street Mile fund raiser every year. The annual Main Street Mile is important because it helps pay for continued training and certifications for the K-9 and its handler.

For this event, four Main Street bars – Catherine Rooney's, Deer Park Tavern, Klondike Kate's and Taverna – provided bartenders serving unique drinks to support the cause. Taverna won the event in their inaugural "rookie" effort, and they will have to mount a strong defense next year to keep the coveted Paco Cup in their restaurant for another year.



Special thanks to Bill Sullivan and his fantastic staff at the Courtyard by Marriott for keeping us all straight during the Guest Bartending event and helping us raise an additional \$5,000 for the Main Street Mile!

## **HALLOWEEN PARADE AND TRICK OR TREAT MAIN STREET**

This year's Halloween event was held on Sunday, October 27, 2013 at 3:00 p.m. on Main Street. The parade boasted over 1800 participants, and was followed by our annual Trick-or-Treat Main Street event until 5:00 p.m. The trick-or-treating event provides children a safe environment where they could go store to store and trick-or-treat. There was also live entertainment for all ages, balloon sales and decorations, face painting, pumpkin carving contests and, of course, the parade.

This is an image building event – engendering a lifelong connection to downtown Newark amongst the little ones collecting treats and their parents. It is also a great way for downtown to say “thank you” to our customers! Therefore, the DNP encourages businesses to participate in Trick-or-Treat Main Street and the DNP offered to assist businesses with the purchase of bulk candies in case participation in Trick-or-Treat Main Street would cause a financial hardship for the business. No businesses took advantage of this offer.



We estimate 2,000 trick-or-treaters and their families participated in this fun annual event, although many more attended the parade. Thanks to the Parks and Recreation Department for putting together such a wonderful event and to all the downtown businesses that participated!

Next year's event will be held on October 26th, 2013.

## **WINTERFEST AND HOLIDAY PROMOTIONS**

Winterfest was last held on Friday, December 5, 2012 from 6 – 8 PM on the Academy Building Lawn. In addition to the regular Winterfest activities, including a visit from Santa Himself, the Special Olympics Delaware's Fourth Annual 5 K Reindeer Run and a 1 K Reindeer Romp was held. It was an extremely successful event, and we look forward to another year of success in 2013 – Winterfest is currently scheduled for Friday, December 6!

**Ad Hoc Events Committees**  
**Draft 2014 Work Plan**

**GOAL** – Implement a full calendar of events to promote downtown Newark

**OBJECTIVES FOR 2014**

1. Monday, January 20 – Sunday, January 26
2. Newark's Wine and Dine Downtown: Saturday, April 5, 2 – 8 PM
3. Spring Concert Series: Thursday Evenings in May and June, 7 PM
4. New Night Downtown: Saturday, June 21, 3 - 9PM
5. Food and Brew Festival: Saturday, July 26, 2 – 8 PM
6. Top of Newark Triathlon: Sunday, August 17, 2014 – 8 AM
7. Community Day: Sunday, September 14, 2014, 11 AM – 4 PM
8. Taste of Newark: Sunday, September 28, 2014, 12 - 3 PM
9. Main Street Mile: Saturday, October 4, 2013, 8 AM
10. Halloween Parade/Trick or Treat Main Street: Sunday, October 26, 3 – 5PM
11. Assist with Downtown Newark Holiday Promotions: Black Friday – New Year's Day
12. Explore opportunities for a new retail event with the DNP Merchants' Committee.

## **Merchants' Committee**

The DNP's **Merchants' Committee** exists to open and maintain lines of communication between the merchants of downtown Newark and the rest of the Partnership - the City, University and citizenry. This committee also seeks to establish events, programs and publications that make downtown Newark a destination for the entire family, as well as to advocate the viewpoints and address the concerns of downtown merchants to the City, State and University.

The Merchants' Committee strives to improve the image of downtown Newark, as well as foster growth through promotion of the area. Using retail promotions, advertising campaigns, and by fostering strong and open communication both ways between merchants and the other participants in the Partnership, the committee works to keep Downtown Newark vibrant. Communication and coordination between the various participants are key responsibilities of this committee.

The Committee meets on the first Wednesday of each month at various locations in downtown Newark. To view monthly agendas or for additional information, check postings in City Hall, call 302-366-7030 or visit [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

### **Merchants' Committee Members:**

**Faith Simperts** – Louviers Federal Credit Union (Acting Chairperson)

**Steve Fangman** – MainStream Nutrition

**Epi DeLaPaz** – M&T Bank

**Jennifer Galt** – Barnes and Noble

**Lizette Kennedy** – Klondike Kate's

**Julie Keppel** – Brunswick Blue Hen Lanes

**Jeremy Krabill** – Fulton Bank

**Kelly Minster** – Minster's Jewelers

**Cari Rogers** – Moxie Boutique

#### **Staff:**

**Ricky Nietubicz** – Planner  
DNP Administrator

### **Also serving on the Committee in 2013:**

**Kay Snelling** – Gecko Fashions

**Robin Burgess** – Newark Post

**Eric Nelson** – University of Delaware

## 2013 Accomplishments

### Downtown Gift Card Program



Sales of Downtown Gift Cards continue to grow, year after year; currently the program has funneled nearly \$150,000 to our merchants to date. The program is also used for our holiday promotions. For the third year in a row, in 2012, the DNP offered a "Gift Card Giveaway" program for the holiday season. For every \$250 in receipts a customer presents from participating businesses in downtown for items purchased between Black Friday and New Year's Eve, the DNP rewarded them with a \$25 gift card; this program has been a great success and, contributed to generating \$50,000 in holiday sales, and over \$5,000 in post-holiday business.

This year, we will be conducting a simplified "buy one get one free" special on Downtown Gift Cards on Small Business Saturday. The Merchants' Committee found that the ever-changing list of participating merchants was too confusing to customers, and the simplified promotion will do a better job of promoting the entirety of downtown Newark.

We believe the Downtown Newark Gift Card is an invaluable Economic Development tool. Its main objective is to support our local businesses financially – and in that, it has been wildly successful in the amount of funds that flow through it each year. The Gift Card program also helps the DNP's image in the business community, because participating in the program is FREE to downtown businesses, and therefore, businesses can readily see that the DNP is working for them. It is also a great tool for recruiting purposes. Many new business prospects have been impressed that such a benefit is available to them if they open a business in downtown Newark. Finally, the Gift Card Program helps to reinforce in people's minds that downtown Newark is a unified shopping, dining and entertainment district as one gift card can be used at all participating establishments – like a mall gift card, only much, much better.

In order to keep the list of merchants as up to date as possible, we added a QR code and web address to the bottom of the paper list that gift card buyers receive when they purchase the card. That way, whether it's a month or a year later, the card user has a fast and easy way to reference where they can spend their card.

### Merchants Accepting Downtown Gift Cards:

Ambitions Salon, 45 E. Main St., 2 <sup>nd</sup> floor	Main Squeeze, 131 E. Main Street
Aunt Margaret's Antiques, 294 E. Main St.	Mainstream Nutrition, 163 E. Main St.
Barnes & Noble, 83 E. Main St.	Mediterranean Grill, 612 Newark Shopping Center
Bing's Bakery, 253 E. Main St.	Mid Atlantic Ballet, 104 E. Main Street, rear
Bloom, 92 East Main St.	Minister's Jewelers, 205 Newark Shopping Center
Buffalo Wild Wings, 100 Elkton Road	Mizu Sushi Restaurant, 132 E. Main Street
Caffe Gelato, 90 East Main St.	Moxie Boutique, 165 E. Main Street
Café Ole, 170 E. Main Street	National 5 & 10, 66 E. Main St.
Catherine Rooney's, 102 E. Main St.	Newark Alternations & Designs, 276 E. Main St., Ste 105
California Tortilla, 55 E. Main St.	Newark Arts Alliance, 276 East Main Street
Captain Blue Hen Comics, 280 E. Main St., Ste 101	Newark Camera Shop, 63 E. Main St.
Cameras, Etc., 165 E. Main St.	Newark Deli & Bagels, 36 E. Main St.
Central Perk, 42 E. Main St.	Newark Natural Foods, 280 E. Main St., Suite 105
Clothes In The Past Lane, 56 E. Main St.	Pat's Pizzeria & MVP, 160 Elkton Road
Coldstone Creamery, 168 E. Main St.	Rainbow Books & Music, 54 E. Main St.
Cosi, 111 E. Main St.	Romanick Pottery, 170A E. Main St
Deer Park Tavern, 108 W. Main St.	Santa Fe Mexican Grill, 190 E. Main St.
Delaware Running Company, 129 E. Main St	Saxbys Coffee, 57 Elkton Road
Downtown Parking Lots, 3 downtown locations	Seasons Pizza, 203 E. Main St.
E.C. Shades, 108 E. Main St.	Second Source, 331 Newark Shopping Center
Empowered Yoga, 329 Newark Shopping Center	Shamrock Printing, 261 E. Main St.
Formal Affairs, 257 E. Main St.	16 Mile Taphouse, 113 E. Main St.
Frolic on Main Street, 170 E. Main St.	Subway, 165 E. Main Street, Trader's Alley
Fusion Fitness Center, 280 E. Main St, Ste 118.	Sweet-N-Sassy Cupcakes, 134 E. Main St.
Grassroots Handcrafts, 93 E. Main St.	Switch, 54 E. Main Street
Grotto Pizza, 45 E. Main St.	Tarantella, 76 E. Main Street
Hardcastle Gallery, 622 Newark Shopping Center	Taverna, 121 E. Main Street
Heart and Home, 108 E. Main Street	The Days of Knights 173 E. Main Street
Home Grown Café, 126 E. Main Street	The Green Turtle, 250 S. Main Street, #101
Iron Hill Brewery, 147 E. Main Street	The Saigon Restaurant, 207 Newark Shopping
Kildare's Irish Pub, 45 E. Main Street, 2 <sup>nd</sup> Fl.	Village Imports, 165 E. Main St., Trader's Alley
Klondike Kate's, 158 E. Main St.	Walgreen's (Happy Harry's), 124 E. Main St.
Kneisley Eye Care, 45 E. Main St., 2 <sup>nd</sup> Floor	Wings To Go, 174 E. Main St.
Lieberman's Bookstore, 45 E. Main St., Ste. 105	World Class Supply, 175 Elkton Road
	You've Been Framed, 209 E. Main St.

## **New Student Orientation**

The Downtown Map & Guide, highlighting all retail, restaurant and service businesses and the positive aspects of downtown Newark was distributed by the University of Delaware during New Student Orientation (NSO) - the required freshman orientation at the University of Delaware. The NSO program involves approximately 4,500 students, spread out into smaller groups who attend daily over a period from the end of June to the end of July. Such a program provides a wonderful opportunity to make a good first impression on newcomers to the area who will be residents for four years and are likely to return as alumni later.

## **Downtown Newark Map and Guide**

Along with the Economic Enhancement Committee, the Merchants Committee assisted in the update of the "Downtown Newark Map and Guide" and continues to keep the latest updates on downtown business openings on the website [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com). To make sure the Map and Guide is accessible to everyone quickly and easily, the Committee decided to add a QR code, so that a virtual version can be accessed by any smartphone or device instantaneously. The committee looks forward to continuing to modernize downtown marketing.

## **Holiday Ad Campaign**

Newark completed another large advertising campaign for the 2012 holiday season and is gearing up the 2013 holiday season. Advertising is coordinated to promote downtown activities, events, restaurants and retailers in the most cost-effective manner to draw holiday shoppers and consumers to Downtown Newark. \$2,250 was raised through merchant donations in 2012, just under half of the total \$5258.90 advertising expenditure. The difference was made up from the DNP's general budget as in past years. The Committee hopes for another successful Holiday Ad Campaign. This year represented the first foray into online advertising – the committee purchased 15,000 impressions on UDaily to help reach university staff, faculty and students.

The 2012 budget provided a successful holiday advertising program, by targeting the expenditures to where they could be most effective. The effort resulted in:

### **Continuation of Print Media Advertising – Total \$4,808.90**

#### **News Journal – SPARK and 55 HOURS**

Full Color Box (4.92" x 4.93") - \$540 per week for 4 weeks = **\$2,160**

**Spark** – 11/28, 12/5, 12/12 & 12/19

**55 Hours** – 11/30, 12/7, 12/14, 12/21

#### **Chesapeake Publishing**

**Newark Post:** Half page, full color, rear cover - \$394.20 each x 3 weeks =  
**\$1,182.60**

Fridays – 12/7, 12/12 & 12/19  
**Cecil Whig:** Half page, full color, \$197.10 each x 3 weeks = **\$591.30**  
Thursdays – 12/6, 12/11, 12/18

**Chester County Press**

**Newark, Greenville and Hockessin Life:** Half page, Full Color, \$175  
each x 3 = **\$525**

Newark Life 11/7, Greenville and Hockessin Life: 12/5

**Chester County Press – Black Friday Tab and Last Minute Shoppers  
Guide:** Half page, full color, \$175 each = **\$350**, plus FREE half  
page ROP ad (date TBD)

**New Online Advertising Presence**

**UDaily** – 15,000 impressions - **\$450**

In addition to the print campaign above, the 2012 holiday advertising campaign featured a full page, full color ad in Clipper Magazine for the 19711 zip code for all businesses, an \$800 value.

The committee was very happy with the advertising campaign, especially with the online advertising component, and seeks to build on that success for 2013. Since the budget is likely to remain stagnant, an adjustment in print media advertising will be made to compensate.

As noted above, the partnership conducted the The Downtown Newark Holiday Gift Card Give-Away. For every \$250 in receipts from participating businesses that a customer presented to the Downtown Newark Partnership Offices (second floor Galleria), the DNP rewarded them with a \$25 Downtown Newark Gift Card. Receipts were required to be dated between Black Friday 11/23/12 – New Year's Eve 12/31/12 – and submitted to the DNP by 1/9/13 to receive the free gift card. Each participating business was provided a poster including their business as participating, and information on the rules and redemption policies for the gift card promotion to provide to their customers. As in past years, the gift card give-away promotion was widely advertised through the holiday ad campaign. We believe that this promotion has been of our most successful ways to not only stimulate holiday sales, but also generate more sales for merchants after the holidays!

In response to merchants' requests, we also added Saturday redemption hours, so that customers from out of town could redeem their receipts for their free gift card, or purchase gift cards in any amount. To facilitate this, the Parking Office was open each Saturday throughout the duration of the promotion, from 1-4PM.

For 2013, the Merchants' Committee elected to revise the Gift Card Giveaway to make it more easily comprehensible to customers who were, at times, frustrated dealing with an ever changing list of participating and not participating merchants in the give-away,

finding out when they tried to redeem some of their receipts that they weren't eligible purchases. Working within the same budget, the committee elected to do a "buy one get one" special on gift cards for 2013- on Small Business Saturday only (November 30) customers who purchase a \$25 gift card will get a \$25 gift card free, and customers who purchase a \$50 gift card will get a \$50 gift card free. Quantities given away are budget-limited (\$6500 is budgeted for give-away cards, the same amount from the giveaway program) and there will be a limit of one free card per customer. We look forward to seeing how the new program works out!

### **Holiday Storefront Decorating Contest**

Each holiday season the Downtown Newark Partnership holds the Holiday Storefront Decorating Contest. The friendly competition creates a festive atmosphere downtown during the holiday season. This year's competition drew in dozens of downtown businesses – and we're hoping for even higher participation in the upcoming holiday season!

Storefront decorations were judged by a panel of community representatives. The judges' top three winners were (in order of most votes received):

#### **1) Caffe Gelato**



2) EC Shades



### 3) Klondike Kate's



The creativity of some of the windows downtown made it difficult to just pick three, but the judges really appreciated the time and thought that businesses put into some of the windows this year. Congratulations winners and thanks to all who participated! At the request of the Merchants' Committee, the DNP purchased a travelling trophy (currently residing in Caffe Gelato) that will make its way around town to each successive winner.

### Holiday Movie Matinees

During December 2012, each Saturday morning featured **Saturday Movie Matinees**. Sponsored by Captain Blue Hen Comics, Minster's Jewelers, Louviers Federal Credit Union as well as Newark Day Nursery and Children's Center, movies included *A Christmas Story*, *It's a Wonderful Life*, *Elf*, and *The Polar Express*. Newark Cinema Center managed the events, which were all well attended. Admission to the film is free with a donation of a non-perishable food item for the Newark Area Welfare Committee's

Holiday Basket or Food Closet Programs. These events are a great way to get people downtown during the shopping season!

For the 2012 season, the schedule is:

- 11/24 Polar Express, Sponsored by Newark Day Nursery and Children's Center
- 12/1 A Christmas Story, Sponsored by Captain Blue Hen Comics
- 12/8 It's A Wonderful Life, Sponsored by Minster's Jewelers
- 12/15 Gremlins, Sponsored by Louviers Federal Credit Union

### **Promotional Events**

The Merchants' Committee likes to take every available opportunity to promote downtown businesses. Whenever there are special events in town, the Committee seeks to be involved and to reach out to the new crowd of potential consumers. The Committee provides visitors with information about local businesses, so that they feel welcome and can enjoy what downtown Newark's businesses have to offer during their stay. With the Economic Enhancement Committee, they developed the Welcome to Newark promotional envelopes and stuff them with discount coupons, parking vouchers, maps and a letter of welcome.

During other special events, such as Wine and Dine Newark and Food & Brew Fest, the Committee took the opportunity to promote retail businesses as well as restaurants, by encouraging retail outlets to hold sidewalk sales or other special promotions to take advantage of the increased foot traffic in the area.

### **Block Captains**

In order to foster the best communication and cooperation between downtown businesses, the Merchants' Committee has instituted a system of Block Captains. Under this system, a few individuals are each assigned to a specific area of downtown where they are responsible for disseminating information. This is one way that the Merchants' Committee works to keep everyone on the same page and make sure that information gets to those who need it in a timely fashion.

### **New Business Outreach**

Each year several new businesses come to the Downtown Newark area. The members of the Merchants' Committee personally contact business owners to encourage them to attend Merchants' Committee meetings and participate in downtown events. At the beginning of each meeting, the Committee sets aside time to introduce themselves to new business owners, and invite them or any other member of the business community to discuss any concerns, questions or suggestions that they may have with the committee. The committee is also working to complete a brochure with information tailored to the needs of new businesses in Downtown Newark.

## Calendar of Event Magnet

At the Merchants Committee's suggestion, beginning in 2007, the DNP issues an annual calendar of events on a refrigerator magnet. This promotion is very well received and gets the Downtown Newark Calendar of Events into homes around the region. The event magnet is distributed through special events, included in the Downtown Welcome Packets and the Economic Enhancement Committee's Recruitment Packages. Recently the magnet was included in the packet of information provided to all new homeowners in Newark as part of the Planning & Development Department's Buyer Affidavit process.



The 2014 Calendar of Events Magnet is scheduled to debut at this year's Winterfest scheduled for December 6, 2013.

## **Merchants' Committee** **Draft 2014 Work Plan**

**GOAL:** Open and maintain lines of communication within the merchant community, and between the merchant community and the other members of the Downtown Newark Partnership (City, University and Citizenry).

### **OBJECTIVES FOR 2014**

1. Maintain the block captain system using the members of the Merchants' Committee to ensure that information is provided to every business in downtown Newark in a timely fashion. Recruit 2-4 additional block captains. Translate flyers into Spanish.
2. Send the DNP E-News You Can Use E-Newsletter to Downtown Businesses to supplement the block captain system. Block captains to sign up each business in their areas to receive the E-Newsletter.
3. Provide an opportunity for any Newark business to raise issues of concern for discussion at every Merchant Committee Meeting.
4. Develop and distribute a Welcome Packet for new businesses, and make the Welcome Packet available exclusively online, as a page within the DNP website.
5. Continue the Special Events Refrigerator Magnet Promotion for distribution to all downtown businesses, new homeowners and at all downtown events. Print twice per year, January – December and June – May, so that it remains more current.
6. Work to incorporate South Main Street Businesses within the downtown district in DNP activities and events.

**GOAL:** Establish programs, publications and events that will make Downtown Newark a destination location for the entire family.

### **OBJECTIVES FOR 2014**

1. Promote Merchant Participation in existing community and special events; assist the Events Committees, UD and the City with new special events to bring families to Newark, including, but not limited to:
  - a. Restaurant Week
  - b. Newark's Wine & Dine
  - c. New Night Downtown
  - d. Food & Brew Fest
  - e. Community Day

- f. Taste of Newark
  - g. Halloween Parade and Trick or Treat Main Street
  - h. Expanded Holiday Promotions
2. Research the possibility of creating more retail-based events, particularly in the late summer months.
  3. Develop an advertising program to promote downtown Newark as a shopping and dining destination, including information about the Downtown Newark Gift Card program. Consider various forms of media for plan development.

**GOAL:** Advocate the viewpoints and concerns of merchants to the City, State and the University.

**OBJECTIVES FOR 2014**

1. Report all merchant concerns to the Downtown Newark Partnership Board or the appropriate authority.
2. Represent the merchant community at public meetings when needed.

## Parking Committee

The **Parking Committee** works to improve on- and off-street parking in Downtown Newark. This committee is constantly striving for more user-friendly and cost-effective ways to operate lots and meters, increased participation in the parking validation program, cooperation between private owners, as well as incorporating long-range parking plans with economic development to prepare Newark for future economic success. The work plan of the Parking Committee outlines the proposed strategy for meeting its goals.

The Parking Committee generally meets the second Wednesday of each month at 9:00 a.m. in City Hall. For more information, consult the postings in City Hall, call 302-366-7030 or visit the website at [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

### Parking Committee Members:

**Sally Miller, Chairman**

**Ruth Mayer**

**John Brook**

**Joseph McCoy**

**Fred Dingle**

**Krista Milkovics**

**Heather Dunigan**

**Bill Hargrove**

**Jim Grimes**

**Richard Rind**

### **Also Serving on the Committee the Past Year**

**Robert Uyttebrock, Former Finance Director**

#### **STAFF:**

**Marvin Howard, Parking Administrator**

**Ricky Nietubicz, DNP Administrator**

## **2013 Accomplishments**

### **Free Parking Promotions**

Working with other committees of the DNP, especially the Merchants and Events Committees, as well as the City Manager's Office and the Newark Police Department, the Parking Committee coordinated free parking for city events, as well as around the holidays. Free parking encourages out of town visitors to come enjoy Newark and helps downtown businesses draw in customers. Over the 2012 holiday season, the city provided free parking over Thanksgiving weekend, and well as every day from mid-December (the end of University of Delaware fall semester finals) to the end of the year, so people could enjoy holiday shopping and festivities. The free parking dates are intended to provide a sales boost for downtown businesses, and encourage people to shop in downtown Newark for the holiday season; however, careful observation by merchants and committee members found that many of the spaces were occupied throughout the entire day by workers who would otherwise have to park in outlying areas. As such, free parking promotions are planned for 2013 on Thanksgiving, Black Friday and Small Business Saturday, but will not continue through the month of December, in order to encourage the turnover of spaces that is needed for commerce.

### **Improvements to Existing Lots**

The Parking Committee is continually working on ways to improve the capacity and efficiency of our existing lots, by working with the City to make sure the lots are well maintained. After hearing merchant concerns and suggestions, the Parking Committee advocated for a reconfiguration of spaces within Lot 3 that added eleven spaces, as well as an additional entrance/exit onto Center Street, which includes six net new spaces as well.

On-street parking saw several improvements throughout the year, too. Due to the need for additional parking inventory, the Parking Committee surveyed Main Street and the side streets nearby for locations where additional metered on-street parking could be located, and was able to add 27 on-street spaces. Several of these spaces were formerly loading zones; following the successful pilot program in front of the Galleria building last year, more green-painted Loading Zone meters were added. These allow deliveries to be made until 4PM during the week, after which time they can be used as regular metered parking.

Together, these improvements added 44 net new parking spaces to Newark's public parking inventory.

### **Lot #1 Parking Garage**

Efforts continue to build a parking garage in Lot #1. The Committee has been supportive of these efforts, and while negotiations with property owners continue, the effort appears poised to move into the next stage of development. Based on a 2006

study of parking needs in downtown, which concluded that building a garage to serve future needs was the right economic development approach, the garage development will be a welcomed addition to the public parking system when completed. More information on the effort should be available in upcoming months.

## **DOWNTOWN NEWARK PARKING VALIDATION PROGRAM**

The Parking Committee constantly works to increase awareness of and participation in the downtown parking validation program, by reaching out to new businesses as they open in the Downtown district, as well as by constantly reaching out to those existing businesses who do not participate. This year 3 new businesses were signed up for the validation program, either by direct visitation by members of the Parking Committee or after seeing flyers distributed via the E-News You Can Use newsletters or the Block Captain System.

To entice participation, the Parking Committee distributes the flyer below:

### What is it?

The Downtown Newark Validation program allows YOUR customers to park for FREE in municipal "pay to park" lots. The free parking is subsidized through a partnership between the City of Newark and your business. In other words, the City sponsors 50% of the required parking fee and you sponsor the other 50% - and your customer parks for FREE!

### How does it work?

The Downtown Parking Office supplies your business with validation coupons specific to your business. Validation coupons are available in \$.50 (one half hour fee) and \$1.00 (an hour) increments – you choose which is best for your business. When one of your customers uses a validation coupon from your store as payment towards a parking fee in a City lot, the use is registered in the Downtown Parking Office, and you will be billed for one-half of the cost of the validation used. For example, if you supply a customer a \$.50 coupon, your portion of the free parking charge is \$.25. The Parking Office sends validation bills out once a month to frequently validating businesses, and less often for those businesses which only validate occasionally. (The office will not send out a validation bill for less than \$5).

In addition to supplying validation coupons (at no cost to your business until they are actually used by one of your customers), the Parking Office will also supply you with window stickers identifying your business as one that validates parking and list your business on the Downtown Newark and City websites as a validating business. In addition, the Downtown Newark Partnership is planning an extensive advertising campaign focused on the validation program, and your business will be included in them. The first of these ads was in the June issue of Delaware Today. More ads will follow.

### Why should my business participate in the Validation Program?

- YOUR customers park for FREE!
- It doesn't cost you anything until YOUR customer actually uses a validation coupon from YOUR store – and at that it only costs you one half of the value of the validation!
- There is no charge to participate in the program (no overhead) – you just pay ½ of the parking used by your customer!
- There is no paying up front for stickers that may or may not get used by your customers – coupons are provided free of charge and you are billed as they are used!
- Free advertising for your business!
- Free web listing for your business!
- Free window stickers!
- You only need validate parking for those who actually purchase something at your business – and at that, you need only supply a ½ hour of parking (\$.25 cost to you) to be a validating business!
- You will not be billed for validations until you reach a threshold of \$5 in validation fees.
- Even if you are not close to a municipal lot, you may have a customer who has parked in a lot and would appreciate validation – and if not, you can take advantage of the free advertising.
- You will help us get the message out about parking in off-street lots as an alternative to tying up premium metered spaces and risking a ticket.
- You will help dispel the myth that Downtown Newark is not a friendly place to park.

### How do I become a participating business?

It's easy. Call Downtown Parking Administrator Marvin Howard at 302-366-7155 or e-mail him at [mhoward@newark.de.us](mailto:mhoward@newark.de.us) and he will answer any questions you may have, and if you are interested, set you up in the Downtown Newark Parking Validation Program. Questions may also be directed to DNP Administrator Ricky Nietubicz at [rnietubicz@newark.de.us](mailto:rnietubicz@newark.de.us) or 302-366-7030.




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## Merchant Validated Parking Municipal Lots

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### *"Visit Me & Park for Free"*

<b>A Cut Above</b>	92 E. Main Street
<b>Abbott's Shoe Repair</b>	92 E. Main Street
<b>Ali Baba</b>	175 E. Main Street
<b>Ambitions Salon</b>	45 E. Main Street
<b>Barnes &amp; Noble</b>	83 E. Main Street
<b>Bloom</b>	92 E. Main Street
<b>Brew Haha</b>	45 E. Main Street
<b>Caffe Gelato</b>	90 E. Main Street
<b>California Tortilla</b>	55 E. Main Street
<b>Cameras Etc.</b>	165 E. Main Street
<b>Catherine Rooney's Irish Pub</b>	102 E. Main Street
<b>Central Perk</b>	42 E. Main Street
<b>Chapel Street Players*</b>	27 N. Chapel Street
<b>Chebberger Cheeburger</b>	137 E. Main Street
<b>Chipotle Mexican Grill</b>	136 E. Main Street
<b>Christian Science Reading Room</b>	92 E. Main Street
<b>Citizens Bank</b>	117 E. Main Street
<b>Clothes in the Past Lane</b>	56 E. Main Street
<b>Delaware Running Company</b>	129 E. Main Street
<b>Dr. Erin Cox</b>	94 E. Main Street
<b>E. C. Shades</b>	108 E. Main Street
<b>Grassroots Handcrafts</b>	93 E. Mains Street

Grotto Pizza	45 E. Main Street
Happy Harry's (Walgreens)	124 E. Main Street
Heart & Home	108 E. Main Street
Home Grown Café	126 E. Main Street
IHOP	108 E. Main Street
Indian Sizzler	72 E. Main Street
Iron Hill Brewery	147 E. Main Street
Italo's Tailor Shop	64 E. Main Street
Kildare's Irish Pub	45 E. Main Street
Klondike Kate's	158 E. Main Street
Kneisley Eye Care	45 E. Main Street
Lieberman's Bookstore	45 E. Main Street
<b>M &amp; T Bank</b>	<b>82 E. Main Street</b>
Mainstream Nutrition	163 E. Main Street
Mizu Sushi Bar	132 E. Main Street
Moxie Boutique	165 E. Main Street
National 5 &10	66 E. Main Street
Nationwide Insurance	94 E. Main Street
National Letter Carriers Association	66 E. Main Street
Newark Camera Shop	63 E. Main Street
Newark Deli & Bagels	36 E. Main Street
<b>National Letter Carriers Assoc</b>	<b>66 E. Main Street</b>
Newark United Methodist Church	69 E. Main Street
Panera Bread	140 E. Main Street
Paragon Design	77 East main Street
Rainbow Books & Music	54 E. Main Street
<b>Salad Works</b>	<b>45 E. Main Street</b>
<b>Santa Fe Mexican Grill</b>	<b>190 E. Main Street</b>
Schmidt Advertising & Design	77 E. Main Street
Seasons Pizza	203 E. Main Street
16 Mile Taphouse	115 E. Main Street
Sweet & Sassy Cupcakes	134 E. Main Street
Switch Snowboards & Skateboards	54 E. Main Street
Tarantella	76 E. Main Street
Taverna	121 E. Main Street
The Days of Knights	173 E. Main Street
UD CMS Lab	Delaware Ave. & Academy St.
<b>UD Research Lab</b>	<b>63 E. Delaware Avenue</b>
U.S. Post Office	110 E. Main Street
Washington House	113 E. Main Street

\*Season Ticket Holders Only

## **Parking Committee** **Draft 2014 Work Plan**

**GOAL:** Make parking a user-friendly and convenient service that is supportive of current businesses and future economic growth.

### **OBJECTIVES FOR 2014**

1. Assist the Parking Division in facilitating the construction of additional parking.
2. Encourage the use of validation as a good business practice and inform the public of validation opportunities identified by businesses using new validation decal:
  - a. Continue to advertise the validation program to businesses.
  - b. Continue to use DNP website to promote the businesses that validate.
  - c. Explore print ads to inform public of the program and advertise participating merchants.
3. Continue working on new ways to cooperate with DNP Committees, the City, downtown businesses and the University to promote customer-friendly parking including but not limited to:
  - a. Promoting and encouraging permit holders to park at the rear of the.
  - b. Facilitating communication among DNP Committees and encourage Parking Committee members to be involved with other DNP efforts, including having the Parking Committee chairman serve on the DNP Board of Directors.
4. Examine and evaluate the improvements made to the exits from Lot 3 including the additional pedestrian safety and driver notification measures.
5. Evaluate improved signage and make recommendations for further improvements as needed.
6. Continue to provide guidance to the Planning and Development Department's Parking Division on lot utilization, monthly permits, parking fees and general parking administration.
7. Continue to coordinate with the Bicycle Committee and the Public Works Department to install convenient bicycle parking Downtown.

**GOAL:** Develop long-range plans to serve projected parking needs and integrate these plans with economic development.

### **OBJECTIVES FOR 2014**

1. Advocate for a resolution to impediments to moving forward with building a downtown parking structure. Assist the Parking Division in developing specifications for a downtown parking structure, should the City decide to move forward with the project.
2. Explore the opportunities for surface parking lot and on street parking capacity expansion.

3. Monitor economic development along South Main Street/Elkton Road for future parking needs.



**annual report**

**2012**

**DOWNTOWN**  
Newark Partnership



# DOWNTOWN Newark Partnership

November 8, 2012

## Greetings:

It is with great pride that I present this Annual Report, along with countless volunteers who support the Downtown Newark Partnership. When you review the work of our active organization, I am sure you will agree that much can be accomplished through determination and teamwork. Residents, merchants, the City of Newark and the University of Delaware have come together to further enhance a lively downtown district into an even more appealing destination for Newarkers and visitors from the region.

