

## **ABOUT THE TOWN OF BRIDGEVILLE**

Bridgeville is a charming rural agricultural town, one of the oldest and fastest growing communities in Sussex County. The town enjoys a desirable location at the intersection of routes 13 and 404, thirty miles from Delaware's renowned beaches and approximately 30 miles south of Dover, the capital of Delaware. It boasts a unique blend of historic stately homes and the rapidly growing award winning "over 55" golf community, Heritage Shores. The quality of life in Bridgeville is enhanced by the beautiful Bridgeville Public Library, the new state of the art Woodbridge High School and nearby cutting edge healthcare. Each year Bridgeville is home to the Apple Scrapple Festival, Punkin' Chunkin' Competition, Christmas in Bridgeville Historical Society Craft Show and the Library's Jumpin' June Jamboree. Bridgeville is a friendly community with small town charm and a bright and prosperous future.

## **OUR MISSION:**

The mission is to create a community where people want to live, work & visit through an inclusive collaborative effort to increase economic, social & educational opportunities, to provide community support services & to offer an appealing environment.

## **OUR VISION:**

Our vision is a vibrant growing community attractive to a mix of residents, visitors, small business owners and large commercial companies.

## **OUR VALUES:**

- Supporting and Developing the growth objectives of Downtown/Local Businesses
- Maintaining a balance of business opportunities and resident access to desired goods and services
- Providing a safe, inclusive and friendly community

**LEADERSHIP:**

Leadership is provided by the Economic Development Committee. The committee’s assignment is to recommend and implement strategies to fulfill the Economic Development Mission of Bridgeville

2016-2017 Committee Membership:

Ruth Skala, Chairperson, John Brodeur, Jack Dalton, Harris Mager, Brenda Rambo, Ralph Root, Charles Smith, Lawrence Tassone, Jeff Tull

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**ABOUT BRIDGEVILLE, DELAWARE**

Bridgeville is one of the oldest surviving communities in western Sussex County. Long before Sussex County was subdivided into hundreds, a community in the 1680’s began to develop along the small waterway known as Bridge Branch. A bridge was built across the stream and it served as the nucleus of the community. The name Bridgeville was adopted around 1810 and the Town was incorporated in 1871. Today, Bridgeville is a pleasant agricultural-oriented community known for fine homes and broad tree-lined streets. Many diverse denominations are represented by the Churches of Bridgeville

Town of Bridgeville

Population (Town Limits)	2,425
Median Income	\$52,749

The town is one of the fastest growing communities in Sussex County. Population growth, with the emphasis on seniors, creates ever growing demand for goods and services at the governmental level as well as the private sector. The following are some of the desired businesses that support our vision: brewery/restaurant, delicatessen, small café, assisted living/nursing facility, motel, bank, florist, clothing, sports hobby store, additional antique shops, a Bed and Breakfast and an arts gallery.

**ECONOMIC DEVELOPMENT COMMITTEE STRAGETIC PLAN**

The ED Committee (and the Commissioners) is charged with establishing the oversight and guidance of strategic planning, finance and other activities in support of its mission.

**PLAN FOR THE DOWNTOWN: *Business Attraction with a focus on specialty retail goods and services providers that draw from a regional customer base, while:***

Retaining the scale, charm and character of the downtown- Future economic development strategies for the downtown should build from and enhance upon the character of the downtown, encouraging specialty and boutique businesses,

- Maintaining a safe and secure, walkable and accessible environment – Providing attention to cleanliness and maintenance of public and private spaces, and effective lighting and signage.
- Promoting mixed use - Examine the potential to enhance and encourage private reinvestment in the residential downtown occupancies in addition to pursuing commercial growth goals.
- Ensuring adequate parking – Understanding that the downtown should function efficiently, meeting resident, business, customer and visitor needs. Strategies must ensure adequate and necessary signage and lighting, and way-finding.
- Ensure that all properties are maintained and kept to code. Demolish condemned properties.
- Be sure historical properties are properly maintained and advertised to the public

**PLAN FOR THE ROUTES 13 AND 404 COMMERCIAL AREAS: *Attract development of the large available commercial areas with businesses that meet the needs of the area***

- Maintain ongoing dialogue with commercial realtors and bankers
- Encourage property owners to pursue development
- Develop an advertising program
- Target and contact priority businesses

**CONTINUE USAGE OF BRIDGEVILLE BRANDING: *Build on the resources provided by Muldrow & Associates***

- Develop products that advertise the Bridgeville brand such as license plates
- Improve town signage
- Fully utilize all internet resources

**RESEARCH AND SEEK ALL AVAILABLE FUNDING SOURCES FOR TOWN IMPROVEMENT:**

- Work closely with the state of Delaware Economic Development Office DEDO

- Pursue USDA funding and the Community Block Grant Program
- Research all private grant opportunities including National Trust

**TOWNWIDE PRESERVATION: *Make a concentrated effort to preserve and maintain historic properties throughout the town***

- Work closely with the Historical Society to maintain Bridgeville’s Historic District
- Actively pursue investors to restore historic residential properties
- Increase public awareness of Bridgeville’s historic properties such as the Sudler House and the Historical Society Museum

<b>Goal/Strategies</b>	<b>Status</b>	<b>Due/ Complete</b>
<b>Goal 1: Identify and recruit new members</b>		
• Publicize the goals and objectives of the committee	Ongoing	N/A
• One on one discussion with potential members	Ongoing	N/A
• Open meeting forum	Ongoing	N/A
<b>Goal 2: Establish a Strategic Plan for Implementing its Business Growth Objectives.</b>		
• Proposed 2 <sup>nd</sup> draft by Strategic Planning Committee	In Process	April 2016
• Reviewed and Adopted by ED Committee	Scheduled	May 2016
• Adopted by Town Commissioners	Scheduled	June 2016
• Annual review against goals and adjustments		April 2017
<b>Goal 3: 2016-17 Activity Plan</b>		
• Prioritize Muldrow Downtown Master Plan for Implementation		
• Create an Ongoing Communications Plan		
• Develop an ongoing strategic business development process		
• Incentives		
• Events		