



# 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

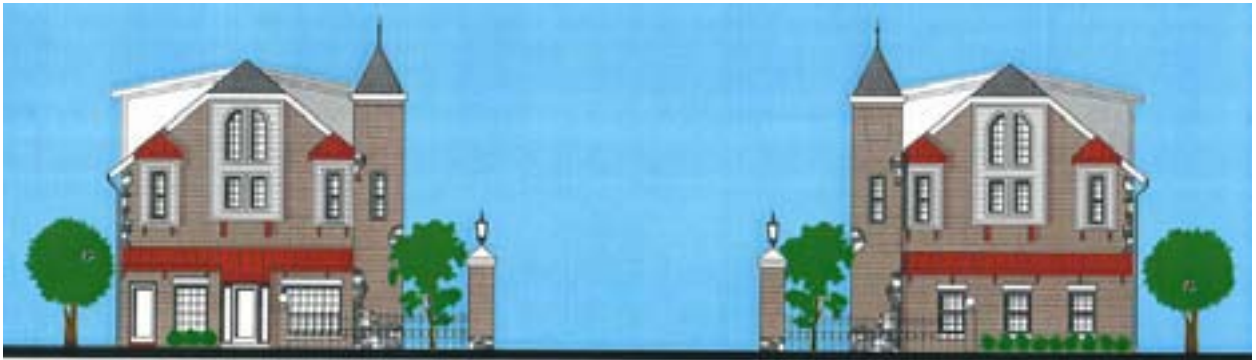
**Michael Fortner**, AICP, Planner, City of  
Newark

## **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.



**NOTE:** IN ORDER TO MAKE ARRIVE BY DATE, APPROVAL MUST BE WITHIN 24 HOURS. PROOF #2

Ink Color and Size	
Thomas Brady & Associated Artists PO Box 996 Stevensville, MD 21155 410-643-0962 www.tbrady.com	Material - 18oz Vinyl Ink Colors - Digital Size - 30" x 94" Qty - 20 Double Designs Job # - 74032

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

**Dana Johnston**, Community Affairs Officer

**Marvin Howard**, Parking Administrator

**Maureen Feeney Roser**, Assistant Planning & Development Director, DNP Administrator

**Michael Fortner**, Vice Chair, Planner

**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.

Stay Connected with Downtown Newark:



Upcoming Events | Business Directory | Contact Us

Businesses Events Downtown Updates Gift Cards Parking About DNP Gallery



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.



[READ MORE...](#)

**Great American Main Street Awards<sup>®</sup>**  
NATIONAL TRUST FOR HISTORIC PRESERVATION<sup>®</sup>  
2011 Winner

## Events

A City of Newark Parks and

### Annual Turkey Trot (10K Run and 5K Run)

37th ANNUAL TURKEY TROT  
Saturday, November 19 8am  
Registration Check-In Handloff Park

[Read more >](#)



**Annual 5K ar**  
ardax, 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.



### 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

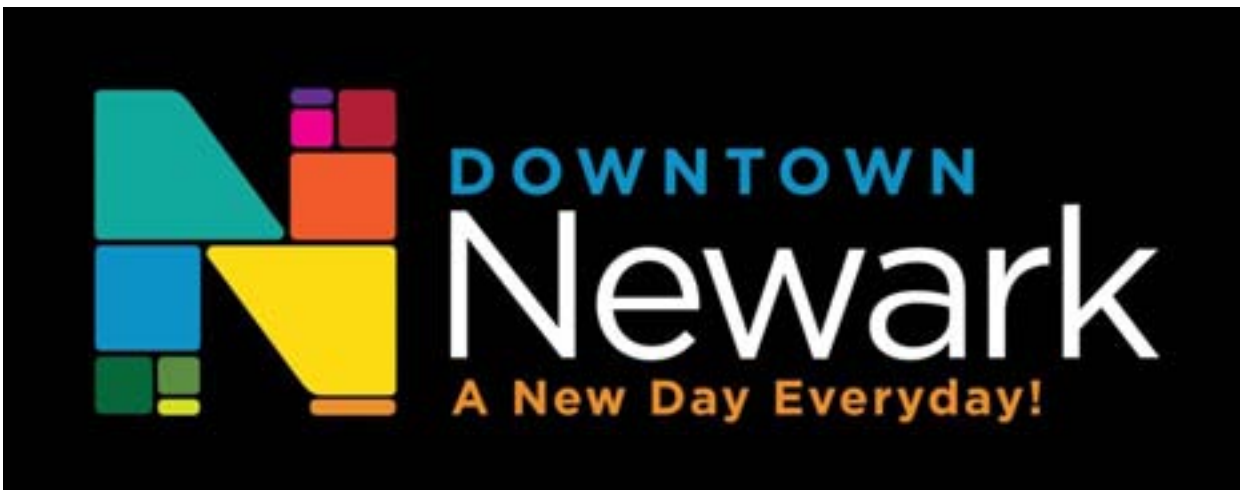
We are Delaware's college town, where new faces and historic places combine to provide our residents with diverse experiences around every corner,

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



### February

March

**SAVE THE DATE**

Newark

Newark's Wine & Dine Downtown

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.visitdowntownnewark.com](http://www.visitdowntownnewark.com)

April

Just minutes away...

POST HOUSE

SMILE

**Downtown Newark**

Great American Main Street

DOWNTOWN Newark  
A New Day Everyday!

June

Just minutes away...

DOWNTOWN Newark  
A New Day Everyday!

