

City of Milford



City Council Committee Agenda

Joseph Ronnie Rogers Council Chambers, Milford City Hall
201 South Walnut Street, Milford, Delaware

FINANCE COMMITTEE

Tuesday, January 15, 2013

5:30 p.m.

Call to Order - Chairman S. Allen Pikus

DMI Request to use 207 S. Walnut Street Property

Request for Funding 2013 to 2018*

Adjourn

This agenda may be subject to change to include additional items including executive sessions or the deletion of items including executive sessions which arise at the time of the public body's meeting.

SUPPORTING DOCUMENTS MUST BE SUBMITTED TO THE CITY CLERK IN ELECTRONIC FORMAT NO LATER THAN ONE WEEK PRIOR TO MEETING; NO PAPER DOCUMENTS WILL BE ACCEPTED OR DISTRIBUTED AFTER PACKET HAS BEEN POSTED ON THE CITY OF MILFORD WEBSITE.

Proposal

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of _____

Pages _____



MSMJR Construction, LLC

Home Remodeling / Maintenance / Repairs

28341 Elizabeth St., Millsboro, DE 19966

302-222-4021

Licensed & Insured

City of Milford

PROPOSAL SUBMITTED TO <i>South Walnut St</i>		PHONE <i>422-6616</i>	DATE <i>1-8-13</i>
STREET <i>Milford De. 19963</i>		JOB NAME <i>Remodeling</i>	
CITY, STATE and ZIP CODE		JOB LOCATION <i>Same</i>	
ARCHITECT <i>City Hall</i>	DATE OF PLANS <i>ASAP</i>	Contact: <i>Richard Carmean</i>	JOB PHONE

We hereby submit specifications and estimates for:

1. Install blocks behind handrail on Back Steps
2. Build and install Plexy glass Framed windows for upstairs
By Fold windows
3. Install 1x3 Lats and 1/2" Drywall on Front Room ceiling. Also install Crown Molding and Paint Semi gloss white.
4. Install new vinyl Floor - with shoe molding. Also install new high rise comfort toilet. Remove all wall paper and skim walls and Paint Eggshell white
5. Replace rotten soffit (crown) and Prime/Paint
6. Seal all Metal Roofs with Aluminum Coat roof seal
7. Back Deck - Replace Top cap with 2x6 Pt, Replace both 4x4 Posts at top of Deck, Dig Footers for 4x4 support. Steps to be rebuilt
8. Repair Front Deck at step area. Remove any rotted wood and replace with Pt material. Tonga + groove Decking will be replaced.

We Propose hereby to furnish material and labor — complete in accordance with above specifications, for the sum of: _____ dollars (\$ _____).

Payment to be made as follows: _____

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workman's Compensation Insurance.

Authorized Signature _____

Note: This proposal may be withdrawn by us if not accepted within _____ days.

Acceptance of Proposal — The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Signature _____

Date of Acceptance: _____

Signature _____

Proposal

Page No.

of

Pages

Page 2



MSMJR Construction, LLC

Home Remodeling / Maintenance / Repairs

28341 Elizabeth St., Millsboro, DE 19966

302-222-4021

Licensed & Insured

PROPOSAL SUBMITTED TO <i>SAME</i>		PHONE	DATE
STREET		JOB NAME	
CITY, STATE and ZIP CODE		JOB LOCATION	
ARCHITECT	DATE OF PLANS	JOB PHONE	

We hereby submit specifications and estimates for:

9. Seal off Downstairs, Crank out window with mullin strip, trim, caulk, and Paint Window For Weather Proofing.
10. Replace all Broken glass in windows and doors throughout Building.

- * All Materials, trash, and Labor are included in this Contract. Any Extras will be on a change order
- * Permits not included in this bid.

We Propose hereby to furnish material and labor — complete in accordance with above specifications, for the sum of:
\$2350.00 Down and 1500.00 when complete dollars (\$ *3850.00*).

Payment to be made as follows:

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workman's Compensation Insurance.

