PARKS, RECREATION, AND COMMUNITY ENHANCEMENT COMMITTEE
AGENDA

APRIL 13, 2015 - 3:30 P.M.

CITY HALL COUNCIL CHAMBERS
15 LOOCKERMAN PLAZA
DOVER, DELAWARE

PUBLIC COMMENTS ARE WELCOMED ON ANY ITEM AND WILL BE PERMITTED AT APPROPRIATE TIMES. WHEN POSSIBLE, PLEASE NOTIFY THE CITY CLERK (736-7008 OR E-MAIL AT CITYCLERK@DOVER.DE.US) SHOULD YOU WISH TO BE RECOGNIZED.

AGENDA ADDITIONS/DELETIONS

1. **PRESENTATION - MARTIN LUTHER KING JR. EDUCATIONAL COMMUNITY CENTER**
   (COMMITTEE ACTION NOT REQUIRED)

2. **BENCHMARKS ESTABLISHED FOR THE ECONOMIC DEVELOPMENT OFFICE**
   (COMMITTEE ACTION NOT REQUIRED)

3. **UPDATE - RECREATION NEEDS ASSESSMENT**
   (COMMITTEE ACTION NOT REQUIRED)

4. **REVIEW OF YOUTH ADVISORY COMMITTEE MEMBERSHIP APPLICATIONS**

5. **ADJOURNMENT BY 4:50 P.M.**

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THE AGENDA ITEMS AS LISTED MAY NOT BE CONSIDERED IN SEQUENCE. THIS AGENDA IS SUBJECT TO CHANGE TO INCLUDE THE ADDITION OR THE DELETION OF ITEMS, INCLUDING EXECUTIVE SESSIONS.

MLK EDUCATIONAL COMMUNITY CENTER

Dr. Gus Walker – GarciaWalker@aol.com

Dr. Ira Roach III – IDRch3@gmail.com

Ms. Anne W. Smith – FloralConection@aol.com

Mr. Bobby Wilson – ChurchDesignBuilder@gmail.com

Mr. Alex Cropper – AlexDCropper@yahoo.com

Mr. Derone Daniels – ElsProphet@yahoo.com

MISSION

To provide services and opportunities by empowering individuals faced with barriers and obstacles to establish a roadmap for success and restoring community and family self-sufficiency

Statement of the Problem

- Approximately 7,000 individuals are incarcerated in Delaware. The high incarceration rate has profound effects on society.
- Approximately 44 percent of Delaware prisoners do not have high school diplomas or GEDs.
- Approximately 1,500 individuals are out of prison and on probation or parole annually.

Mission Goals

- Human Service—To service the people of Kent County by providing GED/high school diploma. People with a GED or high school diploma could have higher salaries, require less state aid, and are less likely to be incarcerated or require public assistance than high school dropouts. Prison has become a new poverty trap. In other words, more incarceration is not guaranteeing less crime. An educational community center would facilitate educating our adjudicated population.

MISSION GOALS

- Workforce Development/Job Training Program
  - Assessment — vocational and career key assessment to create success plans.
  - Soft skills—teaching interviewing skills, dress for success, time management, conflict resolution, and positive attitude.
  - Finance management—establishing bank accounts, preparing a budget, reestablishing credit.
  - Transportation— transportation will be provided at employee's expense.
  - Ongoing follow-up— maintaining communication between employers to oversee progress of employee. To follow up with the employee to ensure basic needs are met done quarterly.

The people who once were homeless or incarcerated become taxpayers themselves and are able to contribute to the economic vitality of their communities. The rate of incarceration is lowered when resources are made accessible. Families are made stronger and more productive when a renewed sense of purpose is developed. Individuals are more inclined to community involvement when lack of basic necessities is no longer a concern. We will become advocates for the employees by building relationships with the employers in the community and bridging the gap with partnerships, incentives, and creating job opportunities.

