

# TOWN MANAGER'S WEEKLY REPORT



## UPCOMING MEETINGS & EVENTS ...

- ✓ **Town Offices Closed:** Tuesday, November 4<sup>th</sup>, in observation of Election Day
- ✓ **Sussex County Association of Towns:** Wednesday, November 5<sup>th</sup>, at 6:00 PM, Bear Trap, hosted by Town of Millville
- ✓ **Town Offices Closed:** Thursday, November 6<sup>th</sup>, ½ day in observation of Return Day
- ✓ **Sussex County Association of Towns Steering Committee:** Friday, November 7<sup>th</sup>, at 9:00 AM, Arena's at the Airport
- ✓ **Town Offices Closed:** Tuesday, November 11<sup>th</sup>, in observation of Veterans Day
- ✓ **Town Council Meeting:** Wednesday, November 12<sup>th</sup>, at 6:45 PM: Public Hearing – CDBG Funding; 7:00 PM: Regular Meeting, Town Hall
- ✓ **Delaware League of Local Governments:** Thursday, November 13<sup>th</sup>, 6:00 PM, Duncan Center (Dover)

## UPDATES FROM DEPARTMENTS ...

### **Finance**

- As of October 31<sup>st</sup>, the Town has collected \$524,791 (57%) of the October Utility Billing (\$913,166)
- Submitted USDA grant reimbursement request (Town Hall Renovations) for the fire and access system - \$8,690.00

### **Planning**

- Georgetown Elementary/Middle School Right-of-Way dedication for DelDOT approved on October 31<sup>st</sup>,
- Shops of College Park tenant fit-out applications received (Verizon, nail salon)
- Review underway of comprehensive plan proposals from Cedar Creek Planning, UD-IPA, and URS
- Attended Delaware/Maryland APA Conference – reimbursement requested through DEDO

### **Wastewater**

- Large Lagoon depth is 2 ¼ feet and Small Lagoon depth is 1 ½ feet
- Replacement gearbox for Main Pumping Station screen ordered – estimated delivery time is five (5) weeks
- Repaired diffuser air hose in Bio-Lac aeration basin
- Field 2 (Baxter Farms) irrigation rig spray nozzles cleaned and piping flushed

# TOWN MANAGER'S WEEKLY REPORT



## Public Works

- Preparations for Return Day well underway
- Margaret Street Project pavement work scheduled for November 10<sup>th</sup>, weather permitting
- New West Market Street light pole and fixture installed
- Hydrant flushing continues

## Police

- Significant Incident Reports and Press Releases distributed as prepared
- Code Enforcement has been successful in having “No Trespassing” and “No Dumping” signs installed along the railroad tracks (See photo 1 & 2)
- Assistance from Public Works and Department of Corrections has resulted in the tracks being cleared of trash (See photo 3 & 4)

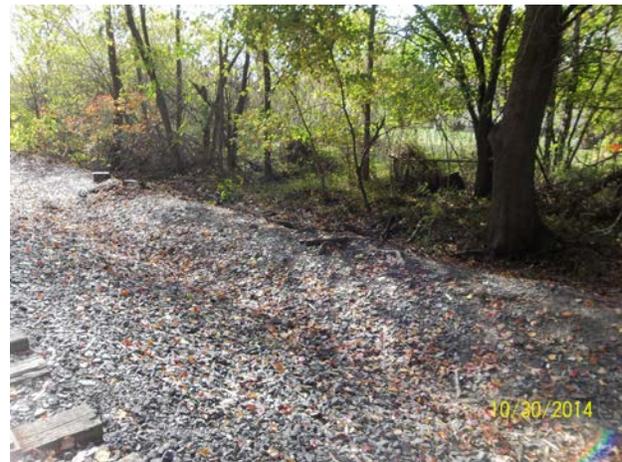
## TOWN MANAGER'S UPDATE ...

- Attended “Creating Walkable Urbanism” presentation – excellent information for inclusion in our Downtown Development District plan
- Progress Meeting for South Railroad Avenue Project:
  - ✓ 59% complete as to contract time (106 days/185 days)
  - ✓ 71% complete as to contract billing (\$1,105,762/\$1,555,647)
  - ✓ Project remains ahead of schedule
  - ✓ Startup is scheduled for 10:00 AM, November 24, 2014
- Represented the Town at the Return Day Committee meeting to finalize event needs, expectations and plans (Gene Dvornick, Chief Topping, Bill West)
- Attended Sussex County Today & Tomorrow Conference (Gene Dvornick, Chris Lecates). Topic was “SELLebration”. Presentations included:
  - ✓ Sussex Snapshot
  - ✓ Demographic and Labor Market Trends
  - ✓ Selling Sussex County
- Committee review of draft ordinance, appeal, and registration form as part of the Transitional Housing Task Force recommendations (Jamie Craddock, Gene Dvornick, Jocelyn Godwin)
- Began research into VIPS (Volunteers in Police Service) and requirements for the program (Gene Dvornick, Chief Topping)
- Answered audit questions related to infrastructure – water & sewer (Gene Dvornick, Laura Givens)
- Met with representatives of the Onix Group to review and discuss transform placement for the College Park Pump Station

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New Norfolk Southern Signage



Area after Clean Up by Department of Corrections

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# Sussex 2014 Snapshot

Ed Simon  
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October 2014

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# Gaining Strength

- Sussex job growth increasing
  - Growth rate faster than DE and US
- Unemployment improving
- Real Estate – \$924 Million in sales –first three quarters of 2014
- Tourism – A key county sector
  - \$1,555.0 (Millions of \$) – Sussex Expenditures
- Agriculture
  - Market Value (Sussex) \$921 Million
  - Sussex #1 broiler producing county in U.S.

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# Unemployment Trend

- During the past couple of years the rates are showing some improvement.

Year	Sussex	DE	US
2010	8.0%	8.0%	9.6%
2011	7.6%	7.4%	8.9%
2012	7.1%	7.1%	8.1%
2013	6.7%	6.7%	7.4%
2014	6.1%	6.1%	6.3%

Source: U.S. Dept. of Labor, Bureau of Labor Statistics

# Recent Job Growth

- Job growth is increasing
- Sussex is growing faster in 2014
  - Sussex +2.6%
  - DE +2.4%
  - U.S +1.8

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# Largest Net Job Gain – Sussex 2009 to 2013

<b>Industry</b>	<b>Net Job gain</b>
Healthcare	1,114
Leisure & Hospitality	1,041
Wholesale & Retail Trade	936
Professional & Business Services	443

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# Sales Volume Sussex

Overall – About \$28.2 Billion; The following comprise about 54% of the total in Sussex.

industry	Sales Volume (\$,000)
Healthcare	\$1,491,357
Leisure & Hospitality	\$1,028,796
Wholesale & Retail Trade	\$12,055,962
Professional & Business Services	\$788,321

Source: Infogroup (InfoUSA) Business Analytics, May 2014

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# Closing

- It's been a very good year for our local economy and labor market.
- Sales and business revenue should continue to grow in 2015.

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# Sussex Demographic and Labor Market Trends

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# Introduction

## ■ Statistical Update

- Differences among the regions in Sussex
- Demographic, economic and labor market update
- Is Sussex doing better?
- Review of industry job trends

## ■ Focus

- Review of major industry sectors
- Small business and entrepreneurship

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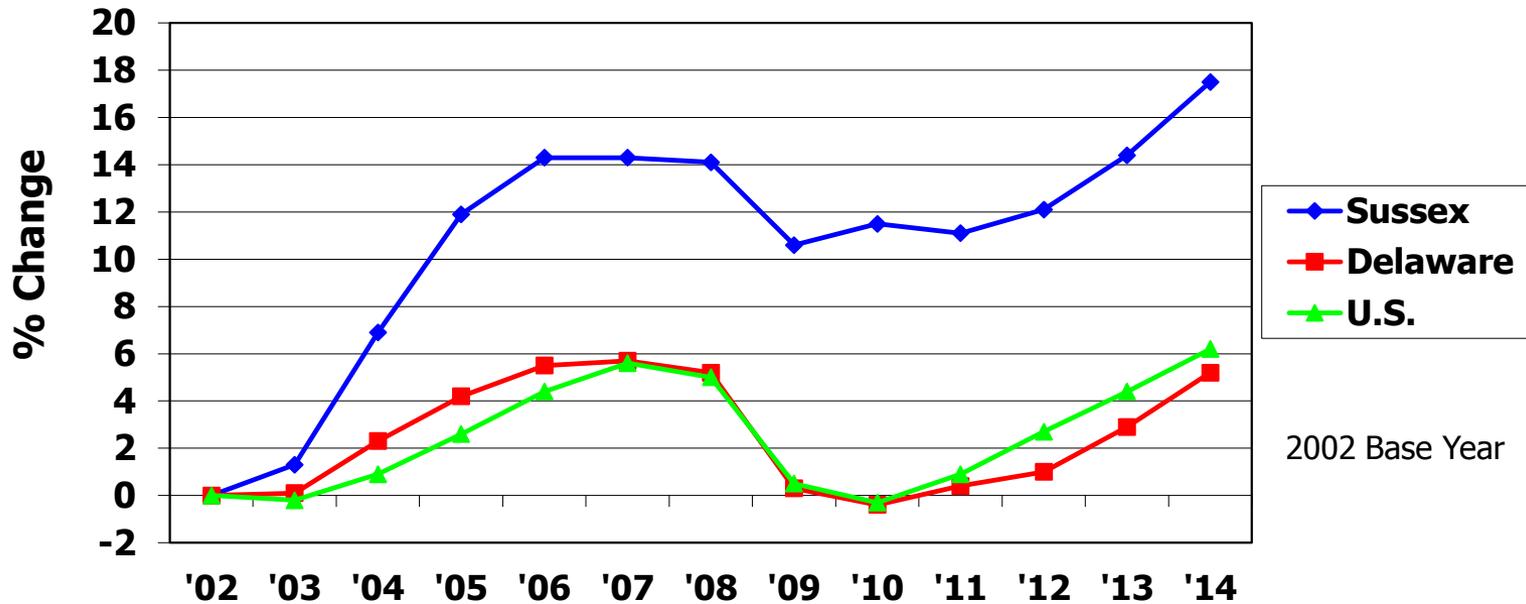
# Unemployment Trend

- During the past couple of years the rates are showing some improvement.

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2013	6.7%	6.7%	7.4%
2014	6.1%	6.1%	6.3%

Source: U.S. Dept. of Labor, Bureau of Labor Statistics

# Sussex Jobs Are Increasing



Sussex Trends: Jobs grew faster at first and then declined more slowly. During the past few years Sussex has had modest job growth.

Source: U.S. Dept. of Labor, Bureau of Labor Statistics

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# Agriculture in Sussex

- Sussex has more acres of farmland than New Castle and Kent combined.
- From 2007 to 2012 the number of farms declined from 1,374 to 1,214; but average size of farms rose from 196 acres to 224 acres.
- From 2007 to 2012 farm acreage in Sussex rose slightly - from 269,464 to 272,232 acres.
- The market value of agricultural products sold was \$921 million.
- Sussex County is the number one broiler producing county in the U.S. *Source: 2012 Census of Agriculture.*
- Poultry is our #1 farm commodity representing over 70% of Sussex Market value of agricultural products sold.
- On the Delmarva Peninsula, Sussex remains a key leader in the production of soybeans, corn and wheat.