Authorized Signature

Michael Glendon

Note: This proposal may be withdrawn by us if not accepted within _____ days.

Acceptance of Proposal — The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Date of Acceptance: *X*

Signature *X*

Signature _____



MSMJR Construction, LLC

Home Remodeling / Maintenance / Repairs

28341 Elizabeth St., Millsboro, DE 19966

302-222-4021

Licensed & Insured

DMT

PROPOSAL SUBMITTED TO 115 B W: Walnut St.		PHONE 302 839-1180	DATE 1-4-12
STREET Millsboro De. 19963		JOB NAME Remodeling	
CITY, STATE and ZIP CODE		JOB LOCATION 20 South Walnut St.	
ARCHITECT 1-4-G From Orig.	DATE OF PLANS ASAP	IRU Ambrose	JOB PHONE 422-3619

We hereby submit specifications and estimates for:

1. Remove swinging door and reinstall in Kitchen area with lockset
2. Build a divider wall approx 4'6" x 10' x 9' tall at top of steps in Front area. Install a door with Privacy Lock and air vents at top
3. Paint Both Front and Middle rooms, an off white on walls and Semi gloss on trim with Flat white for the ceiling

We Propose hereby to furnish material and labor — complete in accordance with above specifications, for the sum of: \$1410.00 Down and \$1000.00 when complete dollars (\$2410.00).

Payment to be made as follows:

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workman's Compensation Insurance.

Authorized Signature

Michael Menden

Note: This proposal may be withdrawn by us if not accepted within _____ days.

Acceptance of Proposal — The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Signature

X

Signature

Date of Acceptance: *X*



Board of Directors

Officers

Irvin M. Ambrose
President

SaraKate Hammer
Vice President

Dan Marabello
Treasurer

Nancy Benson
Secretary

Members at Large

Scott Angelucci
Dan Bond
Richard Carmean
Mitch Edmondson M.D.
Gary Emory
Lisa Fitzgerald
Bryan Shupe

Executive Director

Lee Nelson

*DMI is a tax-exempt,
non-profit organization
as described in section
501 c (3) of the IRS
code for 1984, as
amended*

Request for Funding 2013 to 2018

In his address to Delaware Complete Communities Summit 2012 on November 13, 2012 Ed McMahon, Charles Fraser Chair for Sustainable Development, Urban Land Institute asked the question:

“Why would anyone invest in a city that won’t invest in itself?”
Fortunately, no one can apply this question to the City of Milford.

Five years ago City Council voted to devote a great deal of money to partially fund the expansion to the Milford Public Library, partially funding the building of the Milford Boys and Girls Club, and providing \$35,000 per year to provide the bulk of the salary for the Executive Director position of Downtown Milford Inc. (DMI) 2012 was the last year for all of these allotments. The library has been expanded and the Boys and Girls Club has been built.

DMI is still working very hard to expand the economic development of the downtown area in particular and the entire City of Milford in general.

DMI provides expertise in the following area:

Action item 5 from MS&B Economic Development Strategy Report

5.6 – support the expansion of additional shops/venues in the downtown area, including a bookstore, office supply, hobby shop with craft course, unique gift shops, old time general store, ship building museum and boat building school, amphitheater along river east of downtown.

DMI goals have a direct correlation to Action item 5

1. Preserve the historic qualities of the downtown district
2. Support existing businesses located in the downtown district
3. Recruit new businesses to the downtown district

The City commissioned an economic development study, hired ED Director – a person whose responsibility is global in nature encompassing major manufacturing, large stores in strip development areas along the major corridors, and assist existing manufacturing companies to maintain their presence in Milford.

DMI’s goals are more focused and adapted to smaller retail entities. DMI is an “expert” in this arena through the efforts of the Executive Director and the four volunteer committees (Design, Promotion, Organization, and Economic Restructuring).

