

TOWN MANAGER'S WEEKLY REPORT



UPCOMING MEETINGS & EVENTS ...

- ✓ **2014 Municipal Election:** Saturday, May 10th, from 1:00 PM to 7:00 PM, Town Hall
- ✓ **Town Council Meeting:** Wednesday, May 14th, at 7:00 PM, Town Hall
- ✓ **Planning Commission:** Wednesday, May 21st, 6:00 PM, Town Hall
 1. Public Hearing
 - Revision to Article XXII Signs
 - Addition to §230-5 Definitions (Animal Grooming)
 - Addition to §230-82 Permitted Uses (Animal Grooming)
- ✓ **Delaware League of Local Governments:** Thursday, May 22nd, 6:00 PM, Dover Downs
- ✓ **Town Council Meeting:** Wednesday, May 28th, at 7:00 PM, Town Hall

UPDATES FROM DEPARTMENTS ...

Finance

- As of May 8th, the Town has collected:
 - \$55,931 (3%) in property taxes of the \$1,474,559 billed (due date is June 9th, 2014)
 - \$682,002 (82%) of the \$829,037 April utility billing (due date was May 7th, 2014)
- Real Estate Transfer Tax Summary (April 2014)

	April 2014		April 2013	
	Month	Year To Date	Month	Year To Date
Transfer Tax Revenue	\$6,122	\$210,887	\$4,200	\$146,258

Planning

- Completed first FEMA webinar – “Letters of Map Change Fundamentals”
- Dunkin Donuts Final Plan re-submittal received
- Participated in Downtown Merchant Survey presentation

Police

- Significant Incident Reports distributed as received
- Code Enforcement has advised Fannie Mae is actively obtaining demolition bids for 101 Albury Avenue

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Public Works

- Tetrattech, contracted by DNREC, completed soil borings at Stevenson Lane
- Hot mix repair on pot holes started – focus on main roads first
- Obtaining bids for Franklin Street pavement rehabilitation

Wastewater

- Large Lagoon depth is 15 ½ feet and Small Lagoon depth is 6 feet
- Five (5) seasonal zones, additional 12.42 acres, have been opened in Pettyjohn Woods for additional spray disposal
- Clean out of the Biolac Clarifier and reinstallation of the travelling rake drive cable was completed

TOWN MANAGER'S UPDATE ...

- Met with representatives of Georgetown Kiwanis and Korean War Veterans to finalize plans for the 2014 Memorial Day Service (Shirley Dennis, Gene Dvornick, Walter Koopman, Holland vanValkenburgh)
- Reviewed insurance analysis with the Williams Agency (Bud Clark, Gene Dvornick, Olga Holm, Patty Walker)
- Attended DWSRF Borrower's Conference. Topics covered included:
 - ✓ **S**ystem for **A**ward **M**anagement (US Government funding management)
 - ✓ "Buy American" Iron and Steel Requirements
 - ✓ Davis-Bacon Wage Rates and Requirements
 - ✓ OMB Uniform Guidance (A-133 changes)
 - ✓ Delaware Rural Water Association Update
 - ✓ DTCC Training Opportunities
- Attended the Downtown Merchant Association survey results meeting and presented an update on East Market Street Improvements (Linda Dennis, Gene Dvornick, Jocelyn Godwin, Chris Lecates, Angie Townsend, Bill West)
- Reviewed Historic District Study Committee Report and outlined next steps (Linda Dennis, Gene Dvornick, Jocelyn Godwin, Kyle Gulbranson)
- Update at the Downtown Merchant Association survey results meeting
- Met with property owner (602 N. Bedford Street) to discuss improvement plans and conditional use process
- Met with representatives of EPA and Siemens to discuss Performance Contracting, Sustainable Energy Utility and facility energy audits (EPA: Jim Kern, Walter Higgins; Siemens: Mark Eliser, Martha Senf, Alison Shea; Bill Bradley, Gene Dvornick, Laura Givens, Eric Rust)

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- Attended Sussex County Association of Towns dinner meeting (Gene Dvornick, Mike Wyatt). Speakers were the Positive Growth Alliance and Center for Inland Bays
- Met with the representative of a downtown property owner to discuss alternative building uses
- Attended SCAT Steering Committee – focus was on current legislation and newly introduced legislation regarding imposition of tax and “all powers” language (HB 133)

PLEASE NOTE THIS REPORT AND ANY ATTACHMENTS ARE ONLY BEING SENT ELECTRONICALLY UNLESS OTHERWISE REQUESTED

Georgetown Merchant and Business Survey 2013

Facilitator:
Rick Ferrell, Retail Market Answers, LLC

Retail Market Answers,
LLC

Downtown Delaware
Building Business Opportunity in Delaware's Commercial Districts

Welcome!

- Welcome and introductions
- Your participation

...Please silence cell phones



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Overview

Working with **Retail Market Answers** and **Downtown Delaware** it is the intention of the Town of Georgetown to provide an opportunity to engage Business and Property owners in activities that will “**link and leverage**” their collective resources for the betterment of Georgetown.

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Today's Goals

Review the Results of the recent Survey

- **Provide an up to date viewpoint as to the opinions and preferences of business and property owners**
- **Begin the process of sharing this type of information**
- **Foster and Facilitate meaningful dialogue that leads to the creation of tools, practices and resources that benefit the businesses in downtown Georgetown**

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Survey Results

- Retail – 25%
- Service/Professional 42%
- Restaurant 33%

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Survey Results

Owners versus managers:

50%	Owners
30%	Managers
30%	Both

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Survey Results

How long have you been in business:

17%	Under 1 year
33%	1 – 5 years
17%%	6 – 10 years

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Survey Results

58% of survey Respondents are members
of the Georgetown Chamber of Commerce

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Survey Results

Is Business Improving?