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# Market Value of Agricultural Products Sold \$921 Million in Sussex

- \$249 Million – Crops
- \$672 Million – Livestock, Poultry

Poultry and Eggs represent about 71%  
Of total agricultural products sold in Sussex.

Source: 2012 Census of Agriculture

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# Sales Volume in Sussex

About \$28.2 Billion Overall  
The following comprise about 85% of the total.

Industry	Billions
Wholesale Trade	\$7.4
Manufacturing	\$6.8
Retail Trade	\$4.7
Construction	\$1.9
Real Estate, Rentals & Leasing	\$1.8
Health & Social Assistance	\$1.5

Source: Infogroup (InfoUSA) Business Analytics, May 2014

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# People

## Demographic Trends

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# In an Average Month in Sussex . . .

- 180 people are born.
- 187 people die.
- 280 people move here from another area.

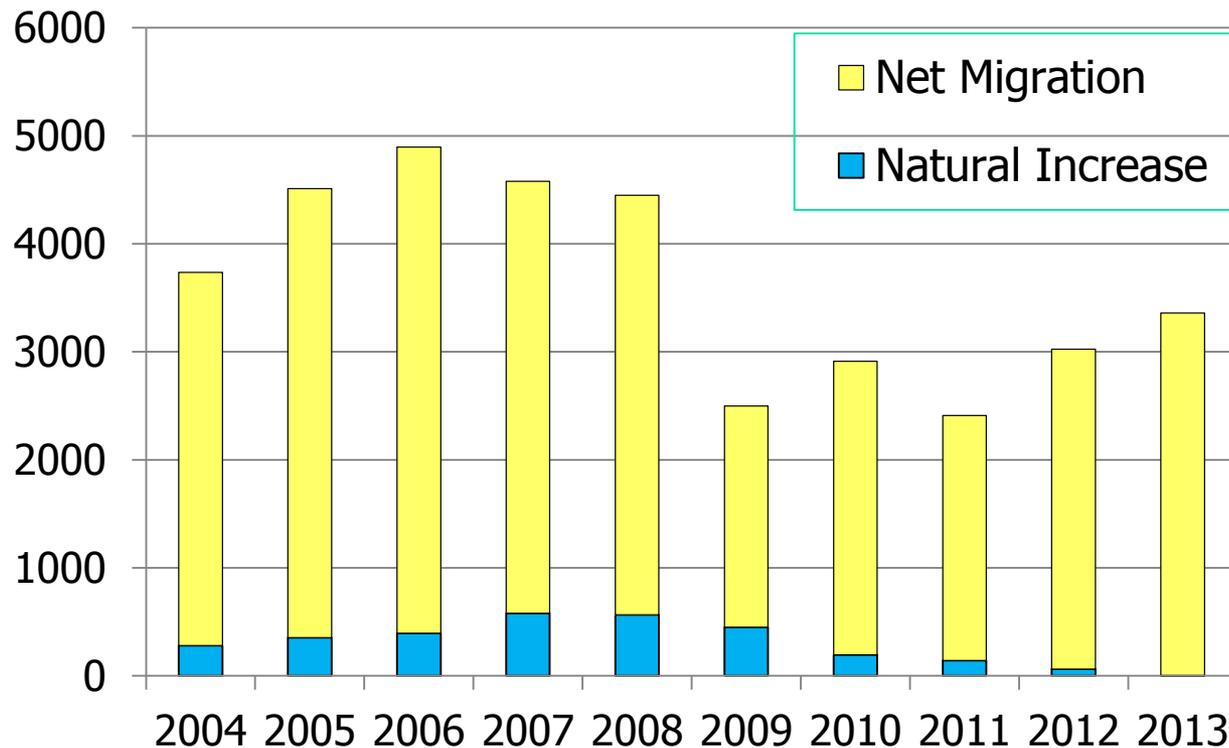
Source: U.S. Census Bureau (7/12 to 7/13)

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# Sussex Population Growth is Steady (Annual Change)



Source: U.S. Census Bureau

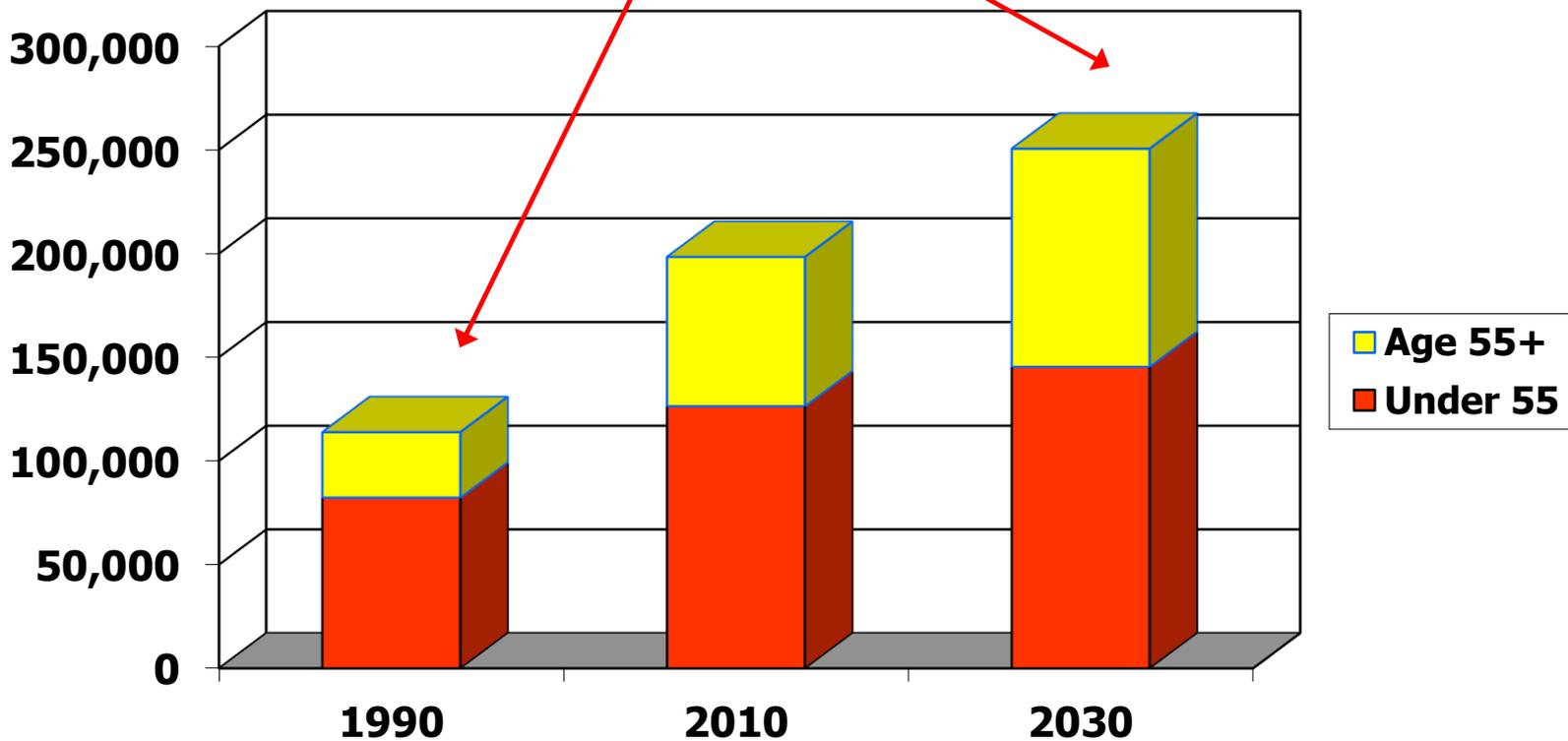
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# Long Term Population Trends in Sussex

*55+: 28% in 1990 - to 42% in 2030*



Source: Delaware Population Consortium

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# Median Age 2014 Estimate

Area	Median Age
Sussex County	46.3
Sussex East	55.2
Sussex Central	44.2
Sussex West	39.9
Delaware	39.2
U.S.	37.4

Source: *DemographicsNow*

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# Median Household income 2014 Estimate

<b>Area</b>	<b>Median Household Income (\$)</b>
Sussex County	51,472
Sussex East	56,706
Sussex Central	49,617
Sussex West	47,644
Delaware	58,903
U.S.	51,972

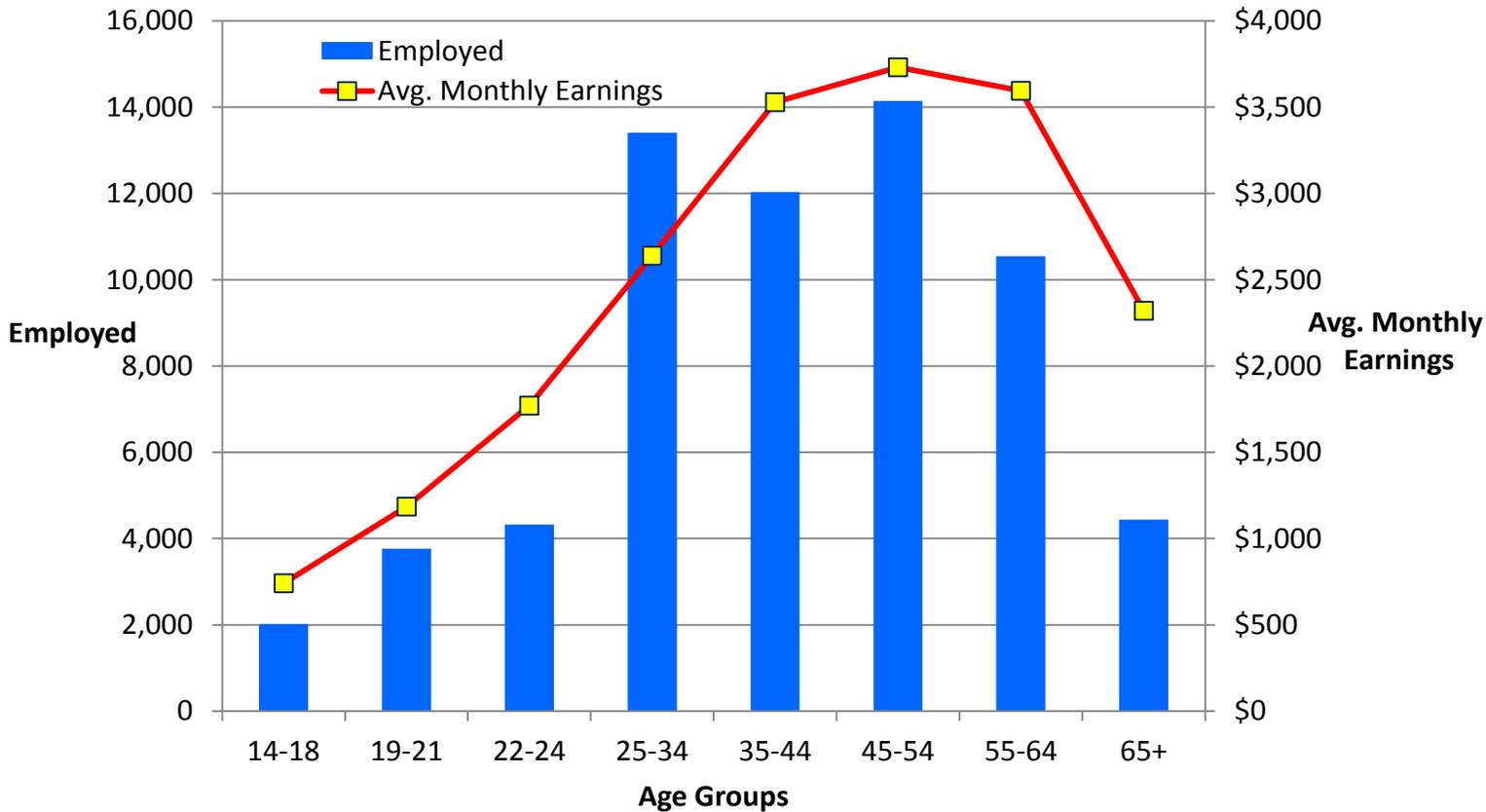
Source: Demographics*Now*

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# Employment and Wages by Age Group Sussex 2013



