



GEORGETOWN DOWNTOWN DEVELOPMENT DISTRICT



TASK FORCE
MEETING No. 3

GOALS &
OBJECTIVES


1/27/2016




DISTRICT BOUNDARY REVISIONS
SURVEY RESULTS

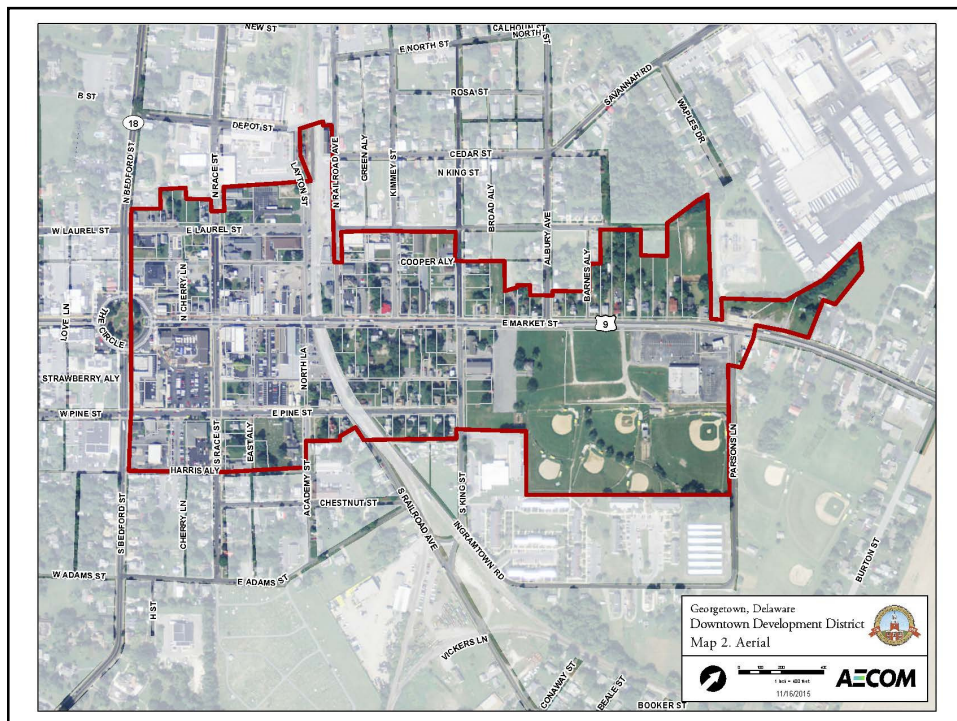
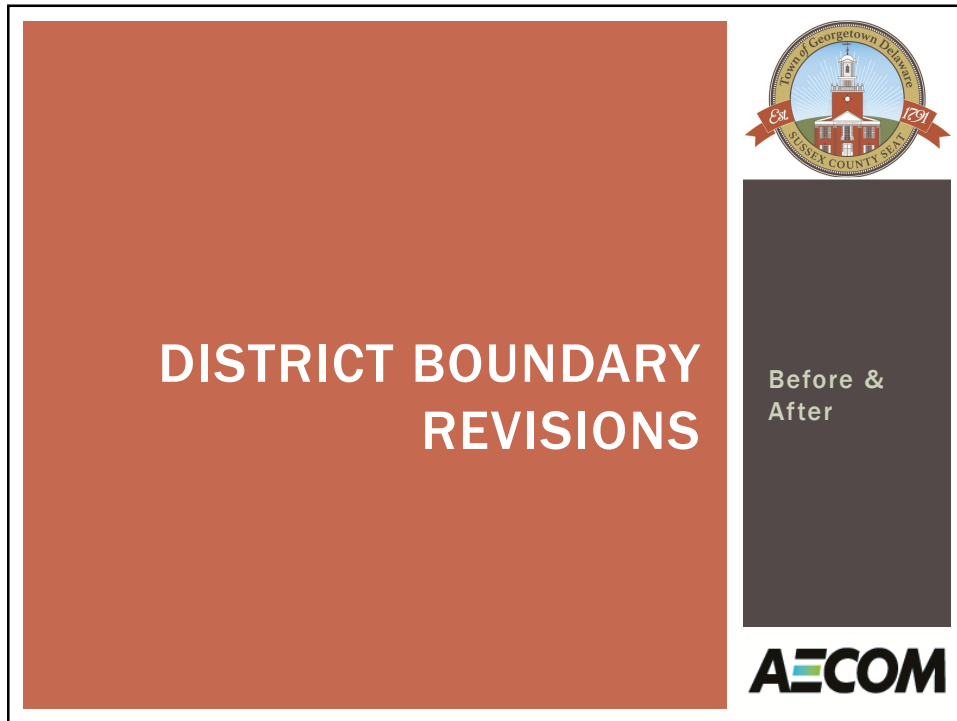
EXERCISES:
SWOT UPDATE
DRAFT GOALS & OBJECTIVES