This report boasts the best work of our Events, Merchants, Parking, Economic Enhancement and Design Committees. We are very happy to successfully repeat our full calendar of downtown events, and thrilled to be able to expand and improve upon these events, while adding new activities for the community. We have responded to the needs of the business community in creating and adding to these promotions. We have also done our best to respond to the needs and desires of those who come to the downtown area. We recruited new businesses and helped to retain successful businesses so that Newark can continue to prosper. In this regard, we have enjoyed millions of dollars in new private investment in downtown. We have also invested heavily in advertising downtown Newark as a shopping, dining, and service destination throughout the region.

Perhaps most impressive is that we continue many of the successful programs, promotions and support that we offered during the first fourteen years of the Downtown Newark Partnership, while adding new activities and projects. Yes, it has been a busy and successful year!

Thank you for your interest in Downtown Newark.

  
Marilyn Minster  
Chair

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## 2012 Downtown Newark Partnership Board Members:

**Marilyn Minster** – Chairwoman, Owner,  
Minster's Jewelers

**Carol Boncelet** – Newark Arts Alliance

**Katy Bowman** – Editor, Newark Post

**Bob Chadwick** – Economic Development  
Director, New Castle Chamber of  
Commerce

**Joe Charma** – Design Committee  
Chairman, Partner, Landmark Engineering,  
Inc.

**Vance A Funk, III** – Mayor, City of Newark

**Carl Georigi** – Owner, Taverna Restaurant

**Ryan German** – Owner, Caffe Gelato

**Patrick T. Harker** – President, University of  
Delaware

**Carol Houck** – City Manager

### Staff:

**Ricky Nietubicz** – Planning and Development Department Planner/DNP Administrator  
**Elizabeth Dowell** – Secretary

Also serving on the Board of Directors in the past year:

**Bob Ashby** – Vice Chair, Owner, Deer Park Tavern

**Fred DeMicco** – Professor, U of D Hotel, Restaurant and Institutional Management

**Terry Foreman** – Former Executive Director, Newark Arts Alliance

**Ken Godwin** – Certified Public Accountant

**Katrine E. Hutchison** – Former Branch Manager, M & T Bank, Main Street

**Roy Lopata** – Former Planning and Development Director

**Doug Rainey** – Former Publisher, Newark Post

**Kristin Short** – Company Manager, Grassroots, Main Street

**Kyle Sonnenberg** – Former City Manager

**Ron Walker** – Former Executive Director, New Castle County Chamber of  
Commerce

The Downtown Newark Partnership is a private/public partnership dedicated to the economic enhancement of downtown Newark, Delaware. The Partnership has created an environment in which the City of Newark, Businesses, residential communities and the University of Delaware can work together toward a common goal: the mutual benefits of the ongoing enhancement of Downtown Newark. The effort has fostered successful improvements of the downtown area to the benefit of everyone who lives, works or travels to or through Newark.

The DNP is governed by a policy board, consisting of eighteen members. The members hold a variety of positions within the community, each able to provide a unique point of view and widen the range of influence for the DNP. The Board works to chart the course for downtown enrichment and provide a directional framework for each of the working committees: Design, Economic Enhancement, Events, Merchants and Parking. These Committees also each include members from a range of industries and occupations, which helps to ensure that the diverse and unique atmosphere of downtown Newark is maintained.

Through participation in the National Trust for Historic Preservation's Main Street Program and Downtown Delaware, a division of the Delaware Economic Development Office, the DNP is able to model its approach to downtown revitalization after that of the National Main Street Program. This approach centers on the use of committees dedicated to design, organization, promotion and economic restructuring issues. The DNP modified these roles slightly in order to make them best fit the needs of downtown Newark, also creating committees to deal with issues of merchant services and communication, as well as parking. Each of the committees creates and implements an annual work plan to be approved by the Partnership's Board, allowing for a clear and active movement toward accomplishing a variety of goals. The Committees have developed, and the Board has begun review of, each of these work plans. The final versions of 2013 work plans will be ready at the end of the year. The approach has been successful for downtown Newark. We expect continued success using the National Main Street Program approach to downtown revitalization.

For the twelfth year in a row, the Partnership has been designated as a Certified National Main Street Community by the National Trust for Historic Preservation, showing that the accomplishments of the DNP are appreciated not only by Newark, but far outside the city limits! In addition to this ongoing national recognition, the DNP has been recognized with other honors within the state, region and country, including a designation as a "Great American Main Street Award" winner.

The Partnership owes this success to the hard work of the Board and Committee members, as their dedication allows the DNP to meet the high standards necessary to earn national recognition for excellence in downtown revitalization.

This year, the DNP experienced a transition to a new Administrator. Following the retirement of Planning Director Roy Lopata, and Maureen Feeney Roser's promotion to Planning and Development Director, Ricky Nietubicz was hired to take on the role of

DNP Administrator. Ricky is familiar with downtown Newark, a graduate of the University of Delaware and a former long-time DNP intern. Ricky is eager to take on the task of managing the DNP and continuing to nurture its growth for years to come.

The Board typically meets the second Wednesday of every other month at 6:00pm in the City Manager's Conference Room on the second floor of the Municipal Building at 220 South Main Street. Every DNP Board meeting is open to the public. For further information regarding the Partnership and its activities, or business opportunities in Downtown Newark, please contact Ricky Nietubicz at 302-366-7030 or visit the Downtown Newark Partnership's website at [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

Each year, as a way to recap the accomplishments of the Downtown Newark Partnership and to recognize the over 100 volunteers who make all of the activities throughout the year happen, the Downtown Newark Partnership Board hosts an **Annual Meeting and Volunteer Appreciation Reception**. Last year's event was held at the Courtyard by Marriott at the University of Delaware on November 19<sup>th</sup>, 2011.

The Volunteer Appreciation Reception was well attended and made possible by our generous donors: TD Bank, Wilmington Trust, ZZ House, and Minster's Jewelers.



Charwoman Minster celebrates at the "Hats Off to Volunteers" reception with Eric and Sasha Aber, owners of Home Grown Café, and their family.

Long time Planning & Development Director Roy Lopata was honored as the Downtown Newark Partnership's Volunteer of the Year, highlighting his many years of tireless volunteering and championing downtown during his career with the City of Newark.



\$2,300 was also raised through the event's Silent Auction to support the Alleyway Improvement Project. The DNP 2011 Annual Report was also unveiled at the Annual Meeting and Celebration.

The 2012 DNP Annual Meeting and Volunteer Appreciation Reception will be held on Thursday evening, November 8, 2013 from 5 – 7PM at the Courtyard by Marriott – UD.

## Design Committee

The **Design Committee** focuses on the visual appeal of downtown Newark. The main goal of the Committee is to improve its aesthetic and pedestrian scale qualities; the 2012 Work Plan was the Committee's strategy for meeting this goal during the past year, and the 2013 Work Plan will serve the role in the upcoming year.

The Design Committee meets the first Tuesday of the month at 8:00 am at various downtown locations. Please check postings at the City Municipal Building, call 302-366-7030, or visit the website at [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com) for agendas and meeting locations. All meetings are open to the public.

### Design Committee Members

**Joe Charma** – Chairman, Partner,  
Landmark Engineering, Inc.

**Lorene (Lori) J. Athey** – RLA, Owner,  
Guided Path Planning and Garden  
Design

**Pat Bartling** – Public Works  
Superintendent, City of Newark

**William Hurd** – Footprint Architecture  
& Design

**Roy Locker** – Owner,  
Locker Construction

**Rebecca Powers** – Resident

**Howard Smith** – Architect

**Steve Wilson** – Code Enforcement  
Supervisor, City of Newark.

**Reid Rowlands** – Owner, World Class  
Supply

Staff:  
**Michael Fortner** – Development  
Supervisor

**Ricky Nietubicz** – Planner  
DNP Administrator

**Also Serving on the Committee the Past Year**  
**Tom Taylor** – Landscape Engineer, University of Delaware

## 2012 Accomplishments

### **Design Guidelines Update**

The Design Committee, as part of the City's development review process, evaluates development proposals in the downtown area, on a voluntary basis, using the DNP's Design Guidelines for Downtown Newark. The Guidelines, originally adopted in 1997, and first overhauled in 2007, were updated again to ensure that they continue to serve as a guide for development in the downtown area. They outline the types of architecture and design elements that fit best with Downtown Newark, as well as historic preservation and pedestrian scale infill construction, and require regular attention to insure that they stay ahead of development, an increasingly difficult task as Newark's downtown becomes an even more desirable place to locate businesses and residences.

Newark's Design Guidelines are made available to developers, along with information on the development process. When a development project is proposed, the Committee offers to meet with the developer and reviews the conceptual design, and then reports the results of their reviews to the City of Newark Planning Commission. Since the last Annual Report, the Committee has reviewed and commented on the plans for two very substantial projects, South Main Street Plaza and Kate's Place.



SOUTH MAIN STREET PLAZA



*Kate's Place*

### **Downtown Newark Alleyway Project**

As part of their planning efforts to identify opportunity areas for aesthetic and pedestrian safety improvements, the Design Committee selected the alleyway between Home Grown Café and Mizu Sushi Bar for the location for a pedestrian improvement project. The project constructed a pergola with LED lighting and decorative treatments converting an underutilized and unattractive alleyway into a pedestrian friendly and aesthetically pleasing gateway connecting one of downtown's busiest municipal parking lots with Main Street.

In order to fund the project, the Design Committee held a Wine Tasting at Deerfield Wines, as well as organizing a silent auction at the DNP's Annual Meeting. With the funds raised through these efforts, the Committee purchased Brazilian redwood that was used to construct the pergola, as well as strands of C9 LED lights. Labor was provided through the volunteer efforts of the Committee members.

The committee is extremely pleased to announce that after years of hard work, the alleyway is FINISHED! Check it out the next time you're on Main Street!

### **Architectural Assistance**

The Design Committee works with businesses on Main Street to aid in exterior reconstruction and façade improvements. The program provides a 1:1 matching grant of up to \$2,500 to property and businesses to make improvements to their buildings in the downtown area. To begin the process, the business owner and the Design Committee work together to determine appropriate improvements for the building. The Design Committee then works with the approved business to create conceptual drawing and obtains estimates; the construction can then proceed. After the project is

completed, the DNP awards a 1:1 matching grant up to \$2,500 to pay for the completed improvements.

### **Community Bulletin Board**

Centrally located at 54 E. Main Street, the Community Bulletin Board provides Newark's businesses and residents a way to get the word out about local events. Unfortunately, over the years, water had gotten behind the cork board and caused it to warp and deteriorate. In order to continue to provide Newark's residents with the bulletin board and to improve downtown with new and improved public art, the Design Committee arranged for the bulletin board and surrounding mural to be repainted and repaired, as well as modified so that it will no longer be subject to the same water intrusion and warpage issues.



Special thanks to Dragonfly Leathrum for her artistic talents!

## Design Committee 2013 Work Plan

**GOAL** – Preserve and enhance an attractive, pleasant, people-friendly destination. These desirable characteristics include human-scale buildings, details and land uses, a pedestrian-orientation, bicycle friendly, clean and well-maintained buildings and public spaces, safe and accessible for users of all ages and abilities, easy to navigate, and with lots of visual interest.

### **OBJECTIVES FOR 2013**

- 1. Preserve and enhance people-friendly characteristics through streetscape improvements and other design guidelines**
  - A. Review all development plans submitted on a voluntary basis by developers for construction and/or reconstruction on properties in the downtown district against the Design Guidelines for Downtown Newark and prepare a report to Planning Commission and City Council regarding same.
  - B. Promote the availability of City and other grants and loan sources to improve the physical appearance and visual appeal of buildings.
  - C. Expansion of architectural survey boundaries to include Main Street from McDonald's Circle to Chapel Street, Delaware Avenue, and South Main to West Park Place by utilizing the services of the Architectural History graduate program at the University of Delaware.
  - D. Advocate for underground utility placement.
  - E. Update the Main Street Streetscape plans for improved pedestrian safety enhancements. Coordinate with WILMAPCO to secure funding from State.
  
- 2. Improve access to downtown business through signage and parking lot entrances.**
  - A. Review the signage regulations and work with the Code Enforcement to improve building signage, creating preferred design elements for a more unified district, and guidelines for temporary signage and banners.
  - B. Explore the development and placement of "Information Kiosks" downtown.

**3. Promote a clean, cared-for, and well-maintained downtown district.**

- A. Conduct periodic visual reviews of building facades to look for opportunities for recognition, identify potential problems and intervene, as well as violations.
- B. Beautification for Downtown
  - (1) Research other possible public artwork projects and partnering with Community and local artists.
  - (2) Landscaping Improvements
  - (3) Continue to raise funds for beautification
- C. Create a map of Downtown, UD, and surrounding areas identifying opportunities for public art and sculptures.

**4. Encourage environmentally sensitive design without impeding economic growth.**

- A. Develop a packet of information regarding sustainable practices and where to find information for existing building renovations.
- B. Advocate for older existing buildings in Downtown to incorporate LEED standards into their building through rehabilitation incentives.

## Economic Enhancement Committee

The Economic Enhancement Committee strives to ensure that Downtown Newark is a great environment for business. Functionally, the committee works to recruit new businesses, as well as retain our current downtown businesses through programs that foster a favorable downtown environment. This committee is always working to improve the business mix downtown by recruiting selectively the businesses that best complement existing establishments.

The Economic Enhancement Committee is a staff function of the City of Newark's Planning and Development Department, and as such, no regularly scheduled public meetings take place. To obtain more information on this committee, call 302-366-7030 or visit the website at: [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

### Economic Enhancement Committee Members

**Maureen Feeney Roser** – Chairwoman,  
Planning & Development Director

**Elizabeth Dowell** – Planning &  
Development Secretary

**Michael Fortner** – Vice Chair,  
Development Supervisor

**Brian Laws** – Planning Aid/Survey  
Technician

**Ricky Nietubicz** – Planner/DNP  
Administrator

Also serving on the Economic  
Enhancement Committee since the  
last Annual Report:

**Dana Johnston** – Community Affairs  
Officer

**Roy Lopata**, Former Planning &  
Development Director

**Marvin Howard** – Parking Administrator

## 2012 Accomplishments

### BUSINESS RECRUITMENT

The Economic Enhancement Committee works continually to improve its recruitment efforts and attract businesses to the downtown Newark area. Since our last Annual Report, the Committee is pleased to welcome 11 new businesses to downtown. In addition, several more new businesses are in various stages of opening.

#### New Businesses in Downtown Newark since last Annual Report

Alex & Ani, 50 E. Main Street  
AT&T Store, 172 E. Main Street  
Bahn Mi Boy, 209 E. Main Street  
Boardwalk Fresh Burgers and Fries, 59 E. Main Street,  
Jake's Wayback Burgers, 250 South Main Street  
Headquarters, 153 E. Main Street  
Over Easy Café, 215 E. Main Street  
Saladworks, 45 E. Main Street  
Tantini Tanning Bar, 136 South Main Street  
Twist Boutique, 48 East Main Street  
Yi Palace, Park & Shop Shopping Center  
Taverna, 121 E. Main Street

#### Coming soon

The Greene Turtle, 250 South Main Street

#### Businesses Expanding in Downtown since last Annual Report

Santa Fe Mexican Grill, 190 E. Main Street

#### Businesses Relocating Downtown

Heart & Home, 108 E. Main Street

Outreach efforts continue to attract businesses to add to the retail/restaurant mix as follows:

- Apparel and Accessories (Men's, Women's and Children's)
- Home Accessories
- Gourmet Grocery
- Shoes
- Art
- Small Boutique Hotel/Inn
- Craft Stores With Lessons
- Party Supplies
- Paint Your Own Pottery
- Adult Destination/Restaurant
- Gifts, Stationary, Cards

## **DNP Business Recruitment Packages**

The committee developed a Business Recruitment Package, which provides detailed information about downtown Newark and the advantages to operating a business here; the community's demographic profile; the full calendar of events; Downtown Newark Partnership activities; parking opportunities, including the parking validation and gift card programs; incentive programs and positive press about downtown. Over the past year, 28 of these recruitment packages, with personalized letters, were sent out by the Committee to targeted businesses. A host of other inquiries into the business climate and opportunities in downtown were handled on the phone and via e-mail. This information is also available at special events and for distribution on a regular basis to inform the public of the DNP, its structure and goals.

## **Business Start-Up Grants**

Grants are available to cover \$1,500 in utility expenses for eligible new businesses. Eligible businesses are those listed above which have been targeted by the Downtown Newark Partnership as adding to the retail/restaurant mix.

In addition to these grants, the Newark Façade Improvement Program offers loans for up to \$2000 at 0% interest for façade improvements to downtown business properties. Loans may be either deferred payment or monthly pay back loans.

## **South Main Street**

Following the suggestion of Mayor Funk, Elkton Road from East Main Street to Park Place will be renamed "South Main Street," officially as of January 1, 2013; at the same time the DNP boundaries will be extended from the intersection of South Main Street and Apple Road to South Main Street and Park Place, in order to better capture the downtown, mixed-use development pattern that is evolving. We are excited for this name change, as it will be an important economic development tool, to help insure that the newly redeveloped properties in this area of the Downtown receive the recognition and value as part of Downtown Newark that they deserve.

Changing the name of this section of Elkton Road to South Main Street required a great deal of legwork from the Mayor and staff to gather support from property and business owners along the affected area, to show Council that it was a change that would be welcomed by the community. Staff is currently working on notifications to residents, signage changes and other details. Look for a grand re-opening and re-naming ceremony just after the New Year, to coincide with the completion of DelDOT's rehabilitation and renovation of the roadway itself.

## **BUSINESS RETENTION**

The Economic Enhancement Committee is always working to provide the best possible information, opportunities and technical assistance to the downtown businesses in order

to help them grow and prosper. To this end, the committee has been working in a number of different formats to disseminate information and help businesses, such as creating welcome packets, electronic newsletters, and providing technical assistance to businesses on a regular basis.

### **Business Technical Assistance**

The Committee encourages and promotes attendance at SCORE, SBA and SBDC technical workshops offered on a regular basis, including an SBA session entitled Money! Money! Money! For your Small Business during which the SBA, SBDC, Innovative Bank, First State Community Loan Fund and local banks provide information on loan products and how to access capital for businesses.

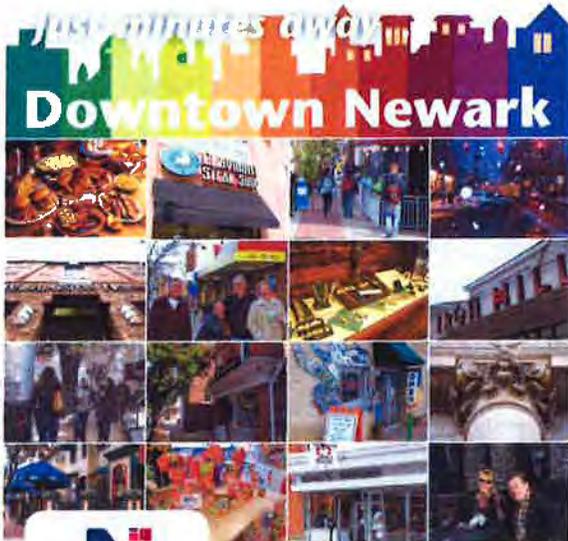
### **Downtown Map & Guide**

This winter the Downtown Newark Map & Guide was redesigned once again to add a QR Code and to keep it up-to-date. The colorful and attractive design features detailed business listings, public and customer parking locations and an easy to read map of downtown with businesses by type and address. The foldout guide also provides information about the gift card and parking validation programs. The University printed 20,000 copies of the Guide for us in a quick copy format, which is less expensive than the glossy brochures previously produced. We intend to update and reprint the Guide on an annual basis.

### **I-95 Rest Area Marketing**

For the second year in a row, the University of Delaware partnered with the DNP to market downtown and the University at the Traveler's Information Center of the newly reconstructed I-95 rest area. In addition to rack space for the new Downtown Newark Map & Guide, we also share a 24 X 52 inch poster display at the Center which is changed monthly to reflect events and activities happening on campus and in downtown. The University donates the design work (Thank you Danny Wright!) and installations for the project. This is a great collaborative effort to reach hundreds of thousands of travelers each year who visit the rest area just minutes from downtown.

**February**



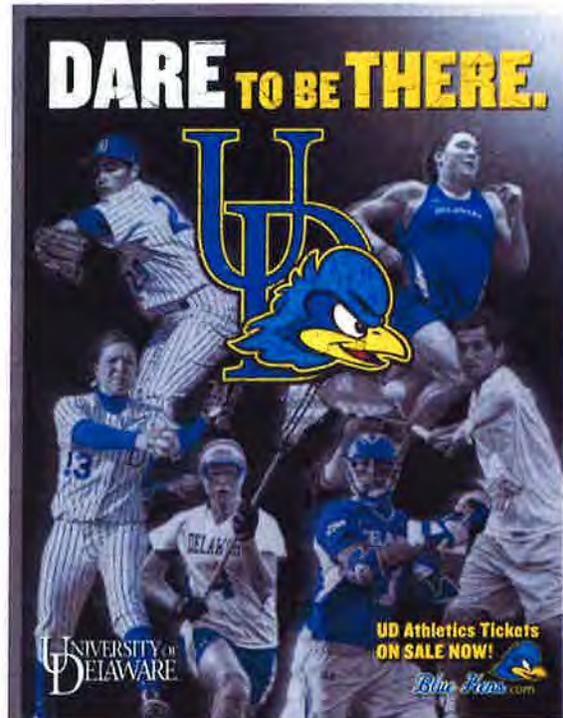
**2011 Winner of the National Trust for Historic Preservation's Great American Main Street Award**

More than 46 boutiques featuring everything from handmade to fair trade, metaphysical to medieval, and fashions in funky 70 award-winning restaurants offering cuisines suited for any palate and price range.

Enchanting one-mile Main Street, with direct access to the picturesque University of Delaware main campus.

Whether you're looking for a family first stop, a place to meet old friends, or a romantic spot with that special someone Downtown Newark is the Delaware destination of choice!

**March**

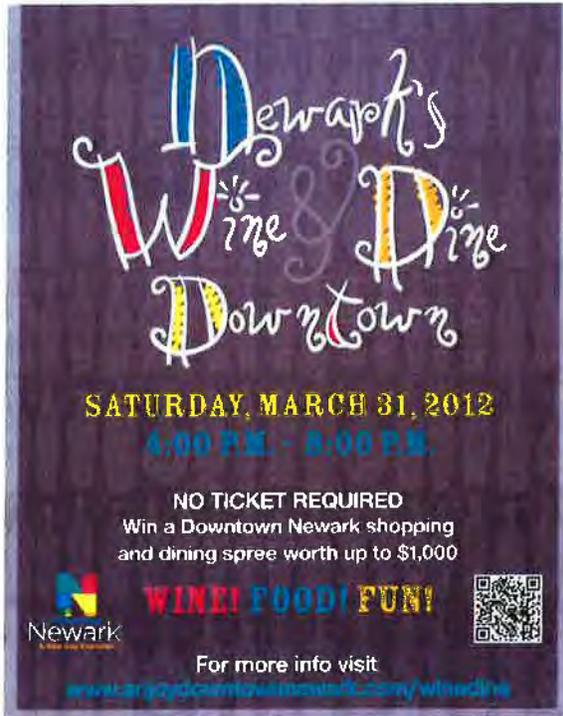


And... *ACTON* comes on the left side of Inishmaan like a famed Hollywood director is writing in a neighborhood is hard to shake, a thin Cripple Billy, a lewd and raucous local boy raised by his eccentric aunties, would give anything to escape his tedious life by snagging a role in the movie. When Billy lands a screen test, the middle-aged actress of Inishmaan must a heartbreakingly hilarious feat of resistance... *Best of all* - dark snuggles, hugs and hawking decisions. Tony Award-winning playwright McDonagh has created a masterpiece that is quick, funny, and so satisfying.

**THOMPSON THEATRE** Center for the Arts University of Delaware

Delaware Division of the Arts REP productions are made possible, in part, by a grant from the Delaware Division of the Arts, a state agency dedicated to nurturing and supporting the arts in Delaware, in partnership with the Howard Gilman Foundation for the Arts.

(302) 831-2204 | WWW.REP.UDE.EDU



In addition, this year we added a calendar of events insert done on a quarterly basis which covers UD and Downtown events on a colorful 4X9 rack card for the Traveler's Information Center. Finally, in an effort to attract Interstate visitors, Mayor Funk and DNP Staff met with Stanley and Sandra Posner, authors of Drive I-95 to promote Newark as a fun and interesting diversion from I-95, when traveling through Delaware. Special thanks to Bill Sullivan of the Courtyard by Marriott – UD and to Lyn Lewis of the Greater Wilmington Convention and Visitors Bureau for arranging the meeting with the Posners.

These efforts, along with our growing reputation in the region, should entice travelers to Eat! Shop! And Enjoy! Downtown Newark.

### **Welcome to Newark Packets**

Thanks to Economic Enhancement Committee efforts, out of town guests are welcomed warmly by the DNP whenever we are made aware of their presence. For example, since the last Annual Report, participants of participants in several UD conferences and exchange, received welcome packets from the DNP. These packets included a welcome letter, a calendar of events, coupons for downtown businesses, and flyers about upcoming events and activities. Several hundred packets have been stuffed and delivered this year all geared to having visitors patronize our existing businesses downtown and ring their cash registers! Another goal of these efforts is to help bolster the growing conference trade in Newark, by insuring that conference participants enjoy their stay in Newark. In this regard, the committee works closely with the Newark Destination Partners organization.

This approach to ensuring visitors enjoy their stay in Newark is also used for special events, where customized flyers are designed tailoring the promotions offered by downtown businesses to the event participants. Examples of this activity include the DNP's "Coupon Corner" promotions at Newark Day, and Community Day.

### **Newsletters**

The **Downtown Newark E-Newsletter** was created as an electronic means of getting information about Downtown Newark to the community in a fast and efficient manner. The e-newsletter is prepared and sent at the end of a month to highlight the activities, events, cultural opportunities, etc. in downtown the following month. The mailing list for this subscription e-newsletter grows daily, and currently reaches nearly 1,400 interested individuals. New e-mail addresses are gathered at each downtown event, and often by referrals. The Downtown Newark E-Newsletter is an important business retention tool because it is a coordinated and comprehensive clearinghouse for downtown activities which helps to promote downtown Newark as a retail, dining, cultural and entertainment destination for the region.

Another important E-Newsletter is the **DNP E-News You Can Use**, which was created specifically for downtown businesses. This newsletter is a vital tool for the Committee,

as it fosters better communication between the DNP and downtown businesses. The newsletter provides important and timely information to businesses about opportunities to promote themselves through participation in events, activities, group discounts and advertising, and to keep them informed about other issues of importance such as road construction and lane closures. 200 businesses currently receive **DNP E-News You Can Use**, which supplements the Merchants' Committee's Block Captain System.

### **Web Page Improvements**

Downtown Newark's recently improved and renovated web page is the district's window to the world, and as such, the Economic Enhancement Committee works hard to keep it updated. In addition to schedules and calendars of events, the website contains leasing opportunities and links to downtown businesses' websites so that residents and visitors, as well as current and potential merchants, can have a great deal of information at their fingertips simply by logging onto the website. Businesses also can update their own listings and populate their very own page on the site with timely information, coupons, photos, and promotions. The Committee works hard keeping the information current and adding other information whenever it is available. Check it out at: [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com); or at our other domain names: [www.eatdowntownnewark.com](http://www.eatdowntownnewark.com) and [www.shopdowntownnewark.com](http://www.shopdowntownnewark.com).

### **Facebook**

In another effort to get the word out about why downtown Newark is a wonderful place for people to eat! shop! and enjoy! themselves, the Committee Maintains a Facebook page. We've found this social medium a great way to allow people (our "fans") to connect with downtown events, participate in discussions, and be part of the Downtown Newark Community. We also list downtown businesses' Facebook pages as favorites, providing them with exposure to our fans. Like us on Facebook and follow us on Twitter!

### **Gift Card Program**

The Economic Enhancement Committee was instrumental in getting the Downtown Newark Gift Card Program up and running. The Committee also manages all Gift Card sales for Downtown Newark. More than \$99,000 in gift cards have been sold since the program went live on December 17, 2009, with \$21,340 in sales for the first 9 months of this year. More detail about the Downtown Newark Gift Card Program may be found below under Merchants' Committee accomplishments.

### **Advertising**

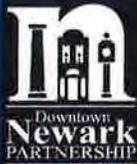
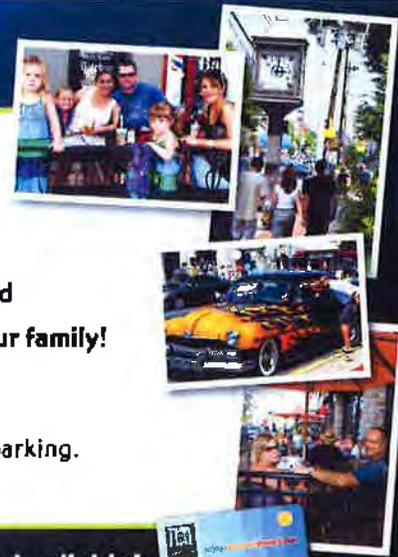
The Economic Enhancement Committee strives to market downtown as a shopping and dining district and destination as part of its Business Retention efforts. The effort this year included Downtown Newark ads in all UD Football and Basketball Programs, and the Newark Morning Rotary Club Annual Report. In addition, a special edition of Delaware Today magazine featured multiple page spreads about Downtown Newark.

# Eat! Shop! Enjoy!

## DOWNTOWN NEWARK

Nearly 200 shops and restaurants on a pleasant and walkable Main Street! Meet your friends! Bring your family! Day and night, there is something for everyone!

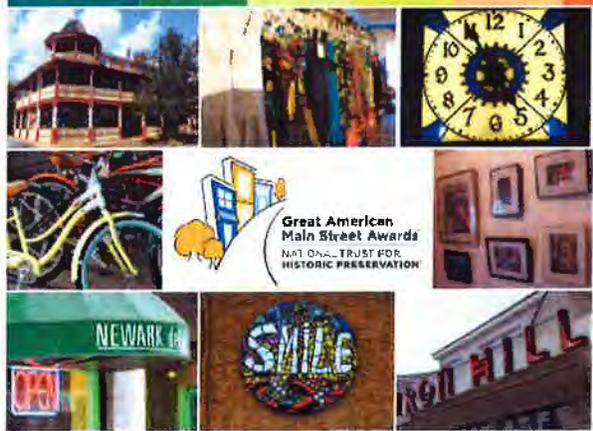
Follow the signs for convenient, safe and affordable parking. Parking validation available for municipal lots.



Downtown Newark Gift Cards Now Available!

Visit our website for updates on events and festivals.

[enjoydowntownnewark.com](http://enjoydowntownnewark.com)



**Winner of the National Trust for Historic Preservation's Great American Main Street Award**

More than 80 boutiques featuring everything from handmade to fair trade, metaphysical to medieval, and fashion to funky

70 award-winning restaurants offering cuisines suited for any palate and price range

Whether you're looking for a family field trip, a place to meet old friends, or a romantic spot with that special someone, **Downtown Newark is the Delaware destination of choice!**

# Downtown Newark

**Economic Enhancement Staff Committee**  
**2013 Work Plan**

**GOAL -- Improve Business Mix, Business Recruitment.**

**OBJECTIVES FOR 2013**

1. Actively recruit new businesses targeted by Downtown Newark Partnership Board:

A. Develop a strategic marketing plan for Downtown to attract high quality, complementary businesses.

B. Update the recruitment package highlighting the benefits of doing business in the City of Newark. Package contains promotional information about the downtown, the Downtown Newark Partnership, municipal services, existing business mix and available incentives, calendar of events, as well as the demographics of the market area.

C. Actively prospect for new businesses and provide follow-up support. Work with realtors and property owners to market vacancies. Provide information about the type of businesses we are trying to recruit and distribute information about the availability/details of vacant spaces.

D. Market incentives for targeted businesses downtown, including utility grant program. Provide at least two (2) utility grants this year.

E. Research other potential incentives to attract "targeted" businesses.

**GOAL -- Business Retention**

**OBJECTIVES FOR 2013**

1. Identify at-risk merchants in need of retention assistance. Review building and business inventory for signs of retention needs, and visit businesses on a regular basis to determine relative health. Follow up with businesses identified as potentially at risk, as necessary.

2. Provide regularly scheduled seminars on topics for established businesses on strategies for maintaining, expanding and diversifying a successful business, for example: e-commerce and web-based marketing, direct mail opportunities, how to hire and fire employees, safety, labor laws and practices, etc.

3. Work with UD, the Merchants Committee and businesses to promote downtown through the NCAA Women's Basketball Tournament to be hosted at UD next spring. Consider other opportunities to promote downtown via events.

4. Work with the Merchants' Committee to determine training needs of existing businesses. Provide training, as necessary

5. Work with the Small Business Administration, Downtown Delaware and the Small Business Development Center, or other institutions, to provide information on loan products and application processes to assist businesses considering expansion or a second location.

6. Continue to market the Façade Improvement Program and Architectural Assistance Grant to downtown businesses. Develop promotional materials as necessary.