Source: U.S. Census Bureau, LEHD

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# Jobs/Industry

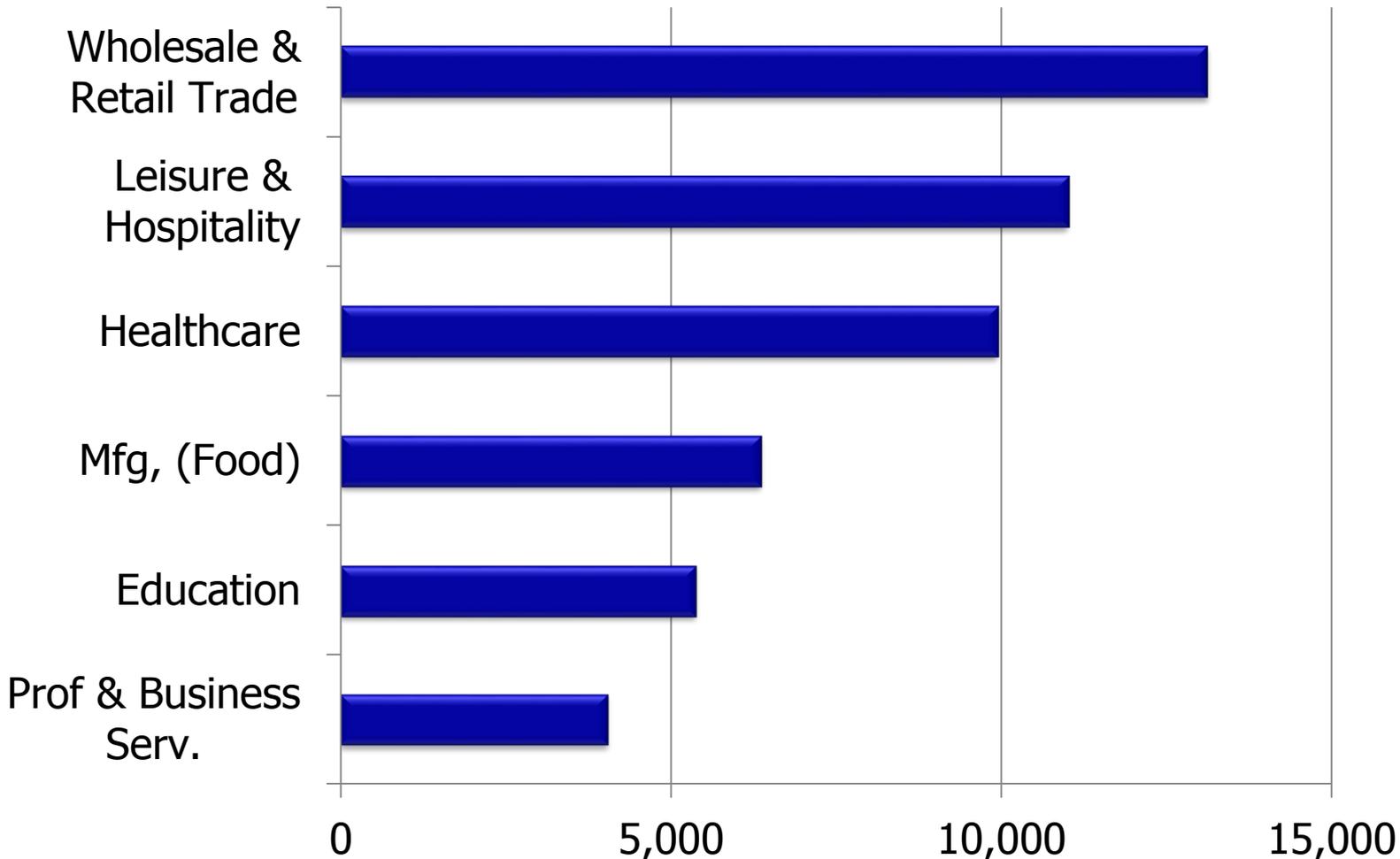
## Sussex Employment Trends

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# Major Sussex Industry Groups 2013 Employment



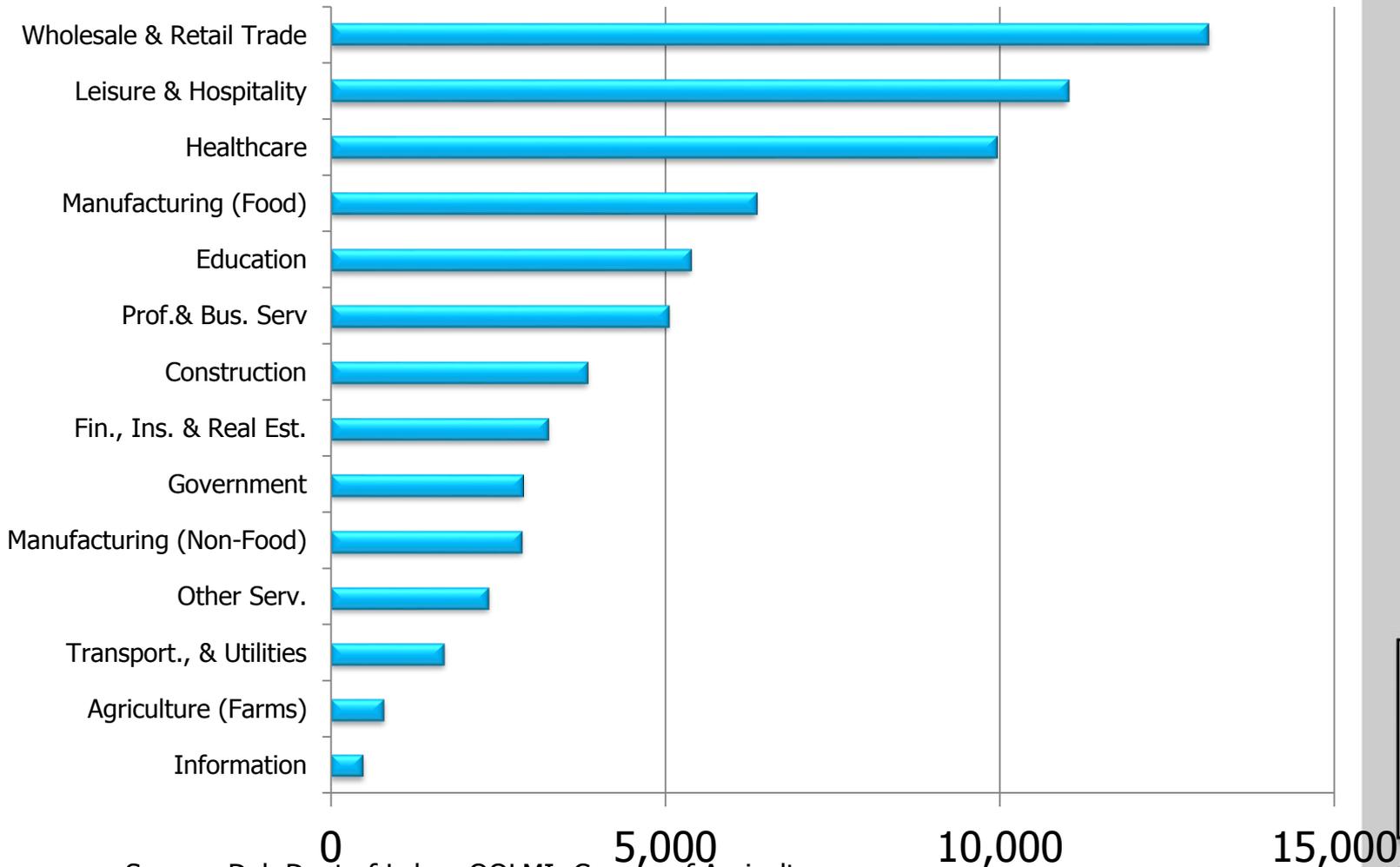
Source: Del. Dept of Labor, OOLMI

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# Where Sussex Countians Works 2013



Source: Del. Dept of Labor, OOLMI; Census of Agriculture

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# Nonemployer data in Sussex 2012

- Businesses with employees
  - Source DE Dept. of Labor
  - Part of the Unemployment Insurance system
- Establishments with no employees  
(Self-Employed and Entrepreneurs)
  - Source: U.S. Census Bureau –  
“Nonemployer Statistics”
  - Most recent data is for 2012
  - How are they obtained?
  - How are they different from other data?
  - Why is this source important?
  - We’ll refer to this information as  
“Establishments with no employees.”