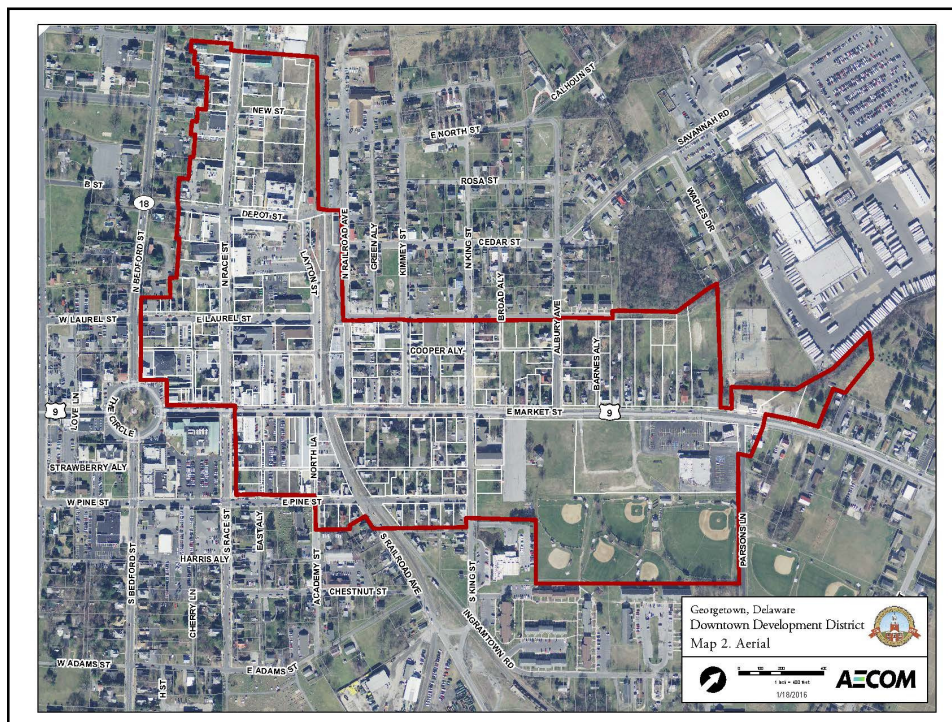
NEXT STEPS



TODAY'S
AGENDA







SURVEY RESULTS



- **TOTAL RESPONSES – 356**
 - 32% - Georgetown Residents
 - 28% - Georgetown Employees (employees within the Town)
 - 19% - Visitors
 - 16% - Georgetown Property Owners
 - 6% - Georgetown Business Owners
- **Shopping frequencies (Q2):**
 - Downtown Georgetown – once every few months (29%)
 - Route 113 Corridor – 2-4 times a week (30%)
 - Millsboro/Milford – once a week (26%)
 - Rehoboth/Lewes – once a month (33%)
 - Seaford – never (34%)
 - Big write-in: Salisbury, MD

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SURVEY RESULTS



- **Places/Stores Visited in Georgetown (Q3):**
 - Restaurant – 84%
 - Retail – 37%
 - County Offices – 26%
 - Professional Services – 18%
 - Town Hall – 15%
 - Court – 10%
 - Write-Ins:
 - church, post office, library, 16 Mile, Harrison Senior Living, farmers' market
- **Times Visited (Q4):**
 - M-F, before 5 (50%)
 - M-F, 11-2 (23%)
 - M-F, after 5 (16%)
 - S-S, before 5 (9%)
 - S-S, after 5 (3%)