MISSION GOALS

- Substance/Mental Health Programs. We believe by empowering once broken down individuals they will emerge as highly marketable and motivated candidates for the workforce. This will be done by individual and group sessions, referral to outpatient and inpatient treatment centers, and referral to sufficient medical services.
- Food programs, emergency shelter and promoting a safe and sanitary community environment for all ages and cultures.
- Crisis Prevention—Provide 24-hour crisis services. Provide community based counseling to families that experience mental health issues and trauma. Services include assessment, crisis intervention, supportive counseling, referrals and follow-ups.
- Partnership—Work with city and state government, local police departments local nonprofits, organizations and schools to provide opportunities for fund raising, community building, community service and education. Create partnerships with the Dover police, mayor, city council, and the Dover downtown development district program to have access to their potential projects.

MISSION GOALS

- Foster Community—Can be done by hosting holiday meals, town meetings, family gatherings, individual recognition and memorials. Can be performed in partnership with the Dover Panhellenic Council, which consists of Greek-letter sororities and fraternities and in partnership with clergy.
- Sustainability—Use our mission statement and goals to achieve our financial needs and future aims. Provide care, restoration and improvement of the facilities. Support staff development, increase volunteer engagement and energize broad participation.

ECONOMIC DEVELOPMENT

DIVISIONAL VISION

Within the Department of Public Services, the Economic Development division has been charged to improve the quality of life in Dover by attracting and retaining quality jobs, supporting a vibrant town center, and creating an atmosphere that encourages and fosters business growth.

MAJOR PROGRAMS

DOWNTOWN DOVER PARTNERSHIP (DDP)

Objective: Provide administrative and other staff support to the Downtown Dover Partnership so that the organization can foster grass roots driven downtown redevelopment.

Measures:

1. Number of events where DDP is either the lead organizer or partner in event.

	2012-2013 Actual	2013-2014 Actual	2014-2015 Projected
Results	≥Ten events held in Downtown where DDP is either the lead organizer or partner. **17 events YTD**	≥Fifteen events held in Downtown where DDP is either the lead organizer or partner. **19 events YTD**	≥Thirty events held in Downtown where DDP is either the lead organizer or partner. **26 events YTD**

2. Set and reach an annual fundraising goal for the DDP.

	2012-2013 Actual	2013-2014 Actual	2014-2015 Projected
Results	Raise ≥$25,000 for DDP activities **$7,100 YTD** **DDP has reactivated Main Street Dover and applied for reinstatement of its 501c3 status**	**DDP received notification from IRS that Main Street Dover, Inc. is an active 501c3 organization**	**Organization Committee is being restructured and will set fundraising goal for FY15 –** *Committee focusing on grant writing*

3. Monitor downtown merchant and business owner satisfaction.

	2012-2013 Actual	2013-2014 Actual	2014-2015 Projected
Results	Increased survey response rate and maintained above average rating.	Survey was not conducted. Merchants Committee established as standing committee of DDP	Increase survey response rate and maintain above average rating *Merchant survey to be conducted in May*

DOWNTOWN DOVER BUSINESS GROWTH

Objective: Promote Downtown Dover as a location for new businesses, and provide support to existing businesses to ensure they survive.

Measures:

1. Monitor number of businesses opened in the Downtown Target Area.

	2012-2013 Actual	2013-2014 Actual	2014-2015 Projected
Results	≥Six new businesses open in Downtown Target Area – **7** ≥Four net new businesses open in Downtown Target Area –5 **Net**	≥Six new businesses open in Downtown Target Area – **15** ≥Four net new businesses open in Downtown Target Area –5 **Net**	≥Six new businesses open in Downtown Target Area -**5** ≥Four net new businesses open in Downtown Target Area –5

2. Work with property owners and entrepreneurs to fill vacant commercial spaces on Loockerman Street with viable businesses.