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# Establishments with No Employees 2012

	Establishments	Receipts	Avg. Annual Receipts Per Firm
Delaware	56,186	\$3,128,745,000	\$55,685
New Castle	32,533 (57.9%)	\$1,974,475,000	\$60,691
Kent	9,128 (16.2%)	\$ 464,760,000	\$50,916
Sussex	14,525 (25.9%)	\$ 689,510,000	\$47,471

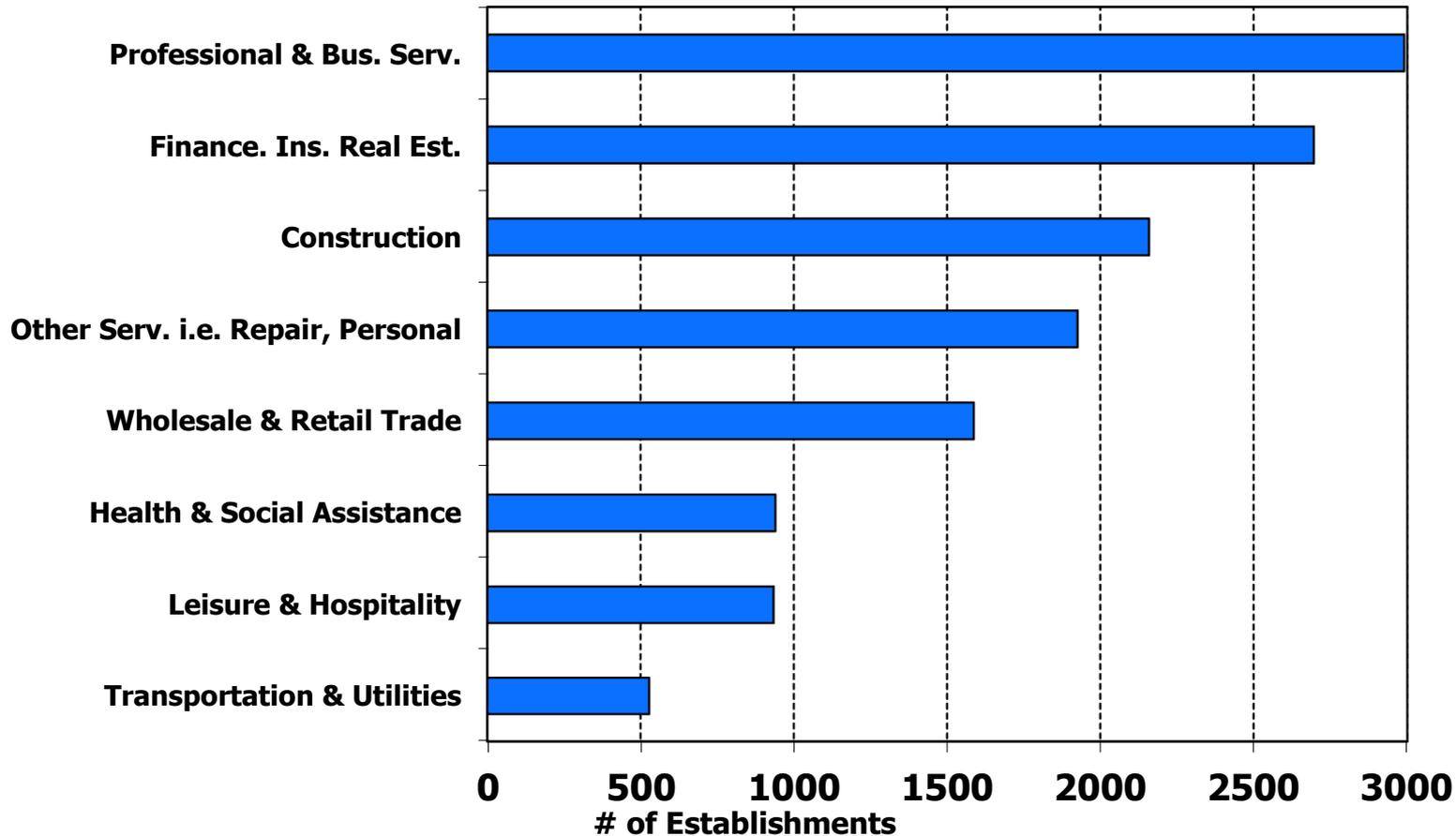
Source: U.S. Census Bureau –  
Non-employer Statistics

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# Establishments With No Employees 2012



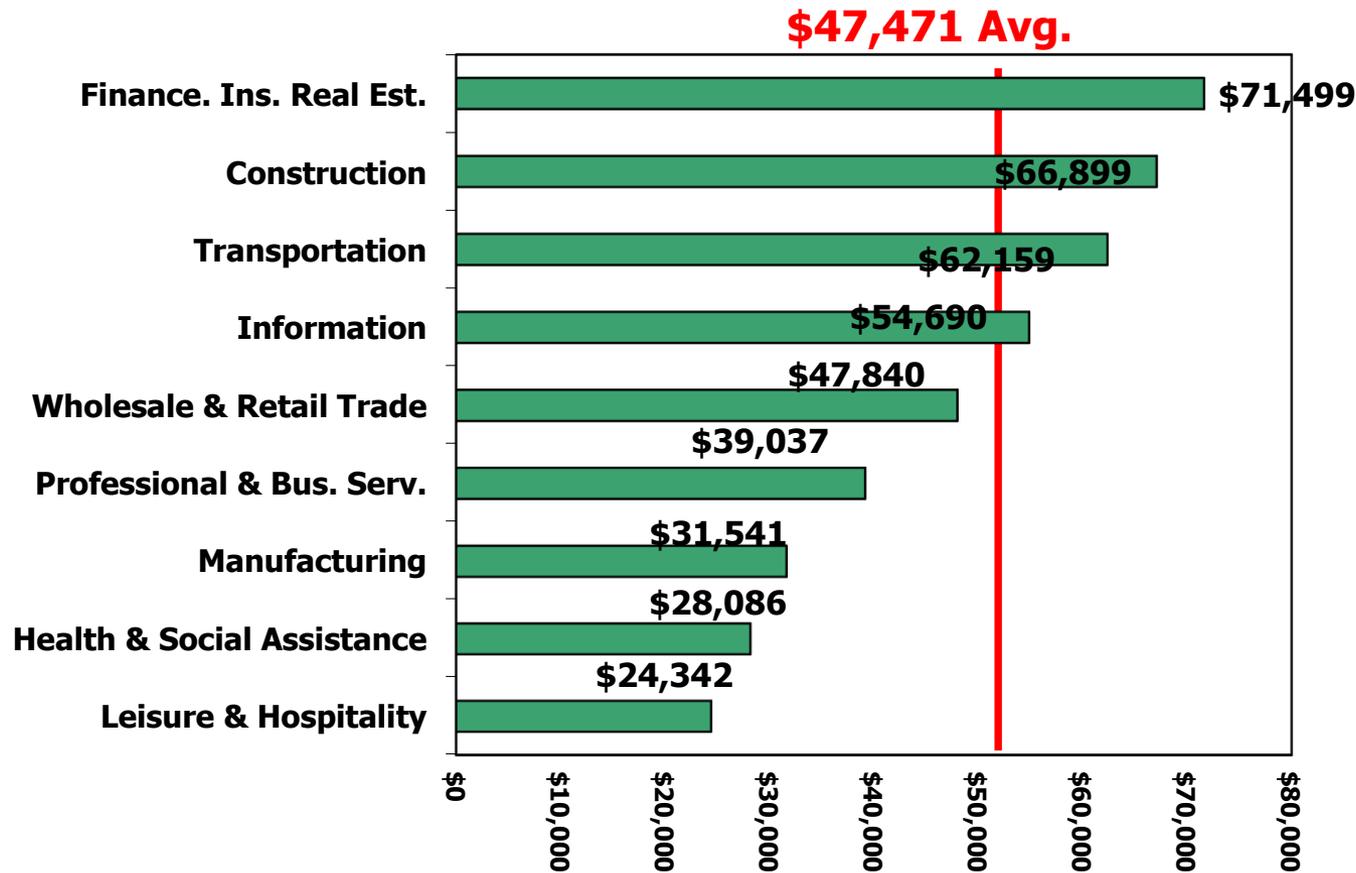
Source: U.S. Census Bureau –  
Non-employer Statistics

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# Average Annual Gross Receipts, Establishments With No Employees 2012



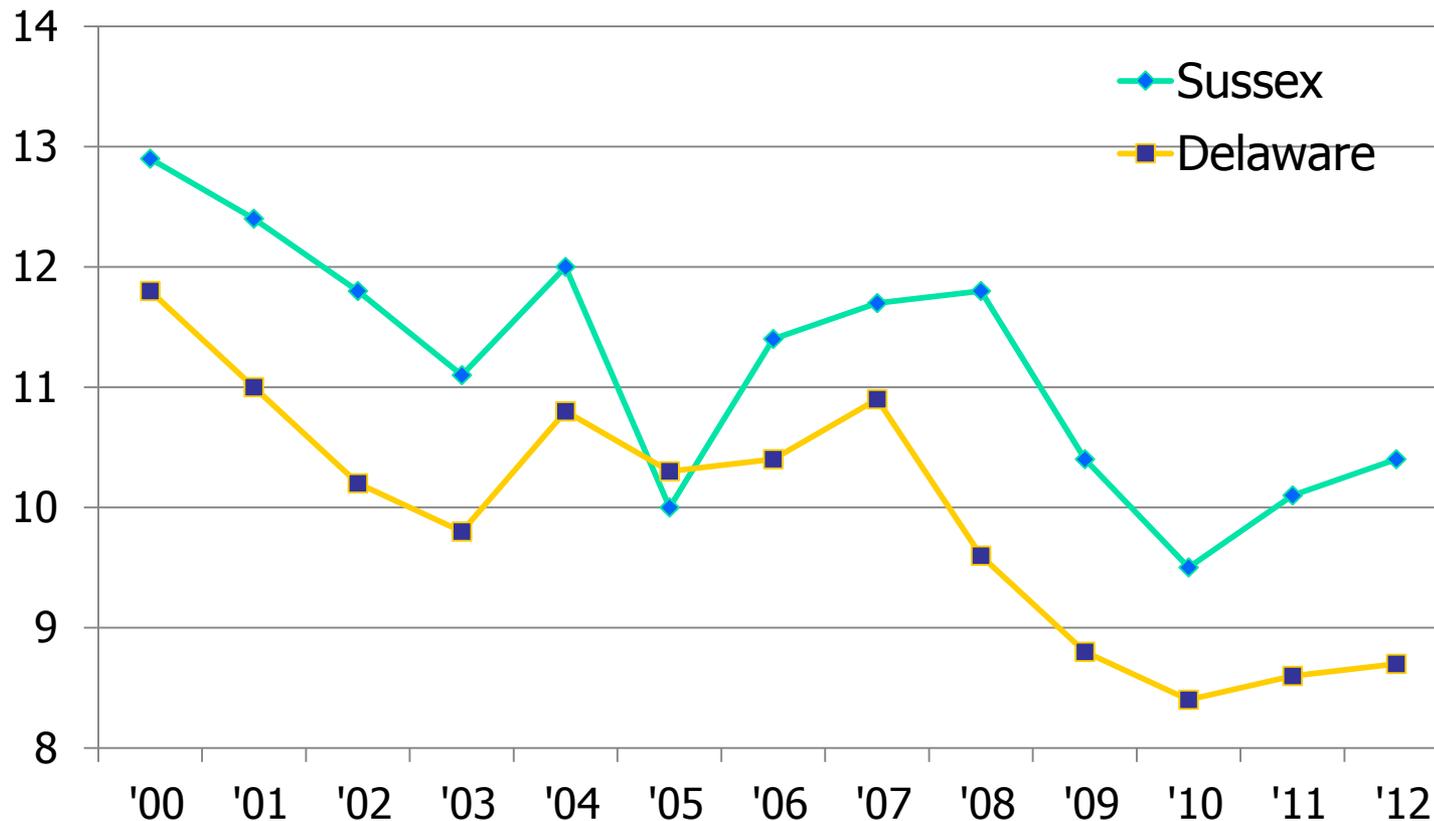
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# Turnover Rate Percentages Sussex and Delaware