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SURVEY RESULTS



- **Event Attendance (Q5):**
 - Return Day (71%)
 - Farmers' Market (66%)
 - Concerts in the Park (46%)
 - Christmas Parade (46%)
 - Caroling on the Circle (34%)
 - Wings & Wheels (30%)
 - Foodie & Farmers Fest (28%)
 - Car Shows (23%)
 - Art Crawl (16%)
 - Arts & Flowers Craft Show (15%)
 - Oyster Eat (14%)
 - Easter Egg Hunt (12%)
- **Bluegrass Festival (8%)**
- **First Saturday (6%)**
- **Write-Ins:**
 - Back to the Future
 - New Years Eve on the Circle
 - Trick of Treating
 - Possum Point Players
 - Little League Opening Day

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SURVEY RESULTS



■ What attracts you to a shopping/business area (Q7)?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Variety of products & services	42%	35%	12%	8%	4%
Quality of products & services	46%	37%	13%	2%	2%
One-stop shopping	22%	33%	30%	10%	5%
Look & feel of area	39%	41%	17%	3%	1%
Friendly service	48%	41%	9%	1%	1%
Independents > Chains	28%	42%	27%	2%	1%
Nearby restaurants	40%	50%	7%	3%	1%
Shopping after 5:00pm	21%	26%	36%	12%	5%
Close to home/work	37%	47%	12%	4%	1%
Convenient parking	44%	35%	12%	6%	3%
Pedestrian safety/convenience	36%	37%	23%	4%	1%
Price	30%	40%	29%	2%	1%

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SURVEY RESULTS



■ Do you feel safe (Q8)?

- Daytime? **99% said YES**
- Nighttime? 64% said yes. Reasons for those who said no:
 - Little is open/few people are out (12)
 - Crime (11)
 - General uncomfortable feeling (11)
 - Poor lighting (10)
 - Listed various populations (7)
 - Lack of police (4)
 - "Seedy" areas (2)
 - Parking (1)

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SURVEY RESULTS



- Major Advantages (Q9):
 - Supporting local businesses – 64%
 - Small town/historic character – 62%
 - Convenient location – 61%
 - Events – 48%
 - Friendly local service – 46%
 - Within walking distance – 35%
 - Know local employees – 28%
 - Lack of traffic/crowds – 25%
 - Fair prices – 22%
 - Easy to find parking – 22%
 - Selection of goods/services – 4%

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SURVEY RESULTS



- Major Disadvantages (Q10):
 - Lack of variety of goods/services – 78%
 - Limited hours – 42%
 - Difficult/inconvenient to park/walk – 38%
 - Poor appearance – 30%
 - Traffic – 26%
 - Poor customer service – 3%
 - Inconvenient location – 3%
 - High prices – 3%

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SURVEY RESULTS



■ Future Scenarios (Q11)

	Very Appealing	Somewhat Appealing	Not Appealing
Community Center	73%	22%	1%
Green Space	72%	23%	1%
Destination Niche Retail	53%	30%	11%
Professional	50%	37%	7%
Neighborhood Retail	47%	36%	10%
Residential Mix	44%	30%	17%
Regional Retail Center	33%	31%	25%

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SURVEY RESULTS



■ What businesses would you like to see in the downtown (Q12)?

- Commercial retail – 62%
- Specialty retail – 60%
- Personal service – 51%
- Public and civic – 42%
- Temporary – 27%
- Youth programs – 26%
- Convenience store – 21%
- Senior center – 16%
- Professional office – 13%
- Institutional - 8%

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SURVEY RESULTS



- What restaurants would you like to see in the downtown (Q13)?
 - Locally-owned – 78%
 - Specialty food – 64%
 - Evening dining – 61%
 - Tavern & grill – 58%
 - Breakfast/lunch dining – 46%
 - Farmers' market/produce – 46%
 - Coffee shop – 42%
 - Deli/sandwich – 37%
 - Wine bar – 33%
 - Chain restaurants – 31%
 - Grocery – 23%
 - Fast food/take out – 10%
 - Other – 7%

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SURVEY RESULTS



- What types of arts/cultural events & activities are best suited for the downtown (Q14)?
 - Outdoor concert – 77%
 - Seasonal/holiday festival – 76%
 - Food festival – 72%
 - Kid/family-friendly event – 55%
 - "First Friday" – 49%
 - Antique festival – 45%
 - Cultural/heritage festival – 41%
 - Merchants' Night – 34%

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SURVEY RESULTS



■ What changes would help improve the downtown area? (Q15)