7. Maintain the Downtown Newark Web and Facebook Pages.

8. Continue the monthly distribution of the Downtown Newark E-Newsletter highlighting downtown events and activities to attract consumers from the tri-state region.

9. Continue the E-News You Can Use E-Newsletter to provide important and timely information to downtown businesses about opportunities to participate in events, activities, group discounts and advertising, and other issues of importance such as road construction and lane closures.

10. Promote and Market South Main Street.

#### **GOAL – Inter-Jurisdictional Cooperation**

##### **OBJECTIVES FOR 2013**

1. Participate in the activities of the New Castle County Economic Development Council, the New Castle County Chamber of Commerce, and the Greater Newark Economic Development Partnership.
2. Liaison with the Delaware Development Office, the Small Business Development Center, the Downtown Delaware (Main Street) Program, the National Main Street Center, and the Greater Wilmington Convention and Visitors Bureau.

#### **GOAL – Regulatory Reform**

##### **OBJECTIVES FOR 2013**

1. Examine potential local impediments to Economic Enhancement.

## **Events Committees**

Downtown Newark's **Events Committee** has been working on improving existing events and adding new events for downtown since the beginning of the DNP in 1998. Each event, however, brings forth its own leaders, responsibilities, challenges and tasks, and therefore, the Events Committee is actually composed of several Ad Hoc Planning Committees, one for each major Downtown Newark Partnership event. The six Ad Hoc Committees are:

- Restaurant Week Committee
- Food and Brew Fest Committee
- Main Street Mile Committee
- Taste of Newark Committee
- Wine and Dine Downtown Committee

All of the members of these committees are considered part of the Partnership's Events Committees for the year they participate. The separate committees each have unique committee members and meeting times.

Events not listed as having committees, such as Newark Day, Community Day, the Spring Concert Series, Halloween Parade, and Winterfest are handled by the City of Newark's Parks and Recreation Department, with some assistance from the DNP. The City Parks and Recreation Department does an outstanding job each year of organizing these special events with their own group of volunteers. The help of this dedicated group of volunteers and capable staff allows the Partnership staff and Ad Hoc Committees to focus on creating new events and improving the events, which they plan. The result is a full calendar of diverse, fun and well-run events!

Unfortunately, this year's 8<sup>th</sup> Annual Newark Film Festival had to be cancelled due to a number of complications experienced by the promoter, Barry Schlecker. Downtown Newark was proud to host this fabulous film event in Newark, and we will be working closely with Barry and the numerous others required to make this event a success, to bring this cultural attraction back to Downtown Newark.

**DNP Events Committees Members:**

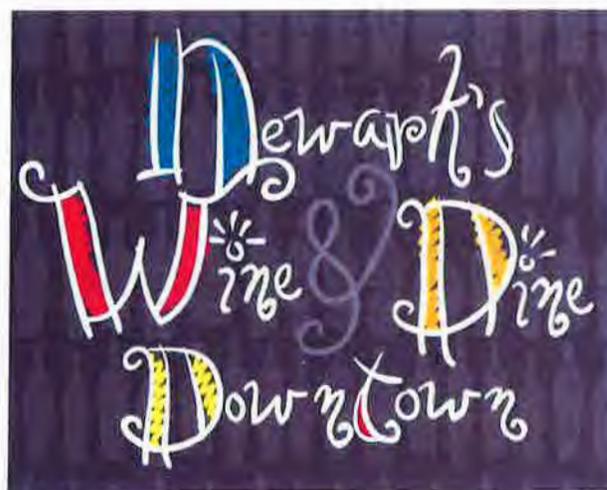


**Restaurant Week 2012**

**Vance Funk**, Mayor  
**Stephany Pachowka**, Kildares  
**Rikki Goren**, Kildares  
**Mara Iatcovich**, Catherine Rooney's  
**Corey Newkirk**, Stone Balloon  
Winehouse  
**Dana Johnston**, Community Affairs  
Officer  
**Maureen Feeney Roser**, City of  
Newark/DNP

**Newark's Wine & Dine Downtown  
2012**

**Vance Funk**, Mayor  
**Chris Corrozi**, United Distributors  
**Adam Forman**, United Distributors  
**Venka Pyle**, Vita Nova  
**Dana Johnston**, Community Affairs  
Officer  
**Bill Sullivan**, Courtyard by Marriott, UD  
**Alison MacKenzie**, Buffalo Wild Wings  
**Stephany Pachowka**, Home Grown  
Cafe  
**Eric Nelson**, UD Public Relations  
**Mike Fortner**, City of Newark/DNP



**Downtown Newark Food & Brew Fest  
2012**

**Vance Funk**, Mayor  
**Jerry DuPhily**, Out & About Magazine  
**Dana Johnston**, Community Affairs  
Officer  
**Alison MacKenzie**, Buffalo Wild Wings  
**Mara Iatcovich**, Catherine Rooney's  
**Holly Jones**, Claymont Steak Shop  
**Ricky Nietubicz**, DNP Administrator



**Main Street Mile 2012**

**Bill Hargrove**, Newark Police Department  
**Nic DeCaire**, Fusion Fitness Center  
**Jamie Graham**, New Balance  
**Marvin Howard**, Newark Parking Administrator  
**Dana Johnston**, Community Information  
**Officer Chris Jones**, Newark Police Department  
**Mike Suh** - Mizu Sushi  
**Lizzette Kennedy** - Klondike Kate's  
**Bill Sullivan** - Courtyard Marriott  
**Ricky Nietubicz** – DNP Administrator



**Taste of Newark**

**Vance Funk**, Mayor, Co-Chair  
**Patrick Harker**, President, University of Delaware, Co-chair  
**John Brennan**, Director of Public and Media Relations, UD  
**Maureen Feeney Roser**, City of Newark/DNP  
**Skip Homiak**, Executive Director of Public Safety, UD  
**Eric Nelson**, Manager, Office of Communications and Marketing, UD  
**Francis Kwansa**, Department Chair, HRIM, UD  
**Jan O'Neill**, Senior Events Manager, Office of Conferences, UD  
**Bill Sullivan**, Managing Director, Courtyard Newark – UD  
**Polly Weir**, Director of Conferences, UD

## 2012 Accomplishments

### DOWNTOWN NEWARK'S 6th ANNUAL RESTAURANT WEEK

Monday, January 23<sup>rd</sup> - Sunday, January 29<sup>th</sup>

For one week only in late January, Downtown Newark hosted a culinary celebration highlighting our fabulous restaurants and their offerings -- diverse enough to please any palate, and at prices to suit any purse! From Monday, January 23<sup>rd</sup> through Sunday, January 29<sup>th</sup>, nineteen (19) outstanding downtown Newark restaurants offered specialty menus highlighting the best they have to offer at the right price! The event featured seasonal decorations, in-restaurant entertainment, and retail specials exclusively designed for Restaurant Week patrons!

### NEWARK'S 8<sup>TH</sup> ANNUAL WINE & DINE DOWNTOWN

On Saturday, March 31, 2012, 18 of Downtown Newark's best restaurants joined forces with the wineries to celebrate spring, food, wine, and fun!! Newark's Eighth Annual Wine & Dine Downtown was held from 4 -8 PM!

In addition to highlighting the unique offerings of fine wineries, the restaurants also served as classrooms for those interested in learning more about wines. Participating wineries had representatives on-site at the restaurants to answer questions and, of course, pour samples of the best wines they have to offer!

Restaurants fashioned their night's specials based on their featured wines and focused on how wine can influence a meal's flavor, preparation and overall enjoyment. Tapas style menus were offered at each restaurant to allow Wine & Dine participants to sample as many of downtown Newark's fine restaurants' menus as they wished.

To add to the excitement, strolling entertainment was provided. An outstanding group of entertainers performed at Wine and Dine including Bazinga, Jeff Smith, Clarion Brass and Steve Hobson.

The event also featured balloon decorations, retail specials - and an opportunity to win a Downtown Newark Shopping Spree worth hundreds of dollars through our popular **Wine & Dine Register to Win Contest!** Participants could "Register to Win" the shopping spree at any one of these fine establishments during the event:

CheeburgerCheeburger, 137 E. Main Street

Deer Park Tavern, 108 W. Main Street

Village Imports, 165 E. Main Street, Trader's Alley

MainStream Nutrition, 163 E. Main Street

**Gekco Fashions**, 146 E. Main Street

**Grassroots Handcrafts**, 93 E. Main Street

**Minster's Jewelers**, 205 Newark Shopping Center

**Moxie Boutique**, 48 E. Main Street

**Kildare's Irish Pub**, 25 E. Main Street

**Bloom Boutique**, 92 E. Main Street

**Main Squeeze**, 131 E. Main Street

**World Class Supply**, 175 Elkton Road

**Catherine Rooney's**, 102 E. Main Street

**Formal Affairs**, 257 E. Main Street

**Clothes In The Past Lane**, 56 E. Main Street

Free parking at the UD Trabant Center garage and in municipal lots was available, compliments of the University of Delaware and the City of Newark respectively, and the first 1600 customers received a commemorative wine glass and carrying pouch!

The University of Delaware's experimental zero-emissions hybrid fuel cell bus provided restaurant shuttle services for Wine & Dine customers free of charge! So, it was easy for Wine & Dine guests to relax and enjoy the cutting edge technology and reach their favorite restaurant! Thanks to UD for supplying this important service for the event.

No Tickets were necessary. Customers paid as they went. Each restaurant offered \$2 per 2 oz tastes of at least three different wines. Premium tastings were also available at varying prices. Bistro menus were reasonably priced in order to allow attendees to sample many of the specialty menus our chefs prepared to compliment their wine offerings!

**Restaurants/wineries participating were:**

**Ali Baba**, 175 East Main Street, featured an Exotic Blend of Moroccan, Israeli & Lebanese food and Authentic Moroccan Wines, Chatteau Kefraya Les Breteches, Les Trois Domaines Amazir Beni M'tir, Les Trois Domaines Guerrouane Rouge, Les Trois Domaines Guerrouane Blanc and Les Trois Domaines Guerrouane Gris, George DuBoeuf Village, Llai Llai Chardonnay and Pozi Pinot Grigio

**Buffalo Wild Wings**, 100 Elkton Road, featured BV Coastal Vinters Collection and Ecco Domani

**Caffé Gelato**, 90 East Main Street, featured its award winning northern Italian and French inspired cuisine and homemade gelato with wines from Gallo of Sonoma, Chamisal Vineyards, Bella Sera, Feudo Arancio Winery, Masi Modello, Rancho Zabaco Winery, and Silver Ridge winery

**Catherine Rooney's**, 102 East Main Street, an Authentic Irish Pub and Restaurant serving traditional Irish and American fare, featured Beaulieu Vineyard Coastal Estates and Snap Dragon

**Cosi**, 111 East Main St, featured BV Coastal

**Courtyard Newark at University of Delaware Café** (served at Vita Nova, 17 W. Main Street) featured Rosenblum Cellars.

**Cucina di Napoli**, 76 East Main Street, offered its classic Italian dishes featuring Navarro Correas and Stellina di Notte

**Deer Park Tavern**, 108 West Main Street, Newark's oldest restaurant featured hearty and savory dishes in a beautifully restored historic hotel frequented by Edgar Allen Poe with wines from Chadds Ford Winery.

**Grotto Pizza**, 45 East Main Street, a full-service family restaurant and sports bar, featured wines from Cellar No. 8, Greg Norman Estates, Souverain and Castle Rock Winery.

**Home Grown Café**, 126 East Main Street, featured fresh local ingredients used in internationally inspired menus accompanied by wines from around the world. Wine & Dine dishes featured Jade Mountain Vineyards.

**Iron Hill Brewery**, 147 East Main Street, an upscale, casual brewery and restaurant, featured wines from Carmen Wines, Doña Paula Estate, Ramon Bilbao Winery and Kunde Winery.

**Kildare's Irish Pub**, 45 East Main Street, featured Pölka dot, Louis Martini Vineyards, Alamos and MacMurray Vineyard.

**Klondike Kate's**, 158 East Main Street, A casual fun restaurant saloon, featured *Casa Lapostolle Winery*.

**Mojo Main**, 270 East Main Street, a Cajun restaurant and live music venue, featured Bridlewood Estate and William Hill Winery.

**Santa Fe Mexican Grill**, 190 East Main Street, featured Bodega Norton Winery and Montes Estates.

**Stone Balloon Winehouse**, 115 East Main Street, featured Roman Bilbao, New Harbor, Bouchaine, Sonoma Coast, Josh Cellars and Terrazas.

**Season's Pizza**, 203 East Main Street, featured Barone Fini Winery.

**The Saigon Restaurant**, 207 Newark Shopping Center, featured authentic Vietnamese cuisine and quality service along with wines from Beaulieu Vineyard.

Restaurant menus, along with the featured wines were found at [www.eatdowntownnewark.com](http://www.eatdowntownnewark.com) - and in a special Wine & Dine Insert in the March 27th edition of the Newark Post. The information was also available at the Wine & Dine Information Booth at Wilmington Trust Company's Main Street branch, 82 East Main Street on the day of the event, as well as on the event shuttle and at participating restaurants.

Thank you to our Wine & Dine Downtown sponsors who's generous donations made this event possible - United Distributors, Wilmington Trust Company, TD Bank, Newark Post, Matt Slapp Subaru, Parkway Gravel, Nucar Newark, Kildare's Irish Pub, Saigon Vietnam Restaurant, Minster's Jewelers, The Deer Park Tavern, the University of Delaware's Hotel, Restaurant and Institutional Management School, the Downtown Newark Partnership, and participating restaurants and wineries. Our thanks too to Delaware Designated Drivers for providing service for this event.

### **SPRING CONCERT SERIES**

FREE Spring Concerts every Thursday night in May and June! The 2012 line-up was as follows:

<b>May 3</b>	<b>WE KIDS ROCK</b> – Folk – Children's Performance
<b>May 10</b>	<b>MELISSA COX BAND</b> – World & Folk Inspired Alternative Rock
<b>May 17</b>	<b>MIKE BARRY</b> – Original Blues & Rock
<b>May 24</b>	<b>RUNAWAY TRAIN</b> – Americana/Country
<b>May 31</b>	<b>JOHN HADFIELD</b> – Children's Performance
<b>June 7</b>	<b>FIRST STATE SYMPHONIC BAND</b> – Variety
<b>June 14</b>	<b>ELECTRO ORGANIC PROJECT</b> – World Music
<b>June 21</b>	<b>BEST KEPT SECRET</b> – Variety

### **NEWARK DAY**

Newark's biggest street festival - Newark Day - was held on Saturday, June 2, 2012. Formerly Newark Nite, the festival time was adjusted to the day to mitigate the need, and expense, for police officers' presence to control crowds, particularly after the event ended. The change in time was a great success and greatly reduced the number of officers needed as well as the number of complaints from businesses and residents.

The street was cleared of exhibits, cleaned up and re-opened to traffic in record time following the event, allowing the businesses along Main Street to have a successful evening.

Thanks to the hard work and coordination of everyone involved, this year's Newark Day was an overwhelming success. Led by the Parks and Recreation Department, Newark Day is an afternoon-long festival, a celebration of the community and the beginning of summer. Main Street is closed to vehicular traffic, and over 30,000 residents and visitors pour in to walk the street and see what the various businesses and vendors set up in the parking spaces lining the street have to offer. The special offerings by the various businesses allow residents and visitors to sample many different offerings and serves to remind everyone of all that Downtown Newark has to offer. Space in front of businesses not participating or vacant buildings doesn't remain vacant - outside vendors or community information booths were set up in front of them to create a continuous line of things to see and to do. The DNP hosts one of these tables to let people know about the organization and what it offers. DNP Volunteers provided the list of upcoming events and activities, signed people up for the Downtown Newark Monthly E-Newsletter, and provided information about the locations and offerings of local businesses. Carnival-type games were also brought in, as well as three stages of musical entertainment. There were exhibitions by local organizations, as well as a children's area and more.

Newark Day coincided with the University of Delaware's Fourth Annual Alumni Reunion Weekend. This successful collaboration provides entertainment for those who attend the reunion and provides a steady stream of visitors to Newark Day festivities. The collaboration is a success and will continue.

Sponsors of Newark Day 2012 included the City of Newark, Downtown Newark Partnership, University of Delaware, Commerce Bank, WXCY, American Spirit Federal Credit Union, The Deer Park Tavern, DuPont and DuPont Dow, Caffe Gelato and Happy Harry's. Grants from the National Endowment for the Arts and Delaware Division of the Arts also make the event possible. Again, this year's Newark Day event was a resounding success, with massive crowds and wonderful weather. All the volunteers, sponsors, and workers deserve thanks, especially those in the City of Newark's Parks and Recreation Department who take the lead on this event each year.

### **9<sup>TH</sup> ANNUAL FOOD AND BREW FEST**

The Downtown Newark Food & Brew Fest, now in its 9<sup>th</sup> year, has been held annually since the downtown merchant community indicated at a Downtown Newark Partnership (DNP) Open Business Forum that they needed more events and activities in the summer months to prosper. Summer in downtown Newark is traditionally a slow time because the bulk of the student population is gone, and it is the perfect opportunity for the City and State to do road and utility construction



projects impossible the rest of the year in Newark. Therefore, businesses expressed a need to increase foot traffic and sales in summer. The business forum was held in March 2004, and the first Food & Brew Fest was held in July of the same year – and represented the first DNP activity resulting directly from the Open Business Forum discussion. The follow through that resulted in the event boosted the business community's confidence that the DNP was not only listening to their concerns, but was dynamic enough to address them through action. The Food and Brew Fest was enthusiastically received by businesses and the community alike, and has been so successful that it has become an annual event, and a staple of our summer retail season downtown.

The goal of the event is not only to bring people to downtown Newark in the summer, but also to entertain them while here and encourage them to freely spend money downtown! The desired result is to boost sales on a slow Saturday in July and to present a vibrant, interesting and fun experience for people who do not normally come to downtown Newark. The hope is that they will have such a good time while here, they will return in the future. In this way, the Food & Brew Fest is a retail, image and special event combined in one. Pairing fine craft breweries with our outstanding restaurants promises a gastronomical experience interesting enough to entice people to come downtown to spend money, and then, while they are here, we treat them to free parking, balloon decorations, strolling and street musicians, free root beer tastings in souvenir cups, a free and environmentally friendly restaurant shuttle, free souvenir beer sampler mugs, and the Hops & Shops Sidewalk Sale extravaganza. The Hops & Shops Sidewalk Sale is a very important part of the event because it creates a festive atmosphere and continual activity along the street – a one mile stretch that extends down Main Street to Elkton Road.



This year's Food & Brew Fest was held on Saturday, July 28, 2012, from 2 – 8 PM. The event was targeted to families and adults in the tri-state area. 13 volunteers assisted in planning, organizing and facilitating this year's event. Nearly 5,000 people attended, which is a great turnout, consistent with previous years' crowd estimates.

As in past years, the Food & Brew Fest was a resounding success for all of the restaurants that participated, and, as in past years, all participating restaurants have agreed to participate for next year's event. While retailers along Main Street did benefit from a higher level of foot traffic

than they may experience on a typical Saturday in July, and those who participated in the Hops and Shops sidewalk sale intend to continue to do so in the future, the retail merchant community has requested that the DNP look into ways to make Newark more of a retail shopping destination throughout the year, and to highlight the retail community during restaurant events.

The DNP created and sponsors this event, along with Out & About Magazine. The DNP handles all aspects of event logistics, and Out & About Magazine, among other things, handles marketing strategies and materials. Out & About Magazine handled design and printing of all the ads, event programs, posters, banners for the restaurants, information centers and root beer tasting station, and designed and maintained [www.NewarkFoodandBrew.com](http://www.NewarkFoodandBrew.com) for us free of charge. The partnership allowed the DNP to use limited event funds to support the amenities that make the event so special and memorable, such as the root beer and beer sampler cups, strolling and sidewalk musicians and balloons décor, etc.

The event also allows the DNP to partner with Delaware Designated Drivers (DDD) to ensure that our guests are safe when it is time to leave the event. DDD is available throughout the event and up to two hours after to provide designated driver services. DDD work in teams of two volunteers (one male and female) with one person available to drive your car home (with you in it) and another follows to pick up the volunteer. The system is invaluable to the event goers because it gets our guests and their vehicles home free of charge, in case they've had a little too much fun in downtown. This arrangement, which includes a DNP donation to DDD, also insures safe rides home for guests from another downtown retail event – Newark's Wine & Dine Downtown – and allows DDD to offer services year-round.

UD also partners with the DNP to provide complimentary Shuttle Services for the event by its Emission Free Fuel Cell Bus. The arrangement allows UD to demonstrate this cutting edge technology and provides free and comfortable restaurant shuttle services during the event. The DNP only pays for the driver's time in order to support this feature.

A retail event with special event flair, the Food & Brew Fest entices visitors to spend money at our existing businesses, and entertains them while here so they will return in the future in search of another fun experience. Because of its unique retail structure, it is a great business retention strategy, as it addresses our businesses' needs for successful summer retail activity and supports the local economy. Since it is fun and festive, it's considered a special event by attendees; its focus on food and retail, however, enhances downtown's image as a regional retail, restaurant and entertainment destination. The DNP leverages its relationships with UD, Out & About, DDD and locals banks to supply a fun and safe event that supports our existing businesses. It is also a recruitment tool as we invite targeted retailers to attend to have fun and witness the DNP's support its business community.

Participating restaurants and breweries included:

**Ali Baba**, 175 E. Main Street, featured **Affligem Brewing Company**.

**Buffalo Wild Wings**, 100 Elkton Road, featured **16 Mile Brewing Company** & **Twin Lakes Brewing Company**.

**Caffe Gelato**, 90 E. Main Street, featured **Dog Fish Head Brewery**.

**Catherine Rooney's**, 102 E. Main Street, featured **16 Mile Brewing Company**.

**Claymont Steak Shop**, 57 Elkton Road, featured **Wolavers** & **Southampton Brewing Companies**.

**Cosi**, 111 E. Main Street, featured **Palm Brewing Company**.

**Cucina di Napoli**, 76 E. Main Street, featured **Victory Brewing Company**.

**Deer Park Tavern**, 108 W. Main Street, featured **Flying Dog Brewery Company**.

**Grotto Pizza**, 45 E. Main Street, featured **Paulaner**.

**Home Grown Café**, 126 E. Main Street, featured **Rogue Brewing Company**.

**Iron Hill Brewery**, 147 E. Main Street, featured **Victory**, **Chimay**, **Dogfish Head** & **Troeg Brewing Companies**.

**Kildare's Irish Pub**, 45 E. Main Street, featured **Abita Brewery Company**.

**Klondike Kate's**, 158 E. Main Street, featured **Twin Lakes Brewing Company**.

**Mojo Main**, 270 E. Main Street, featured **Saranac Brewing Company**

**Santa Fe Mexican Grill**, 190 E. Main Street, featured **Sea Dog Brewing Company**.

**Stone Balloon Winehouse**, 115 E. Main Street, featured **Sierra Nevada** and **Victory Brewing Companies**.

**The Saigon Restaurant**, 207 Newark Shopping Center, featured **Erie Brewing Company**.

## **Food & Brew Fest's "Hops & Shops" Sidewalk Sale**

**Featured these celebrated downtown merchants and more:**

**Bloom**, 92 East Main Street, 302-454-7266 – Providing an eclectic and ever-changing collection of unusual gifts and crafts at special prices.

**Brunswick Blue Hen Lanes**, 501 Newark Shopping Center, 302-737-5690 sharing Main Street Sidewalk Space with Gecko 146 East Main Street – and featuring Fun-tastic Value Packages for half price and raffling off a birthday party.

**Clothes in the Past Lane**, 56 East Main Street, 302-369-1960 - unique boutique on Main. Selling both new and vintage clothing & accessories. Among our best sellers TOMS shoes and Melie Bianco Bags.

**Formal Affairs** , 257 East Main Street, 302-737-1519 – Offering extraordinary deals on men's formal wear.

**Gamble's Newark Florist** 257 East Main Street, 302-366-1211 – The best deals on the freshest flowers!

**Gecko Fashions**, 282 East Main Street, 302-454-1929 – Presenting fashions, lingerie, t-shirts, jewelry and artwork by local artists.

**Grassroots Handcrafts**, 93 East Main Street, 302-453-9751 – Offering contemporary handcrafts, gift items, clothing and jewelry.

**National 5 & 10**, 66 East Main Street, 302-368-1646 – Offering variety merchandise, Delaware sportswear and souvenirs.

**Moxie Boutique**, 165 East Main Street, Trader's Alley, 302-456-1300 – Featuring the latest fashions, dresses and high end denims.

**Romanick Pottery**, 170 A East Main Street, 302-738-8038– Featuring a large selection of handmade pottery at discounted prices.

**SAS Cupcakes**, 134 B East Main Street, 888-825-8988 – Offering gourmet cupcakes and whimsical party goods.

**Switch, Snowboards and Skateboards**, 54 E. Main Street, 302-738-7499 – Switch is a full service retail skateboarding and snowboarding shop. Since 1994 we have been committed to offering the best in professional quality equipment at affordable prices.

**The Days of Knights**, 173 East Main Street, 302-366-0963 – Presenting fantasy and science fiction gifts, games and gaming opportunities

**Village Imports**, 165 East Main Street, Trader's Alley, 302-368-9923 – Offering clothes, jewelry, home and garden, gifts from 35+ countries, all Fair Trade, all Handmade.

The 9th Annual Downtown Newark's Food & Brew Fest was sponsored by the Downtown Newark Partnership, Out & About Magazine, Standard Distributing, United Distributors, and WJBR 99.5FM.

This event was has been recognized as the Best Retail Event in Delaware and continues to be a highly successful way to deliver foot traffic to our downtown businesses during a traditionally slow time. Make sure you check it out next July!



### **COMMUNITY DAY 2012**

This year's Community Day, planned and executed by the Newark Parks and Recreation Department, was held on Sunday, September 16, 2012 from 11 AM – 4 PM on the UD Green and Main Street. The Downtown Newark Partnership Board, Newark Bicycle Committee, Newark Planning & Development Department and the Design Committee jointly hosted a cluster of four conjoined information booths on the Green providing information about the partnership effort, upcoming events and gift cards, gathering input for the upcoming Comprehensive Plan update, distributing information about alternate transportation availability in Newark, asking questions about the aesthetic appeal of downtown, and signing folks up for the Downtown Newark Monthly E-Newsletter mailing list.



The weather was absolutely beautiful and Community Day was a great success! Congratulations and thanks to the Newark Parks and Recreation Department for making this year's Community Day special.

### TASTE OF NEWARK

9th  
ANNUAL  
Taste of Newark

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This year's event took place on Sunday, September 30th from 12:00 - 3:00 p.m. on the picturesque Old College Lawn, UD Main Campus. This year's Taste of Newark was even bigger and better than last year's record-breaking event! With more than 50 Newark restaurants joining the finest area wine distributors, the variety and selection of

great food and drink was unsurpassed, and the spirit of competition generated among our excellent restaurants brought our chefs to their highest levels!

Attendees were able, for the first time, to purchase Taste of Newark tickets online, via a website set up through the ticketing service EventBrite. This allowed organizers to send out live ticket-purchasing links with e-mail blasts, and to take payment via credit card, in addition to cash and checks, for the first time. Since users input their email addresses, in future years organizers of the event will be able to send out "save the date" announcements and invitations electronically, replacing the post-card system currently used. The check-in process went smoothly for those who purchased their tickets online, and everyone agreed that it was a welcome new dimension to the event's admission process.

Also featured was special guest Chef Jason Viscount, Executive Chef and General Manager of Bricco, Harrisburg's "Best New Restaurant" of 2008.



This year, the air of competition abounded with the fourth annual Taste of Newark Battle of the Chefs, where celebrated chefs from Newark's finest restaurants, battled it out "Iron Chef" style. They had one hour to concoct delectable masterpieces containing this year's secret ingredient (Ox Tail).

Vying for victory in our Battle of Chef's competition at this year's Taste of Newark were:



**Eric Aber and Brian Mackey** - *Homegrown Café*

**Andy Matulaitis and Jesse Jones**, *Stone Balloon Winehouse*

**Chantell Orellana and Jeff Brittingham**, *Courtyard Newark*

**Geovanny Valle**, *Caffe Gelato*

**Rich Colliss**, *Cucina Di Napoli*

**Jeff Matyger**, *Taverna*



Chefs Eric Aber and Brian Mackey of Home Grown Cafe won the competition and the coveted Top Chef trophy presented by Mayor Funk.

The very special and popular event hosted more than 1,000 attendees and raised monies for the University of Delaware's Hotel, Restaurant and Institutional Management School and the Downtown Newark Partnership. Special thanks to Mayor Funk, UD conference Services and our generous sponsors who made this wonderful event possible.

### **MAIN STREET MILE**

In a world of 5K fundraisers, Downtown Newark proves, once again, it is unique! On Saturday, October 6th at 8:00 a.m. the Downtown Newark Partnership (DNP) hosted its 6th annual Main Street Mile. The USAT&F and RRCA (Road Runners Club of America) sanctioned race, which benefited the Newark Police Department's K-9 Unit and the DNP, began at the McDonald's traffic circle on Main Street at 8:00 a.m. and finished minutes later at the Deer Park Tavern! Elite runners from around the region competed for top prize money and prizes were awarded at a brunch hosted by the Deer Park Tavern, 108 West Main Street, immediately following the last race. A K-9 demonstration is also provided featuring the true beneficiaries, the Newark Police Department's K-9 officers!



Fusion Fitness and Klondike Kate's – Winners of the 2012 Paco Cup



Corporal Chris Jones and Cody

This event was an overwhelming success, with more than 350 runners participating – and raising more than \$10,000 for K-9 and DNP Programs

The Main Street Mile was presented by Rittenhouse Station, and sponsored by the Downtown Newark Partnership, Newark Police Department, Deer Park Tavern, Fusion Fitness Center, Catalyst Visuals, New Balance, Ameriprise Financial/Fairchild & Associates, NKS Distributors, Tutor Time Child Care/Learning Centers, Courtyard By Marriott, Blood Bank of Delmarva, Swag Dog, United Distributors, Louviers Federal Credit Union, Main Street Dental, Newark Natural Foods, Dawn & Joe, Klondike Kate's, Crown Trophies, Weiner Benefits Group, Krista A. Milkovics, Attorney at Law, The Greene Turtle, Mizu Sushi Bar, Newark Dental Associates and DotFit.



In addition to the Mile event itself, on Friday, August 18th, from 5 – 7 PM, the Committee hosted a Main Street Mile Guest Bartender Event at the Courtyard by Marriott – UD to raise monies for the K-9 program. This event was created in addition to the mile when Paco, Newark's first K-9 police officer, was diagnosed with Bi-lateral Hip Dysplasia, requiring his retirement and replacement by Newark's current K-9 officer, Cody.

The K-9 Unit relies on the support from the Main Street Mile fund raiser every year. The annual Main Street Mile is important because it helps pay for continued training and certifications for the K-9 and its handler.

For the Guest Bartender Event, familiar faces from Newark's community were on hand serving drinks and doing what it took to receive generous tips. All tips went to the Newark Police K-9 Fund. Teams competing for the "Paco Cup" were the Downtown Newark Partnership and The Deer Park Tavern, RelyLocal and Kildare's, and this year's winners, Fusion Fitness Center and Klondike Kate's.



Special thanks to Bill Sullivan and his fantastic staff at the Courtyard by Marriott for keeping us all straight during the Guest Bartending event and helping us raise an additional \$8,000, which went directly to support the K-9 Program.

### **HALLOWEEN PARADE AND TRICK OR TREAT MAIN STREET**

Unfortunately this year's event had to be canceled due to Hurricane Sandy. We were all very disappointed, since the Halloween Parade and Trick Or Treat Main Street are very popular events and afford our merchants a great opportunity to thank their loyal customers and our downtown guests by providing treats to all the little ghosts, goblins and their families that come out on Halloween.

DNP supporters celebrate Halloween at City Hall, even though the Parade was canceled.





Next year's event will be held on October 27th, 2013.

### **WINTERFEST AND HOLIDAY PROMOTIONS**

Winterfest was last held on Friday, December 3, 2011 from 6 – 8 PM on the Academy Building Lawn. In addition to the regular Winterfest activities, including a visit from Santa Himself, the Special Olympics Delaware's Fourth Annual 5 K Reindeer Run and a 1 K Reindeer Romp was held. It was an extremely successful event.

## **Ad Hoc Events Committees 2013 Work Plan**

**GOAL – Implement a full calendar of events to promote downtown Newark**

### **OBJECTIVES FOR 2013**

1. Monday, January 21 – Sunday, January 27, 2013
2. Newark's Wine and Dine Downtown: Saturday, March 30, 2013, 4 – 8 PM
3. Spring Concert Series: Thursday Evenings in May and June, 7 PM
4. Newark Day: Saturday, June 1, 2013, 12 Noon – 5 PM
5. Food and Brew Festival: Saturday, July 27, 2013– 2 – 10 PM
6. Downtown Newark Bicycle Criterium Race: Saturday, August 10, 2013
7. Top of Newark Triathlon: Sunday, August 18, 2013 – 8 AM
8. Community Day: Sunday, September 15, 2013, 11 AM – 4 PM
9. Taste of Newark: Sunday, September 29, 2013, 12 - 3 PM
10. Main Street Mile: Saturday, October 5, 2013, 8 AM
11. Halloween Parade/Trick or Treat Main Street: Sunday, October 27, 2013, 3 – 5 PM
12. Assist with Downtown Newark Holiday Promotions: Black Friday – New Year's Day
13. Explore opportunities for a new retail event with the DNP Merchants' Committee.