Source: U.S. Census Bureau, LEHD

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# Turnover Rates by Industry in Sussex 2012

- Industries with highest turnover rates:
  - Arts, Entertainment, 17.8%
  - Accommodations, Food Serv., 17.7%
  - Admin, 15.7%
  - Retail Trade, 11.1%
- Industries with lowest turnover rates:
  - Utilities, 1.6%
  - Education, 4.8%
  - Information, 5.7%

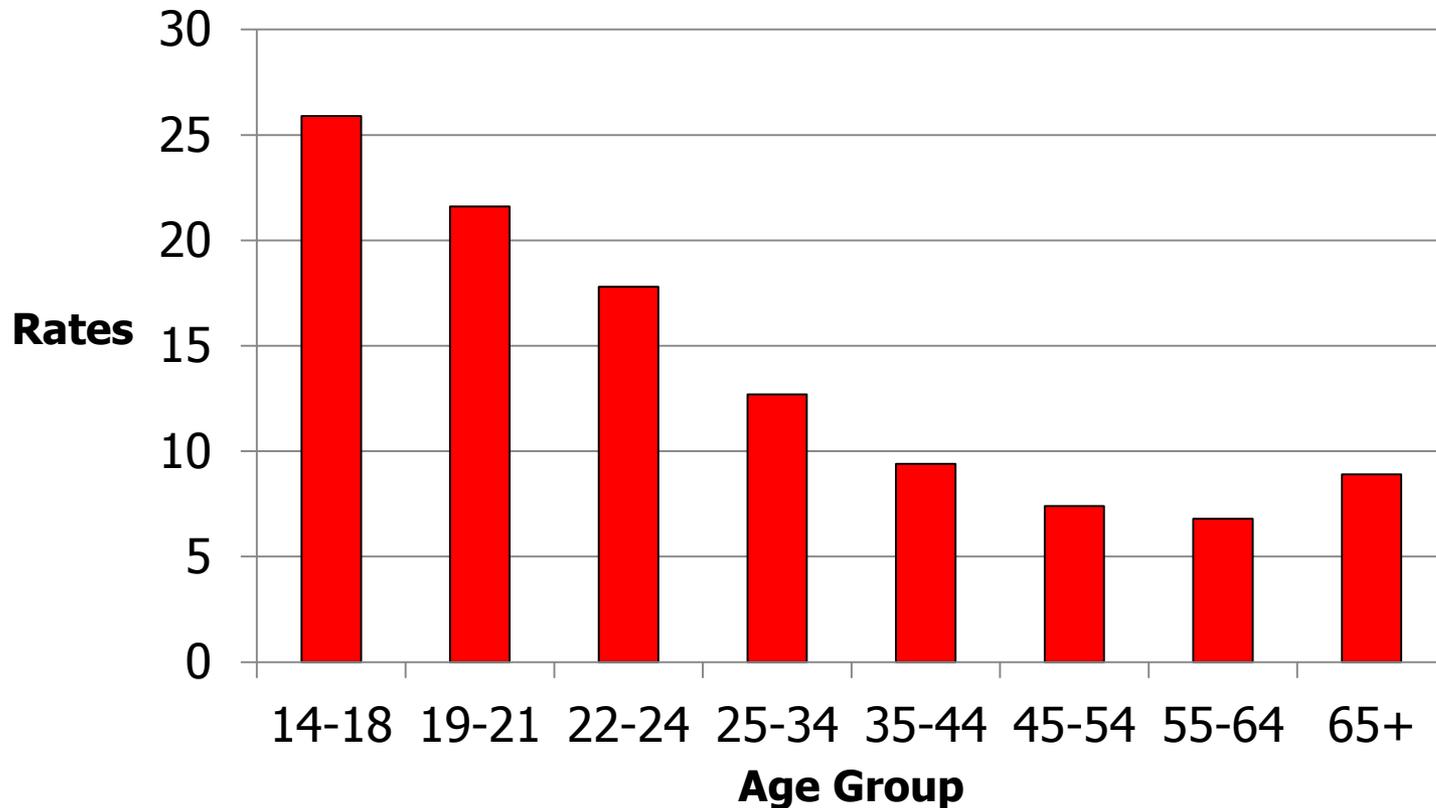
Source: U.S. Census Bureau, LEHD

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# Turnover Rates by Age in Sussex 2012



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# Industries with the largest number of older workers

Industry	55+ Workers	% of Total Individuals
Retail Trade	2,718	24.5
Health Care and Social Assistance	2,685	25.9
Manufacturing	1,965	21.6
Education	1,422	29.0
Accommodation and Food Service	912	10.1
Construction	723	21.8
Real Estate and Rental and Leasing	577	35.3
Other Services	570	25.6

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# ADDENDUM

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# Sussex Labor Force Data

- Total Sussex Population = 210,100
- Employed = 86,800
- Not in the labor force, 16 years+ = 80,700  
(retired, in school, or not looking for work)
- Persons under age 16 years = 37,000
- Unemployed/actively seeking = 5,600

Source: U.S. Dept. of Labor, Bureau of Labor Stat.; and U.S. Census Bureau

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# Average Annual Wage Total All Industries

<b>Delaware</b>	\$ 52,021
<b>New Castle</b>	\$ 58,925
<b>Kent</b>	\$ 38,569
<b>Sussex</b>	\$ 35,213

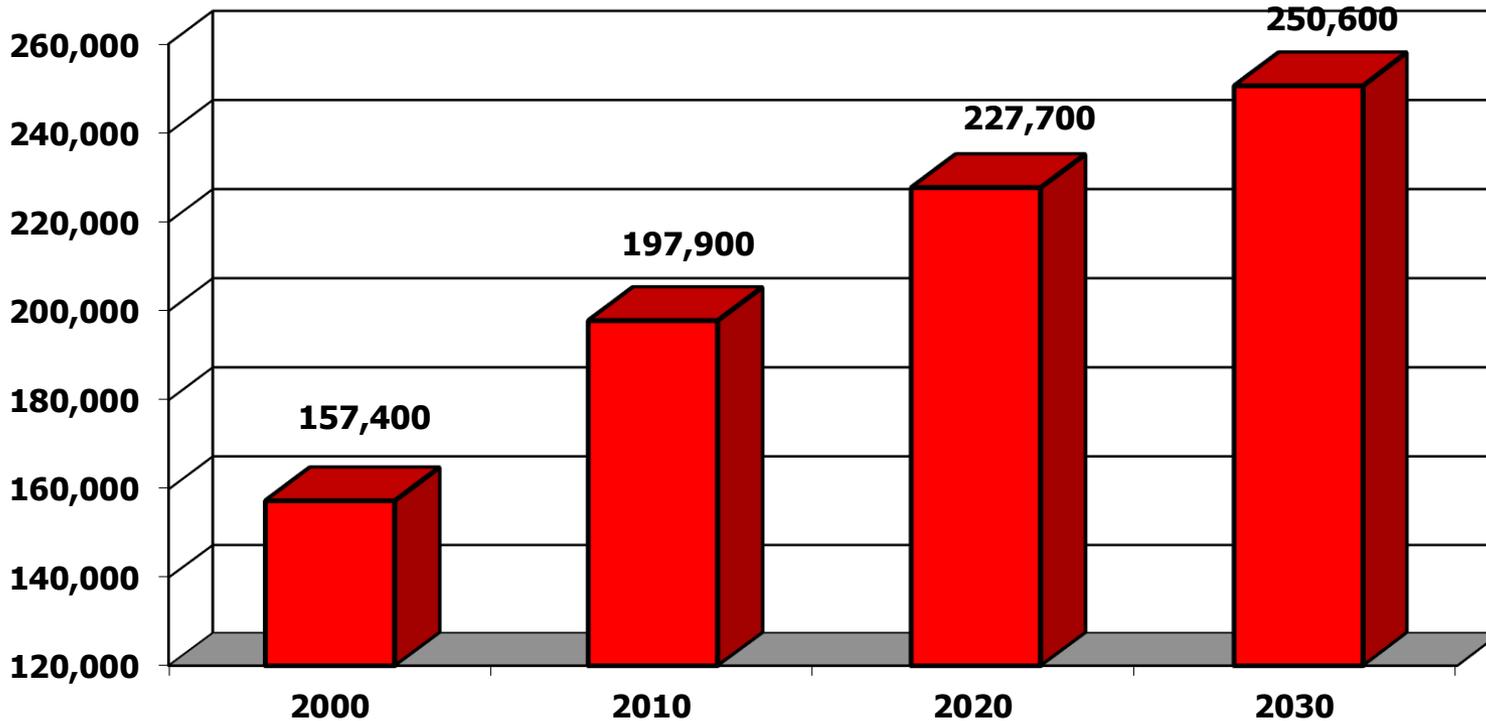
**2013 Annual Avg.**

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# Sussex Population Continues to Increase



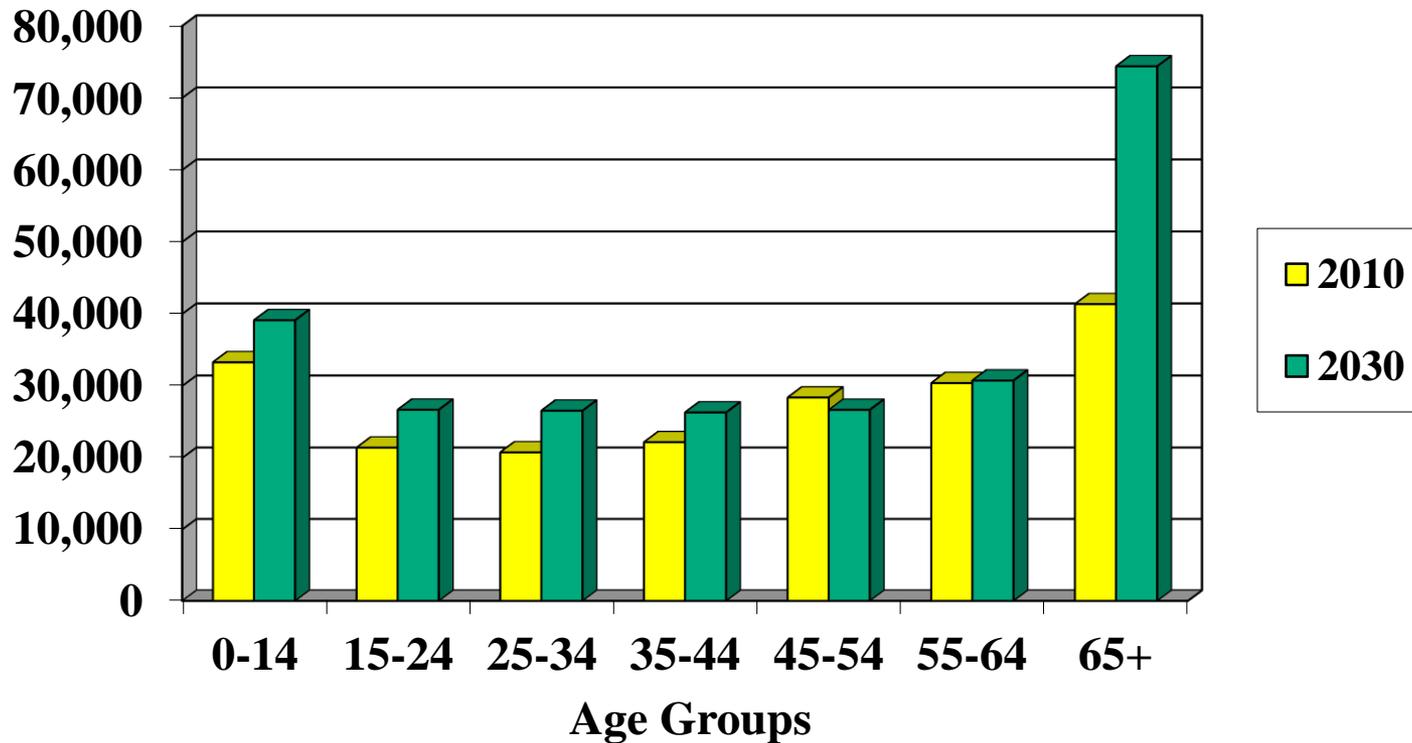
Source: Delaware Population Consortium

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# Highest Growth in Youngest & Oldest Sussex 2010 and 2030