- Greater variety of stores – 78%
- Improved appearance – 56%
- Improved parking – 55%
- Creative storefronts & signage – 45%
- Attractive outdoor dining areas – 45%
- Greater selection of merchandise- 40%
- Expanded store hours – 35%
- Less traffic congestion – 29%
- Better quality of merchandise – 27%
- Greater feeling of safety – 27%
- Additional outdoor seating – 26%
- Better atmosphere – 23%
- Additional promotion & advertising – 17%
- More competitive pricing – 8%
- Improved customer service – 5%

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SURVEY RESULTS



■ What could be done with vacant lots/buildings (Q17)?

- Parking
- Restaurants
- Niche retail
- Event space (indoor/outdoor)
- Youth/senior center
- Incubator space (business, artisan, etc.)

■ What would you keep vs. change (Q18)?

- Keep: historic charm/small town feel
- Change: be creative in attracting variety of new businesses to revitalize the area

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SURVEY RESULTS



- What would help attract people to the downtown (Q19)?
 - Strong marketing campaign that is used by the Town & businesses alike (along the lines of Berlin's "Coolest Small Town")
 - Better promote festivals & other events
 - Wider selection of unique businesses
 - Have inviting gateways into the Town as a whole, but also the District
 - Create cultural learning opportunities between ethnic backgrounds
 - Enforce property maintenance codes so businesses and residences better maintain properties

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SURVEY RESULTS



MERCHANT SURVEY

- Do you have a need to expand?
 - Yes - 17%
 - No - 39%
 - Maybe - 17%
- What would you need to expand downtown?
 - Parking - 50%
 - Available space - 30%
 - Capital/funding - 20%
 - New building - 10%
 - Localized incentives - 10%

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SURVEY RESULTS



MERCHANT SURVEY

- Thoughts on store hours:
 - I am open all the hours I need to be – 50%
 - I would be open more if I were sure of sales – 30%
 - I would be open more but can't find good staff – 20%
- Would you be interested in expanded hours for special events:
 - Yes – 60%
 - No – 40%

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SURVEY RESULTS




MERCHANT SURVEY

- Major barriers facing your business:
 - General operating costs – 50%
 - Parking – 50%
 - Current economic conditions – 40%
 - Customer traffic – 30%
 - Property improvements – 30%
 - Congestion/traffic – 30%
 - Cost of rent/property – 20%
 - Availability of telecom services – 20%
 - Cash flow/working capital – 20%
 - Insurance costs – 20%
 - Public safety/crime – 20%
 - Payroll costs – 10%
 - Availability of employees – 10%
 - Computer/technology issues – 10%
 - Codes or regulations – 10%

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The image shows a SWOT Analysis template for the Downtown Development District Plan. It features a header with a 'Welcome to Georgetown' banner and a clock tower illustration. The main content area is a 2x2 matrix with the following labels: STRENGTHS, WEAKNESSES, OPPORTUNITIES, and THREATS. The Town of Georgetown logo is in the top right corner.



SWOT
UPDATE

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The image shows a Draft Goals & Objectives template for the Downtown Development District Plan. It features a header with a 'Welcome to Georgetown' banner and a clock tower illustration. The main content area is a 2x2 matrix with the following labels: GOAL, OBJECTIVE, GOAL, OBJECTIVE. The Town of Georgetown logo is in the top right corner.



DRAFT
GOALS &
OBJECTIVES

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NEXT STEPS



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- Continue working on *Goals & Objectives*
- Prepare *Incentives* TF Meeting
- Finalize Maps
- Prepare *Draft Document* for TF review
- Prepare for *Public Workshop*

TASK FORCE MEMBERS

- Prepare additional *Goals & Objectives* – finalize at next TF Mtg.
- Think of possible *Incentives*
- Participate at *Public Workshop*

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NEXT STEPS



■ UPCOMING EVENTS – DATES?

- Task Force Meeting No. 4 – February
Finalize Goals & Incentives
- Task Force Meeting No. 5 – March
Draft Document
- Public Workshop Presentation
Stakeholders/Task Force/Planning Commission/Town Council
Final Draft - mid/end March
- Public Hearing – April 13
- Possible Adoption – May 11 or May 25

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QUESTIONS?

NEW Project Point of Contact:
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Town of
Georgetown
DELAWARE