Rational

DMI's efforts to attract visitors and shoppers to the downtown area have involved a variety of events:

1. DMI and Milford Parks & Rec partnership in the **Bug & Bud Festival**. This year's festival attracted over 8,000 people to Milford and produced a share of approximately \$9,000 to the Parks & Rec account.
2. Several events are on the schedule for this year. **The St. Patrick's Day Pub Crawl** was a tremendous success. This event brought many new visitors to the downtown; the ongoing **Buy Local** radio campaign is tailored monthly to advertise different DMI and downtown events; **The Holiday Stroll** consistently attracts many visitors to the area; the partnership formed between DMI and the Milford Public Library produced **Music and Movies on the Riverwalk** with the hope of drawing families to the downtown area. Last year's **Milford Magic Mondays** brought over 200 people to the downtown area on each of three occasions during the winter months. This program is starting its second season and was brought back by popular demand. DMI has formed a partnership with the Downtown Milford Merchants Association for **cooperative advertising on radio and TV and by co-sponsoring Sidewalk Sale Saturday**.
3. **The Milford in Bloom** project and the banners developed through our branding program have already drawn favorable reviews. These efforts are expected to attract shoppers to the district as well as additional retailers.
4. The DMI sponsored **Santa House** has been a source of joy for generations of Milford children as well as children from surrounding towns.

All these events and activities cost money - money that DMI can provide through our fundraising activities. Each of these programs has contributed to the attraction of new businesses to the downtown shopping area (see attachment). We have several businesses that have expressed an interest in locating in the downtown area. The programs listed above have contributed significantly to the current growth and will encourage future growth. Our budget, however, cannot sustain and expand our activities as well as pay our Executive Director a living wage. It is clearly the wrong time to have to curtail these efforts because of financial limitations. There has been a momentum in moving forward and now is the time to add fuel to the forward movement. In fact, the continued addition of new businesses downtown will increase City revenues in the long run. Retail businesses use more City utilities than storefront churches or empty buildings. Improved properties will eventually provide higher property taxes. DMI feels that a thriving downtown has the effect of benefiting economic development in all areas of the City. Access to quality health care, a good school system, and a thriving, attractive downtown are all recruiting tools for prospective employers and professions to the area.

Conclusion

DMI requests that the City enter into a contract with DMI to further the economic development efforts of DMI directed specifically to the recognized center city shopping area by continuing to fund the organization with a sum of \$40,000 per year for the next five years. DMI will continue to work cooperatively with the City administration and the newly appointed Economic Development Director to further the cause of economic development in the downtown area which will positively affect economic development for the entire City.

Respectfully submitted,



Irvin M. Ambrose, President
Board of Directors
Downtown Milford Inc



Review of DMI Achievements

July 2011 – December 2012

1) Economic Restructuring:

- a) **Ten new businesses opened.**
 - Anne Jenkins Art Gallery and Studio
 - Chris and Jenna Computers
 - Delaware Fitness
 - Milford Florist and Home Décor
 - Pelican Bar and Grille
 - Milford Gifts
 - The Hidden Gem Boutique
 - Toute de Suite Patisserie – Bakery
 - Gallery 73 – Art Gallery
 - Little Posies Photography
- b) **Two successful businesses expanded** and relocated downtown.
 - Fur-Baby Boutique
 - Blooming Boutique
- c) **One successful business expanded** and moved out of area due to lack of downtown space
 - Delaware Architects
- d) **Two businesses closed**
 - Minorbird – seek other opportunities.
 - Victorian Lady Tea Room – ill health
- e) **Two new businesses planning to open.**
 - Cooking school (March/April 2013)
 - Furniture redecoration (March/April 2013)
- f) **Project Pop-Up.** With DEDO/USDA assistance successfully attracted new business (Little Posies Photography) to downtown Milford.
- g) **Farmers Market** – larger, more diverse and more profitable. Well run by new 10 member committee. In top 5(out of 27) farmers markets in Delaware by sales for May/June 2012. Average number vendors increased from 16 in 2011 to 20 in 2012. High 27 vendors.
- h) **Downtown Milford Merchants Association**
 - Active in January founding and supporting local merchants.
 - Cooperative television and newspaper advertising.
- i) **DMI-Delmarva Public Radio (DPR) cooperative advertising program** implemented.
10 DMI member businesses joined DMI for one year promotion on two DPR stations.
- j) **Milford Business Mentoring Program**
 - Partnering with Milford High School and DEDO, the second year successfully implemented and used as model for rest of state.