Source: Delaware Population Consortium

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# Population/Age Impact on County

Age Group	Pop. Change 2010 to 2030
0-14	5,842
15-24	5,262
25-34	5,794
35-44	4,135
45-54	-1,711
55-64	349
65+	33,035

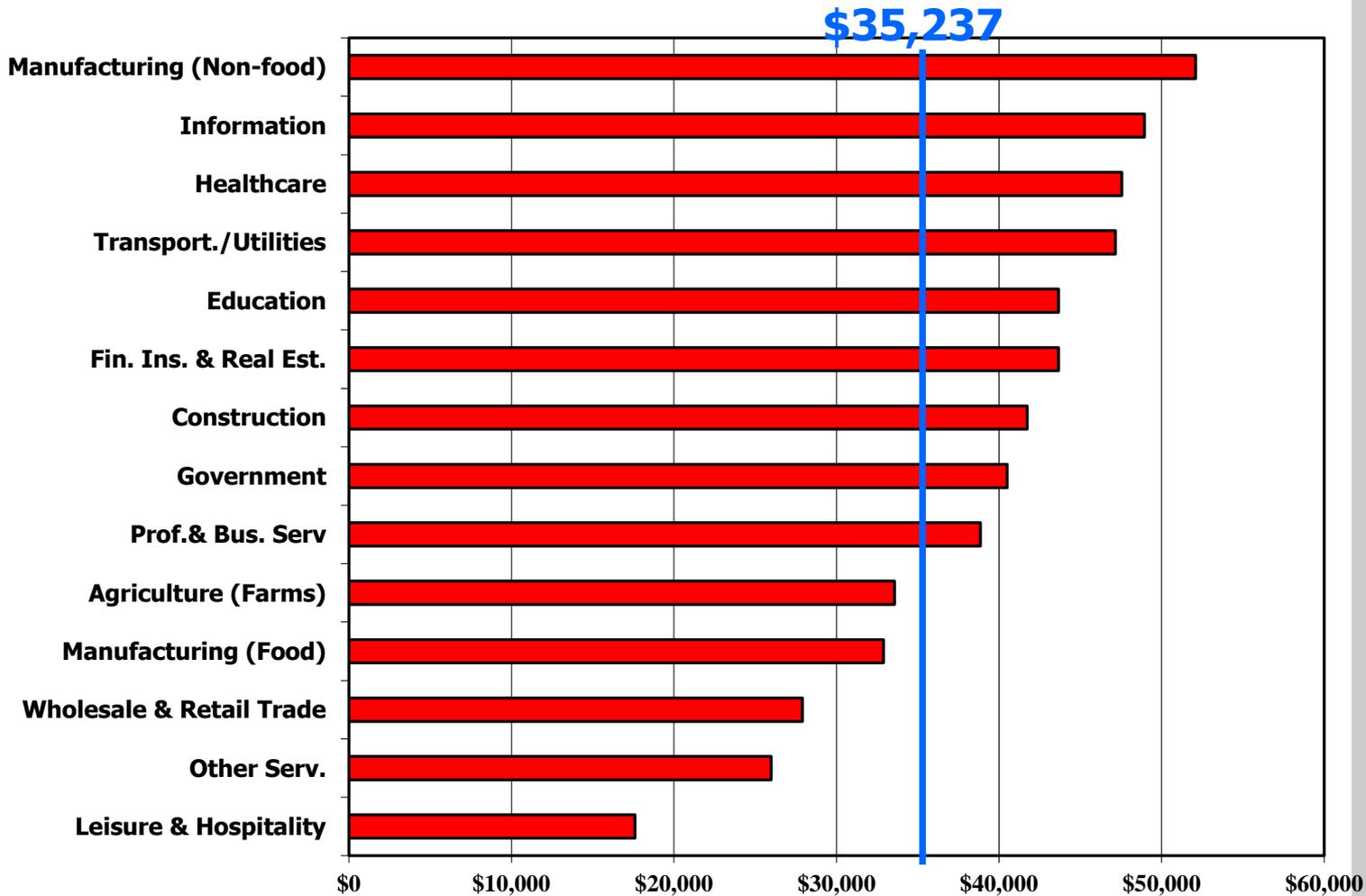
- Increased school population
- Expanded opportunities and need for education and training
- Not much growth for working age population
- Focus on retention of young persons
- Aging population will impact:
  - Healthcare
  - Eldercare
  - Transportation
  - Social Services
- More affordable homes for young adults and retirees
- More planned communities (adult communities) – with services

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# Average Annual Wage by Industry in Sussex 2013

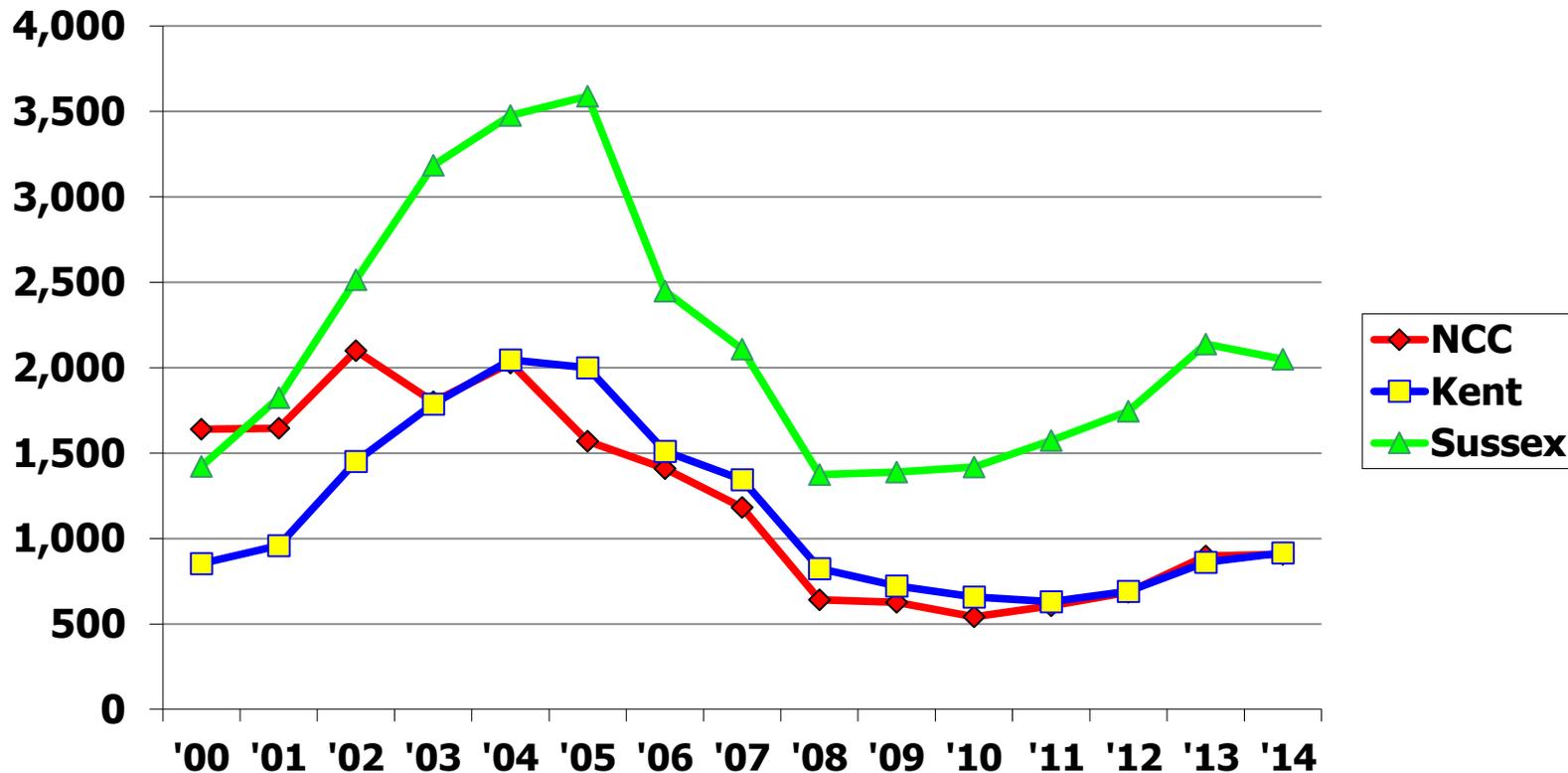


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# Housing Production Number of Units\*



\*These numbers represent new housing units authorized by building permits.