## **Merchants' Committee**

The DNP's **Merchants' Committee** exists to open and maintain lines of communication between the merchants of downtown Newark and the rest of the Partnership - the City, University and citizenry. This committee also seeks to establish events, programs and publications that make downtown Newark a destination for the entire family, as well as to advocate the viewpoints and address the concerns of downtown merchants to the City, State and University.

The Merchants' Committee strives to improve the image of downtown Newark, as well as foster growth through promotion of the area. Using retail promotions, advertising campaigns, and by fostering strong and open communication both ways between merchants and the other participants in the Partnership, the committee works to keep Downtown Newark vibrant. Communication and coordination between the various participants are key responsibilities of this committee.

The Committee meets on the first Wednesday of each month at various locations in downtown Newark. To view monthly agendas or for additional information, check postings in City Hall, call 302-366-7030 or visit [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

### **Merchants' Committee Members:**

**Kay Snelling** – Gecko Fashions,  
Chairwoman

**Robin Burgess**, Chesapeake Publishing

**Steve Fangman** – Main Stream Nutrition

**T. Michael Ferguson**, Wilmington Trust

**Jennifer Galt** – Barnes & Noble

**Denise Hartranft**, Village Imports

**Julie Keppel**, Brunswick Blue Hen Lanes

**Eric Nelson**, UD Office of Public &  
Media Relations

**Faith Simperts** – Louviers Federal  
Credit Union

**Cari (Woolf) Rogers** – Moxie Boutique

#### **Staff:**

**Ricky Nietubicz** – Planner  
DNP Administrator

### **Also serving on the Committee in 2012:**

**Nic DeCaire** – Fusion Fitness Center

## 2012 Accomplishments

### Downtown Gift Card Program



Sales of Downtown Gift Cards continue to grow, year after year; currently the program sees approximately \$60,000 flow through from customers to merchants annually. The program is also used for our holiday promotions. For the third year in a row, the DNP will be offering the "Gift Card Giveaway" program this holiday season. For every \$250 in receipts a customer presents from participating businesses in downtown for items purchased between Black Friday and New Year's Eve, the DNP will reward them with a \$25 gift card; this program has been a great success and, in 2011, contributed to generating \$50,000 in holiday sales, and over \$5,000 in post-holiday business.

We believe the Downtown Newark Gift Card is an invaluable Economic Development tool. Its main objective is to support our local businesses financially – and in that, it has been wildly successful in the amount of funds that flow through it each year. The Gift Card program also helps the DNP's image in the business community, because participating in the program is FREE to downtown businesses, and therefore, businesses can readily see that the DNP is working for them. It is also a great tool for recruiting purposes. Many new business prospects have been impressed that such a benefit is available to them if they open a business in downtown Newark. Finally, the Gift Card Program helps to reinforce in people's minds that downtown Newark is a unified shopping, dining and entertainment district as one gift card can be used at all participating establishments – like a mall gift card, only much, much better.

## Merchants accepting Downtown Gift Cards:

Ambitions Salon, 45 E. Main St., 2<sup>nd</sup> floor  
Aunt Margaret's Antiques, 294 E. Main St.  
Barnes & Noble, 83 E. Main St.  
Bing's Bakery, 253 E. Main St.  
Bloom, 92 East Main St.  
Buffalo Wild Wings, 100 Elkton Road  
Caffe Gelato, 90 East Main St.  
Catherine Rooney's, 102 E. Main St.  
California Tortilla, 55 E. Main St.  
Captain Blue Hen Comics, 280 E. Main St.,  
Ste 101  
Cameras, Etc., 165 E. Main St.  
Central Perk, 42 E. Main St.  
Clothes In The Past Lane, 56 E. Main St.  
Coldstone Creamery, 168 E. Main St.  
Cosi, 111 E. Main St.  
Cucina Di Napoli, 76 E. Main St.  
Deer Park Tavern, 108 W. Main St.  
Delaware Book Exchange, 58 E. Main St.  
Delaware Running Company, 129 E. Main St  
Downtown Parking Lots, 3 downtown  
locations  
E.C. Shades, 108 E. Main St.  
Empowered Yoga, 329 Newark Shopping  
Center  
Formal Affairs, 257 E. Main St.  
Frolic on Main Street, 170 E. Main St.  
Fusion Fitness Center, 280 E. Main St,  
Ste 118.  
Gecko Fashions, 282 E. Main St., Ste. #2  
Grassroots Handcrafts, 93 E. Main St.  
Grotto Pizza, 45 E. Main St.  
Hardcastle Gallery, 622 Newark Shopping  
Center  
Heart and Home, 108 E. Main Street  
Home Grown Café, 126 E. Main Street  
Iron Hill Brewery, 147 E. Main Street  
Kildare's Irish Pub, 45 E. Main Street, 2<sup>nd</sup> Fl.  
Klondike Kate's, 158 E. Main St.  
Kneisley Eye Care, 45 E. Main St., 2<sup>nd</sup> Floor  
Lieberman's Bookstore, 45 E. Main  
St., Ste. 105  
Main Squeeze, 131 E. Main Street  
Mainstream Nutrition, 163 E. Main St.  
Mediterranean Grill, 612 Newark Shopping  
Center  
Minister's Jewelers, 205 Newark Shopping  
Center  
Mizu Sushi Restaurant, 132 E. Main Street  
Moxie Boutique, 165 E. Main Street  
National 5 & 10, 66 E. Main St.  
Newark Alternations & Designs, 276 E. Main  
St., Ste 105  
Newark Arts Alliance, 276 East Main Street  
Newark Camera Shop, 63 E. Main St.  
Newark Deli & Bagels, 36 E. Main St.  
Newark Natural Foods, 280 E. Main St.,  
Suite 105  
Pat's Pizzeria & MVP, 160 Elkton Road  
Rainbow Books & Music, 54 E. Main St.  
Romanick Pottery, 170A E. Main St  
Santa Fe Mexican Grill, 190 E. Main St.  
Saxbys Coffee, 57 Elkton Road  
Seasons Pizza, 203 E. Main St.  
Second Source, 331 Newark Shopping  
Center  
Shamrock Printing, 261 E. Main St.  
Sinclair's Café, 177 E. Main St.  
Stone Balloon Winehouse, 113 E. Main St.  
Subway, 165 E. Main Street, Trader's Alley  
Sweet-N-Sassy Cupcakes, 134 E. Main St.  
Switch, 54 E. Main Street  
The Days of Knights 173 E. Main St.  
The Saigon Restaurant, 207 Newark Shopping  
T'licious, 58 E. Main St.  
Village Imports, 165 E. Main St., Trader's  
Alley  
Walgreen's (Happy Harry's), 124 E. Main St.  
Wings To Go, 174 E. Main St.  
World Class Supply, 175 Elkton Road  
You've Been Framed, 209 E. Main St.

## **New Student Orientation**

The Downtown Map & Guide, highlighting all retail, restaurant and service businesses and the positive aspects of downtown Newark was distributed by the University of Delaware at Delaworld - the required freshman orientation at the University of Delaware. The Delaworld program involves approximately 4,500 students, spread out into smaller groups who attend daily over a period from the end of June to the end of July. Such a program provides a wonderful opportunity to make a good first impression on newcomers to the area who will be residents for four years and are likely to return as alumni later.

## **Downtown Newark Map and Guide**

The Committee updated the "Downtown Newark Map and Guide" and continues to keep the latest updates on downtown business openings on the website [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com). To make sure the Map and Guide is accessible to everyone quickly and easily, the Committee decided to add a QR code, so that a virtual version can be accessed by any smartphone or device instantaneously. The committee looks forward to continuing to modernize downtown marketing.

## **Holiday Ad Campaign**

Newark completed another large advertising campaign for the 2011 holiday season and is gearing up the 2012 holiday season. Advertising is coordinated to promote downtown activities, events, restaurants and retailers in the most cost-effective manner to draw holiday shoppers and consumers to Downtown Newark. \$2,900 was raised through merchant donations in 2011, just over half of the total \$4,808 advertising expenditure. The difference was made up from the DNP's general budget as in past years. The Committee hopes for another successful Holiday Ad Campaign.

The 2011 budget provided a successful holiday advertising program, by targeting the expenditures to where they could be most effective. The effort resulted in:

### ***CHESAPEAKE PUBLISHING COMPANY***

#### **Newark Post**

Three ½ page full color ads on rear cover - 12/2, 12/9 and 12/16 @ \$394.20 each.

#### **Cecil Whig**

Three ½ page full color ads on rear cover - 12/1, 12/9 and 12/16 @197 each.

Total commitment = \$1,773.90.

### ***CHESTER COUNTY PRESS***

#### **Newark, Greenville & Hockessin Life Magazine**

One ½ page full color ad in each publication - 11/11 - \$175 x 3 = \$525

½ Page full color ad in Black Friday Tab and Last Minute Shoppers Guide - \$350

½ Page full color ROP - Free

Chester County Press Total Commitment = \$875

## **NEWS-JOURNAL**

### **Spark and 55 Hours Combined**

Four ¼ page full color ads in 55 Hours on 11/25, 12/2, 12/9 and 12/16; Four 1/4 page full color ads in Spark on 11/30, 12/7, 12/14 and 12/21, Total Commitment = \$2,572

### **Total Downtown Advertising Package = \$4,808.90**

In addition to the print campaign above, the 2011 holiday advertising campaign featured a full page, full color ad in Clipper Magazine for the 19711 zip code for all businesses, an \$800 value.

2012 plans call for a repeat of the *Newark Post*, *Cecil Whig*, *Spark* and *55 Hours*, as well as the extremely successful Gift Card Giveaway. For the first time in 2012, the Merchants Committee is working to augment the traditional print media ad campaign with online advertising targeted to the local community via the *Newark Post* and *Cecil Whig* newspaper websites, as well as the University of Delaware's *UDaily* publication. These ads will be highly trackable during and after the campaign, by way of click-through counts, which will prove extremely useful in determining the success of the ads and in selecting advertising venues in future years.

We are extremely excited about another year of The Downtown Newark Holiday Gift Card Give-Away. Here's how it works: For every \$250 in receipts from participating businesses that a customer presents to the Downtown Newark Partnership Offices (second floor Galleria), the DNP will reward them with a \$25 Downtown Newark Gift Card. Receipts must be dated between Black Friday 11/23/12 – New Year's Eve 12/31/12 – and submitted to the DNP by 1/9/13 to receive the free gift card. Each participating business will be provided a poster including their business as participating, and information on the rules and redemption policies for the gift card promotion to provide to their customers. As in past years, the gift card give-away promotion will be widely advertised through the holiday ad campaign. We believe that this promotion is one of our most successful ways to not only stimulate holiday sales, but also generate more sales for merchants after the holidays!

In response to merchants' requests, we also added Saturday redemption hours, so that customers from out of town could redeem their receipts for their free gift card, or purchase gift cards in any amount. To facilitate this, the Parking Office will be open each Saturday throughout the duration of the promotion, from 1-4PM.

### **Holiday Storefront Decorating Contest**

Each holiday season the Downtown Newark Partnership holds the Holiday Storefront Decorating Contest. The friendly competition creates a festive atmosphere downtown during the holiday season. This year's competition drew in 86 downtown businesses -- a record for contest participation!

Storefront decorations were judged by a panel of community representatives. The judges' top three winners were (in order of most votes received):

1) Gecko Fashions



2) Flip Flop Shops



3) MIZU Sushi



The creativity of some of the windows downtown made it difficult to just pick three, but the judges really appreciated the time and thought that businesses put into some of the windows this year. Congratulations winners and thanks to all who participated!!

### **Holiday Movie Matinees**

During December 2011, each Saturday morning featured **Saturday Movie Matinees**. Sponsored by Captain Blue Hen Comics, Minster's Jewelers, Louviers Federal Credit Union as well as Newark Day Nursery and Children's Center, movies included *A Christmas Story*, *It's a Wonderful Life*, *Elf*, and *The Polar Express*. Newark Cinema Center managed the events, which were all well attended. Admission to the film is free with a donation of a non-perishable food item for the Newark Area Welfare Committee's Holiday Basket or Food Closet Programs. These events are a great way to get people downtown during the shopping season!

For the 2012 season, the schedule is:

- 11/24 Polar Express, Sponsored by Newark Day Nursery and Children's Center
- 12/1 A Christmas Story, Sponsored by Captain Blue Hen Comics
- 12/8 It's A Wonderful Life, Sponsored by Minster's Jewelers
- 12/15 Gremlins, Sponsored by Louviers Federal Credit Union

### **Promotional Events**

The Merchants' Committee likes to take every available opportunity to promote downtown businesses. Whenever there are special events in town, the Committee seeks to be involved and to reach out to the new crowd of potential consumers. The Committee provides visitors with information about local businesses, so that they feel welcome and can enjoy what downtown Newark's businesses have to offer during their stay. With the Economic Enhancement Committee, they developed the Welcome to Newark promotional envelopes and stuff them with discount coupons, parking vouchers, maps and a letter of welcome.

During other special events, such as Wine and Dine Newark and Food & Brew Fest, the Committee took the opportunity to promote retail businesses as well as restaurants, by encouraging retail outlets to hold sidewalk sales or other special promotions to take advantage of the increased foot traffic in the area.

### **Block Captains**

In order to foster the best communication and cooperation between downtown businesses, the Merchants' Committee has instituted a system of Block Captains. Under this system, a few individuals are each assigned to a specific area of downtown where they are responsible for disseminating information. This is one way that the Merchants' Committee works to keep everyone on the same page and make sure that information gets to those who need it in a timely fashion.

## New Business Outreach

Each year several new businesses come to the Downtown Newark area. The members of the Merchants' Committee personally contact business owners to encourage them to attend Merchants' Committee meetings and participate in downtown events. At the beginning of each meeting, the Committee sets aside time to introduce themselves to new business owners, and invite them or any other member of the business community to discuss any concerns, questions or suggestions that they may have with the committee. The committee is also working to complete a brochure with information tailored to the needs of new businesses in Downtown Newark.

## Calendar of Event Magnet

At the Merchants Committee's suggestion, beginning in 2007, the DNP issues an annual calendar of events on a refrigerator magnet. This promotion is very well received and gets the Downtown Newark Calendar of Events into homes around the region. The event magnet is distributed through special events, included in the Downtown Welcome Packets and the Economic Enhancement Committee's Recruitment Packages. Recently the magnet was included in the packet of information provided to all new homeowners in Newark as part of the Planning & Development Department's Buyer Affidavit process.



The 2013 Calendar of Events Magnet is scheduled to debut at this year's Winterfest scheduled for December 7, 2013.

**Merchants' Committee**  
**2013 Work Plan**

**GOAL:** Open and maintain lines of communication within the merchant community, and between the merchant community and the other members of the Downtown Newark Partnership (City, University and Citizenry).

**OBJECTIVES FOR 2013**

1. Maintain the block captain system using the members of the Merchants' Committee to ensure that information is provided to every business in downtown Newark in a timely fashion. Translate flyers into Spanish.
2. Send the DNP E-News You Can Use E-Newsletter to Downtown Businesses to supplement the block captain system. Block captains to sign up each business in their areas to receive the E-Newsletter.
3. Provide an opportunity for any Newark business to raise issues of concern for discussion at every Merchant Committee Meeting.
4. Develop and distribute a Welcome Packet for new businesses, and make the Welcome Packet available online.
5. Continue the Special Events Refrigerator Magnet Promotion for distribution to all downtown businesses, new homeowners and at all downtown events.
6. Work to incorporate Elkton Road Businesses within the downtown district in DNP activities and events.

**GOAL:** Establish programs, publications and events that will make Downtown Newark a destination location for the entire family.

**OBJECTIVES FOR 2013**

1. Promote Merchant Participation in existing community and special events; assist the Events Committees, UD and the City with new special events to bring families to Newark, including, but not limited to:
  - a. Restaurant Week
  - b. Newark's Wine & Dine
  - c. Newark Day
  - d. Food & Brew Fest
  - e. Community Day
  - f. Taste of Newark
  - g. Pink October
  - h. Halloween Parade and Trick or Treat Main Street
  - i. Expanded Holiday Promotions

2. Research the possibility of creating more retail-based events.
3. Develop an advertising program to promote downtown Newark as a shopping and dining destination, including information about the Downtown Newark Gift Card program. Consider various forms of media for plan development.

**GOAL:** Advocate the viewpoints and concerns of merchants to the City, State and the University.

**OBJECTIVES FOR 2013**

1. Report all merchant concerns to the Downtown Newark Partnership Board or the appropriate authority.
2. Represent the merchant community at public meetings when needed.

## Parking Committee

The **Parking Committee** works to improve on- and off-street parking in Downtown Newark. This committee is constantly striving for more user-friendly and cost-effective ways to operate lots and meters, increased participation in the parking validation program, cooperation between private owners, as well as incorporating long-range parking plans with economic development to prepare Newark for future economic success. The work plan of the Parking Committee outlines the proposed strategy for meeting its goals.

The Parking Committee meets the second Wednesday of each month at 9:00 a.m. in City Hall. For more information, consult the postings in City Hall, call 302-366-7030 or visit the website at [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

### Parking Committee Members:

**Sally Miller** – (Chairwoman), Resident

**Krista Milkovics** - Attorney

**John Brook**, University of Delaware  
(retired)

**Joseph McCoy** – Owner, Catherine Rooney's

**Fred Dingle** - Resident

**Richard Rind** – Director, Parking &  
Transportation, University of Delaware

**Heather Dunigan**, WILMAPCO

**Robert Uyttebroek** – Finance Director

**Jim Grimes**, UD Security – retired,  
G4S Secure Solutions

#### **Staff:**

**Marvin Howard** – Parking Administrator

**William Hargrove** – Lieutenant, Newark  
Police Department

**Ricky Nietubicz** – DNP , Assistant Planning &  
Development Director/DNP Administrator

**Ruth Mayer** – Downtown Property Owner

### Also Serving on the Committee in 2012

**Barbara Clifton** – A Cut Above

**George Stanko** – Newark Police Department

**Dennis McFarland** – Former Finance Director

## **2012 Accomplishments**

### **Free Parking Promotions**

Working with other committees of the DNP, especially the Merchants and Events Committees, as well as the City Manager's Office and the Newark Police Department, the Parking Committee coordinated free parking for city events, as well as around the holidays. Free parking encourages out of town visitors to come enjoy Newark and helps downtown businesses draw in customers. Free parking is provided for special events as well as for the holiday season. Over the 2011 holiday season, the city provided free parking over Thanksgiving weekend, and well as every day from mid-December (the end of University of Delaware fall semester finals) to the end of the year, so people could enjoy holiday shopping and festivities. The free parking dates provide a sales boost for downtown businesses, and encourage people to shop in downtown Newark for the holiday season.

Therefore, free parking promotions are planned for 2010 on Thanksgiving and Black Friday and all day every day from 6 PM on Friday, December 1, 2010 (the last day of UD exams) until Monday, December 26, 2010.

### **Improvements to Existing Lots**

The Parking Committee is continually working on ways to improve the capacity and efficiency of our existing lots, by working with the City to make sure the lots are well maintained. No major renovations, resurfacings or re-stripings of lots were required this year, but exciting changes are on the horizon for Lot 3 in the upcoming year, thanks to the ongoing efforts of the Parking Committee to construct an entrance from Center Street into Lot 3. Work on the new entrance is expected to be completed in early 2013.

### **New Parking Lot and Trailblazing Signage**

The Parking Committee worked with the DNP Design Committee to develop a new design for downtown parking lot identification signs and banners, as well as trailblazing signs to lead drivers to municipal parking lots using the new downtown Newark brand. The Committees determined an appropriate design and made suggestions for locations for installations. With plan in hand, the Committee reached out to DeIDOT to get approvals for sign installations along the right of way. DeIDOT indicated that the proposed signs do not meet the Manual On Uniform Traffic Control Devices (MUTCD), which is a federal and state requirement for new signs along State highways. They have been working with staff to develop a design to incorporate the new brand and still meet the MUTCD. Eventually, the new signs were developed, approved and installed.



### Lot #1 Parking Garage Memorandum of Understanding

In January 2011, the City entered into a Memorandum of Understanding (MOU) with Newark Development Trust, LLC to determine the feasibility of building a parking garage on municipal lot #1. Newark Development Trust, LLC (NDT) is a limited liability company comprised of the members: (1) Teevebaugh and Associates – architects and planners with experience in parking deck design; (2) Wholson Construction Company – a construction services company with substantial experience in parking garage construction management; and (3) Community Development Capital Partners, LLC – a firm that has successfully raised and deployed \$35 million in equity investments under the federal New Markets Tax Credit Program. The memorandum of understanding gave NDT the right to pursue development of a parking structure on Lot #1; and exclusive rights to design and construct the facility, lease the non-parking related portions of the facility to third party users and undertake all other activities normally associated with the development of a parking deck at no cost to the City of Newark.

The MOU covers a three year period. The first year allowed for NDT to assess the potential for land assemblage and the feasibility of the project.

During this year's the MOU term, great progress has been made in land assemblage of the necessary parcels. NDT meets with City staff quarterly to manage the terms of the MOU.

### Loading Zone Meters

Due to the capital-intensive nature of constructing new parking space and the reality of current capital constraints, the Parking Committee examined new and innovative ways to increase parking capacity in Downtown. One idea suggested as a low-cost means by which to more fully utilize our on-street space, was to install metered parking in selected loading zones.



Meters would only be available for use during peak times, when parking is most needed, and would not interfere with loading/drop off operations during other, earlier times of the day.

We have put this suggestion into action, initially as a pilot program, to see the level of utilization and interference, if any, with loading and unloading needs. Five meters were installed in front of the Galleria building, an area with high parking demand as well as intensive delivery needs.

The Parking Division will be collecting funds from these meters separately from other metered parking collections, so that usage can be monitored. Since the location is convenient to the Parking Office, staff will also monitor conflicts, if any, between parking and loading users.

We are confident that this innovative program will be successful, and that more loading zones will see meters installed in other locations. If necessary, the Parking Committee and staff of the Parking Department will work together to revise the operation of the Loading Zone parking meters, including enforcement times, signage, or other improvements that could make their use more convenient and user-friendly.

## **DOWNTOWN NEWARK PARKING VALIDATION PROGRAM**

The Parking Committee constantly works to increase awareness of and participation in the downtown parking validation program, by reaching out to new businesses as they open in the Downtown district, as well as by constantly reaching out to those existing businesses who do not participate. This year 3 new businesses were signed up for the validation program, either by direct visitation by members of the Parking Committee or after seeing flyers distributed via the E-News You Can Use newsletters or the Block Captain System.

To entice participation, the Parking Committee distributes the flyer below:

### What is it?

The Downtown Newark Validation program allows YOUR customers to park for FREE in municipal "pay to park" lots. The free parking is subsidized through a partnership between the City of Newark and your business. In other words, the City sponsors 50% of the required parking fee and you sponsor the other 50% - and your customer parks for FREE!

### How does it work?

The Downtown Parking Office supplies your business with validation coupons specific to your business. Validation coupons are available in \$.50 (one half hour fee) and \$1.00 (an hour) increments – you choose which is best for your business. When one of your customers uses a validation coupon from your store as payment towards a parking fee in a City lot, the use is registered in the Downtown Parking Office, and you will be billed for one-half of the cost of the validation used. For example, if you supply a customer a \$.50 coupon, your portion of the free parking charge is \$.25. The Parking Office sends validation bills out once a month to frequently validating businesses, and less often for those businesses which only validate occasionally. (The office will not send out a validation bill for less than \$5).

In addition to supplying validation coupons (at no cost to your business until they are actually used by one of your customers), the Parking Office will also supply you with window stickers identifying your business as one that validates parking and list your business on the Downtown Newark and City websites as a validating business. In addition, the Downtown Newark Partnership is planning an extensive advertising campaign focused on the validation program, and your business will be included in them. The first of these ads was in the June issue of Delaware Today. More ads will follow.

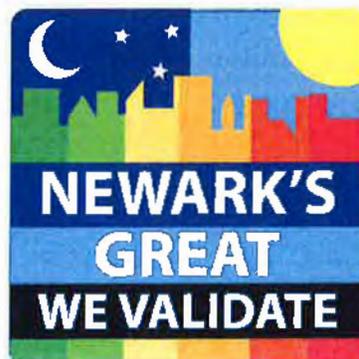
### Why should my business participate in the Validation Program?

- YOUR customers park for FREE!

- It doesn't cost you anything until YOUR customer actually uses a validation coupon from YOUR store – and at that it only costs you one half of the value of the validation!
- There is no charge to participate in the program (no overhead) – you just pay ½ of the parking used by your customer!
- There is no paying up front for stickers that may or may not get used by your customers – coupons are provided free of charge and you are billed as they are used!
- Free advertising for your business!
- Free web listing for your business!
- Free window stickers!
- You only need validate parking for those who actually purchase something at your business – and at that, you need only supply a ½ hour of parking (\$.25 cost to you) to be a validating business!
- You will not be billed for validations until you reach a threshold of \$5 in validation fees.
- Even if you are not close to a municipal lot, you may have a customer who has parked in a lot and would appreciate validation – and if not, you can take advantage of the free advertising.
- You will help us get the message out about parking in off-street lots as an alternative to tying up premium metered spaces and risking a ticket.
- You will help dispel the myth that Downtown Newark is not a friendly place to park.

#### How do I become a participating business?

It's easy. Call Downtown Parking Administrator Marvin Howard at 302-366-7155 or e-mail him at [mhoward@newark.de.us](mailto:mhoward@newark.de.us) and he will answer any questions you may have, and if you are interested, set you up in the Downtown Newark Parking Validation Program. Questions may also be directed to DNP Administrator Ricky Nietubicz at [rnietubicz@newark.de.us](mailto:rnietubicz@newark.de.us) or 302-366-7030.



# Merchant Validated Parking Municipal Lots

## "Visit Me & Park for Free"

A Cut Above	92 E. Main Street
Abbott's Shoe Repair	92 E. Main Street
Aii Baba	175 E. Main Street
Ambitions Salon	45 E. Main Street
Barnes & Noble	83 E. Main Street
Bloom	92 E. Main Street
Brew Haha	45 E. Main Street
Caffe Gelato	90 E. Main Street
California Tortilla	55 E. Main Street
Cameras Etc.	165 E. Main Street
Catherine Rooney's Irish Pub	102 E. Main Street
Central Perk	42 E. Main Street
Chapel Street Players	27 N. Chapel Street
Cheeburger Cheeburger	137 E. Main Street
Chipotle Mexican Grill	136 E. Main Street
Christian Science Reading Room	92 E. Main Street
Clothes in the Past Lane	56 E. Main Street
Coldstone Creamery	168 E. Main Street
Cucina di Napoli	76 E. Main Street
Delaware Running Company	129 E. Main Street
Dr. Thomas Cox	94 E. Main Street
E. C. Shades	108 E. Main Street
Gecko Fashions	282 E. Main Street, #2
Grassroots Handcrafts	93 E. Mains Street
Grotto Pizza	45 E. Main Street
Groucho's Deli	170 E. Main Street
Happy Harrys (Walgreens)	124 E. Main Street
Heart & Home	108 E. Main Street
Home Grown Café	126 E. Main Street
IHOP	108 E. Main Street
Indian Sizzler	72 E. Main Street

Iron Hill Brewery	147 E. Main Street
Italo's Tailor Shop	64 E. Main Street
Jefferson Consultants	51 E. Main Street
Kildare's Irish Pub	45 E. Main Street
Klondike Kate's	158 E. Main Street
Kneisley Eye Care	45 E. Main Street
Lieberman's Bookstore	45 E. Main Street
M & T Bank	82 E. Main Street
Mainstream Nutrition	163 E. Main Street
Margherita's Pizza	134 E. Main Street
Mid-Atlantic Ballet	104 E. Main Street
Mizu Sushi Bar	132 E. Main Street
Moxie Boutique	165 E. Main Street
National S & 10	66 E. Main Street
Nationwide Insurance	94 E. Main Street
Newark Camera Shop	63 E. Main Street
National Letter Carriers Assoc	66 E. Main Street
Newark Deli & Bagels	36 E. Main Street
Newark Newsstand	70 E. Main Street
Newark United Methodist Church	69 E. Main Street
Panera Bread	140 E. Main Street
Pat's Pizza/MVP	160 Elkton Road
Rainbow Books & Music	54 E. Main Street
Saigon Restaurant	207 Newark Shopping Center
Santa Fe Mexican Grill	190 E. Main Street
Seasons Pizza	203 E. Main Street
Stone Balloon Winehouse	115 E. Main Street
Sweet & Sassy Cupcakes	134 E. Main Street
Switch Snowboards & Skateboards	54 E. Main Street
The Days of Knights	173 E. Main Street
T' Licious	58 E. Main Street
UD CMS Lab	Delaware Ave. & Academy St.
UD Physical Therapy	63 E. Delaware Avenue
UD Research Lab	63 E. Delaware Avenue
U.S. Post Office	110 E. Main Street
Washington House	113 E. Main Street

**Parking Committee**  
**2013 Work Plan**

**GOAL: Make parking a user-friendly and convenient service that is supportive of current businesses and future economic growth.**

**OBJECTIVES FOR 2013**

1. Assist the Parking Division in facilitating the construction of additional parking.
2. Based on the success of the promotional program for all downtown businesses to encourage the use of validation as a good business practice and to inform the public of validation opportunities using new validation decal:
  - a. Continue to advertise the validation program to businesses.
  - b. Continue to use DNP website to promote the businesses that validate.
  - c. Explore print ads to inform public of the program and advertise participating merchants.
3. Continue working on new ways to cooperate with DNP Committees, the City, downtown businesses and the University to promote customer-friendly parking including, but not limited to:
  - a. Continue to promote and encourage permit holders to park at the rear of the lots.
  - b. Facilitate communication among DNP Committees and encourage Parking Committee members to be involved with other DNP efforts, including having the Parking Committee chairman serve on the DNP Board of Directors.
4. Examine and evaluate the improvements made to the exits from Lot 3 including the additional pedestrian safety and driver notification measures recently installed to determine if additional resources are necessary or desirable. Continue to seek alternate exit land option for Lot 3.
5. Evaluate improved signage and make recommendations for further improvements as needed.
6. Continue to provide guidance to the Planning and Development Department's Parking Division on lot utilization, monthly permits, parking fees and general parking administration.
7. Continue to coordinate with the Bicycle Committee and the Public Works Department to install convenient bicycle parking Downtown.

**GOAL: Develop long-range plans to serve projected parking needs and integrate these plans with economic development.**

**OBJECTIVES FOR 2013**

1. Advocate for a resolution to impediments to moving forward with building a downtown parking structure. Assist the Parking Division in developing specifications for a downtown parking structure, should the City decide to move forward with the project.
2. Explore the opportunities for surface parking lot and on street parking capacity expansion.
3. Monitor economic development along South Main Street/Elkton Road for future parking needs.





**Great American  
Main Street Awards**  
NATIONAL TRUST FOR  
HISTORIC PRESERVATION  
2011 Winner

**DOWNTOWN  
Newark**  
A New Day Everyday!





# DOWNTOWN Newark Partnership

November 17, 2011

## Greetings:

It is with great pride that I join with the dozens of volunteers who support the Downtown Newark Partnership to present this Annual Report. When you review the work of our very active committees, you'll quickly agree that much can be accomplished when people work together. Once again residents, the business community, City of Newark and University of Delaware have come together to transform an already "alive" downtown district into a more attractive destination for Newarkers and visitors.

This report boasts the best work of our Events, Merchants, Parking, Economic Enhancement and Design Committees. The Partnership was happy to not only repeat our full calendar of downtown events, but to expand and improve upon them. We have responded to the needs of the business community with new promotions and marketing strategies. We have revised and reprinted our downtown map & guide and completely reinvented our downtown website in an effort to respond to the needs and desires of those who come to the downtown area. We are proud that during this year we've improved our parking validation program and parking system's aesthetic appeal and efficiency. We recruited new businesses and helped to retain successful businesses so that Newark can continue to prosper. In this regard, we have enjoyed millions of dollars in new private investment in downtown. We have also invested heavily in advertising downtown Newark as a shopping, dining, and service destination throughout the region.

We are also happy to report that our efforts were recognized on a National level. We were selected to receive the coveted **Great American Main Street Award** by the National Trust for Historic Preservation for 2011 and named one of the top 25 most fun and affordable cities in the country by Business Week!

2011 was a banner year for the Downtown Newark Partnership! Thank you for your interest in Downtown Newark.