	2012-2013 Actual	2013-2014 Actual	2014-2015 Projected
Results	≥Four vacant commercial spaces filled - **Four**	≥Four vacant commercial tenant spaces filled - **Four**	≥Four vacant commercial tenant spaces filled - **Four**

CITY-WIDE ECONOMIC DEVELOPMENT

Objective: Promote Dover as a location for business growth.

Measures:

1. Maintain an unemployment rate for the City of Dover that is lower than national and state averages.

	2012-2013 Actual	2013-2014 Actual	2014-2015 Projected
Results	8.9% unemployment rate in June 2013	8.3% unemployment rate in June 2014	6.6% actual unemployment rate in February 2015

2. Monitor number of contacts with small businesses and with out-of-town companies interested in locating in Dover.

	2012-2013 Actual	2013-2014 Actual	2014-2015 Projected
Results	≥20 contacts with potential small businesses; **18 Actual** Ten contacts with out-of-town companies interested in locating in Dover **7 Actual**	≥20 contacts with potential small businesses; **23 Actual** ≥Ten contacts with out-of-town companies interested in locating in Dover **13 Actual**	≥20 contacts with potential small businesses – **14 YTD** ≥Ten contacts with out-of-town companies interested in locating in Dover 7 **YTD**

STRATEGIC OBJECTIVES FOR FISCAL YEAR 2014-2015

1. 1. **Complete the infrastructure construction for the Garrison tract.** This objective is a part of the Citywide Economic Development program and advances the critical success factors of Economic Development and Job Growth. **Infrastructure construction 35% complete**

Measures:

a. Secure DEDO's assistance in marketing the Garrison Tract to site selection companies that contact DEDO regarding locations in Delaware. **Discussed site selection process with Jeff Stone from DEDO.**

b. Continue to assist Calpine and Matrix during construction phase.
Ongoing.

c. Assist Uzin Utz in meeting construction timelines. **Site preparation completed, mixing towers under construction, timeline is on schedule.**

2. **Promote citywide economic development initiatives**. This objective is a part of the Citywide Economic Development program and advances the critical success factors of Economic Development and Job Growth.

Measures:

a. Attract two additional prospects to the Garrison Tract by June 30, 2015. **Ongoing.**

b. Continue to improve working relationship with Kent Economic Partnership by providing quarterly updates to the Partnership and working with the Partnership's Economic Development Committee. This measure is ongoing with no set completion date.

c. Attract prospect to the Aero Park by June 30, 2015.

d. Update the Job Growth Report of the City's twelve largest employers including Dover Air Force Base and State Government and provide to Council. **Report presented to Council in February 2015.**

e. Meet semi-annually with plant managers/owners of the largest employers in the City of Dover to include the Base Commander of Dover Air Force Base. **Attended Plant Managers Association March Meeting**

f. Partner with Kent Economic Partnership to develop a strategy for Food Innovation District in Dover.
Ongoing monthly meeting with Steering Committee

g. Develop City of Dover Comprehensive Economic Development Strategy that will be included in the State of Delaware overall comprehensive economic development strategy. - **Ongoing**

3. **Advance initiatives of the Downtown Dover Partnership**. This objective is a part of the Downtown Dover Partnership program and advances the critical success factors of Economic Development and Job Growth.

Measures:

a. Develop a recruitment strategy to attract new business to downtown with the assistance of the Recruitment Subcommittee of the Economic Development Committee. This is an ongoing project.

b. Update the marketing brochure which includes a current vacant property list and a map of the downtown district as part of a business recruitment package. Brochure will be provided to commercial realtors and

be accessible on the Downtown Dover Partnership website. This is an ongoing project.

The Downtown Coordinator with the assistance of volunteers surveyed the Downtown Development District and created a comprehensive available property listing. This listing is to be updated monthly.

c. Assist DDP and local realtors to attract a buyer for the Acme site. **Ongoing**

d. Continue providing information and support to NCALL for the "**Restoring Central Dover"** initiative.