Source: U.S. Bureau of the Census

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# Largest Occupational Groups in Sussex 2013

<b>Occupational Group</b>	<b>Employment</b>	<b>Annual Avg. Wage</b>
Food Preparation and Serving Related	9,880	\$22,350
Office and Administrative Support	9,670	\$31,790
Sales and Related	8,710	\$31,750
Production	7,700	\$28,530
Healthcare Practitioners and Technical	4,820	\$77,050
Transportation and Material Moving	4,820	\$30,170
Education, Training, and Library	4,160	\$48,040
Building and Grounds Cleaning and Maintenance	3,260	\$24,850
Installation, Maintenance, and Repair	3,090	\$41,120
Construction and Extraction	2,980	\$37,340
Healthcare Support	2,490	\$28,620
Management	1,480	\$113,640
Business and Financial Operations	1,470	\$60,980

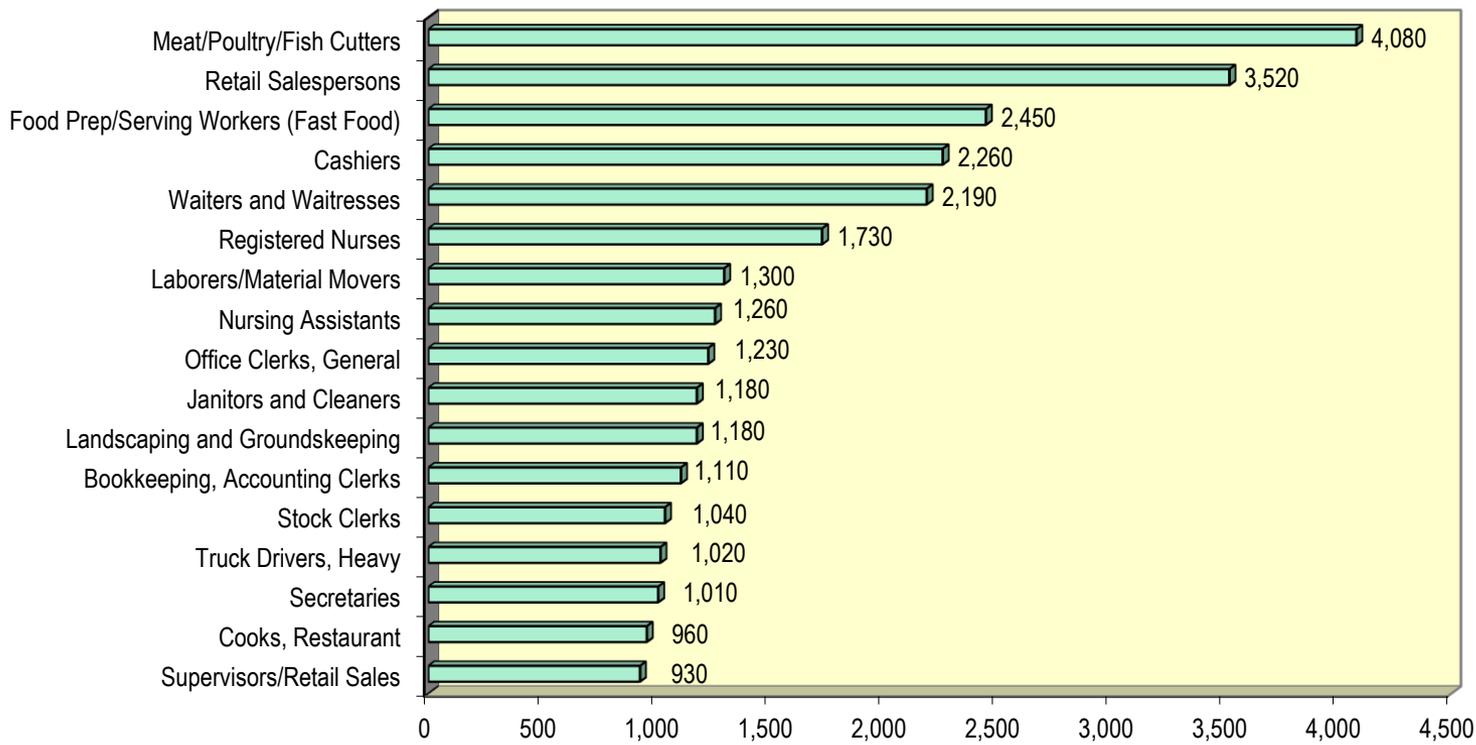
U.S. Dept. of Labor, Bureau of Labor Statistics, (BLS)

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# Largest Specific Occupations in Sussex 2013



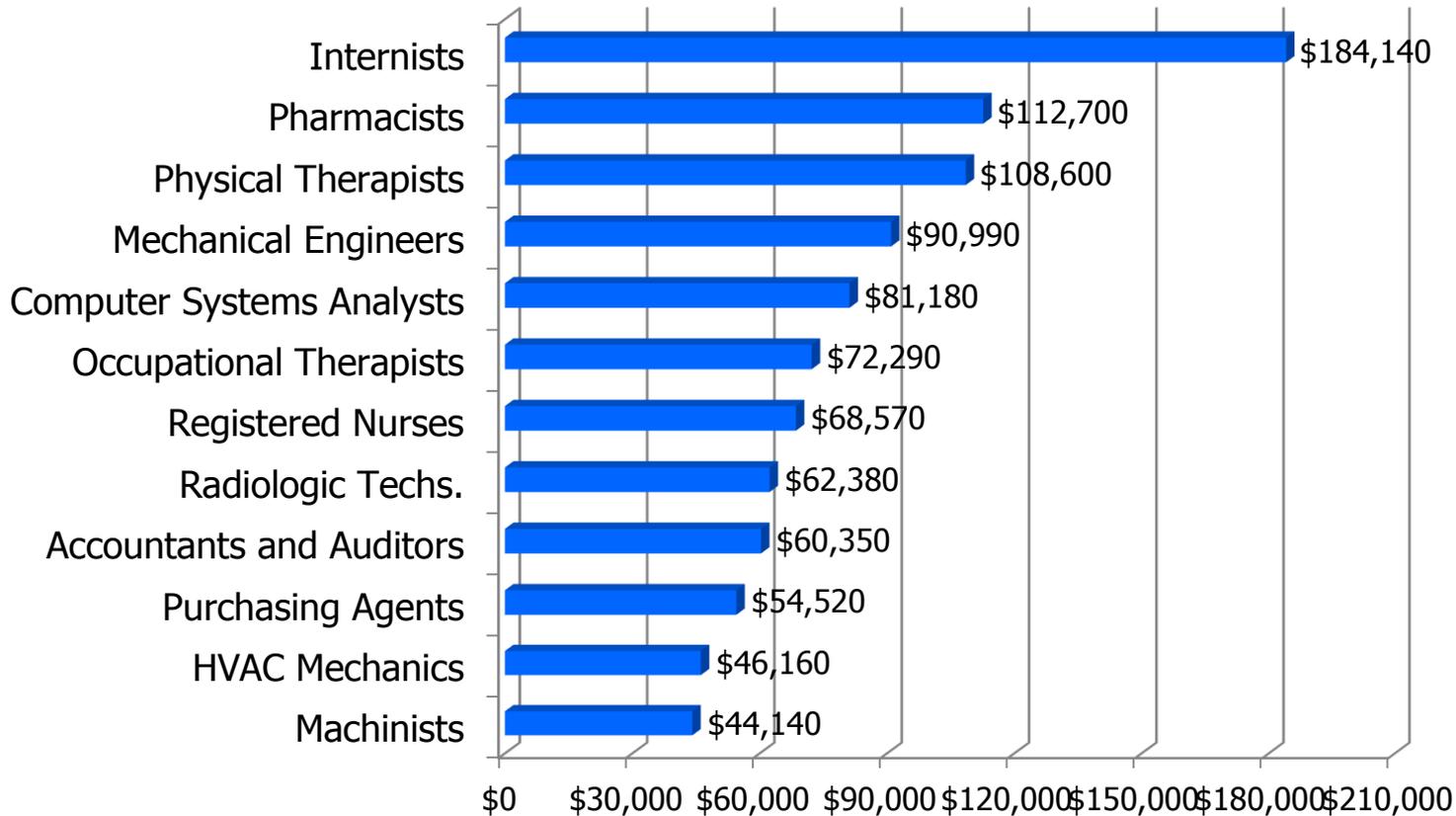
Source: U.S. Dept. of Labor, Bureau of Labor Statistics

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# Annual Wages for Selected Occupations in Sussex 2013



Source: U.S. Dept. of Labor, Bureau of Labor Statistics

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# Demographic Summary

- In the past 25 years Sussex County's population has grown rapidly. The growth trend is expected to continue, although at a slightly slower rate. The growth rate will be influenced by the rebound in the real estate sector and the continuation of the influx of retirees.
- A large pool of potential workers exists, as 80,700 of our residents are not in the labor force.
- The largest increase in our population will come from persons age 65+.
- This will continue to increase the demand for healthcare services and the need for jobs in the field.
- We will continue to focus on the need to attract and retain younger workers to replace "Baby-Boomers" during the next few years. But at the same time, we will need to find ways to extend careers and introduce encore careers to our senior population.
- We must continue to improve the quality of our workforce. This is a must for ensuring retention of existing businesses and attraction of new ones. We need to continue to improve our educational attainment results.

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# Jobs Summary

- Since 2002, a large portion of total Sussex job growth has occurred in four sectors: Healthcare; Leisure & Hospitality; Education; and Professional & Business Services.
- Leisure & Hospitality and Wholesale & Retail Trade are very large, but relatively low paying industries. These two major groups represent 35% of jobs and 23% of total payroll.
- In 2013, job growth in Sussex was led by Professional & Business Services, Leisure & Hospitality, and Wholesale & Retail Trade.

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# Jobs Summary (Continued)

- Since 2002 job growth in Sussex has been faster than both Delaware's rate and the U.S. growth rate.
- But in 2009 the number of jobs have declined in most areas. But in Sussex, there has been job growth for the past three years.
- Education and training are the keys to our long term success and ability to support entrepreneurial efforts.
- Wages and salaries are lower in Sussex (\$35,200, Sussex vs. \$52,000, Del.)
- Industries that have above average annual wages include:  
Manufacturing (non-food), \$52,086; Information, \$48,941;  
Healthcare, \$47,550; Transportation/Utilities, \$47,167; Education, \$43,669; Finance, Insurance & Real Estate, \$43,657;  
Construction, \$41,734; Government, \$40,492; and Professional & Bus. Services, \$38,853.

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# Conclusion

- Small businesses are critical to the success of Sussex; Support the efforts of small businesses and entrepreneurs.
- Economy – expect continued job creation with lower unemployment rates.
- The real estate market continues to show some very positive trends. This is a good sign for our near-term economic success.
- Economic diversification – Workforce training and preparation is the key.
- Aging population - impact on healthcare services and job growth. This has been a long term trend.

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# Conclusion(Cont.)