  
Marilyn Minster  
Chair

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## 2011 Downtown Newark Partnership Board Members:

**Marilyn Minster** – Chairwoman, Owner,  
Minster's Jewelers

**Bob Ashby**, Vice Chairman, Owner, Deer  
Park Tavern

**Carol Boncelet**, Vice President, Newark  
Arts Alliance

**Bob Chadwick**, Vice President for  
Business & Economic Development, New  
Castle County Chamber of Commerce

**Joe Charma**, Design Committee Chairman,  
Partner, Landmark Engineering, Inc.

**Fred DeMicco**, Professor, University of  
Delaware Hotel, Restaurant and  
Institutional Management

**Vance A Funk, III**, Mayor, City of Newark

**Ryan German**, Owner, Caffe Gelato

**Ken Godwin**, Certified Public Account

**Patrick T. Harker**, President, University of  
Delaware

**Katrine E. Hutchison**, Regional Operation  
Coordinator, M&T Bank

**Roy H. Lopata**, Economic Enhancement  
Committee Chairman, Director of Planning &  
Development, City of Newark

**Sally Miller**, Parking Committee Chairwoman,  
Resident

**Suzy Rogers**, Marketing Manager for  
Conferences and Special Projects,  
International Reading Association

**Kristen Short**, Company Manager,  
Grassroots Handcrafts

**Kyle R. Sonnenberg**, City Manager, City of  
Newark

**Kay Snelling**, Merchants Committee Chair,  
owner, Gecko Fashions

Staff:

**Maureen Feeney Roser**, CMSM, Assistant  
Director of Planning & Development, City of  
Newark/DNP Administrator

**Elizabeth Dowell**, Secretary

Also serving on the Board of Directors in the past year:

**Terry Foreman**, Executive Director, Newark Arts Alliance

**Doug Rainey**, Publisher, *Newark Post*

**Ron Walker**, Former Executive Director, New Castle County Chamber of Commerce

## Background

The City of Newark enjoys a unique and interesting environment. The City is a melting pot of different communities: residents, businesses from small to large, and a sizeable university, the University of Delaware. In 1998, the Downtown Newark Partnership (DNP) was formed to take advantage of this vast diversity to benefit everyone in our City. The DNP has dedicated itself to the enhancement of downtown Newark, and works toward this end by fostering cooperation between businesses and residents of Newark, as well as the City and the University. The DNP has been successful in improving the downtown area to the benefit of everyone who lives, works or travels to or through Newark.

The DNP is governed by a policy board, consisting of eighteen members. The members hold a variety of positions within the community, each able to provide a unique point of view and widen the range of influence for the DNP. The Board works to chart the course for downtown enrichment and provide a directional framework for each of the working committees: Design, Economic Enhancement, Events, Merchants and Parking. These Committees also each include members from a range of industries and occupations, which helps to ensure that the diverse and unique atmosphere of downtown Newark is maintained.

Through participation in the National Trust for Historic Preservation's Main Street Program and Downtown Delaware, a division of the Delaware Economic Development Office, the DNP is able to model its approach to downtown revitalization after that of the National Main Street Program. This approach centers on the use of committees dedicated to design, organization, promotion and economic restructuring issues. The DNP modified these roles slightly in order to make them best fit the needs of downtown Newark, also creating committees to deal with issues of merchant services and communication, as well as parking. Each of the committees creates and implements an annual work plan to be approved by the Partnership's Board, allowing for a clear and active movement toward accomplishing a variety of goals.

The approach has been successful for downtown Newark! In fact, we have been so successful with the Main Street 4-Pronged approach of focusing on Design, Organization, Promotions and Economic Restructuring that Downtown Newark was selected for the prestigious **2011 Great American Main Street Award** by the National Trust for Historic Preservation.



The Great American Main Street Award (GAMSA) recognizes exemplary achievement in the process of strengthening downtowns and commercial districts based on the following selection criteria:

- Active involvement of the public and private sectors;
- Broad-based community support for the revitalization effort;
- Quality of achievements over time;
- Innovative solutions to significant problems;
- Commitment to historic preservation;
- Evolving track record of successful commercial district revitalization;
- Comprehensive revitalization effort: activity in all four points of the Main Street Four-Point Approach® to commercial district revitalization;
- Economic impact of the revitalization program; and
- Successful small business development

The National Trust Main Street Center, in its press release about the award, said: “Annual GAMSA winners are recognized for their exceptional accomplishments in revitalizing the nation’s historic and traditional Main Street commercial districts by using the proven Main Street Four-Point Approach®. Using the Main Street methodology, Newark, Delaware, has evolved from a sleepy college town with a struggling downtown to a small-business hotbed and regional shopping, dining, and entertainment destination. By bringing together a diverse group of stakeholders, including the University of Delaware, elected officials, business owners and residents, the Downtown Newark Partnership has capitalized on Newark’s business and tourism opportunities without losing its historic identity or small-city roots.”

“The Downtown Newark Partnership has worked skillfully with public and private partners to find creative solutions to downtown’s challenges and to celebrate its assets

and opportunities,” said Doug Loescher, director of the National Trust Main Street Center. “With 26 new businesses opening and more than \$30 million invested in the last 3.5 years and a popular year-round arts and events calendar that draws from miles around, Newark has emerged as a fun, attractive, and intelligent city for work and play.”

The Great American Main Street Award was presented to a Newark contingent during the Opening Session of the 2011 National Main Street Conference in Des Moines, Iowa on May 23, 2011.



The Downtown Newark Partnership's GAMSA delegation – *from left* – Bill Sullivan, Bernice Whaley, Mayor Vance Funk, Elaine Funk, Maureen Feeney Roser, Marilyn Minster, Henry Ostheimer, Diane Laird, Joe Charma and Ken Anderson

After the official recognition, the Downtown Newark delegation celebrated its prestigious win with other members of the Delaware contingent to the National Main Street Conference. Main Street communities represented at the conference were: Milford, Middletown, Downtown Wilmington, Rehoboth Beach, Millsboro, and of course, Newark.



When the Newark delegation returned from Iowa, the festivities continued with a local event held on Monday, June 6, 2011 featuring congratulatory remarks by Delaware Governor Jack Markell, Cabinet Secretary Alan Levin, New Castle County Executive Paul Clark, Mayor Vance Funk, UD Director of Government Relations Rick Armitage, National Main Street Center Assistant Director Lauren Adkins, Downtown Delaware Coordinator Diane Laird and DNP Administrator Maureen Feeney Roser, CMSM. More than 100 Downtown Newark Partnership volunteers and supporters attended the celebratory event in the City Council Chamber, along with members of the press.

In his remarks, Governor Markell said "Newark is my hometown." "This city has one of the best main streets in the country. So many great people and businesses help to make Newark what it is – a great place to live, work and visit. We have new jobs, new businesses and new energy around something that was very good to begin with."



From left Governor Jack Markell, Mayor Vance Funk, DNP Vice Chair Bob Ashby, National Main Street Center Assistant Director Lauren Adkins, DNP Chairwoman Marilyn Minster, DNP Administrator Maureen Feeney Roser, DEDO Secretary Alan Levin and Downtown Delaware Coordinator Diane Laird.

In addition to this coveted honor, for the 11<sup>th</sup> year in a row, the Partnership has been designated as a Certified National Main Street Community by the National Trust for Historic Preservation, showing that the accomplishments of the DNP are appreciated not only by Newark, but far outside the city limits! In addition earlier this year, Newark was recently selected by Bloomberg Business Week as one of the top 25 most fun and affordable cities in the country! And, more recently, our downtown census tract was rated in the top half of 1% of "hip and trendy" neighborhoods in the US.

The DNP was also recognized this spring by the Newark Historical Society at their 30<sup>th</sup> Annual Dinner with the Historical Service Award for our work in preserving the central business district as the commercial core and heart of the community through supporting business and community engagement.

The Partnership owes its successes to the hard work of the Board and Committee members, as their dedication and commitment allows the DNP to meet the high standards necessary to earn national recognition for excellence in downtown revitalization.

In addition to its policy coordination and oversight role, the Downtown Newark Partnership Board hosts the **Annual Meeting and Celebration** each fall. Last year's event was held on Thursday, November 4, 2010 at the Courtyard by Marriott - UD. At the celebration, the Downtown Newark Partnership's Design Committee honored Catherine Rooney's owners Joe and Gerry McCoy for Outstanding Adaptive Reuse of a Historic Structure for their restaurant at 102 East Main Street. In addition, \$1,800 was also raised through the event's Silent Auction to support the Alleyway Improvement Project. The DNP 2010 Annual Report was also unveiled at the Annual Meeting and Celebration.



Gerry and Joe McCoy, Design Committee Chairman Joe Charma and  
DNP Board Chairwoman Marilyn Minster

The 2011 DNP Annual Meeting and Volunteer Appreciation Reception will be held on Thursday evening, November 17, 2011 from 5:00 p.m. – 7:00 p.m. at the Courtyard by Marriott – UD.

The Board typically meets the second Thursday of every other month at 6:00 pm in the City Manager's Conference Room on the second floor of the Municipal Building at 220 Elkton Road. Every DNP Board meeting is open to the public. For further information regarding the Partnership and its activities or business opportunities in Downtown

Newark, please contact Maureen Feeney Roser at (302)-366-7030 or visit the Downtown Newark Partnership's website at [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).



2010 Annual Dinner Guests

## Design Committee

The **Design Committee** focuses on the visual appeal of downtown Newark. The main goal of the Committee is to improve downtown's aesthetic and pedestrian scale qualities. The 2011 Work Plan was the Committee's strategy for meeting this goal during the past year, and the 2012 Work Plan will serve the role in the upcoming year.

The Design Committee meets the first Tuesday of the month at 8:00 am at various downtown locations. Please check postings at the City Municipal Building, call (302) 366-7030, or visit the website at [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com) for agendas and meeting locations. All meetings are open to the public.

## Design Committee Members

**Joe Charma**, Chairman, Partner,  
Landmark Engineering, Inc.

**Howard Smith**, Architect, President, The  
Axis Group, Inc.

**Lorene (Lori) J. Athey**, RLA, Owner,  
Guided Path Planning and Garden  
Design

**Tom Taylor**, Landscape Engineer,  
University of Delaware

**Pat Bartling**, Public Works  
Superintendent, City of Newark

**Steve Wilson**, Building Code Supervisor,  
City of Newark

**Will Hurd**, Principal, Footprint Architecture  
& Design

**Rebecca Northrop**, Landscape  
Consultant

**Roy Locker**, Owner,  
Locker Construction

Staff:

**Reid Rowlands**, Owner, World Class  
Products

**Michael Fortner**, AICP, Planner, City of  
Newark

## 2011 Accomplishments

### **Design Guidelines**

The Design Committee, as part of the City's development review process, evaluates development proposals in the downtown area, on a voluntary basis, using the DNP's Design Guidelines for Downtown Newark. The Guidelines, which were originally adopted in 1997 and overhauled in 2007, serve as a guide for development in the downtown area. They outline the types of architecture and design elements that fit best with Downtown Newark, as well as historic preservation and pedestrian scale infill construction. The Committee meets with the developer and reviews the conceptual design for the potential project, and then reports the results of their reviews to the City of Newark Planning Commission. Since the last Annual Report, the Committee has reviewed and commented on the plans for 206, 208, 220, and 224 E. Delaware Avenue (Campus Edge), 70-74 Amstel Avenue, 157-159 E. Main Street (Traders Alley), 137-141 Elkton Road (South Main Plaza) and 132 East Delaware Ave.

### **70-74 AMSTEL AVE**



### **SOUTH MAIN PLAZA**

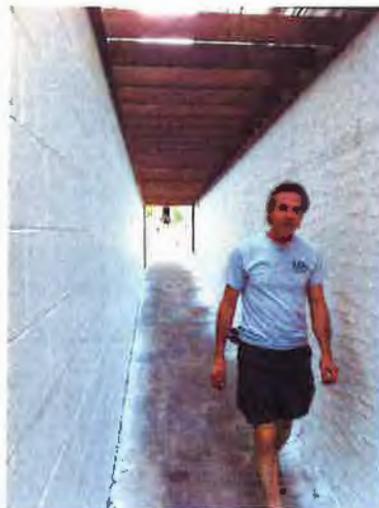


## 132 E. DELAWARE AVENUE



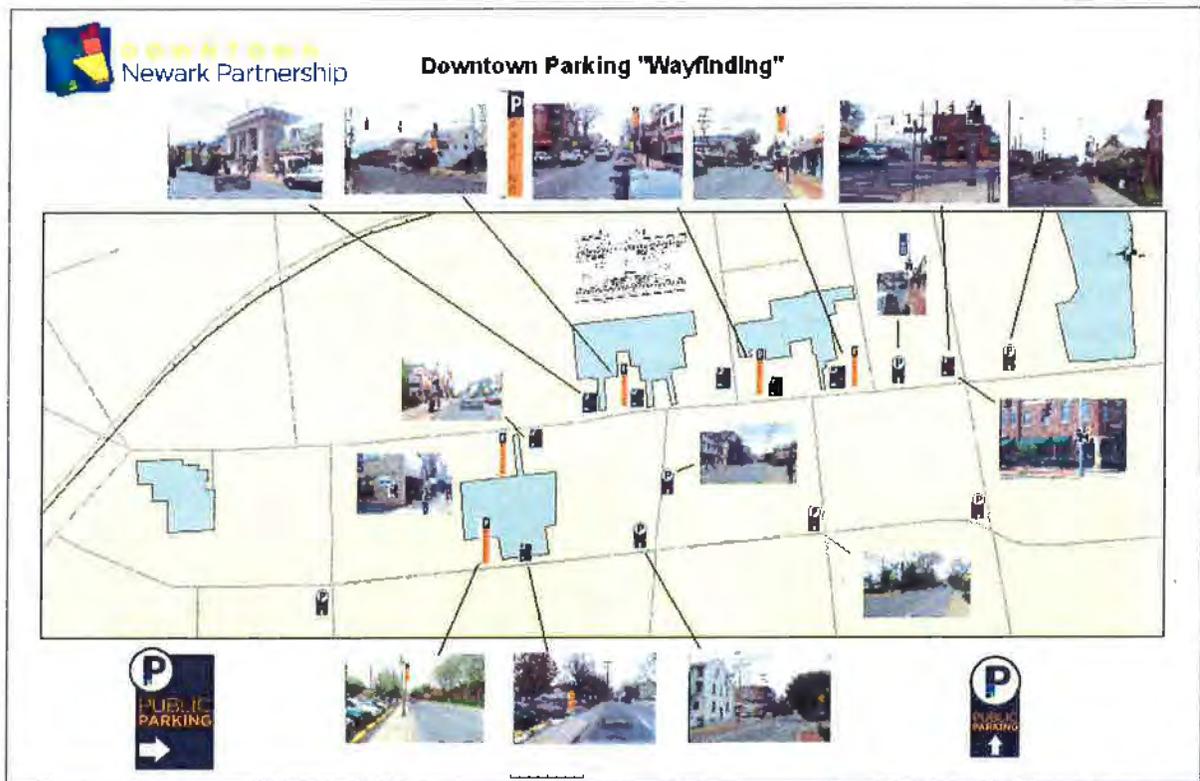
### Downtown Newark Alleyway Project

As part of their planning efforts to identify opportunity areas for aesthetic and pedestrian safety improvements, the Design Committee constructed a pergola between Home Grown Café and Mizu Sushi Bar. With funds raised through Silent Auctions and raffles at the DNP's Annual Meeting and a Wine Tasting at Deerfield Wines, the Design Committee raised enough money to purchase the Brazilian redwood, and other materials, and hired professional carpenters through Locker Construction, to construct the pergola. The Design Committee is also planning other enhancements to the alleyway, including LED lighting and other decorative treatments to convert an underutilized and unattractive alleyway into a gateway connecting one of downtown's busiest municipal parking lots to Main Street.



## Downtown Parking "Wayfinding"

The Design Committee developed a concept for the DNP Parking Committee and the City Parking Division to incorporate the downtown "Branding" into eye-catching trailblazing and entrance signage treatments to help direct patrons to City parking entrances. The Committee evaluated the current wayfinding signage and recommended the use of new signage and banners. Using design elements from the Downtown Newark's Branding Style Guide, and combining it with easily recognizable parking wayfinding signs from the Manual on Uniform Traffic Control Devices (MUTCD), a design was created that is both unique to Downtown Newark and recognizable to all patrons. In addition, the Committee reviewed the placement of all current signs and banners and recommended locations where directional signage would be useful to guide patrons to public off-street parking entrances.





### **Architectural Assistance**

The Design Committee works with businesses on Main Street to aid in exterior reconstruction and façade improvements. The program provides a 1:1 matching grant of up to \$2,500 to property and businesses to make improvements to their buildings in the downtown area. To begin the process, the business owner and the Design Committee work together to determine appropriate improvements for the building. The Design Committee then works with the approved business to create a conceptual drawing and obtains estimates; the construction can then proceed. After the project is completed, the DNP awards a 1:1 matching grant up to \$2,500 to pay for the completed improvements.

### **Replacement Banners**

The Design Committee keeps an inventory of banners to determine when the Partnership needs to purchase replacement banners. This year, the committee purchased 30 additional and replacement banners in the custom flag design used on streetlight poles on Main Street and Elkton Road in honor of Memorial Day, Fourth of July and the Food & Brew Fest (held during July, which is American Beer Month). These banners were originally purchased with the financial assistance of the Memorial Parade Committee in 2004. The Memorial Parade Committee also helps support the 2011 flag banner purchase.

The Committee also purchased 20 "Congratulations Graduates" banners to replace those that were ripped or weathered since 2005. (when community banner poles were first installed at strategic high vehicular traffic locations leading to downtown).

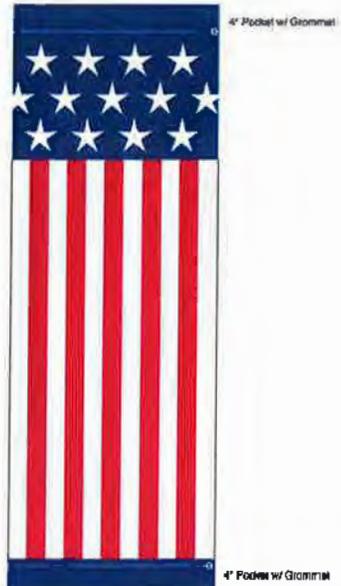
This banner maintenance program helps ensure that downtown remains aesthetically pleasing.



FOR INTERNAL USE ONLY		
	Initials	Date
Prod/Artist	MB	7/19
CSR		
RP/Soft/Reading		
Press Proof		
Final QC		

NOTE: IN ORDER TO MAKE ARRIVE BY DATE, APPROVAL MUST BE WITHIN 24 HOURS PROOF #2

	Ink Color and Size
Thomas Brady & Associates Artists Post Office Box 998 Essexville, MD 21666 (410) 643-0062 FAX (410) 643-4962 http://www.bradyandassociates.com www.bradyandassociates.com eCatalog: www.#DecorSource.com	Material - 18oz Vinyl Ink Colors - Digital Size - 30" x 84" Qty - 20 Double Designs Job # - 74632



	Ink Color and Size
Thomas Brady & Associates Artists PO Box 998 Essexville, MD 21666 Phone (410) 643-0062 FAX (410) 643-0062 E-mail: brady@brandy.net	Material - TMD Ink Colors - 289 Blue, 200 Red, White Size - 30" x 84" Qty - TBD Job # - 41080

The

Committee will also monitor the new Great American Main Street banners purchased by the Board this fall to ensure the inventory is up to date.



## Design Committee

### **2012 Work Plan**

**GOAL** – Preserve and enhance an attractive, pleasant, people-friendly destination. Desired characteristics include human-scale buildings, a pedestrian-orientation, bicycle friendly, clean and well-maintained buildings and public spaces, safe and accessible buildings and public spaces for users of all ages and abilities and easy to navigate, and with lots of visual interest.

#### **OBJECTIVES FOR 2012**

- 1. Preserve and enhance people-friendly characteristics through streetscape improvements and design.**
  - A. Review all development plans submitted on a voluntary basis by developers for construction and/or reconstruction on properties in the downtown district against the Design Guidelines for Downtown Newark and prepare a report to Planning Commission and City Council regarding same.
  - B. Advertise the availability of City and other grants and loan sources to improve the physical appearance and visual appeal of buildings.
  - C. Expansion of architectural survey boundaries to include Main Street from McDonald's Circle to Chapel Street, Delaware Avenue, and Elkton Road to Apple Road by utilizing the services of the Architectural History graduate program at the University of Delaware.
  - D. Advocate for underground utility placement.
  - E. Review and Update of Design Guidelines for Downtown Newark.
- 2. Improve access to downtown business through signage and parking lot entrances.**
  - A. Review the signage regulations and work with the Code Enforcement Division to improve building signage, creating preferred design elements for a more unified district, and guidelines for temporary signage and banners.
  - B. Explore the development and placement of "Information Kiosks" downtown.
- 3. Promote a clean, cared-for, and well-maintained downtown district.**

A. Conduct periodic visual reviews of building facades and properties to look for opportunities for improvements, identify potential problems as well as Code violations.

B. Beautification for Downtown

(1) Complete Alleyway Enhancement Project.

(2) Research other possible public artwork projects and partnering with community and local artists.

A. Create a map of Downtown, UD, and surrounding areas identifying opportunities for public art and sculptures.

(3) Landscaping Improvements.

(4) Continue to raise funds for beautification.

**4. Encourage environmentally sensitive design without impeding economic growth.**

A. Identify sustainable practices and where to find information for existing building renovations.

B. Advocate for older existing buildings in Downtown to incorporate LEED standards into their building through rehabilitation incentives.

## **Economic Enhancement Committee**

The **Economic Enhancement Committee** strives to ensure that Downtown Newark is a great environment for business. Functionally, the committee works to recruit new businesses, as well as retain our current downtown businesses through programs that foster a favorable downtown environment. This committee is always working to improve the business mix downtown by selectively recruiting the businesses that best complement existing establishments.

The Economic Enhancement Committee is a staff function of the City of Newark's Planning and Development Department, and as such, no regularly scheduled public meetings take place. To obtain more information on this committee, call (302) 366-7030 or visit the website at: [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

### **Economic Enhancement Committee Members**

**Roy Lopata**, Chairman, Planning & Development Director

**Maureen Feeney Roser**, Assistant Planning & Development Director, DNP Administrator

**Dana Johnston**, Community Affairs Officer

**Michael Fortner**, Vice Chair, Planner

**Marvin Howard**, Parking Administrator

**Elizabeth Dowell**, Planning Secretary

**Brian Laws**, Planning Aide/Survey Technician

Also serving on the DNP Economic Enhancement Committee since the last Annual Report:

**Mary Kuna**, Planning Volunteer

In addition, supporting the work of the Economic Enhancement Committee this year was:

### **Business Recruitment Work Group**

**Sally Miller**, Parking Committee Chairwoman

**Kristin Short**, DNP Board Member

**Ron Walker**, Former DNP Board Member

## 2011 Accomplishments

### BUSINESS RECRUITMENT

The Economic Enhancement Committee works continually to improve its recruitment efforts and attract businesses to the downtown Newark area. Since our last Annual Report, the Committee is pleased to welcome 12 new businesses to downtown. In addition, several more new businesses are in various stages of opening.

#### New Businesses in Downtown Newark since last Annual Report

Aunt Margaret's Antiques, 294 E. Main Street  
Barnes & Noble Bookstore, 83 E. Main Street  
Cheeburger Cheeburger, 129 E. Main Street  
Chipotle Grill, 138 E. Main Street  
DE Running Company, 129 E. Main Street  
EC Shades, 108 E. Main Street  
IHOP, 108 E. Main Street  
Joann Buffet, 153 E. Main Street  
McAfee Insurance Agency – 258 E. Main Street  
Newark Alterations and Designs, Market East Plaza  
Yogo Berry Frozen Yogurt, 129 E. Main Street  
Yogurt City, 157 E. Main Street

Outreach efforts continue to attract businesses to add to the retail/restaurant mix as follows:

- Apparel and Accessories (Men's, Women's and Children's)
- Home Accessories
- Gourmet Grocery
- Shoes
- Art
- Small Boutique Hotel/Inn
- Craft Stores With Lessons
- Party Supplies
- Paint Your Own Pottery
- Adult Destination/Restaurant
- Gifts, Stationary, Cards

#### DNP Business Recruitment Packages

The committee revised the Business Recruitment Package, which provides detailed information about downtown Newark and the advantages of operating a business here; the community's demographic profile; the full calendar of events; Downtown Newark Partnership activities and opportunities, including the parking

validation and gift card programs; incentive programs and positive press about downtown. Over the past year, 38 of these recruitment packages, with personalized letters, were sent out by the Committee to targeted businesses since November 2010. A host of other inquiries into the business climate and opportunities in downtown were handled in person, on the phone and via e-mail. The information is also available at special events and for distribution on a regular basis to inform the public of the DNP, its structure and goals.

In addition, this year a Business Recruitment Working Group was convened to assist the Committee with targeted business recruitment. The Committee received the Business Recruitment Package, made suggestions for improvements to us to reach businesses offering goods and services to complement our existing business mix. Several leads have been followed up through the efforts.

### **Business Start-Up Grants**

Grants are available to cover \$1,500 in utility expenses for eligible new businesses. Eligible businesses are those listed above which have been targeted by the Downtown Newark Partnership (listed on the previous page under Business Recruitment) as adding to the retail/restaurant mix. This year, no new downtown businesses took advantage of this recruitment tool.

In addition to these available grants, the Newark Façade Improvement Program offers loans for up to \$2000 at 0% interest for façade improvements to downtown business properties. Loans may be either deferred payment or monthly pay back loans.

### **Vacancy Report**

In response to City Council request, the Committee conducted a vacancy survey of downtown properties this winter. A detailed report was prepared and submitted to Council in February 2011. At the time, downtown had a 3.77% vacancy rate, compared to a national average of 8.2% for downtowns/central business districts. Downtown's low vacancy rate is remarkable when one considers the impact of the Great Recession upon the local economy. It points to downtown Newark's popularity as a shopping, dining and service district in the region.

### **BUSINESS RETENTION**

The Economic Enhancement Committee is always working to provide the best possible information, opportunities and technical assistance to the downtown businesses in order to help them grow and prosper. To this end, the committee has been working in a number of different formats to disseminate information and help businesses, such as creating welcome packets, electronic newsletters, and providing technical assistance to businesses on a regular basis.

## **"How to Charge in Any Economy"**

On April 13, 2011, the Downtown Newark Partnership sponsored a free workshop for downtown businesses with guest speaker Dave Magrogan, a National Restaurant Company CEO and Motivational Speaker, at Kildare's Irish Pub. In the workshop, businesses learned how to "shift negative emotions, clear the clutter, and replace it with six inch skin and a 'rhino' attitude; activate their 'rhino' intelligence in leading, creating, and executing their goals; understand the science behind the subconscious mind to better access its full 'rhino' power; learn the secrets behind rapid goal achievement through 'rhino' mind mapping and affirmations; and, mastermind with other company 'rhinos' and enjoy the satisfaction of having an action plan to their positive 'rhino' future." The motivational session was attended by 17 business owners and staff – and was very well received. The DNP thanks Mr. Magrogan for the generous donation of his time and talents to assist downtown businesses.

## **Welcome to Newark Packets**

Thanks to Economic Enhancement Committee efforts, out of town guests are welcomed warmly by the DNP whenever we are made aware of their presence. For example, since the last Annual Report, participants in several UD conferences received welcome packets from the DNP. These packets included a welcome letter, a calendar of events, coupons for downtown businesses, and flyers about upcoming events and activities. Several hundred packets have been stuffed and delivered this year all geared to having visitors patronize our existing businesses downtown and ring their cash registers! Another goal of these efforts is to help bolster the growing conference trade in Newark, by insuring that conference participants enjoy their stay in Newark. In this regard, the committee works closely with the Newark Destination Partners organization.

This approach to ensuring visitors enjoy their stay in Newark is also used for special events, where customized flyers are designed tailoring the promotions offered by downtown businesses to the event participants. Examples of this activity include the DNP's "Coupon Corner" promotions at Newark Nite, Community Day, and Winterfest.

## **Newsletters**

The **Downtown Newark E-Newsletter** was created as an electronic means of getting information about Downtown Newark to the community in a fast and efficient manner. The e-newsletter is prepared and sent at the end of a month to highlight the activities, events, cultural opportunities, etc. in downtown the following month. The mailing list for this subscription e-newsletter grows daily, and currently reaches over 2,000 or more interested individuals. New e-mail addresses are gathered at each downtown event, and often by referrals. The Downtown Newark E-Newsletter is an important business retention tool because

it is a coordinated and comprehensive clearinghouse for downtown activities which helps to promote downtown Newark as a retail, dining, cultural and entertainment destination for the region.

Another important e-newsletter is the **DNP E-News You Can Use** newsletter, which was created specifically for downtown businesses. This newsletter is a vital tool for the Committee, as it fosters better communication between the DNP and downtown businesses. The newsletter provides important and timely information to businesses about opportunities to promote themselves through participation in events, activities, group discounts and advertising, and to keep them informed about other issues of importance such as road construction and lane closures. 223 businesses currently receive **DNP E-News You Can Use**, which supplements the Merchants' Committee's Block Captain System.

### **Web Page Improvements**

Downtown Newark's web site is the district's window to the world, and as such, the Economic Enhancement Committee works hard to keep it updated. This year, through a Partnership with Paragon Design, the DNP website was redeveloped to provide a visually dynamic and interactive online presence that is reflective of the growth and success of the Downtown Newark Partnership, its businesses and the community it supports. In addition to schedules and calendars of events, the website contains leasing opportunities and links to downtown businesses' websites so that residents and visitors, as well as current and potential merchants, have a great deal of information at their fingertips simply by logging onto the website. Rebuilt from the ground up with a strong emphasis on attracting new visitors, the site includes informational pages, directions and a content management system to allow users (businesses) to update site content and location information. Check it out at: [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com); or at our other domain names: [www.eatdowntownnewark.com](http://www.eatdowntownnewark.com) and [www.shopdowntownnewark.com](http://www.shopdowntownnewark.com).

On August 23, 2011, the Downtown Newark Partnership held a Website Rollout event. At the event, downtown businesses were taught how to manage their own listing, add events and activities, and how to use the site to support and grow their business.



We are Newark, Delaware. A nationally recognized 2011 Great American Main Street Award winner. A bustling college town, where new faces, historic places, cultural destinations and an eclectic blend of businesses and restaurants combine to provide our visitors with diverse experiences around every corner.

[Learn More](#)



[READ MORE...](#)

**Great American Main Street Awards**  
NATIONAL TRUST FOR HISTORIC PRESERVATION  
2011 Winner

### Events

City of Newark Parks and Recreation  
**Annual Turkey Trot (10K Run and 5K Run)**  
37th ANNUAL TURKEY TROT  
Saturday, November 19 8am  
Registration Check-In Handoff Park  
[Read more >](#)



**Annual 5K at**  
Sunday, November 19

### Great American Main Street Awards

See why the Downtown Newark Partnership was one of five winners of the 2011 Great American Main Street Awards (GAMSA).



### Gift Cards

The Perfect Gift Anytime



Accepted at nearly 70 shops, restaurants & services Downtown Newark. [Learn More](#)

## **Facebook and Twitter**

In another effort to get the word out about why downtown Newark is a wonderful place for people to eat! shop! and enjoy! themselves, the Committee maintains a Facebook account. We have found this to be a great way to allow people (our "fans") to connect with downtown events, participate in discussions, and be part of the downtown Newark community. We also list downtown businesses' Facebook pages as favorites, providing them with exposure to our fans. Visit us on Facebook!

In an effort to expand the DNP's social media presence, a Twitter account was created and is maintained by the Committee.

## **Gift Card Program**

The Economic Enhancement Committee operates the Downtown Newark Gift Card Program and the Committee manages all Gift Card sales for Downtown Newark. More than \$60,000 in gift cards have been sold since the program went live on December 17, 2009. More detail about the Downtown Newark Gift Card Program may be found under Merchants' Committee accomplishments.

The Committee is very pleased to administer this gift card program for the Downtown Newark Partnership as it is one of the very best Business Retention strategies ever to be implemented by the DNP.



## **Advertising**

The Economic Enhancement Committee strives to market downtown as a shopping and dining district and destination as part of its Business Retention efforts. The effort this year included Downtown Newark ads in all UD Football and Basketball Programs, Clipper Magazine, the Newark Film Festival Program, Hockessin, Greenville, Middletown and Newark Life Magazine, and the Newark Morning Rotary Club Annual Report. In addition, two special editions of Delaware Today magazine featured multiple page spreads about Downtown Newark.