Great American Main Street  
2011 National Winner

visit UNIVERSITY OF DELAWARE

May

Just minutes away...

Spring Concert Series

FREE Concerts  
Thursdays 7 - 9pm  
May 8 - June 23  
Academy Lawn,  
Main Street

DOWNTOWN Newark  
A New Day Everyday!

enjoydowntownnewark.com

July

**BARNES & NOBLE BOOKSTORE**  
Grand Opening  
September 1, 2011  
82 East Main Street in Newark

Apple Authorized Computer Store | Dairy Creamery | Williams-Sonoma

**FOOD & BREW FESTIVAL**  
SATURDAY JULY 23 2-10PM

17 RESTAURANTS  
Over 40 specialty brews!  
Mugs & Shops Sidewalk Sale  
Begins at noon  
Root Beer Tastings, Sausage Mugs,  
Live Entertainment

NewarkFoodAndBrewFest.com

August

**Downtown Newark**  
A New York Destination

Just minutes away...

**DARE TO BE THERE.**

September

**Constitution Day 2011**  
Friday, September 16

**Constitution Day.**  
The United States is commemorating the Constitution and signing of the Bill of Rights on the 217th anniversary of the signing of the Constitution of the United States. The United States Constitution is the supreme law of the United States. It is the foundation of the nation's government and the rights of its citizens. It is the document that defines the structure of the federal government and the relationship between the federal government and the states. It is the document that has shaped the course of our nation's history and the lives of our citizens.

**Newark**  
A New Day Every Day

October

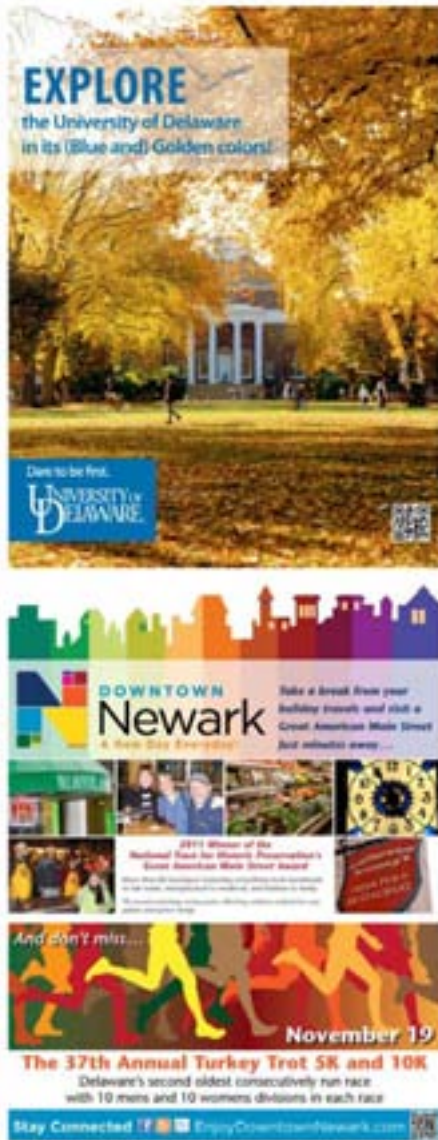
**Downtown Newark**  
A New York Destination

Just minutes away...

**DARE TO BE THERE.**

Great American Main Street Awards  
NATIONAL TRUST FOR HISTORIC PRESERVATION

November



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 Baulieu 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:**

**Kay Snelling**, Gecko Fashions, Chair

**Julie Keppel**, Brunswick Blue Hen Lanes

**Robin Burgess**, Chesapeake Publishing

**Eric Nelson**, UD Office of Public & Media Relations

**Nic DeCaire**, Fusion Fitness Center

**Faith Simperts**, Louviers Federal Credit Union

**T. Michael Ferguson**, Wilmington Trust

**Jennifer Galt**, Barnes and Noble

**Cari Woolf**, Moxie Boutique

**Rikki Goren**, Kildare's Irish Pub

**Staff:**

**Denise Hartranft**, Village Imports

**Maureen Feeney-Roser**, Assistant Planning & Development Director, DNP Administrator

### **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**



### 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 Elkton Road  
 Caffè 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 Elkton 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 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 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 Elkton 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 flier 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!

**EAT**

**SHOP**

**ENJOY**

**DOWNTOWN Newark**  
A New Day Everyday!

**DOWNTOWN NEWARK GIFT CARD GIVE-AWAY!**  
SPEND \$250 AT PARTICIPATING DOWNTOWN NEWARK BUSINESSES BETWEEN BLACK FRIDAY AND NEW YEAR'S DAY AND GET A \$25 DOWNTOWN NEWARK GIFT CARD FOR FREE!  
VISIT OUR WEBSITE FOR DETAILS.  
[www.enjoydowntownnewark.com](http://www.enjoydowntownnewark.com)

**HOLIDAY EVENTS**  
**BLACK FRIDAY** RETAIL SPECIALS AND FREE PARKING ALL DAY  
**WINTERFEST** FRIDAY 12/3, 6-8PM (RAIN DATE 12/4) FAMILY FUN  
**WONDERFUL WINTER WEDNESDAYS** RETAIL AND DINING SPECIALS  
**HOLIDAY MOVIE MATINEES** 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 COMIX  
12/11 TSA - SPONSORED BY TSA  
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  
ENJOY FREE PARKING ALL DAY, EVERY DAY 12/18 - 12/26!

## 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.



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.



## **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

<i>"Visit Me &amp; Park for Free"</i>	
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	54 E. Main Street
Tan Inn	59 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

**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. 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.