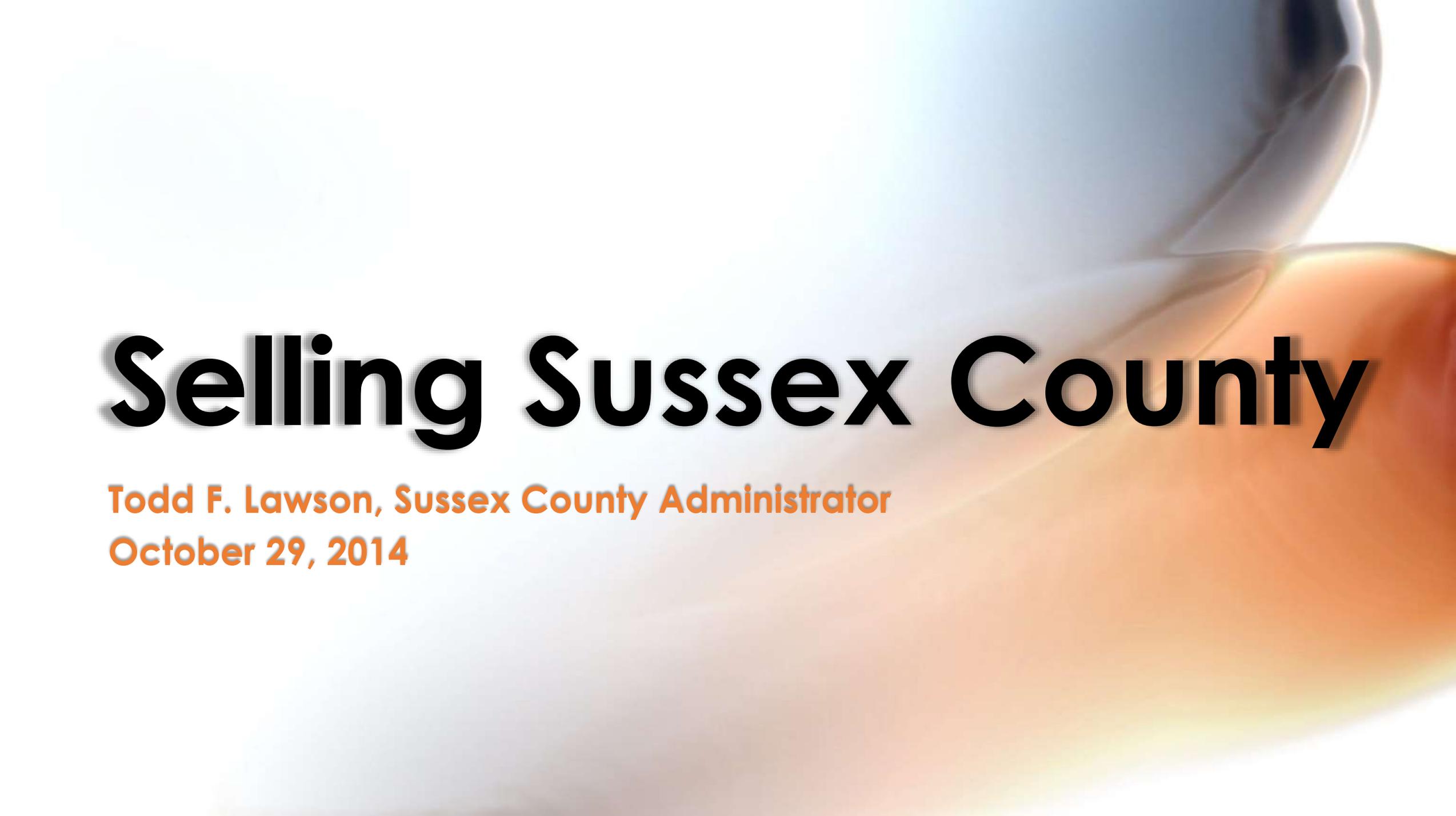
- Our labor market continues to face major challenges. The need to attract high-wage and high-skilled jobs is our primary goal. But we'll need to continue to improve and expand the knowledge and skills of our residents.
- The current economy has led to improved job creation results.
- Key issue remains: Attracting and retaining an experienced workforce.
- Sussex continues to be an attractive tourist and retirement destination. Sussex has been able to attract retirees. This trend is expected to continue.
- Sussex is facing the challenges of an aging population. A positive will be the creation of service careers to support the aging population.
- This will have a continuing impact on healthcare services and job growth (need for younger workers).
- More emphasis is needed for attracting and retaining younger workers and families. The future of our economic development depends on this.
- But we will still need to utilize the experience and abilities of our senior population. Our senior workforce is an asset that needs to be utilized.

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# **Selling Sussex County**

**Todd F. Lawson, Sussex County Administrator**

**October 29, 2014**



# “Selling Sussex County”



# What Sells Sussex?

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## To Citizens

- Low taxes
- Quality of Life
- Natural beauty



## To Businesses

- Ease of doing business
- Workforce
- Reasonable costs



# Selling Sussex – Related Factors

- Health care



- Lifestyle



- Education



- Services & Amenities



# The Sussex Selling Formula

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Balanced approach



Low Taxes

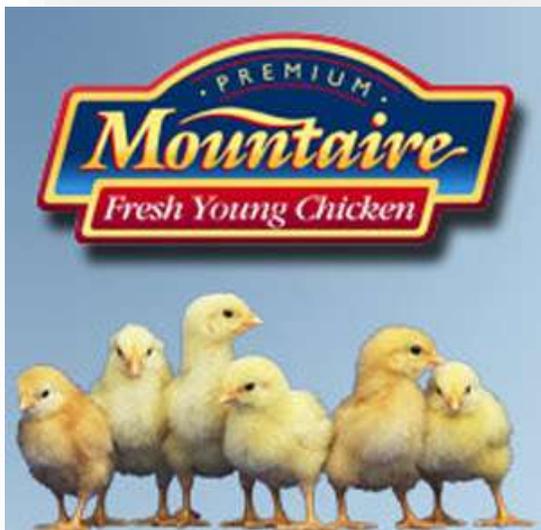


Quality  
Services



# Selling Sussex - Economic Development

- Retain and expand existing businesses
- Recruit new businesses
- Collaborate with stakeholders
- Remain positive on our outlook



# Selling Sussex – Positive Trends

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## 2014 Percentage Increase over 2013

- Building Inspections – 31%
- Building Permits – 17%
- Fire Service Fee – 20%
- Mobile Home Placement Fee – 13%
- Realty Transfer Tax – 20%
- Private Road Review & Inspection – 32%

# Selling Sussex – Continued Improvements

18 FRIDAY, JANUARY 24 - MONDAY, JANUARY 27, 2014

NEWS

Cape Gazette

## 2014: Sussex continues efforts to improve service

### New-look administration building will offer one-stop shopping

By Ron MacArthur  
ronm@capegazette.com

Sussex County government will continue to improve its efficiency and effectiveness in the coming year, says County Administrator Todd Lawson.

As Lawson begins his second year in the post, he said most of what the county accomplishes in 2014 had its start in 2013. "We are starting to see the effects now," he said.

Improved customer service has been high on the county hit list. Over the past three years, the county has invested \$1.8 million in a state-of-the-art

Beneath the lobby, a new conference room with upgraded technology is under construction to provide video conferencing and video streaming. Council will also use the room for executive sessions.

Lawson oversees more than 490 employees – down from nearly 550 in 2009 – and an overall budget of \$123 million for fiscal year 2014.

### Emphasis on staff training

Lawson said staff wants more training, and it didn't take long for him to institute the Sussex County Leadership Development Course run by new employee



4 TUESDAY, AUGUST 21 - THURSDAY, AUGUST 23, 2012

## Sussex airport project finally off the ground

### Runway extension mark's first stage of expansion

By Ron MacArthur  
ronm@capegazette.com

Sussex County government's largest single infrastructure project ever is finally getting on the way – literally – and ready to ll. County, state and federal officials gathered Aug. 17 to break

regionally and better position Sussex County to respond to economic opportunities. It's not just good for Sussex; it's good for all of Delaware."

### Project is a decade in the works

For nearly a decade, county of-



NEWS

Cape Gazette

## Lawson has talent for quiet leadership

It's been a year since Sussex County Council hired County Administrator Lawson and eight months since he officially took over from Dave Baker. Lawson stepped down after 33 years of service.

At 36 when he was hired, Lawson was years old when Baker took his first job in Sussex County. As Lawson would r taking the job, "Everyone loves Dave and I have some large shoes to fill."

Lawson now manages 500 employees and a \$32 million budget. When asked by him, he always says he's working on the foundation Baker established.

Still, Lawson is quietly bringing a new way county government operates. 1 with the explanation "We've always way," Lawson has challenged county crease their professionalism and integrity.

It started, soon after he took office a dress code for county employees there he moved on to overhauling the website to make it more user-friendly and a reevaluation and reduction of online card fees, and encouraged a stream

4 TUESDAY, FEBRUARY 5 - THURSDAY, FEBRUARY 7, 2013

## Sussex administration office remodel to improve service

### Bill-pay center proposed for lobby

By Ron MacArthur  
ronm@capegazette.com

A streamlined, secure area where bills could be paid has been proposed for Sussex County

integrated computer software system that streamlines how the county collects money and does its accounting.

Under the proposal, the main lobby near the front doors would

Lawson said currently, customers have to visit several offices on different floors of the administration building to conduct business. "The changes resulting from the construction project will greatly improve the county's efficiency and the effectiveness

NEWS

Cape Gazette

of our customer service," Lawson said.

In a second phase, a new counter area would be built in the planning and zoning office to allow more space for reviewing plans and issuing building permits. Lawson said \$260,000 has been allocated for the project; the bidding process will be under way soon. He said the project is under a deadline to be completed by July 1 to get done ahead of the property tax season. "We are ready to proceed with construction," Lawson said.

**"THE CHANGES RESULTING FROM THE CONSTRUCTION PROJECT WILL GREATLY IMPROVE THE COUNTY'S EFFICIENCY AND THE EFFECTIVENESS OF OUR CUSTOMER SERVICE."**

- SUSSEX COUNTY ADMINISTRATOR TODD LAWSON

Council will make the decision on the project and recommends a bid price.

ground on the Sussex County Airport runway extension project.

Cape Gazette 11/05/2013

RON MACARTHUR PHOTOS

## Sussex unveils new design for website

Makeover features available starting Oct. 29

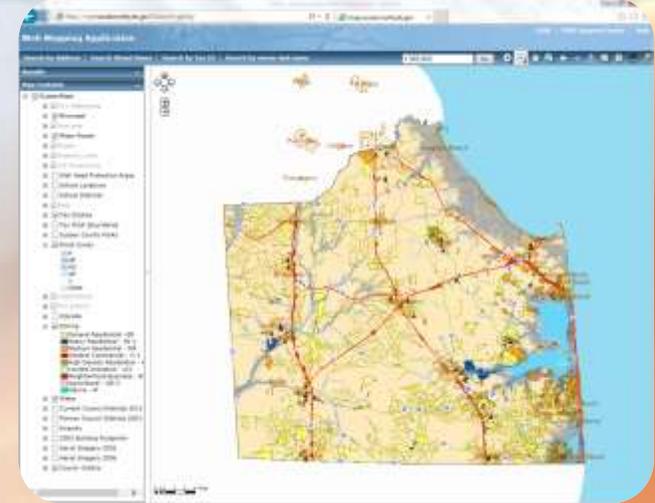
By Ron MacArthur  
ronm@capegazette.com

Lawson made the website redesign among his top priorities after taking the job in 2011. call-

78,000 site visits per month in 2006 to more than 127,000 site visits per month, on average, in 2013. That illustrates how critical an effective online portal is

# Selling Sussex – Continued Improvements

- Greenwood Library
- Smart911 technology
- Staff training
- ERP system
- P&Z mapping
- Airport branding
- Inspector tablets



# Selling Sussex – Going Forward

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**Sussex is Special**



**Let's Prosper Together**

