Engines of Economic Growth: Main Street

Kent County Economic Summit
September 24, 2013

Diane Laird
State Coordinator, Downtown Delaware
Delaware Economic Development Office

Downtown Delaware
Building Business Opportunity in Delaware’s Commercial Districts

Delaware Economic Development Office
Right Place. Right Size.
MAIN STREET
“FOUR POINT APPROACH”

1. **Organization**: Non-profit structure
2. **Design**: aesthetics of downtown
3. **Promotion**: of downtown and businesses
4. **Economic Restructuring**: business growth
"We want intimacy in our lives... No more malls..."

Faith Popcorn
http://www.angelfire.com/ut/wecreatemillionaires/faithpop.html

"...need for downtowns to prepare for an influx of aging baby boomers – who ‘now want to exchange the hassles of suburban life for the smaller scale and convenient amenities available in pedestrian-friendly cities.’"

Pete Golis
http://golis.blogs.pressdemocrat.com/10237/will-aging-baby-boomers-transform-downtowns/
THREE KENT COUNTY TOWNS
Façade renovations, building rehabilitations, new construction projects and completed public improvements:

**Dover**
- Public: $4,417,654
- Private: 27,631,786
- **TOTAL:** $32,049,440

**Milford**
- Public: $721,483
- Private: 2,104,278
- **TOTAL:** $2,825,761
BUSINESS/JOB GAIN SINCE 2009

- **Dover**
  - 32 Businesses
  - 70 Jobs

- **Milford**
  - 18 Businesses
  - 47 Jobs
SMYRNA...RECENT WINS!

...and another win right around the corner!
New businesses

1. Amici's Market
2. Bayard Pharmacy
3. Beehive
4. Cheveaux Salon
5. Frankfurt Bakery
6. Tommy's Goodies
7. Tresses Luxury Salon
8. Rouge
9. And one more to come…tell you in a minute!

And 48 rental units
MILFORD...RECENT WINS!

New businesses
1. Anne Jenkins Art Gallery and Studio
2. Chris and Jenna Computers
3. Delaware Fitness
4. Gallery 37 – Art Gallery
5. Little Posies Photography
6. Milford Florist and Home Décor
7. Milford Gifts
8. Pelican Bar and Grille
9. The Hidden Gem Boutique
10. Toute de Suite Patisserie – Bakery
11. And one to come…tell you in a minute!

Expansions
1. Blooming Boutique
2. Fur-Baby Boutique

Now Open
SPURRING ECONOMIC GROWTH...

- Community Branding
- Partnerships
VALUE OF COMMUNITY BRANDING
THREE KENT COUNTY TOWNS

Our Downtown

Milton
River Town.
Art Town.
Home Town.

Shopping & Dining Guide

Dover
DELAWARE

Historically Happening

Historic Smyrna

Visit Happening.com and see events, places to eat, shop, stay and play!
VALUE OF COMMUNITY BRANDING
Small-Town Charm, Big-Time Opportunity

Great Location
Ideally located close to major transportation arteries, Smyrna is a crossroads along Delaware’s major north-south interchanges of U.S. Route 1 and U.S. Route 13. Only one-half hour from Wilmington and within an easy drive to Philadelphia, Baltimore, Washington D.C., and Delaware beaches, our town is without boundaries to cultural, commercial and recreational opportunities. Through reasonable rental costs, a favorable tax environment and efficient town services, the Town of Smyrna is committed to a secure environment for business investment.

Smyrna, Then and Now
Founded in 1768 as a crossroads for commerce, the Town of Smyrna with its access to the Delaware Bay made it an attractive area to establish and grow a business for farmers, merchants and shippers alike. Throughout the years, Smyrna continued to prosper with its new wharves and warehouses, becoming a transportation center noted for its grain, lumber and peaches.

Today, set against a historic backdrop that reflects 200 years of architecture and enterprise, Smyrna is a growing, progressive community of a little over 10,000 residents, with excellent schools, forward-thinking town management and tremendous opportunity for the future.

Top 10 Reasons to Do Business in Smyrna
DELIVERING ON THE PROMISE...
Top 15 Places to Live. Delaware Today defines it.
We are a community born of the river. It is the mill at the crossing of the Mispillion that formed our name. This river was home to two centuries of shipbuilding that made us a center of maritime industry. This river remains our link to the vital waters of this great peninsula.

Though the nature of the river has changed, it is no less important to our lives. It bisects our...
Historically Happening

Delaware

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For more information, go to www.HistoricallyHappening.com and see events, places to etc, shop, stay and play!
Dover is Just a Bunch of Suits

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Blooming.

Dover
DELAWARE

Historically Happening

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Our Origin Story

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“PARTNERSHIP” AT ITS BEST...
Dover: Computers Fixed Today!
  • Comer Governor’s and Loockerman
Milford: Milford Massage, Wellness, & Yoga
  • Northeast Front Street
Smyrna: Royal Treatments (home décor)
  • Main Street
CONTACT INFORMATION

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