**2011 Winner of the National Trust for Historic Preservation's Great American Main Street Award**

More than 80 boutiques featuring everything from handmade to fair trade, metaphysical to medieval, and fashion to funky

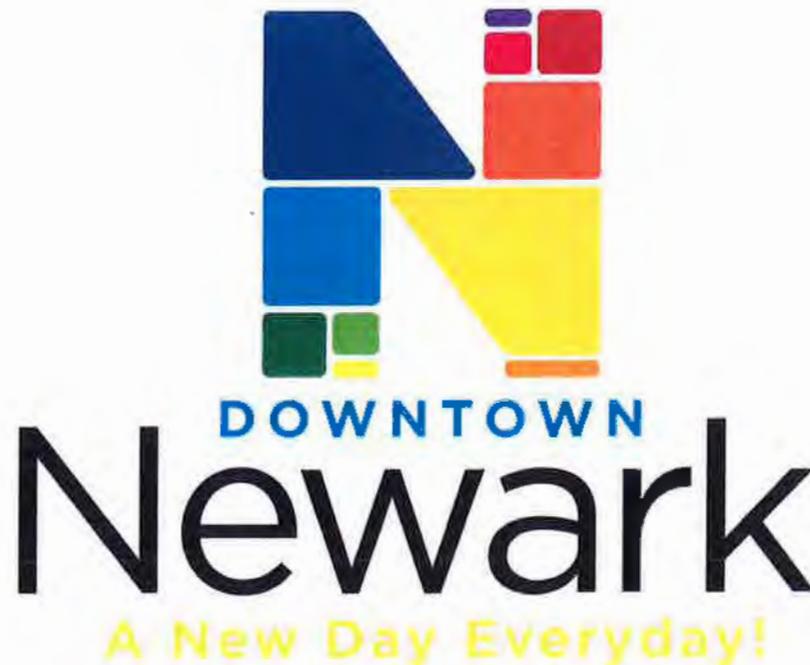
70 award-winning restaurants offering cuisines suited for any palate and price range

Whether you're looking for a family field trip, a place to meet old friends, or a romantic spot with that special someone, Downtown Newark is the Delaware destination of choice!

**Downtown Newark**

### Branding Implementation

In the summer of 2010, the Downtown Newark Partnership received branding/marketing technical assistance services from Arnett Muldrow & Associates as part of our participation in the Delaware Main Street Program. From this technical assistance, the New Downtown Brand, Logo and Brand Statement were developed.



## The Brand Statement

### We are Newark, Delaware

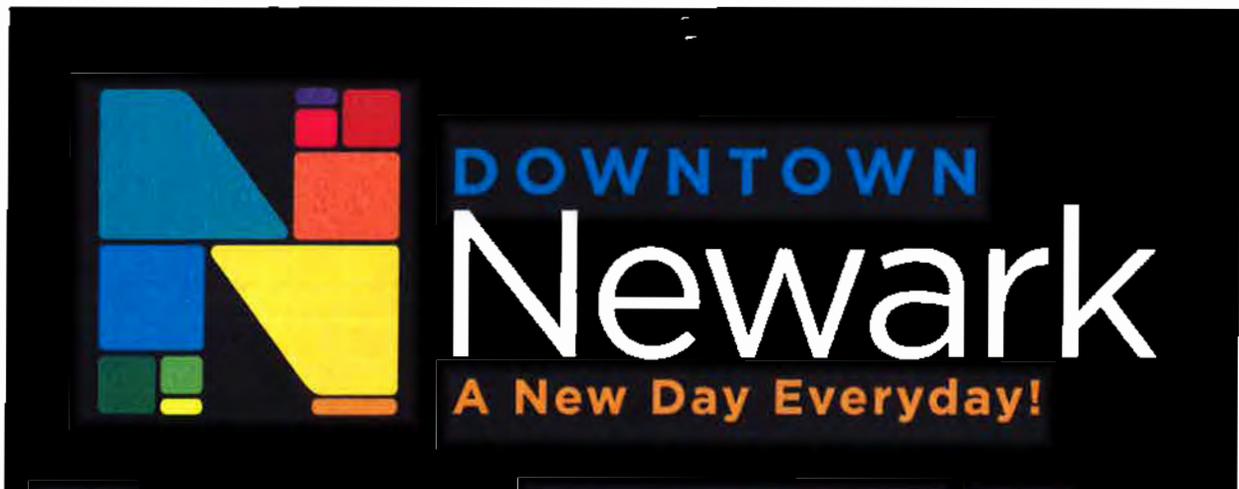
We are Delaware's college town, where new faces and historic places combine to provide our residents with diverse experiences around every corner,

We are rich in cultural offerings that begin with the University of Delaware and continue downtown with the Newark Arts Alliance, Mid-Atlantic Ballet, Chapel Street Community Theater, Delaware Dance Company, and multiple music venues.

We are an eclectic blend of businesses. Whether a designer jeweler who has served the community for over a century or a comic shop, down Main Street or Elkton Road, we offer something for everyone.

We feed not only the mind but the body. In a place where hips meets historic, there are over 60 restaurants constantly providing residents with new flavors to enjoy plus a unique food cooperative that has been serving the community for 35 years.

We are the culture and the class. We are the future and past. We are the best of both a college town and a hometown.



**We are Newark, and it's a new day, every day.**

The Committee has overseen brand implementation including incorporations into the downtown website, Facebook and Twitter accounts, downtown business advertisements, streetlight banners and parking signs.

DOWNTOWN  
**Newark**  
A New Day Everyday!



Great American  
**Main Street**  
National Winner

## Downtown Map & Guide

This winter the Downtown Newark Map & Guide was redesigned to incorporate the new downtown brand and expanded Elkton Road boundaries and businesses. The new colorful and attractive design features detailed business listings, public and customer parking locations and an easy to read map of downtown with businesses by type and address. The foldout guide also provides information about the gift card and parking validation programs. The University printed 20,000 copies of the Guide for us in a quick copy format, which is less expensive than the glossy brochures previously produced. We intend to update and reprint the Guide on an annual basis.

## I-95 Rest Area Marketing

This year the University of Delaware partnered with the DNP to market downtown and the University at the Traveler's Information Center of the newly reconstructed I-95 rest area. In addition to rack space for the new Downtown Newark Map & Guide, we also share a 24 X 52 inch poster display at the Center which is changed monthly to reflect events and activities happening on campus and in downtown. The University donates the design work (Thank you Danny Wright!) and installations for the project. This is a great collaborative effort to reach hundreds of thousands of travelers each year who visit the rest area just minutes from downtown.

### January

DOWNTOWN NEWARK'S  
FIFTH ANNUAL  
**RESTAURANT WEEK**  
*January 24-30, 2011*

Daily Entertainment,  
Cooking Demonstrations,  
Tastings, Retail Specials  
& MORE!

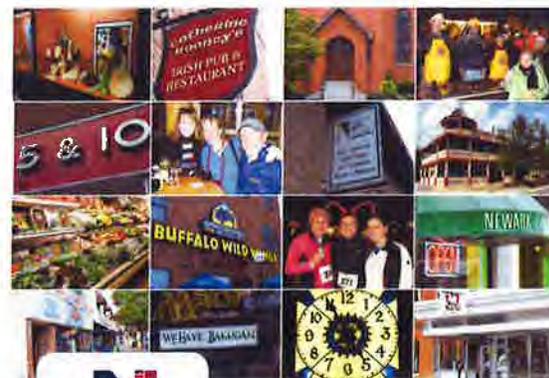
Taste the best Downtown Newark has to offer!  
Incredible and tantalizing two and three course  
prix fixe meals for lunch and dinner designed to  
fit any palate or purse. Choose one of your favorite  
meals to try eight different & delicious meals!

eatdowntownnewark.com Newark

### February

**Just minutes away...**

## **Downtown Newark**



More than 60 Boutiques featuring everything from handmade to fair trade, metaphysical to medieval, and fashion to funky

70 award winning restaurants offering cuisines suited for any palate and price range

Exhilarating one-mile Main Street, with direct access to the picturesque University of Delaware main campus

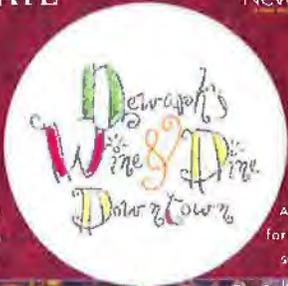
Whether you're looking for a family field trip, a place to meet old friends, or a romantic spot with that special someone, Downtown Newark is the Delaware destination of choice!

**March**

**SAVE THE DATE**



**Newark**



Wine! Food! Fun!

A treat for all your senses!

**SATURDAY, APRIL 2, 2011 | 4:00 P.M. - 8:00 P.M.**

Win a downtown Newark shopping and dining spree worth up to \$1,000

For more info visit: [www.goatdowntownnewark.com](http://www.goatdowntownnewark.com)

**April**

**Just minutes away...**



**Downtown Newark**



More than 80 boutiques including everything from handbags to hair tools, metaphysical, jewelry and leather to go to

70 award winning restaurants, offering cuisine suited for any palate and price range

Freelancing into the Main Street, with direct access to the University of Delaware public campus

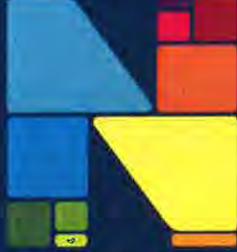
Whether you're looking for a family field trip, a place to meet old friends, or a weekend treat with that special someone, Downtown Newark is the Delaware destination of choice!



**June**

*Just minutes away...*

**DOWNTOWN Newark**  
A New Day Everyday!



**Great American Main Street**  
2011 National Winner

[enjoydowntownnewark.com](http://enjoydowntownnewark.com)

**May**

**Just minutes away...**



**Spring Concert Series**

Enjoy the vibrant music of local musicians as the City of Newark hosts its annual Spring Concert Series.

Grab a bite to eat and do some shopping downtown, then join us for unparalleled musical entertainment and fun!



**DOWNTOWN Newark**  
A New Day Everyday!  
[enjoydowntownnewark.com](http://enjoydowntownnewark.com)

**FREE Concerts**  
Thursdays 7 - 8pm  
May 6 - June 23  
Academy Lawn, Main Street



**UNIVERSITY of DELAWARE**



**UNIVERSITY of DELAWARE**

UNIVERSITY of DELAWARE

July



**BARNES & NOBLE BOOKSTORE**  
.com

**Grand Opening**  
**September 1, 2011**  
83 East Main Street in Newark






**ATURDAY**  
**JULY 23**  
**2-10PM**

**17 RESTAURANTS**  
Over 60 specialty brews!  
Hops & Shops Sidewalk Sale  
begins at noon  
Root Beer Tastings, Souvenir Mugs,  
Live Entertainment

2010  
2011



September

**Constitution Day 2011**  
Friday, September 16



**Constitution Day**  
The National Holiday commemorating the signing of the United States Constitution in 1787. The day is celebrated in the United States and District of Columbia. The observance honors the role of the Constitution as the supreme law of the United States. Independence Day is celebrated on July 4th, but Constitution Day is celebrated on September 17th.



**Newark**  
A New Day Every Day!

**NEWARK'S GREAT WE VALIDATE**



August



**Downtown Newark**

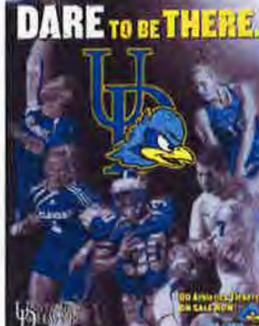


just minutes away...



**Downtown Newark**

**DARE TO BE THERE.**



**GO AWAY! EMPTY IN SALE NOW!**

October



**Newark**

**Great American Main Street Awards**  
HISTORIC PRESERVATION

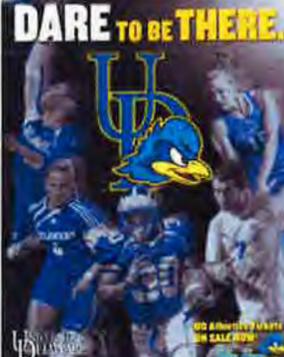
Stay Connected @ EnjoyDowntownNewark.com

just minutes away...



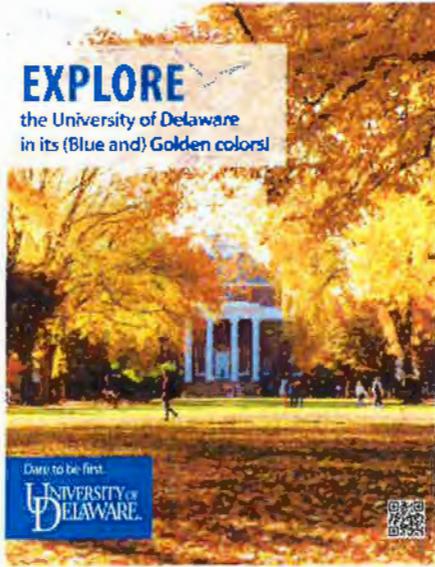
**Downtown Newark**

**DARE TO BE THERE.**



**GO AWAY! EMPTY IN SALE NOW!**

November



**EXPLORE**  
the University of Delaware  
in its (Blue and) Golden colors!

Don't be first.  
**UNIVERSITY OF DELAWARE**



**DOWNTOWN Newark**  
Take a break from your holiday travels and visit a Great American Main Street just minutes away.

**2012 Winner of the National Trust for Historic Preservation's Great American Main Street Award**

**And don't miss...**

**November 19**  
**The 37th Annual Turkey Trot 5K and 10K**  
Delaware's second oldest consecutive run race with 10 men's and 10 women's divisions in each race

Stay Connected    [EnvyDowntown@www.tn.com](mailto:EnvyDowntown@www.tn.com) 

The Display



## Economic Enhancement Staff Committee

### **2012 Work Plan**

**GOAL -- Improve Business Mix, Business Recruitment.**

#### **OBJECTIVES FOR 2011**

1. Actively recruit new businesses targeted by Downtown Newark Partnership Board:

A. Develop a strategic marketing plan for Downtown to attract high quality, complementary businesses.

B. Develop a new recruitment brochure which highlights the benefits of doing business in the City of Newark. The brochure is to include critical statistics important to retailers when choosing a location. The brochure may also include promotional information about the downtown, the Downtown Newark Partnership, municipal services, existing business mix and available incentives, calendar of events, parking and gift card program as well as the demographics of the market area.

C. Actively prospect for new businesses and provide follow-up support. Work with realtors and property owners to market vacancies. Provide information about type of businesses we are trying to recruit and distribute information about the availability/details of vacant spaces.

D. Work with New Castle County and UD through the Greater Newark Economic Development Partnership to attract businesses to Newark.

E. Market incentives for targeted businesses downtown, including utility grant program. Provide at least two (2) utility grants this year.

F. Research other potential incentives to attract "targeted" businesses.

**GOAL -- Business Retention**

## **OBJECTIVES FOR 2012**

1. Identify at-risk merchants in need of retention assistance. Review building and business inventory for signs of retention needs, and visit businesses on a regular basis to determine relative health. Follow up with businesses identified as potentially at risk, as necessary.
2. Provide regularly scheduled seminars on topics for established businesses on strategies for maintaining, expanding and diversifying a successful business, for example: e-commerce and web-based marketing, direct mail opportunities, how to hire and fire employees, safety, labor laws and practices, etc.
3. Work with the Merchants' Committee to determine training needs of existing businesses. Provide training, as necessary
4. Work with the Small Business Administration, Downtown Delaware and the Small Business Development Center, or other institutions, to provide information on loan products and application processes to assist businesses considering expansion or a second location.
5. Continue to market the Façade Improvement Program and Architectural Assistance Grant to downtown businesses. Develop promotional materials as necessary.
6. Continue to maintain and improve the Downtown Newark Web and Facebook Page and Twitter account, utilizing Downtown Newark's new brand.
7. Continue the monthly distribution of the Downtown Newark E-Newsletter highlighting downtown events and activities to attract consumers from the tri-state region.
8. Continue the E-News You Can Use E-Newsletter to provide important and timely information to downtown businesses about opportunities to participate in events, activities, group discounts and advertising, and other issues of importance such as road construction and lane closures. Work with Merchants' Committee to collect e-mail addresses from new businesses to add to E-News You Can Use e-newsletter mailing list.

## **GOAL – Inter-Jurisdictional Cooperation**

**OBJECTIVES FOR 2012**

1. Participate in the activities of the New Castle County Economic Development Council, the New Castle County Chamber of Commerce the Greater Newark Network, and the Greater Newark Economic Development Partnership.
2. Liaison with the Delaware Development Office, the Small Business Development Center, the Downtown Delaware (Main Street) Program, the National Main Street Center, and the Greater Wilmington Convention and Visitors Bureau and the Greater Newark Economic Development Partnership.
3. Continue to work with New Castle County on BRAC (Base Realignment and Closures) impacted businesses to provide information about relocating their business and families to Newark.

**GOAL – Regulatory Reform**

**OBJECTIVES FOR 2012**

1. Examine potential local impediments to Economic Enhancement.

## Events Committees

Downtown Newark's **Events Committee** has been working on improving existing events and adding new events for downtown since the beginning of the DNP in 1998. Each event, however, brings forth its own leaders, responsibilities, challenges and tasks, and therefore, the Events Committee is actually composed of several Ad Hoc Planning Committees, one for each major Downtown Newark Partnership event. The five Ad Hoc Committees are:

- Restaurant Week Committee
- Food and Brew Fest Committee
- Main Street Mile Committee
- Taste of Newark Committee
- Wine and Dine Downtown Committee

All of the members of these committees are considered part of the Partnership's Events Committees for the year they participate. The separate committees each have unique committee members and meeting times.

Events not listed as having committees, such as Newark Nite, Community Day, the Spring Concert Series, Halloween Parade, and Winterfest are handled by the City of Newark's Parks and Recreation Department, with some support from the DNP. The City Parks and Recreation Department does an outstanding job each year of organizing these special events with their own group of volunteers. The help of this dedicated group of volunteers and capable staff allows the Partnership staff and Ad Hoc Committees to focus on creating new events and improving existing events, which they plan. The result is a full calendar of diverse, fun and well-run events!

Also another extremely successful event – the 7<sup>th</sup> Annual Newark Film Festival was held at the Newark Cinema Center in the Newark Shopping Center, September 8 – 15, 2011. This year's Festival featured 100 screenings of 25 films – and boasted record attendance. The Newark Film Festival is planned by Barry Schlecker, with the assistance of others. Downtown Newark is proud to host this fabulous film event in Newark. And for the third year in a row has received a 30 second commercial from an independent filmmaker through event sponsorship. What a great deal for downtown Newark! Not only do we get to host this popular cultural event in our community, reaping the economic benefit of hundreds of visitors, but we also receive tools to continue our promotional efforts!

**DNP Events Committees Members:**

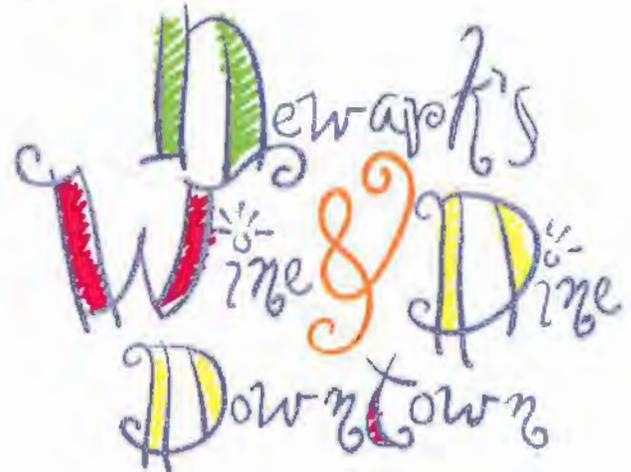
**Restaurant Week 2011**



**Drew DiFonzo**, UD HRIM Intern  
**Vance A. Funk, III**, Mayor  
**Rikki Goren**, Kildare's Irish Pub  
**Howard Hoover**, California Tortilla  
**Dana Johnston**, City of Newark  
**Holly Jones**, Claymont Steak Shop  
**Ryan Palmer**, California Tortilla  
**Maureen Feeney Roser**, City of Newark/DNP  
**Brett Tunstall**, Home Grown Café  
**Erin Wallach**, Kildare's Irish Pub

**Newark's Wine & Dine Downtown 2011**

**Adam Foreman**, United Distributors



**Vance A. Funk, III**, Mayor  
**Dana Johnston**, City of Newark  
**Nikoletta Klezaras**, Pat's  
**Alison Mackenzie**, Buffalo Wild Wings  
**Bob Nelson**, UD HRIM  
**Maureen Feeney Roser**, City of Newark/DNP  
**Bill Sullivan**, Courtyard by Marriott/UD  
**Brett Tunstall**, Home Grown Café

**Downtown Newark Food & Brew Fest  
2011**



**Fred DeMicco**, UD HRIM  
**Jerry Duphily**, TSN Publishing  
**Vance A. Funk, III**, Mayor  
**Dana Johnston**, City of Newark  
**Maureen Feeney Roser**, City of Newark/DNP  
**Brett Tunstall**, Home Grown Café

**Main Street Mile 2011**



**Joe Charma**, DNP Design Committee  
**Curtis Davis**, Newark Police Department  
**Nic DeCaire**, Chairman, Fusion Fitness Center  
**Jim Fischer**, University of Delaware  
**Jamie Graham**, New Balance Team  
**Marvin Howard**, Newark Parking Administrator  
**Dana Johnston**, Community Affairs Officer  
**Chris Jones**, Newark Police Department  
**Maureen Feeney Roser**, City of Newark/DNP  
**George Stanko**, Newark Police Department  
**John Strojny**, New Balance  
**Steve Strojny**, New Balance

**Guest Bartender Committee**

**Joe Charma**, DNP Board  
**Nic DeCaire**, Fusion Fitness Center  
**Bill Hargrove**, Newark Police Department  
**Marvin Howard**, Parking Administrator  
**Chris Jones**, Newark Police Department  
**Fred McMinds**, Insurance Group  
**Maureen Feeney Roser**, City of Newark/DNP  
**Bill Sullivan**, Managing Director, Courtyard



### Taste of Newark

**John Brennan**, Director of Public and Media Relations, UD  
**Vance Funk**, Mayor, Co-Chair  
**Patrick Harker**, President, University of Delaware, Co-chair  
**Skip Homiak**, Executive Director of University Safety, UD  
**Eric Nelson**, Manager, Office of Communications and Marketing, UD  
**Robert Nelson**, Department Chair, HRIM, UD  
**Jan O'Neill**, Senior Events Manager, Office of Conferences, UD  
**Maureen Feeney Roser**, City of Newark/DNP  
**Bill Sullivan**, Managing Director, Courtyard Newark – UD  
**Karen Bailey Sunkler**, UD Conference Services  
**Polly Weir**, Director of Conferences, UD



## 2011 Accomplishments

### DOWNTOWN NEWARK'S 5th ANNUAL RESTAURANT WEEK

Monday, January 24th - Sunday, January 30<sup>th</sup>

For one week only in late January, Downtown Newark hosted a culinary celebration highlighting our fabulous restaurants and their offerings -- diverse enough to please any palate, and at prices to suit any purse! From Monday, January 24 through Sunday, January 30, nineteen (19) outstanding downtown Newark restaurants offered specialty menus highlighting the best they have to offer at the right price! The event featured seasonal decorations, in-restaurant entertainment, and retail specials exclusively designed for Restaurant Week patrons.



### **THE CONCEPT**

Three tiers of fabulous prix fixe meals were offered, with some restaurants offering more than one tier during the week! Gratuity and beverages were only included unless otherwise specified.

### **THE TIERS**

Friends & Family Meals where, unbelievable, a group of four ate lunch or dinner for only \$19;  
Luscious Lunches - two-course lunch for \$10;  
Delightful Dinners - two-course dinner for \$19 and 3-course dinner for \$25

## THE RESTAURANTS

**Ali Baba** at 175 E. Main Street offering authentic Middle Eastern cuisine featuring Moroccan, Lebanese, and Israeli specialties. (302) 738-1111

**Buffalo Wild Wings** at 100 Elkton Road, renown as the destination for wing fanatics (14 signature sauces) and sports fans alike to experience the food, the sports and the fun, energetic atmosphere. (302) 731-3145.

**Caffe Gelato** at 90 E. Main Street, featuring award winning, inspired cuisine and homemade gelato in a newly renovated dining room and wine cellar. Winner of the Wine Spectator Award of Excellence and the Wine Enthusiast Award of Distinction. (302) 738-5811

**California Tortilla** at 55 East Main Street, offering a wide variety of fun and fresh Mexican foods. (302) 292-2910

**Catherine Rooney's Irish Pub** at 102 E. Main Street, offering traditional Irish Fair. Everyone who enters our doors will be treated like family. (302) 369-3330

**Cosi** at 111 East Main Street - From the hand-tossed Signature Salad to the Tomato, Basil, and Mozzarella Sandwich served on delicious warm flatbread, to the comfortable, urbane and contemporary atmosphere - Cosi is simply good taste. (302) 737-6665

**Deer Park Tavern** at 108 W. Main Street, featuring hearty and savory dishes in a beautifully restored historic hotel frequented by Edgar Allen Poe. (302) 369-9414

**Grotto Pizza** at 45 East Main Street serving legendary Grotto Pizza and other tasty offerings in a family friendly restaurant with Sports Bar. (302) 369-0600

**Home Grown Cafe** at 126 E. Main Street, offering internationally inspired award-winning cuisine with a local flair. Fine dining in a in a sleek and vibrant, yet comfortable atmosphere. Vegetarian options. (302) 266-6993

**Iron Hill Brewery** - Iron Hill Brewery at 147 E. Main Street, featuring great food and award winning brews in a casual, hurry-free atmosphere. 302-266-9000

**Kildare's Irish Pub** at 45 E. Main Street, second floor, Galleria, offering an authentic Irish Experience in downtown Newark. The varied menu features traditional Celtic cuisine and a wonderful array of soups, salads and sandwiches. (302) 224-9330

**Klondike Kate's** at 158 E. Main Street, featuring great food in a casual fun saloon atmosphere in historic Main Street building. (302) 737-6100

**Mizu Sushi Restaurant** at 132 E. Main Street offering high quality sushi at an affordable price. (302) 731-3104

**Mojo on Main** at 270 E. Main Street featuring Cajun food, Voodoo and Rock & Roll.  
(302) 369-MOJO

**Newark Deli & Bagels** at 36 E. Main Street offers bagels and sandwiches. (302) 266-7150

**Pat's Pizzeria & MVP** at 160 Elkton Road offering fabulous and fresh food for the entire family and a fun Sports bar! (302) 738-0808

**Santa Fe Mexican Grill** at 190 E. Main Street offers Mexican and Latin American food, homemade desserts, specialty margaritas and mojitos made with 100% real fruit juices.  
(302) 369-2500

**Stone Balloon Winehouse** at 115 E. Main Street. Restaurant and wine bar offering small plates, shared plates, large plates, cheese and wine. (302) 266-8111

**The Saigon Restaurant** at 207 Newark Shopping Center featuring authentic Vietnamese cuisine and quality service. (302) 737-1590



## NEWARK'S 7<sup>TH</sup> ANNUAL WINE & DINE DOWNTOWN



On Saturday, April 2, 2011, 17 of downtown Newark's best restaurants joined forces with the wineries to celebrate spring, food, wine, and fun!! Newark's Seventh Annual Wine & Dine Downtown was held from 4:00 p.m. - 8 p.m.

In addition to highlighting the unique offerings of fine wineries, the restaurants also served as classrooms for those interested in learning more about wines. Participating wineries had representatives on-site at the restaurants to answer questions and, of course, pour samples of the best wines they have to offer!

Restaurants fashioned their night's food specials based on their featured wines and focused on how wine can influence a meal's flavor, preparation and overall enjoyment. Tapas-style menus were offered at each restaurant to allow Wine & Dine participants to sample as many of downtown Newark's fine restaurants' menus as they wished. To add to the excitement, strolling entertainment was provided.

The event also featured balloon decorations, retail specials and an opportunity to win a Downtown Newark Shopping Spree worth hundreds of dollars through our popular **Wine & Dine Register to Win Contest!** Participants could "Register to Win" the shopping spree at any one of these 22 fine establishments during the event:

**Bloom**, 92 E. Main Street

**Catherine Rooney's**, 102 E. Main Street

**Clothes in the Past Lane**, 56 E. Main Street

**Deer Park Tavern**, 108 W. Main Street

**Flip Flop Shops**, 148 E. Main Street

**Formal Affairs**, 257 E. Main Street

**Gecko Fashions**, 146 E. Main Street

**Grassroots Handcrafts**, 93 E. Main Street

**Goucho's Deli**, 170 E. Main Street

**Heart and Home**, 124 E. Main Street

**Home Grown Cafe**, 126 E. Main Street

**Kildare's Irish Pub**, 25 E. Main Street

**Mediterranean Grill**, 612 Newark Shopping Center

**Minster's Jewelers**, 205 Newark Shopping Center

**Mizu Sushi Bar**, 132 E. Main Street

**Moxie Boutique**, 48 E. Main Street

**Primo Hoagies**, 223 E. Main Street

**Sensible Chic Boutique**, 276 E. Main Street

**The Saigon Restaurant**, 207 Newark Shopping Center

**Village Imports**, 165 E. Main Street, Trader's Alley

**World Class Supply**, 175 Elkton Road

Free parking was available in municipal lots compliments of City of Newark, and the first 1600 customers received a commemorative wine glass sponsored by Wilmington Trust Bank and carrying pouch sponsored by TD Bank!

The University of Delaware's zero-emissions hybrid fuel cell bus provided restaurant shuttle services for Wine & Dine customers free of charge! Therefore, it was easy for Wine & Dine guests to relax and enjoy the cutting edge technology to reach their favorite restaurant!

Thanks to UD for supplying this important service for the event.



No tickets were necessary. Customers paid as they went. Each restaurant offered \$2 per 2 oz. tastes of at least three different wines. Premium tastings were also available at varying prices. Bistro menus were reasonably priced in order to allow attendees to sample many of the specialty menus our chefs prepared to compliment their wine offerings!

**Restaurants/wineries participating were:**

**Ali Baba**, 175 E. Main Street, (302) 738-1111 hosted **Georges duBoeuf**, **Barefoot**, and **Yellow Tail**.

**Buffalo Wild Wings**, 100 Elkton Road (302) 731-3145 featured **Cooperidge Vineyards**.

**Caffe Gelato**, 90 E. Main Street, (302) 738-5811 hosted **Forestville Winery**, **Silver Ridge Winery**, **Gabbiano Winery**, **Carmenet Vinyards**, **Beringer Vinewards**, **Chateau St. Jean**, **George DuBeouf**, and **Bodega Norton**.

**Catherine Rooney's**, 102 E. Main Street, (302) 369-3330 featured **San Telmo Winery** and **Casa Lapostolle Vineyards**.

**Cosi**, 111 E. Main Street, (302) 737-6665 featured **Llai Winery**, **Georges DuBoeuf** and **Villa Pozzi Winery**.

**Courtyard Café/Vita Nova**, 17 West Main Street, (302) 831-0050 hosted **Rosenblum Cellars**.

**Cucina di Napoli**, 76 E. Main Street, (302) 738-0373 featured **Stellina di Note, Uppercut and Crème de Lys**.

**Deer Park Tavern**, 108 W. Main Street, (302) 369-9414 hosted **Jade Mountain Winery, Lyeth Estate and Apothic Red**.

**Grotto Pizza**, 45 E. Main Street, (302) 369-0600 featured **Chateau St. Jean Vineyards and Taz Vineyards**.

**Home Grown Café**, 126 E. Main Street, (302) 266-6993 hosted **Bonterra Organic Vineyards**.

**Iron Hill Brewery**, 147 E. Main Street, (302) 266-9000 featured **St. Clement Winery, Greg Norman Estates, Peter Lehmann Winery and MacMurray Ranch**.

**Kildare's Irish Pub**, 45 E. Main, (302) 224-9330 hosted **Casa Lapostolle Vineyards and Navarro Correas Winery**.

**Klondike Kate's**, 158 E. Main, (302) 737-6100 hosted **Dynamite Vineyards**.

**Mojo Main**, 270 East Main Street (302) 369-MOJO featured **Ruta 22 Winery, Hobnob Vineyards, Yellow Tail Winery, Villa Pozzi Winery**.

**Pat's Pizzeria & MVP Lounge**, 160 Elkton Road, (302) 738-0808 featured **Cellar No. 8 Asti Winery, Yellow Tail Winery, Barone Fini Winery, and William Hill Winery**.

**Stone Balloon Winehouse**, 115 E. Main, (302) 266-8111 hosted **Bouchaine Winery, Joel Gott Winery, Jed Steele Winery, and Terrazas Winery**.

**The Saigon Restaurant**, 207 Newark Shopping Center, (302) 737-1590 featured **Sterling Vineyards and Beaulieu Vineyard Costal Estates**.

Restaurant menus, along with the featured wines were found at [www.eatdowntownnewark.com](http://www.eatdowntownnewark.com) - and in a special Wine & Dine insert in the April 1 edition of the Newark Post. The information was also available at the Wine & Dine Information Booth at Wilmington Trust Company's Main Street branch, 82 East Main Street on the day of the event, as well as on the event shuttle and at participating restaurants.

Thank you to our Wine & Dine Downtown sponsors whose generous donations made this event possible – Newark Post, TD Bank, United Distributors, Wilmington Trust, Pennoni Associates, Porter Automotive Group, Remax Realty, Turf Pro, Parkway Gravel, The Deer Park Tavern, Emory Hill, and participating restaurants and wineries. Our thanks, too, to Delaware Designated Drivers for providing service for this event.