2) Promotion:

- a) **Five new events added in 2011-12**
 - **Milford's Magic Mondays:** Three monthly professional magic shows in partnership with Dickens Parlor Theater and Milford Senior Center during winter months. Average attendance: 215 (90% capacity). Financially profitable. Planned again for January- March 2013
 - **Movies and Music on the Riverwalk:** Partnering with Milford Library, 8 week summer long program of free live music and family movies in 2011-12. Average attendance: 115.

- **Spooktacular:** Partnering with Fur-Baby Pet Boutique and River Front Theatre, free children oriented Halloween program and costumed pet parade. Attendance: 200. Planned for 2013
- **Paddle, Pedal and 10K walk/run.** In partnership with Milford Parks and Recreation Department, a river oriented program for kayakers, cyclists and runners/walkers to dedicate the new Chaney-Wilmon Greenway and continuation of the Riverwalk. Estimated attendance: 100 participants/guests. Planned for 2013
- **Sidewalk Sale Saturday.** In partnership with Downtown Milford Merchants Association, music and entertainment while stores sell from outdoor tables along Walnut Street. Planned for 2013

b) **Four existing events were bigger, better and more profitable**

- **Santa Claus House.** New house completed and larger attendance
- **Holiday Stroll.** Record attendance and good local business results.
- **2nd St. Patrick Day Pub Crawl.** Record attendance (400) and more profitable.
- **9th Bug and Bud Festival.** In partnership with Milford's Park and Recreation Department, this year was highlighted by record vendor participation (150), record visitors to local downtown businesses, record profitability and new programs of numerous large (\$3,000) multiple year sponsorships.

c) **New event planned for 2013**

- **Night of the Arts.** In partnership with the Mispillion Art League, an evening of art for the community.

d) **125% increase in events.** Will have 9 events throughout the year.

3) **Organization**

- Implemented multi-year large corporate support** program. \$5,000 pledged by BayHealth for three years. Three others sought.
- Increased membership** in business, individual/family members.
- 'Volunteer Coordinator' position implemented.** This is Delaware Main Street's first 'Volunteer Coordinator' position. Received national attention on National Main Street newsletter.
- Rack cards of professional quality** designed and used to focus on our branding. Concept used as model for rest of Delaware Main Street Programs.
- Kent County Tourism of the Year Award 2011.** Reward for efforts in 2010 and 2011.

4) **Design**

- Successfully implemented second 'Milford in Bloom'** effort to fund downtown flower baskets.
- Historic Preservation project's first community wide** meeting held
- Completed \$178,000 downtown streetscape** in partnership with City of Milford. Upgrade included new sidewalks, benches, tree guards, trash cans, bike rack.
- Implementing "Art on the Riverwalk Tour" (ART) Project.** 3 year 18 piece public art project based on classic yacht "Augusta". In partnership with Parks and Rec, Milford High School, Mispillion Art League and Joan Lofland.

5) **Volunteer hours and dollar impact**

Up to September 2012, we had **7,265 volunteer hours** given by over **200 residents** to make downtown Milford a better place to live work, play and shop. The dollar value of this time (\$16 per hour according to Delaware Economic Development Office) was **\$116,240**. Money the city did not have to spend.

6) **Conclusion: Overall a successful effort with:**

- | | |
|-------------------------------|--|
| - Ten new businesses opened | - Four existing events were larger and more profitable |
| - Two businesses expanded | - Expanded branding implementation |
| - Two new businesses planned | - Attracted diversified, longer term and larger sponsors |
| - Five new events implemented | - Improved downtown appearance |

Significant positive financial impact