27% say yes

55% say “stayed the same”

18% declined

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Survey Results

Own or Lease

17% Own

75% Lease

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Survey Results

Next 5 Years: Most Important areas of revitalization

Parking – 38%

Addressing blight, disrepair and vacancy – 25%

Events (for kids and making Georgetown a destination) – 25%

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Survey Results

58% of businesses surveyed are **Very Satisfied** with their present location

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Survey Results

25% of survey Respondents are **planning to expand** products/services or square footage

67% of survey Respondents **do not have plans for expansion**

8% of survey Respondents **plan to expand outside the downtown**

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Survey Results

Number of Employees

45 Full - Time

3 Part-Time

8 Seasonal

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Survey Results

Busiest Time of day

- Between 11:00AM and 2 PM

Busiest Day of Week

- Saturday

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Survey Results

Busiest Months:

- June – 58%
- July – 58%
- August – 50%
- December – 25%

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Survey Results

What type of Events would help to make your business more successful?

- Events that bring families and kids
- Community Entertainment
- Cultural Events (Plein Air painting)
- Peach Festival (in the park on North Bedford)
- More developer friendly

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Survey Results

% of Survey Respondents with an advertising budget:

54% do

46% don't

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Survey Results

How do you reach your customers?

- Word of Mouth – 92%
- Referral – 76%
- Internet – 62%
- Window Displays – 54%
- Direct Mail/Catalog – 31%
- Yellow Pages – 31%
- Newspaper – 23%

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Survey Results

Toughest Competition:

Most responses - Similar local/regional business

Other responses

- Internet
- Parking
- None – more businesses would help, not hurt

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Survey Results

77% of the Survey Respondents are willing to share customers?

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Survey Results

What businesses help you the most?

- Lawyers/Courts – 42%
- Restaurants – 17%
- Antique and Collectibles – 8%
- County and Administrative Offices – 8%

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Survey Results

67% of all survey respondents **do not** offer an e-commerce opportunity to drive or supplement sales

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Survey Results

46% of the Survey Respondents are using social media like Facebook, Twitter, and Tumblr

54% of the Survey Respondents are **not** using these tools

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Survey Results

15% of the Survey Respondents are considering façade improvements to the façade or exterior

39% of the Survey Respondents are “unsure” about undertaking such improvements

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Survey Results

46% of the Survey Respondents are willing to undertake façade improvements **provided there is some financial assistance**

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Survey Results

77% of the Survey Respondents are willing to share customers?

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Survey Results

“Very Important” Streetscape Amenities:

- Permanent Store Signage – 92%
- Way-finding Signage to parking locations – 85%
- Trees and landscaping – 75%

67% of survey respondents rated the following as very important:

- Pavers/Sidewalk Improvements
- Light fixture upgrades
- Merchant outdoor seating
- Way-finding signs to points of interest and Welcome signs

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Survey Results

39% of the Survey Respondents are willing to install a hose-bib device for the purpose of helping to water plants

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Survey Results

Survey Respondents rated the following as “very important” to their business:

- Cleanliness – 100%
- Atmosphere – 83%
- Central Downtown Location – 83%
- Availability of Parking – 75%
- Proximity to Government – 75%

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Survey Results

Top 3 things that would improve your business:

- More or Better Parking - 5
- Greater retail variety - 5
- Lower rents - 2
- More art, culture and events - 2
- More businesses open on Sunday
- Community Oriented policing
- Historic sites open
- More development (lower development fees)

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Survey Results

- Discussion and Next Steps

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Next Steps - Example

Services available through the Delaware Economic Development Office

Form an organization to advance some of the ideas and initiatives as described in the Survey

- Development of **initiative and plans:**

- Projects
- People
- Timeframe
- Costs, if applicable

- **Implementation**

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Feel free to contact me:

Rick Ferrell, Retail Market Answers, LLC

rickferrell@hotmail.com

917-335-1961

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Downtown Improvements Update

Town of Georgetown
May 6, 2014

Tree Replacement

- Two (2) Varieties
 - “Ivory Silk” (White)
 - “Okame Cherry” (Pink)
- Trees Installed
 - November 2013
- New Grates Installed
 - Spring 2014
- Traffic Tolerant
- Suitable for Urban Setting



Light Pole Replacement

- Total of 17 Light Poles
 - Same Light Fixture
- Planter Arm
 - On Order – 7; Goal is 2/pole
- Flag Holder
 - On order 1/pole
- Banner Arm
 - Future Goal
- Special Thanks
 - Georgetown Arts & Flowers



Policy & Procedures

- Historic District Review Committee
 - Permitted Uses
 - Potential for Expansion
- Downtown Design Guidelines
 - Materials ~ Look and Feel
- New Sign Ordinance

Initiatives

- Façade Improvement Program
 - Sign, Awning, Paint
 - Up to \$250.00 Matching Grant
 - Annual Renewal
- Town Branding
 - June 9 – 11
 - Facilitated with Stakeholders
 - Unveiling on June 11, 2014

Future: Litter Receptacles

22 Gal Trash Can



Dome Lid



Future: Benches



Downtown Improvements Update

May 6, 2014