## SPRING CONCERT SERIES

**Free Every Thursday on the Academy Lawn from May 1 through June 23  
7:00 p.m. - 8:00 p.m.**

- May 5 – Leslie Carey – Pop/Alternative/Rock
- May 12 - Gang of Two - Americana / Blues / Classic Rock
- May 19 - Crabmeat Thompson - Family Performance
- May 26 - Owl Talker Trio - Native American
- June 2 - Brene Wilson - Alt-Pop/Rock Singer Songwriter
- June 9 – Celtic Children’s Performance
- June 16 - Newark Community Band - Variety
- June 23 - The Jammers - Rock & Roll

## NEWARK NITE



Newark's biggest street festival - Newark Nite - was held on Saturday, June 4, 2011. Thanks to the hard work and coordination of everyone involved, Newark Nite was an overwhelming success. Led by the Parks and Recreation Department, Newark Nite is an evening-long festival, a celebration of the community and the beginning of summer. Main Street is closed to vehicular traffic, and over 40,000 residents and visitors pour in to walk the street and see what the various businesses and vendors set up along the street have to offer. The special offerings by downtown businesses allow residents and visitors to sample many different offerings and serves to remind everyone of all that downtown Newark has to offer.

Outside vendors and community information booths were set up in front of businesses not participating or in open spaces to create a continuous line of things to see and to do. The DNP hosts one of these tables to let people know about the organization and what it offers. DNP volunteers provided the list of upcoming events and activities, registered people for the Downtown Newark Monthly E-Newsletter, and sold downtown Newark merchandise. Carnival-type games were also brought in, as well as three stages of musical entertainment. There were exhibitions by local organizations, as well as a children's area and more.

This year's Newark Nite coincided with the University of Delaware's Annual Alumni Reunion Weekend. This collaboration provides entertainment for those who attend the reunion and provides a steady stream of visitors to Newark Nite festivities. The partnership is a success and will continue.

Unfortunately, at the end of this year's event, there were some issues with getting the street opened back up to vehicle traffic and crowd control. The City Manager called a meeting of City staff, DNP and UD representatives to discuss the issues ideas for preventing the same problems for future Newark Nites. It was determined that the event should be held earlier in the day and the DNP was tasked with surveying downtown businesses and working with staff to determine which potential timeframe would best fit to support commerce. The event will be held 12:00 p.m.- 5:00 p.m. in 2012. The Parks and Recreation Department will continue to work hard to ensure the continued success of this wonderful family-friendly event in downtown.

Sponsors of Newark Nite 2011 included the City of Newark, Downtown Newark Partnership, University of Delaware, WXCY, Caffe Gelato, Comcast, and DuPont. Grants from the Delaware Division of the Arts also make the event possible.

Again, this year's Newark Nite event was a resounding success, with massive crowds and wonderful weather. All the volunteers, sponsors, and workers deserve thanks, especially those in the City of Newark's Parks and Recreation Department who lead on this event each year.



## 8<sup>TH</sup> ANNUAL FOOD AND BREW FEST



The Downtown Newark Food & Brew Fest, celebrated its 8<sup>th</sup> year. It has been held annually since the downtown merchant community indicated at a Downtown Newark Partnership (DNP) Open Business Forum that they needed more events and activities in the summer months to prosper. Summer in downtown Newark is traditionally a slower time because the bulk of the student population is gone, and it is the perfect opportunity for the City and State to do road and utility construction projects impossible the rest of the year in Newark. Therefore, businesses expressed a need to increase foot traffic and sales in summer. The business forum was held in March 2004, and the first Food & Brew Fest was held in July of the same year – and represented the first DNP activity resulting directly from the Open Business Forum discussion. The follow through that resulted in the event boosted the business community's confidence that the DNP was not only listening to their concerns, but was dynamic enough to address them through action. The Food and Brew Fest was enthusiastically received by businesses and the community alike, and has been so successful that it has become an annual event, and a staple of our downtown summer retail season downtown.

The goal of the event is not only to bring people to downtown Newark in the summer, but also to entertain them while here and encourage them to freely spend money downtown! The desired result is to boost sales on a slow Saturday in July and to present a vibrant, interesting and fun experience for people who do not normally come to downtown Newark. The hope is that they will have such a good time while here, they will return in the future. In this way, the Food & Brew Fest is a retail, image and special event combined in one. Pairing fine craft breweries with our outstanding restaurants promises a gastronomical experience interesting enough to entice people to come downtown to spend money. While here, we treat visitors to free parking in municipal lots, balloon decorations, strolling and street musicians, free root beer tastings in souvenir cups, a free and environmentally friendly restaurant shuttle, free souvenir beer sampler mugs, and the Hops & Shops Sidewalk Sale extravaganza.

The Hops & Shops Sidewalk Sale is a very important part of the event because it creates a festive atmosphere and continual activity along the street – a one mile stretch that extends

down Main Street to Elkton Road. It also allows us to provide a retail spin on a restaurant event – ringing registers that day and drawing attention to our varied and vibrant retail base. The businesses participating in the Hops & Shops Sale are given extensive publicity free of charge just for participating. Restaurants pay a modest fee to participate. It is well worth the businesses' investment, because as a retail event, there is no admission fee – you pay as you go – so any money spent goes directly to our businesses, thereby boosting downtown sales. No outside vendors are permitted. This is a key difference between Food & Brew and other food festivals - most charge an admission fee, are held at remote locations and include vendors.

This year's Food & Brew Fest was held on Saturday, July 23, 2011, from 2:00 p.m. – 10:00 p.m. The event was targeted to families and adults in the tri-state area. 26 volunteers assisted in planning, organizing and facilitating this year's event. An information booth sponsored and manned by the Wilmington Trust Company (now M & T Bank) provided free sampler cups, itinerary, music schedules and answered hundreds of questions – saving DNP staff and volunteer time to focus on other aspects of the event. Nearly 5,000 people attended, which is a great turnout, considering the 100 degree heat index that day.

The event benefitted downtown retailers by increasing their sales that day -- estimates of 50% increase over the previous Saturday have been reported by the DNP Merchants Committee, and several restaurants have reported that this year's event was as lucrative for them as the previous years have been. Success can also be measured by the fact that every participating restaurant has agreed to participate again next year, as have the retailers involved in the Hops & Shops Sale. Only a successful event merits a 100% recidivism rate! In addition to returning participants, the event also attracts new businesses each year. The 2011 event was our biggest ever with 17 restaurants and 19 retail stores participating. In 2004, we started with 9 restaurants and 6 stores involved. The DNP created and sponsors this event, along with Out & About Magazine. DNP handles all aspects of event logistics, and Out & About Magazine, among other things, handles marketing strategies and materials.

Out & About Magazine handled design and printing of all the ads, event programs, posters, banners for the restaurants, information centers and root beer tasting station, and designed and maintained [www.NewarkFoodandBrew.com](http://www.NewarkFoodandBrew.com) for us free of charge. The partnership allowed the DNP to use limited event funds to support the amenities that make the event so special and memorable, such as the root beer and beer sampler cups, strolling and sidewalk musicians and balloons décor, etc. This year the University of Delaware Creamery also participated by supplying ice cream for root beer floats as well as samples of their wonderful ice cream offerings.

The event also allows the DNP to partner with Delaware Designated Drivers (DDD) to ensure that our guests are safe when it is time to leave the event. DDD is available throughout the event and up to two hours after to provide designated driver services. DDD work in teams of two volunteers (one male and female) with one person available to drive your car home (with you in it) and another follows to pick up the volunteer. The system is invaluable to event goers because it gets our guests and their vehicles home safely and free of charge, in case they've had a little too much fun in downtown. This arrangement, which includes a DNP donation to DDD, also insures safe rides home for guests from another

downtown retail event – Newark’s Wine & Dine Downtown – and allows DDD to offer services year-round.

UD also partners with the DNP to provide complimentary Shuttle Services for the event by its Emission Free Fuel Cell Bus. The arrangement allows UD to demonstrate this cutting edge technology and provides free and comfortable restaurant shuttle services during the event. The DNP only pays for the driver’s time in order to support this feature.

A retail event with special event flair, the Food & Brew Fest entices visitors to spend money at our existing businesses, and entertains them while here so they will return in the future in search of another fun experience. Because of its unique retail structure, it is a great business retention strategy, as it addresses our businesses’ needs for successful summer retail activity and supports the local economy. Since it is fun and festive, it’s considered a special event by attendees; its focus on food and retail, however, enhances downtown’s image as a regional retail, restaurant and entertainment destination. The DNP leverages its relationships with UD, Out & About, DDD and locals banks to supply a fun and safe event that supports our existing businesses. It is also a recruitment tool as we invite targeted retailers to attend to have fun and witness the DNP’s support its business community.

Participating restaurants and breweries included:

**Ali Baba**, 175 E. Main Street, featured **Stegmaier**

**Buffalo Wild Wings**, 100 Elkton Road, hosted **16 Mile and Clipper City**

**Caffe Gelato**, 90 E. Main Street featured **Dog Fish Head Breweries**

**Catherine Rooney’s**, 102 East Main Street, featured **Palm and other Latis Breweries**

**Claymont Steak Shop**, 57 Elkton Road hosted **Erie Brewing Company and Twin Lakes**

**Cosi**, 111 E. Main Street hosted **Wood Chuck**

**Cucina di Napoli**, 76 E. Main Street hosted **Moretti**

**Deer Park Tavern**, 108 W. Main Street featured **Victory**

**Grotto Pizza**, 45 E. Main Street featured **Shipyard**

**Home Grown Café**, 126 E. Main Street hosted **Ommegang and Brew Dog**

**Iron Hill Brewery**, 147 E. Main Street featured **Sierra Nevada and Flying Fish**

**Kildare’s Irish Pub**, 45 E. Main Street hosted **Paulaner and Twin Lakes**

**Klondike Kate’s**, 158 E. Main Street featured **Leinenkugel**

**Mojo on Main**, 270 E. Main Street featured **Flying Dog and Troegs**

**Santa Fe Mexican Grill**, 190 E. Main Street featured **Abita**

**Stone Balloon Winehouse**, 115 E. Main Street hosted **Long Trail and Otter Creek**

**The Saigon Restaurant**, 207 Newark Shopping Center featured **Sapporo Breweries**.

**Food & Brew Fest's "Hops & Shops" Sidewalk Sale**



Featured these celebrated downtown merchants and more:

**Bloom**, 92 East Main Street, (302) 454-7266 – Providing an eclectic and ever-changing collection of unusual gifts and crafts at special prices.

**Brunswick Blue Hen Lanes**, 501 Newark Shopping Center, (302) 737-5690 sharing Main Street Sidewalk Space with Gecko 146 East Main Street – and featuring Fun-tastic Value Packages for half price and raffling off a birthday party.

**Clothes in the Past Lane**, 56 East Main Street, (302) 369-1960 - unique boutique on Main. Selling both new and vintage clothing & accessories. Among our best sellers TOMS shoes and Melie Bianco Bags.

**Flavor**, 151 East Main Street, (302) 369-6160, Hot fashions and accessories at affordable prices.

**Flip Flop Shops**, 148 East Main Street, (302) 533-6621 - Featuring the hottest brands and latest styles of flip flops and sandals: Reef, Rainbow, Sanuk to name a few. Look for UGG Australia this fall.

**Formal Affairs**, 257 East Main Street, (302) 737-1519 – Offering extraordinary deals on men's formal wear.

**Gambles Newark Florist**, 257 E. Main Street, (302) 366-1211 – A Full-service florist delivering affordable, fine fresh flowers six days a week.

**Gecko Fashions**, 146 East Main Street, , (302) 454-1929 – Presenting fashions, lingerie, t-shirts, jewelry and artwork by local artists.

**Grassroots Handcrafts**, 93 East Main Street, (302) 453-9751 – Offering contemporary handcrafts, gift items, clothing and jewelry.

**Main Street Computers**, 281 E. Main Str., Ste. 112, (302) 525-9821 – Offering virus and spyware removal.

**Moxie Boutique**, 48 E. Main Street, (302) 456-1300 – Featuring the latest fashions, dresses and high end denims.

**National 5 & 10**, 66 East Main Street, (302) 368-1646 – Offering variety merchandise, Delaware sportswear and souvenirs.

**Primo Hoagies**, 233 East Main Street, (302) 368-7746 – Offering old fashioned South Philly hoagies, best meats, 95-98% fat free, no MSG.

**Romanick Pottery**, 170 A East Main Street, (302) 738-8038– Featuring a large selection of handmade pottery at discounted prices.

**SAS Cupcakes**, 134 B East Main Street, (888) 825-8988 – Offering gourmet cupcakes and whimsical party goods.

**Switch, Snowboards and Skateboards**, 16 Haines Street, (302) 738-7499 – Switch is a full service retail skateboarding and snowboarding shop. Since 1994 we have been committed to offering the best in professional quality equipment at affordable prices.

**The Days of Knights**, 173 East Main Street, (302) 366-0963 – Presenting fantasy and science fiction gifts, games and gaming opportunities

**Village Imports**, 165 East Main Street, Trader's Alley, (302) 368-9923 – Offering clothes, jewelry, home and garden, gifts from 35+ countries, all Fair Trade, all Handmade.

**World Class Supply**, 175 Elkton Road, (302) 737-1441 – An environment design center – offering green building materials for home and office.

The 8th Annual Downtown Newark's Food & Brew Fest was sponsored by the Downtown Newark Partnership, Out & About Magazine, Delaware Lottery.

## COMMUNITY DAY 2011



This year's Community Day, planned and executed by the Newark Parks and Recreation Department, was held on Sunday, September 18, 2011 from 11:00 a.m. – 4:00 p.m. on the UD Green and Main Street. The Downtown Newark Partnership Board hosted an information booth on the Green providing information about the Partnership effort, upcoming events and gift cards, answering questions about downtown, selling DNP merchandise and Taste of Newark tickets, and signing folks up for the Downtown Newark Monthly E-Newsletter mailing list.

The weather was absolutely beautiful and Community Day was a great success!

Congratulations and thanks to the Newark Parks and Recreation Department for making this year's Community Day special, and especially for including downtown Newark in this event that was traditionally only held on the University of Delaware's Green.

## TASTE OF NEWARK

# 8<sup>th</sup> ANNUAL Taste of Newark

The 8<sup>th</sup> Annual Taste of Newark took place on Sunday, September 25th from 12:00 p.m. - 3:00 p.m. at Clayton Hall on the University's North Campus. This year's Taste of Newark was even bigger and better than last year's record-breaking event! With 45 Newark restaurants joining the finest area wine distributors, the variety and selection of great food and drink was unsurpassed, and the spirit of competition generated among our excellent restaurants brought our chefs to their highest levels!



Additionally, special guest Chef Matt Haley offered cooking tips and a demonstration for interested guests.

This year, the air of competition abounded with the third annual Taste of Newark Battle of the Chefs Contest where five celebrated chefs from Newark's finest restaurants battled it out "Iron Chef" style. They had one hour to concoct delectable masterpieces containing this year's secret ingredient (pork tenderloin).

The finalists for our Battle of Chef's competition at this year's Taste of Newark were:

*Chef Lupe Aguilar* - Timothy's of Newark

*Chef Erin Finegan* - Kildare's Irish Pub

*Chef Dick Schmidt* - Blue Crab Grill

*Chef Jeovany Valle* - Caffé Gelato

*Chef Raymond Williams*, Executive Chef of the Newark Senior Center

Chef Erin Finegan of Kildare's won the competition and the coveted Top Chef trophy presented by Mayor Funk.



The very special and popular event hosted nearly 1,000 attendees and raised more than \$49,000 for the University of Delaware's Hotel, Restaurant and Institutional Management School and the Downtown Newark Partnership; \$6,650 for the Newark Arts Alliance, \$1,500 for Mid-Atlantic Ballet, and \$1,000 each for the Newark Historical Society and the UD Cheerleading Squad.

Special thanks to Mayor Funk, UD Conference Services and our generous sponsors who made this wonderful event possible.



## THE 5<sup>TH</sup> ANNUAL MAIN STREET MILE



In a world of 5K fundraisers, Downtown Newark proves, once again, it is unique! On Saturday, October 1 at 8:00 a.m. the Downtown Newark Partnership (DNP) hosted its 5<sup>th</sup> annual Main Street Mile. The race benefited the Newark Police Department's K-9 Unit and the DNP. Beginning at the McDonald's traffic circle on Main Street, the race finishes at the Deer Park Tavern! Runners competed for cash prizes and medals. Walkers enjoyed the opportunity to stroll down the middle of Main Street. Prizes were awarded at a brunch hosted by the Deer Park Tavern, 108 West Main Street, immediately following the last race. A K-9 demonstration was also provided featuring the newest addition to the Police Department, K-9 police dog "Cody"! In addition to raising money for the Police K-9 unit and the DNP, donations were made to Breast Cancer Awareness for anyone wearing a pink t-shirt.



This event was an overwhelming success, with more than 340 runners participating – and raising more than \$10,441.00 for K-9, DNP programs and Breast Cancer Awareness.

The Main Street Mile was presented by Schlosser & Associates Mechanical Contractor and sponsored by the Downtown Newark Partnership, Newark Police Department, Fusion Fitness Center, Signs Now, Catalyst Visuals, MSG Photography, Crown Trophy, Deer Park Tavern, New Balance, Dot Fit, Courtyard Marriott, Spark, Lazy Bones, AETNA, Ameriprise Financial, Blood Bank of Delmarva, Louviers Federal Credit Union, Main Street Dental, Gecko Fashions, Northeastern Fence, Inc., Tutor Time, DuKart Management Company, Lang Development Group, Klondike Kate's, Bassett, Brosius & Dawson, Inc., Jostens, Newark Dental, Krista A. Milkovics, Minster's Jewelers, Pure Bread Deli, and IAI.



In addition to the Mile event itself, on Friday, August 12, 2011 from 4:00 p.m. – 7:00 p.m., the Committee hosted a **Main Street Mile Guest Bartender Event** at the Courtyard by Marriott – UD to raise monies for the K-9 program. This event was held in addition to the Mile because Paco our first K-9 police officer was recently retired with Bi-lateral Hip Dysplasia. The Main Street Mile Committee raised enough money this year to pay for his replacement (\$8,500) – Officer Cody (pictured above in action).

For the Guest Bartender Event, familiar faces from Newark's community were on hand serving drinks with style and flare to receive generous tips. All tips went to the Newark Police K-9 Fund. Guest bartenders included:

**Mayor Vance Funk**

**Jeff Lang**, Lang Development Group

**Chris Locke**, Formal Affairs/Lang Development Group

**Fred Dawson**, Bassett, Brosius & Dawson, Inc.,

**Charlie Tomlinson**, Associate Publisher, Delaware Today

**Dustin Davis**, United Distributors

**Ryan Shears**, ADP

**Leigh Anne Emrich**, Fusion Fitness Center

**Luke Chapman**, Swarthmore Financial Services

**Mark Doughty**, The Fun Department

**Dave Magrogan**, The Dave Magrogan Group

**Rikki Goren**, Kildare's Irish Pub

**Mark Doughty** – The Fun Department

**Fred McMinds**, Owner of the Benefits Group



Special thanks to Bill Sullivan and Ed Michelson of the Courtyard by Marriott-UD for keeping us all straight during the Guest Bartending event and helping us raise \$7,157, which went directly to support the K-9 Program.

### **HALLOWEEN PARADE AND TRICK OR TREAT MAIN STREET**

This year's Halloween event was held on Sunday, October 30, 2011 at 3:00 p.m. on Main Street. The parade boasted 95 entries and was followed by our annual Trick-or-Treat Main Street event until 5:00 p.m. The trick-or-treating event provides children a safe environment where they could go store to store and trick-or-treat. There was also live entertainment for all ages, balloon sales and decorations, face painting, pumpkin carving contests and, of course, the parade.

This is an image building event – engendering a lifelong connection to downtown Newark amongst the little ones collecting treats and their parents. It is also a great way for downtown to say “thank you” to our customers! Therefore, the DNP encourages businesses to participate in Trick-or-Treat Main Street and the DNP offered to assist businesses with the purchase of bulk candies in case participation in Trick-or-Treat Main Street would cause a financial hardship for the business. No businesses took advantage of this offer.

We estimate 2,000 trick-or-treaters and their families participated in this fun annual event, although many more attended the parade. Thanks to the Parks and Recreation Department for putting together such a wonderful event and to all the downtown businesses that participated!



## WINTERFEST AND HOLIDAY PROMOTIONS

Winterfest was last held on Friday, December 3, 2010 from 6:00 p.m. – 8:00 p.m. on the Academy Building Lawn. In addition to the regular Winterfest activities, and the Holiday Storefront Decorating Awards, the Special Olympics Delaware's Fifth Annual 5K Reindeer Run and a 1K Reindeer Romp was held. It was an extremely successful event. The Downtown Newark Partnership hosted a table at Winterfest providing information about upcoming events, gift card sales and the monthly E-Newsletter. The table also featured the popular Coupon Corner display, featuring discounts from downtown businesses to assist attendees with their holiday shopping needs.



## **Ad Hoc Events Committees 2012 Work Plan**

**GOAL** – Implement a full calendar of events to promote downtown Newark.

### **OBJECTIVES FOR 2012**

1. Restaurant Week: Monday, January 23 – Sunday, January 29, 2012
2. Newark's Wine and Dine Downtown: Saturday, March 31, 2012, 4:00 p.m. - 8:00 p.m.
3. Spring Concert Series: Thursday Evenings in May and June, 7:00 p.m.
4. Newark Day: Saturday, June 2, 2012, 12 noon – 5:00 p.m. (Rain Date June 3rd)
5. Food and Brew Festival: Saturday, July 28, 2012, 2:00 p.m. – 10:00 p.m.
6. Newark Film Festival: Dates to be announced
7. Community Day: Sunday, September 16, 2012, 11:00 a.m. – 4:00 p.m. (rain date September 23)
8. Taste of Newark: Sunday, September 30, 2012, 12:00 p.m. – 3:00 p.m.
9. Main Street Mile: Saturday, October 6, 2012, 8:00 a.m.
10. Halloween Parade/Trick- or-Treat Main Street: Sunday, October 28, 2012, 3:00 p.m. – 5:00 p.m.
11. Assist with Downtown Newark Holiday Promotions: Black Friday – New Year's Day.
12. Explore opportunities for a new retail event with the DNP Merchants' Committee.

## **Merchants' Committee**

The DNP's **Merchants' Committee** exists to open and maintain lines of communication between downtown Newark merchants and the rest of the Partnership - the City, University and citizenry. This committee also seeks to establish events, programs and publications that make downtown Newark a destination for the entire family, as well as to advocate the viewpoints and address the concerns of downtown merchants with the City, State and University.

The Merchants' Committee strives to improve the image of downtown Newark, as well as foster growth through promotion of the area. Using retail promotions, advertising campaigns, and by fostering strong and open communication between merchants and the other participants in the Partnership, the committee works to keep downtown Newark vibrant. Communication and coordination between the various participants are key responsibilities of this committee.

The Committee meets on the first Wednesday of each month at various locations in downtown Newark. To view monthly agendas or for additional information, check postings in City Hall, call (302) 366-7030 or visit [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

### **Merchants' Committee Members:**

<b>Kay Snelling</b> , Gecko Fashions, Chair	<b>Julie Keppel</b> , Brunswick Blue Hen Lanes
<b>Robin Burgess</b> , Chesapeake Publishing	<b>Eric Nelson</b> , UD Office of Public & Media Relations
<b>Nic DeCaire</b> , Fusion Fitness Center	<b>Faith Simpers</b> , Louviers Federal Credit Union
<b>T. Michael Ferguson</b> , Wilmington Trust	<b>Cari Woolf</b> , Moxie Boutique
<b>Jennifer Galt</b> , Barnes and Noble	<b>Staff:</b>
<b>Rikki Goren</b> , Kildare's Irish Pub	<b>Maureen Feeney-Roser</b> , Assistant Planning & Development Director, DNP Administrator
<b>Denise Hartranft</b> , Village Imports	

### **Also serving on the committee in 2010:**

**Sasha Aber**, Home Grown Cafe

**Daniel DeFoe**, Prudential Financial

**LaBarre Everette**, Simon Eye Associates

**Georgia Wampler**, The Learning Station

## 2011 Accomplishments

### Downtown Gift Card Program



### Background

Downtown Newark Gift Certificate Program was started in 2003 with in-office and limited in-store gift certificate sales, and on-line since October 31, 2006, using Visa, MasterCard and PayPal. The program had been very successful with many businesses participating. The Partnership, however, was seeking ways to improve and streamline the Downtown Gift Certificate program to reduce the time required to process claims, to make better use of staff time and make sure that merchants got their funds as quickly as possible. Over the last couple of years, several options from a host of different vendors were examined to provide third-party gift certificates/cards with instant or nearly instant reimbursement for merchants, and to provide much simpler tracking of inflows and outflows. However, for several years no product or service met all of our program requirements – which seemed straight forward and manageable enough to us. They were:

1. The gift card program should not require downtown Newark merchants to change banks, open new accounts, or change processors;
2. The gift card should only be able to be used in downtown Newark at participating merchants; and
3. Participating merchants should get their money within 48 hours of accepting a gift card.

We continued with the paper gift certificate program because it was so popular and the program went a long way toward meeting our goal of promoting downtown Newark as a unified shopping and dining district, while simultaneously pumping money into the local economy.

Then in Spring 2009, the DNP was contacted by Maverick Network Solutions (MNS). MNS was referred to the DNP through the Delaware Economic Development Office

(DEDO), which recognized through our participation in Downtown Delaware, that downtown Newark was looking for a gift card program and DEDO staff believed that Maverick might be able to assist us. The referral was one of those magical networking experiences that make all the non-productive networking encounters worthwhile!

MNS offered us a closed system debit card that rides the rails of Visa and MasterCard so if a business in downtown accepts MasterCard or Visa, it can accept the Downtown Newark Gift Card, provided the business is enrolled in the gift card program. No change of processor or bank on the merchants' part is required. A business' terminal(s) just need to be registered through a simple process and the funds from any gift card purchase are automatically sent to their bank account(s). In addition, because the gift card requires registered terminals and does not have a Visa logo, it can be limited to only downtown Newark participating businesses, which is key to making sure the money stays in downtown. In short, the MNS gift card not only met our program criteria, but exceeded it with management and administrative facets we didn't even imagine. The tracking system allows us to monitor sales, transactions and other data which will be very helpful for Economic Restructuring strategies.

MNS assisted the DNP with program set up, meeting all program requirements, securing approvals of our gift card design, disclosures and agreements with Palm Desert National Bank and Visa. The custom gift card, card holder, and envelope (designed locally) were all approved and ordered; businesses were solicited and enrolled; and staff trained all in time for card sales to begin on December 17, 2009! We sold \$33,380 in 2010.

### **This Year's Program**

Gift card sales for 2011 have been brisk. We already sold \$22,000 in Downtown Newark Gift Cards this year! All that money stays in downtown Newark! We believe that it is the best business retention strategy that the DNP has ever produced! Customers are happy because the gift card is handy, convenient to use, and accepted at 70 locations downtown. It also can be used multiple times. The previous gift certificates were "one time use tender," in other words, a gift certificate could only be used at one location and change was provided in US currency. This process meant that we could not guarantee that all gift certificate monies were spent in downtown so the program's economic impact was difficult to track. Downtown businesses are happy because the gift card is easy to process, pumps money into the local economy, and they immediately receive their money. With the previous gift card program, businesses had to mail or deliver gift certificates to the DNP offices, and wait for the gift certificate to be recorded, a check request prepared, and then a check cut and mailed to them. Depending on the time of year, that might equal a three week wait for their money. The system is also much easier to manage administratively on the DNP side of things – and it turns out that it is also cheaper when one considers certificate purchase, processing and mailing expenses to run the old program.

The program was also used for our holiday promotions in 2010. For every \$250 in receipts a customer presents from participating businesses in downtown for items purchased between Black Friday and New Year's Eve, the DNP rewarded them with a \$25 gift card. The promotion encouraged pre-holiday and post-holiday sales and we are pleased that we've come up with a reward that will simply funnel back more money into the downtown Newark economy through gift card use. The promotion generated \$33,250 in sales before the holiday and \$3,325 in post holiday sales.

We believe the Downtown Newark Gift Card is an invaluable economic restructuring tool. Its main objective is to support our local businesses financially – and in that, it has been wildly successful by pumping nearly \$60,000 into downtown businesses since it began. The Gift Card Program also helps the DNP's image in the business community because participating in the program is free to downtown businesses, and therefore, businesses can readily see that the DNP is working for them. It is also a great tool for recruiting purposes. Many new business prospects have been impressed that such a benefit is available to them if they open a business in downtown Newark. Finally, the Gift Card Program helps to reinforce in people's minds that downtown Newark is a unified shopping, dining and entertainment district as one gift card can be used at all participating establishments – like a mall gift card, only much, much better.

**DOWNTOWN Newark**  
A New Day Everyday!

**EAT. SHOP. ENJOY**

*Holiday Movie Matinees*

- 11 AM - NEWARK CINEMA CENTER 3, NSC  
FREE WITH A DONATION OF A NON-PERISHABLE FOOD ITEM FOR THE NEWARK AREA WELFARE COMMITTEE'S FOOD CLOSET.
- 12/3 - CHRISTMAS STORY  
SPONSORED BY CAPTAIN BLUE HEN
- 12/10 - IT'S A WONDERFUL LIFE  
SPONSORED BY MINSTER'S JEWELERS
- 12/17 - TO BE ANNOUNCED
- 12/24 - POLAR EXPRESS  
SPONSORED BY NEWARK DAY NURSERY & CHILDREN'S CENTER

*Gift Card Give-Away*

SPEND \$250 AT DOWNTOWN NEWARK BUSINESSES BETWEEN BLACK FRIDAY AND NEW YEAR'S DAY AND GET A FREE \$25 DOWNTOWN NEWARK GIFT CARD!

VISIT OUR WEBSITE FOR DETAILS.

[enjoydowntownnewark.com](http://enjoydowntownnewark.com)



**Participating Merchants as of 10/10/11**

Ambitions Salon, 45 E. Main St., 2<sup>nd</sup> floor  
 Aunt Margaret's Antiques, 294 E. Main St.  
 Barnes & Noble, 83 E. Main St.  
 Bing's Bakery, 253 E. Main St.  
 Bloom, 92 East Main St.  
 Buffalo Wild Wings, 100 Elktion Road  
 Caffe Gelato, 90 East Main St.  
 Catherine Rooney's, 102 E. Main St.  
 California Tortilla, 55 E. Main St.  
 Captain Blue Hen Comics, 280 E. Main St.,  
 Ste 101  
 Cameras, Etc., 165 E. Main St.  
 Central Perk, 42 E. Main St.  
 Clothes In The Past Lane, 56 E. Main St.  
 Coldstone Creamery, 168 E. Main St.  
 Cosi, 111 E. Main St.  
 Cucina Di Napoli, 76 E. Main St.  
 Deer Park Tavern, 108 W. Main St.  
 Delaware Book Exchange, 58 E. Main St.  
 Delaware Running Company, 129 E. Main St  
 Downtown Parking Lots, 3 downtown  
 locations  
 E.C. Shades, 108 E. Main St.  
 Empowered Yoga, 329 Newark Shopping  
 Center  
 Flip Flops Shops, 148 E. Main St.  
 Formal Affairs, 257 E. Main St.  
 Frolic on Main Street, 170 E. Main St.  
 Fusion Fitness Center, 280 E. Main St, Ste  
 118.  
 Gecko Fashions, 146 E. Main St.  
 Grassroots Handcrafts, 93 E. Main St.  
 Grotto Pizza, 45 E. Main St.  
 Groucho's Deli, 170 E. Main St.  
 Hardcastle Gallery, 622 Newark Shopping  
 Center  
 Heart and Home, 108 Newark Shopping  
 Center  
 Home Grown Café, 126 E. Main Street  
 Iron Hill Brewery, 147 E. Main Street  
 Kildare's Irish Pub, 45 E. Main Street, 2<sup>nd</sup> Fl.

Klondike Kate's, 158 E. Main St.  
 Kneisley Eye Care, 45 E. Main St., 2<sup>nd</sup> Floor  
 Mediterranean Grill, 612 Newark Shopping  
 Center  
 Minister's Jewelers, 205 Newark Shopping  
 Center  
 Mizu Sushi Restaurant, 132 E. Main Street  
 Moxie Boutique, 48 E. Main Street  
 National 5 & 10, 66 E. Main St.  
 Newark Alternations & Designs, 276 E. Main  
 St., Ste 105  
 Newark Camera Shop, 63 E. Main St.  
 Newark Deli & Bagels, 36 E. Main St.  
 Newark Natural Foods, 280 E. Main St., Suite  
 105  
 Pat's Pizzeria & MVP, 160 Elktion Road  
 Rainbow Books & Music, 54 E. Main St.  
 Romanick Pottery, 170A E. Main St  
 Santa Fe Mexican Grill, 190 E. Main St.  
 Saxby's Coffee, 57 Elktion Road  
 Seasons Pizza, 203 E. Main St.  
 Second Source, 331 Newark Shopping  
 Center  
 Shamrock Printing, 261 E. Main St.  
  
 Sinclair's Café, 177 E. Main St.  
 Stone Balloon Winehouse, 113 E. Main St.  
 Subway, 165 E. Main Street, Trader's Alley  
 Sweet-N-Sassy Cupcakes, 134 E. Main St.  
 Switch, 54 E. Main Street  
 The Days of Knights 173 E. Main St.  
 The Learning Station, 121 E. Main Street  
 The Saigon Restaurant, 207 Newark Shopping  
 T'licious, 58 E. Main St.  
 Village Imports, 165 E. Main St., Trader's  
 Alley  
 Walgreen's (Happy Harry's), 124 E. Main St.  
 Wings To Go, 174 E. Main St.  
 World Class Supply, 175 Elktion Road  
 You've Been Framed, 209 E. Main St.

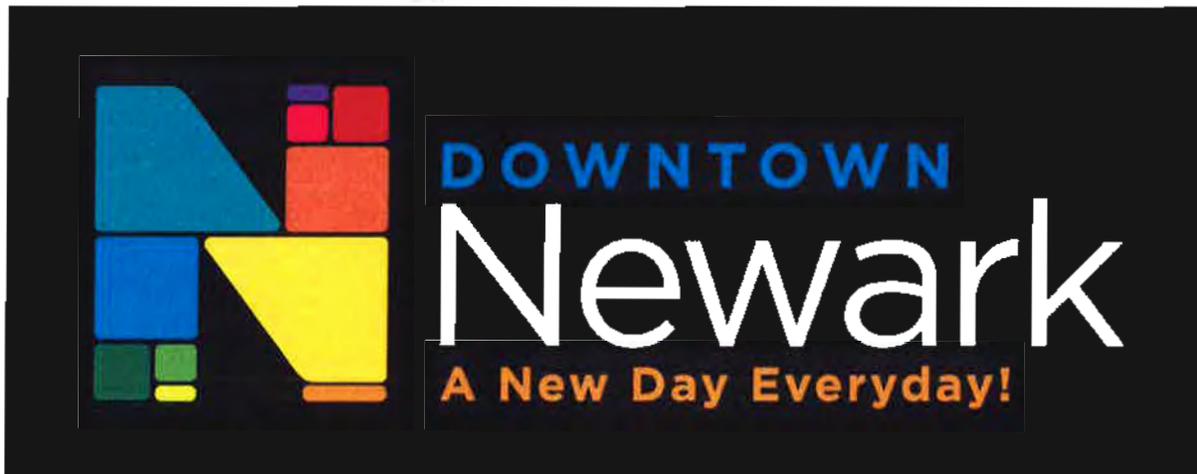
## New Student Orientation

This summer, the University of Delaware generously offered to distribute our Downtown Newark Map & Guide and a promotional flyer during the 2011 New Student Orientation program to new students and their parents! Downtown Newark businesses willing to offer special sales and services to new students and their families during New Student Orientation process (June 21 - July 20) were invited to participate in the flyer free of charge. The DNP Merchants Committee appreciated the opportunity to reach 4,500 new UD students and their families – and looked forward to establishing a positive first impression with students and their families, while at the same time boosting summer sales!

The Committee advertised the opportunity to downtown businesses and organized the information for staff to develop the flyer and duplicated it for distribution at New Student Orientation.

## **Welcome UD Class of 2015 & Families**

Downtown Newark is pleased to welcome you to the best darn college town around!!



### **Restaurants, Cafés, & Specialty Foods**

Bing's Bakery 253 E. Main Street

Present this flyer & receive 10% off entire purchase (excludes wedding cakes).

Expires 8/31/07.

Caffe Gelato 90 E. Main Street

Free gelato for everyone at the table with lunch or dinner, plus guaranteed Freshman Parents Weekend reservations if you dine with us during Delaworld!

California Tortilla 55 E. Main Street

Present this flyer & receive 15% off entire order, PLUS a free T-Shirt while supplies last.

Home Grown Café 126 E. Main Street

Present this flyer:

5-10 PM : Order any entrée & receive free ice cream for dessert

5-7 PM : Enjoy half-priced appetizers in our lounge

Newark Deli & Bagel 36 E. Main Street

10% off entire purchase with this flyer!

### **Restaurants, Cafés, & Specialty Foods (cont.)**

Pat's Family Restaurant and MVP 160 Elkton Road

Present this flyer & receive 15% off any order.

Shaggy's on Main 45 E. Main Street, Galleria, second floor

Buy one menu item & receive any other menu item of equal or lesser value

FREE with this flyer.

Sweet n Sassy Cupcakes 134 E. Main Street

Present this flyer and receive one free cupcake with purchase of any cupcake.

Limit 1 free cupcake per flyer.

### **Gifts, Clothes & Specialty Shops**

Captain Blue Hen Comics 280 E. Main Street, Market East Plaza

Free comic book from selected stock. No purchase necessary. We will also waive the deposit (a \$10 value) for our Subscription Services for any new sign ups with this flyer.

Crystal Concepts 131 E. Main Street

Welcome students! 10% off all jewelry with this flyer.

Gecko Fashions 146 E. Main Street

Present this flyer & receive a 10% discount on all non-discounted items.

Grassroots Handcrafts 93 E. Main Street

10% off any purchase over \$10 with this flyer.

Minster's Jewelers, 205 Newark Shopping Center

Welcome new students! Free jewelry cleaning. up to five items!

Romanick Pottery 170 E. Main Street

Welcome new students & parents! Take 15% off anything in our gallery during Delaworld. Open Tues., Thurs. & Fri. 12-6 PM; Sat. 10 AM-5 PM.

The Dressing Room 280 E. Main Street, Market East Plaza

Dancewear for all dancers. 15% discount on total purchase. Limit to 1 time use.

Village Imports 165 E. Main Street

Present this flyer & receive 10% off all jewelry, clothes & dorm décor thru 7/31/07.

Other

Brunswick Blue Hen Lanes 501 Newark Shopping Center

Bring family & friends for \$.99 Games of bowling. No limit.

Expires 7/20/07.

Commerce Bank on the corner of E. Delaware Avenue & Chapel Street

Free student checking, free first order of wallet size checks, plus \$25 added to your initial deposit and a chance to win great prizes.

**Empowered Yoga** 230 Newark Shopping Center (next to movie theatre)

Present this flyer with your student ID and pay \$20 for 7 days unlimited yoga classes. 92 E. Main Street.

**Tiger & Crane Kung Fu Academy** Market East Plaza (behind Co-Op)

Bring this flyer and receive free introductory class valued at \$50 for you and a friend. UD Student Group and individual discounts apply.

[www.enjoy.downtownnewark.com](http://www.enjoy.downtownnewark.com)

### **Holiday Ad Campaign**

Newark completed another large advertising campaign for the 2010 holiday season and is gearing up for the 2011 holiday season. Advertising is coordinated to promote downtown activities, events, restaurants and retailers in the most cost-effective manner to draw holiday shoppers and consumers to downtown Newark. \$4,500 was raised through merchant donations in 2010, more than 87% of the total \$5,141.72 advertising expenditure. The difference was made up from the DNP's general budget as in past years. The Committee hopes for another successful 2011 Holiday Ad Campaign.

The 2010 budget provided a successful holiday advertising program, by targeting the expenditures to where they could be most effective. The effort resulted in:

#### **CHESAPEAKE PUBLISHING COMPANY**

##### **Newark Post**

Three ½ page full color ads on rear cover - 12/10, 12/17, 12/22 @ \$375 each. Total commitment = \$1125

#### **CHESTER COUNTY PRESS**

##### **Newark Life Magazine**

One ½ page full color ad - 11/11 - \$175

##### **Greenville & Hockessin Life Magazine**

One ½ page full color ad - 12/9 - \$175

##### **Chester County Press Black Friday Tabloid**

One ½ page full color ad - 11/25 - \$175

##### **Chester County Press** - ROP - Free

##### **Chester County Press Last Minute Shoppers Guide**

One ½ page full color ad - 12/16 - \$175

Total Chester County Press = \$875

#### **NEWS-JOURNAL**

##### **Spark and 55 Hours Combined**

Four ¼ page full color ads in 55 Hours on 11/26, 12/3, 12/10, 12/17; Four 1/4 page full color ads in Spark on 11/24, 12/1, 12/8, 12/15.

## Crossroads

Four ¼ page full color ads in Crossroads in the following 4 blocks: Newark, Hockessin/Pike Creek, Christina and Wilmington/Elsmere - for 4 consecutive weeks: 11/25, 12/2, 12/9, 12/16.

Total News Journal commitment = \$3,141.72

Total Downtown Advertising Package = \$5,141.72

2011 plans call for a repeat of the *Newark Post*, *Cecil Whig*, *News Journal 55 Hours/Spark*, *Newark*, *Greenville*, *Hockessin Life Magazines* and the *Chester County Press*. The Merchants Committee is also working on the second annual Gift Card Give-Away Promotion for this season. Specifically, to add value to the already extensive holiday ad campaign, the DNP Merchants Committee is offering the Gift Card Give Away opportunity to businesses contributing \$150 or more to the Downtown Newark Holiday Ad Campaign!

 <p><b>EAT</b></p>	 <p><b>SHOP</b></p>	 <p><b>ENJOY</b></p>	 <p><b>DOWNTOWN</b> <b>Newark</b> A New Day Everyday!</p>
<p><b>DOWNTOWN NEWARK GIFT CARD GIVE-AWAY!</b> SPEND \$250 AT PARTICIPATING DOWNTOWN NEWARK BUSINESSES BETWEEN BLACK FRIDAY AND NEW YEAR'S DAY AND GET A <b>\$25 DOWNTOWN NEWARK GIFT CARD</b> FOR FREE! VISIT OUR WEBSITE FOR DETAILS.</p>  <p><b>www.enjoydowntownnewark.com</b></p>		<p><b>HOLIDAY EVENTS</b> <b>BLACK FRIDAY</b> RETAIL SPECIALS AND FREE PARKING ALL DAY <b>WINTERFEST</b> FRIDAY 12/3, 6-8PM (RAIN DATE 12/4) FAMILY FUN <b>WONDERFUL WINTER WEDNESDAYS</b> RETAIL AND DINING SPECIALS <b>HOLIDAY MOVIE MATINEES</b> NEWARK CINEMA CENTER 11AM ENJOY FREE ADMISSION WITH A NON-PERISHABLE FOOD DONATION FOR THE NAWC 12/4 A CHRISTMAS STORY - SPONSORED BY CAPTAIN BLUE HEN COMICS 12/11 TBA - SPONSORED BY TBA 12/18 IT'S A WONDERFUL LIFE - SPONSORED BY NEWARK NATURAL FOODS CO-OP 12/24 POLAR EXPRESS - SPONSORED BY NEWARK DAY NURSERY AND CHILDREN'S CENTER <b>ENJOY FREE PARKING ALL DAY, EVERY DAY 12/18 - 12/26!</b></p>	

**2010 Holiday Storefront Decorating Contest**

**First Place - Caffe Gelato, 90 E. Main Street**



**Second Place - Flavor, 151 E. Main Street**



**Third Place – Clothes in the Past Lane, 56 E. Main Street**



The contest was a success, and a well-deserved “thank you” goes out to all who participated! Downtown Newark looked quite festive, thanks to the 70 participating merchants who decorated.

This year’s Holiday Storefront Decorating Contest will also be judged by a panel of judges the week after Winterfest.

**Saturday Morning Holiday Movie Matinees**

Throughout December 2010, Saturday mornings featured **Saturday Movie Matinees** at Newark Cinema Center 3. Sponsored by Captain Blue Hen Comics and Newark Day Nursery and Children’s Center. Movies included: (1) *A Christmas Story*, (2) *It’s a Wonderful Life*, (3) *MegaMind*, (4) *Polar Express*. Admission to the film is free with a donation of a non-perishable food item for the Newark Area Welfare Committee’s Holiday Basket or Food Closet Programs. The events were so successful that the Committee will look to continue the free holiday movie matinees again this year.

## Promotional Events

The Merchants' Committee likes to take every available opportunity to promote downtown businesses. Whenever there are special events in town, the Committee seeks to be involved and to reach out to the new crowd of potential consumers. The Committee provides visitors with information about local businesses, so they feel welcome and can enjoy what downtown Newark's businesses have to offer during their stay. With the Economic Enhancement Committee, Merchants developed the "Welcome to Newark" promotional envelopes and stuffed them with discount coupons, parking vouchers, maps and a letter of welcome.

During other special events, such as Newark's Wine and Dine Downtown and the Newark Food & Brew Fest, the Committee took the opportunity to promote retail businesses as well as restaurants, by encouraging retail outlets to hold sidewalk sales or other special promotions to take advantage of the increased foot traffic in the area.

## August Promotion

August is a traditionally slower month in downtown Newark. This year, the DNP Merchants Committee decided to try a promotion to help downtown businesses get through it! The committee contracted for a two page spread in Clipper Magazine (publication date - July 28, 2011) for direct mail to households in Newark and a 4 page glossy insert in the July 29<sup>th</sup> issue of the Newark Post (circulation: 5,500) with 4,000 an overrun used for in-store promotion and at visitors' centers highlighting our retailers and restaurants for the month of August.

Here's how it worked: Each participating business paid \$200 to cover the collateral costs and had to commit to accepting coupons (Downtown Dollars) from 7/28 – 8/31 with the following discounts:

\$2 off a purchase of \$10 or more; \$5 off \$25 or more; \$10 off \$50 or more; and \$20 off \$100 or more.

We had one page (with unique coupons) for retailers and one page for restaurants (with restaurant only coupons) in Clipper Magazine and in the insert. The insert also had additional information about downtown and upcoming events in it. The promotion was limited to 12 participating establishments per page.

A total of 23 downtown businesses participated. The promotion was very successful for some businesses and not at all successful for others. The committee will continue to look at ways to promote our downtown businesses during the slower summer months and perhaps tweak this particular promotion or develop another to take its place based on participant input.

**Downtown Newark**  
A New Day Everyday!

Enjoy your summer days and nights with our downtown sizzling savings!

**BARNES & NOBLE**  
69 E. Main St.  
302-431-7637

**Caffe Gelato**  
90 E. Main St.  
302-730-9811

**Cold Stone Creamery**  
180 E. Main St.  
302-731-0346

**Deer Park Tavern**  
800 E. Main St.  
302-436-3000

**Joann**  
170 E. Main St.  
302-737-4339

**Mizu**  
152 E. Main St.  
302-234-3308

**Mojo**  
210 E. Main St.  
302-393-7421

**Seasons Pizza**  
90 E. Main St.  
302-369-4422

**2 DOWNTOWN DOLLARS**  
REDEEM THIS COUPON FOR:  
\$2 OFF lunch menu \$10 OFF lunch menu  
\$5 OFF lunch menu \$20 OFF lunch menu

**2 DOWNTOWN DOLLARS**  
REDEEM THIS COUPON FOR:  
\$2 OFF lunch menu \$10 OFF lunch menu  
\$5 OFF lunch menu \$20 OFF lunch menu

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**2 DOWNTOWN DOLLARS**  
REDEEM THIS COUPON FOR:  
\$2 OFF lunch menu \$10 OFF lunch menu  
\$5 OFF lunch menu \$20 OFF lunch menu

Clipper Magazine Ad (August Promotion)

## Block Captains

In order to foster the best communication and cooperation between downtown businesses, the Merchants' Committee has instituted a system of Block Captains. Under this system, a few individuals are each assigned to a specific area of downtown where they are responsible for disseminating information. This is one way that the Merchants' Committee works to keep everyone on the same page and make sure that information gets to those who need it in a timely fashion.

## New Business Outreach

Each year a few new businesses come to the Downtown Newark area. The members of the Merchants' Committee personally contact business owners to encourage them to attend Merchants' Committee meetings and participate in downtown events. At the beginning of each meeting, the Committee sets aside time to introduce themselves to new business owners, and invite them or any other member of the business community to discuss any concerns, questions or suggestions that they may have with the committee. In addition to this outreach, the Committee is working on a Welcome New Business brochure to provide helpful information and assist the new business in being successful.

## Calendar of Event Magnet

At the Merchants Committee's suggestion, beginning in 2007, the DNP issues an annual calendar of events on a refrigerator magnet. This promotion is very well received and gets the Downtown Newark Calendar of Events into homes around the region. The event magnet is distributed through special events, included in the Downtown Welcome Packets, the Economic Enhancement Committee's Recruitment Packages, and in the packet of information provided to all new homeowners in Newark as part of the Planning & Development Department's Buyer Affidavit process.

The 2012 Calendar of Events Magnet is scheduled to debut at this year's Winterfest scheduled for December 2, 2011.



The image shows a colorful, rectangular magnet with a border of small, multi-colored squares. At the top left is the Downtown Newark logo, featuring a stylized 'N' and 'D' in blue and red. To the right of the logo is the text 'DOWNTOWN Newark' in blue and black. Further right, in a green oval, is the text '2011 Major Events Calendar'. Below this, the calendar lists events by month from January to December. At the bottom, the website 'enjoydowntownnewark.com' is written in yellow on a dark blue background.

**DOWNTOWN Newark** 2011 Major Events Calendar

**January**  
Restaurant Week: Monday 1/24 - Sunday 1/30

**April**  
Downtown Newark's Annual Wine & Dine: Saturday, 4/22, 4 - 9 pm  
Spring Community Clean Up: Saturday, 4/9, 9 - 11 am  
Nefeshy Memorial Walk/Run: Friday, 4/15, 8 pm  
AZD/DNP 5K Walk/Run - Saturday, 4/16, 9 am  
Egg Hunt: Saturday, 4/16, 10 - 11 am (Rain Date: Sunday, 4/17, 1 - 2 pm)

**May**  
Spring Concerts on Academy Lawn Every Thursday 5/5 - 5/26, 7 - 8 pm  
MEMORIAL PARADE: Sunday, 5/15 Memorial Ceremony - 1 pm, UD Green  
Memorial Parade - Main Street 2 pm

**June**  
Spring Concerts on Academy Lawn Every Thursday 6/2 - 6/23, 7 - 8 pm  
Newark Nite: Saturday, 6/4, 4 - 8:30 pm (Rain Date: Sunday, 6/5, 2:30 - 7 pm)

**July**  
Fireworks: Monday, 7/4, 6 - 8 pm (Rain Date: Tuesday, 7/5, Dusk)  
Downtown Newark's Annual Food & Brew Fest: Saturday, 7/23, 2 - 10 pm

**September**  
Newark Film Festival: Dates TBA, Newark Cinema Center  
Community Day: Sunday, 9/18, 11 am - 4 pm (Rain Date - Sunday, 9/25)  
Annual Taste of Newark: Sunday, 9/25, 12 - 3pm, Old College Lawn

**October**  
Main Street MMs: Saturday, 10/1, 8 am  
Halloween Parade and Trick-or-Treat Main Street: Sunday, 10/30, 3 - 5 pm

**November**  
Turkey Trot: Saturday, 11/18, 10K - 9 am, 5K - 10:15 am  
Black Friday Downtown Newark: Friday, 11/25

**December**  
Winterfest: Friday, 12/2, 6 - 8 pm (Rain Date - Saturday, 12/3)  
Wonderful Winter Wednesdays: Wednesdays (12/7, 12/14, 12/21), 3 pm  
Holiday Movie Matinees - Saturdays (12/3, 12/10, and 12/17), 11 am

[enjoydowntownnewark.com](http://enjoydowntownnewark.com)

## **Merchants' Committee** **2012 Work Plan**

**GOAL: Open and maintain lines of communication within the merchant community and between the merchant community and the other members of the Downtown Newark Partnership (City, University and Citizenry).**

### **OBJECTIVES FOR 2012**

1. Maintain the block captain system using the members of the Merchants' Committee to ensure that information is provided to every business in downtown Newark in a timely fashion. Translate flyers into Spanish.
2. Send the DNP E-News You Can Use E-Newsletter to downtown businesses to supplement the block captain system. Block captains to sign up each business in their areas to receive the E-Newsletter.
3. Provide an opportunity for any Newark business to raise issues of concern for discussion at every Merchant Committee Meeting.
4. Develop and distribute a Welcome Packet for new businesses. Make the Welcome Packet available on-line.
5. Continue the Special Events Refrigerator Magnet Promotion for distribution to all downtown businesses, new homeowners and at all downtown events.
6. Work to incorporate Elkton Road businesses within the downtown district in DNP activities and events.

**GOAL - Establish programs, publications and events that will make Downtown Newark a destination location for the entire family.**

### **OBJECTIVES FOR 2012**

1. Promote merchant participation in existing community and special events; assist the Events Committees, UD and the City with new special events to bring families to Newark including, but not limited to:
  - a. Restaurant Week
  - b. Newark's Wine & Dine Downtown
  - c. Newark Nite
  - d. Food & Brew
  - e. Newark Film Festival
  - f. Community Day
  - g. Taste of Newark

- h. Pink October
- i. Halloween Parade and Trick-or-Treat Main Street
- j. Expanded Holiday Promotions

2. Research the possibility of creating more retail based events.

3. Develop an advertising program to promote downtown Newark as a shopping and dining destination, including information about the Downtown Newark Gift Card program. Consider print, cable commercials and web enhancements in plan development.

**GOAL - Advocate the viewpoints and concerns of merchants to the City, State and the University.**

**OBJECTIVES FOR 2012**

- 1. Report all merchant concerns to the Downtown Newark Partnership Board or appropriate authority.
- 2. Represent the merchant community at public meetings when needed.

## Parking Committee

The **Parking Committee** works to improve off-street parking in Downtown Newark. This committee is constantly striving for more user-friendly and cost-effective ways to operate lots and meters, increased participation in the parking validation program, cooperation between private owners, as well as incorporating long-range parking plans with economic development to prepare Newark for future economic success. The work plan of the Parking Committee outlines the proposed strategy for meeting its goals.

The Parking Committee meets the second Wednesday of each month at 9:00 a.m. at City Hall. For more information, consult the postings in City Hall, call (302) 366-7030 or visit the website at [www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com).

### Parking Committee Members:

**Sally Miller**, (Chairwoman), Resident

**John Brook**, University of Delaware (retired)

**Fred Dingle**, Dingle Kane

**Heather Dunigan**, WILMAPCO

**Jim Grimes**, G4S Secure Solutions

**Ruth Mayer**, Lot Property Owner

**Joe McCoy**, Catherine Rooney's

**Krista Milkovics**, Attorney at Law, Haines St.

**George Stanko**, Traffic Lt., City of Newark

**Dennis McFarland**, City of Newark Finance,  
Director

**Staff:**

**Marvin Howard**, Parking Administrator

**Maureen Feeney Roser**, Assistant Planning &  
Development Director/DNP Administrator

### Also Serving on the Parking Committee in 2011

**James Bloser**, California Tortilla

**Barbara Clifton**, A Cut Above

## 2011 Accomplishments

### Free Parking Promotions

Working with other committees of the DNP, especially the Merchants and Events Committees, as well as the City Manager's Office and the Newark Police Department, the Parking Committee coordinated free parking for City events, and the holidays. Free parking encourages out of town visitors to enjoy Newark and helps downtown businesses draw in customers. In 2011, free parking was provided for Wine & Dine Downtown, the Memorial Parade, Newark Nite, the Food & Brew Fest, and the Halloween Parade. Over the last holiday season, the city also provided free parking over Thanksgiving weekend, for Winterfest, as well as every day from mid- December to the end of the year, so people could enjoy holiday shopping and festivities. The free parking dates provide a sales boost for downtown businesses, and encourage people to shop in downtown Newark for the holiday season.

### Improvements to Existing Lots

The Parking Committee is continually working on ways to improve the capacity and efficiency of our existing lots. One of the ways they do this is to work with the City to make sure the lots are well maintained.

This summer Lot #5 was completely repaved, restriped and renumbered through the City's Capital Improvement Streets contracted. The inclusion of this work in the City's Annual Street Program contract generated considerable cost savings to the Parking Division, and ensured a coordinated and efficient effort. The result was a repaving contract which resulted in very little disruption to parking lot operations this summer. It also resulted in considerable aesthetic improvements to the lot.



Lot #5

## New Municipal Lot #6

As part of the development of the University of Delaware's Bookstore (Barnes & Noble) site at 83 East Main Street, the City acquired the land at the rear of the development fronting on Delaware Avenue for a downtown parking lot to add to the inventory of the downtown parking system. In addition to donating the land as part of the parking waiver, the University paved, striped and installed parking meters and a change machine at this location to create a 32 space municipal parking lot in the heart of downtown to coincide with the opening of the new Barnes and Noble bookstore. The lot opened for business on August 1, 2011.

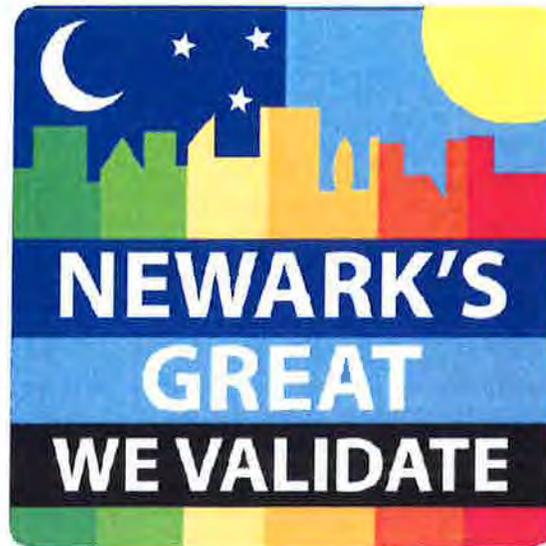
The Committee also installed a pilot parking lot identification sign at the site based on the downtown brand to determine its visibility and use for an overall system signage change. Since the sign was installed, the committee has been working with DeIDOT to tweak the design to meet the mandated Manual On Uniform Traffic Control Devices (MUTCD).



Lot #6

## Parking Validation

The Parking Committee continues to market the Downtown Parking Validation Program to downtown businesses and the public. To date, 65 downtown businesses will validate parking in municipal lots.



## Merchant Validated Parking Municipal Lots

### *"Visit Me & Park for Free"*

A Cut Above	92 E. Main Street
Ali Baba	175 E. Main Street
Abbott's Shoe Repair	92 E. Main Street
Ambitions Salon	45 E. Main Street
Barnes & Noble	83 E. Main Street
Bloom	92 E. Main Street
Brew Haha	45 E. Main Street
Caffe Gelato	90 E. Main Street
California Tortilla	55 E. Main Street
Cameras Etc.	165 E. Main Street
Catherine Rooney's Irish Pub	102 E. Main Street
Cat's Eye	144 E. Main Street
Central Perk	42 E. Main Street

Cheeburger Cheeburger	137 E. Main Street
Chipotle Mexican Grill	136 E. Main Street
Clothes in the Past Lane	56 E. Main Street
Coldstone Creamery	168 E. Main Street
Christian Science Reading Room	92 E. Main Street
Cucina di Napoli	76 E. Main Street
Dr. Thomas Cox	94 E. Main Street
E. C. Shades	108 E. Main Street
Flip Flop Shops	148 E. Main Street
Gecko Fashions	146 E. Main Street
Grassroots Handcrafts	93 E. Mains Street
Grotto Pizza	45 E. Main Street
Groucho's Deli	170 E. Main Street
Happy Harrys (Walgreens)	124 E. Main Street
Heart & Home	108 E. Main Street
Home Grown Café	126 E. Main Street
IHOP	108 E. Main Street
Iron Hill Brewery	147 E. Main Street
Italo's Tailor Shop	64 E. Main Street
Jefferson Consultants	51 E. Main Street
Kaplan Learning Center	59 E. Main Street
Kildare's Irish Pub	45 E. Main Street
Klondike Kate's	158 E. Main Street
Kneisley Eye Care	45 E. Main Street
The Learning Station	123 E. Main Street
Lieberman's Bookstore	45 E. Main Street
M & T Bank	82 E. Main Street
Mid-Atlantic Ballet	104 E. Main Street
Mizu Sushi Bar	132 E. Main Street
Moxie Boutique	48 E. Main Street
National 5 & 10	66 E. Main Street
Nationwide Insurance	94 E. Main Street
Newark Camera Shop	63 E. Main Street
National Letter Carriers Assoc	66 E. Main Street
Newark Deli & Bagels	36 E. Main Street
Newark Newsstand	70 E. Main Street
Newark United Methodist Church	69 E. Main Street
Panera Bread	140 E. Main Street
Rainbow Books & Music	54 E. Main Street
Santa Fe Mexican Grill	190 E. Main Street
Seasons Pizza	203 E. Main Street
Stone Balloon Winehouse	115 E. Main Street
Sweet & Sassy Cupcakes	134 E. Main Street

Switch Snowboards & Skateboards  
Tan Inn  
The Days of Knights  
T' Licious  
UD CMS Lab  
UD Physical Therapy  
UD Research Lab  
U.S. Post Office  
Washington House

54 E. Main Street  
59 E. Main Street  
173 E. Main Street  
58 E. Main Street  
Delaware Ave. & Academy St.  
63 E. Delaware Avenue  
63 E. Delaware Avenue  
110 E. Main Street  
113 E. Main Street

### **New Parking Lot and Trailblazing Signage**

The Parking Committee worked with the DNP Design Committee to develop a new design for downtown parking lot identification signs and banners, as well as trailblazing signs to lead drivers to municipal parking lots using the new downtown Newark brand. The Committees determined an appropriate design and made suggestions for locations for installations. With plan in hand, the Committee reached out to DelDOT to get approvals for sign installations along the right of way. DelDOT indicated that the proposed signs do not meet the Manual On Uniform Traffic Control Devices (MUTCD), which is a federal and state requirement for new signs along State highways. They have been working with staff to develop a design to incorporate the new brand and still meet the MUTCD. In the meantime, new banners to identify parking lot areas have been designed to incorporate the brand and the MUTCD required fonts and color scheme. These new banners will be installed by mid-November. The committee believes that the new streetlight banners will assist drivers in locating the parking lots while the new lot identification and trailblazing signage are being developed.



## **Lot #1 Parking Garage Memorandum of Understanding**

In January 2011, the City entered into a Memorandum of Understanding (MOU) with Newark Development Trust, LLC to determine the feasibility of building a parking garage on municipal lot #1. Newark Development Trust, LLC (NDT) is a limited liability company comprised of the members: (1) Teevebaugh and Associates – architects and planners with experience in parking deck design; (2) Wholson Construction Company – a construction services company with substantial experience in parking garage construction management; and (3) Community Development Capital Partners, LLC – a firm that has successfully raised and deployed \$35 million in equity investments under the federal New Markets Tax Credit Program. The memorandum of understanding gave NDT the right to pursue development of a parking structure on Lot #1; and exclusive rights to design and construct the facility, lease the non-parking related portions of the facility to third party users and undertake all other activities normally associated with the development of a parking deck at no cost to the City of Newark.

The MOU covers a three year period. The first year allows for NDT to assess the potential for land assemblage and the feasibility of the project. The first year is offered at no cost to NDT. After the expiration of the first twelve month period, NDT will compensate the City \$20,000 to secure NDT's right to develop a mixed use parking facility, and then a payment of \$40,000 twenty-four months after execution of the MOU to continue to hold this right. Newark will refund all payments from NDT upon permitting (as in receiving a building permit) of a parking deck facility. If the parking deck is not permitted within thirty-six months of the execution of the MOU, the City will retain all payments made by NDT.

In the first ten months of the MOU term, great progress has been made in land assemblage of the necessary parcels and determining the feasibility of the project. NDT meets with City staff quarterly to manage the terms of the MOU.

## Parking Committee 2012 Work Plan

**GOAL: Make parking a user-friendly and convenient service that is supportive of current businesses and future economic growth.**

### **OBJECTIVES FOR 2012**

1. Assist the Parking Division in facilitating the construction of a second level of parking in Municipal Lot #3 using the More Park System.
2. Based on the success of the promotional program for all downtown businesses to encourage the use of validation as a good business practice and to inform the public of validation opportunities using new validation decal:
  - A. Continue to advertise the validation program to businesses .
  - B. Continue to use DNP website to promote the businesses that validate.
  - C. Explore print ads to inform public of the program and advertise participating merchants.
3. Continue working on new ways to cooperate with DNP Committees, the City, downtown businesses and the University to promote customer-friendly parking including but not limited to:
  - A. Continue to promote and encourage permit holders to park at the rear of the lots.
  - B. Facilitate communication among DNP Committees and encourage Parking Committee members to be involved with other DNP efforts, including having the Parking Committee chairman serve on the DNP Board of Directors
4. Re-examine and evaluate the improvements made to the exit from Lot #3 including the additional pedestrian safety and driver notification measures recently installed to determine if additional resources are necessary or desirable. Continue to seek alternate exit land option for Lot #3.
5. Complete installation of trailblazing, directional signage and lot identification signs using the downtown brand to make it easy to locate municipal parking lots in the downtown area. Evaluate improvements once completed.

6. Continue to provide guidance to the Planning and Development Department's Parking Division on lot utilization, monthly permits, parking fees and general parking administration.
7. Continue to coordinate with the Bicycle Committee and the Public Works Department to install convenient bicycle parking downtown.

**GOAL: Develop long-range plans to serve projected parking needs and integrate these plans with economic development.**

**OBJECTIVES FOR 2012**

1. Advocate for a resolution to impediments to moving forward with building a downtown parking structure based on the 2011 update of the 2006-07 Desman Associates garage needs assessment study. Assist the Parking Division in developing specifications for a downtown parking structure, should the City decide to move forward with the project.
2. Explore the opportunities for surface parking lot expansion.
3. Monitor economic development along Elkton Road for future parking needs.