

Economic Development Committee Update

August, 2020

1. The original deadline for ordering Memorial Bricks was July 15th and landscape plans had been formulated. But after discussions with the town, the project will be rolled into the town's plan for a parklet area where the O'Leary building currently sits. There will be opportunities for the community to purchase more bricks as the towns plan moves forward. Kudos should be given to Aliceanne Zaras for conceiving this project and shepherding it through all stages of its development.
2. A workshop meeting was held on Wednesday, July 22nd to do an annual review of the EDC's strategic goals. The overall goals were agreed to (see the attached for the draft changes to the original strategy done in 2015) with the next step being to flush out this year's action items to be focused on. That effort has already begun.
3. The EDC still has positions open on the committee. We appreciate the appointment of Christine Corriea and are looking for additional volunteers. Suzanne Farris has indicated the state will be providing a forum for training on how to get volunteers. The committee will be looking at how we can become involved. If the Commission has any suggestions for volunteers, especially real estate and business owners, please let us know.
4. The sidewalk and signal box projects are in limbo right now waiting for the state to determine when the highway will be repaved.
5. The EDC is continuing to work on an Economic Development webpage for current and potential residents and business owners to access as a place to go to promote the town. The domain has been purchased and a design is being worked on.
6. A Facade Grant program (for signs only) will be presented to the Commission this month.

Richard Grinnell

Chairperson, Economic Development Committee

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Changes/additions/deletions are marked in red.

Strategies	Goals to Achieve Strategies
For Economic Development we want to Capitalize on Bridgeville's Potential	<p>Downtown Bridgeville (see below) will succeed as a multi-use downtown by supporting existing business and developing new opportunities for:</p> <ul style="list-style-type: none"> • shopping • dining • offices • retail • increased residential units <p>Downtown Bridgeville is roughly defined as the area bounded by Market Street, Main Street, Jacobs Ave, and Railroad Ave. (The exact area is still to be determined, but the focus is on the downtown area and not the boundaries of the town of Bridgeville.)</p>
For Design and Planning we want to Enhance Bridgeville's Quality of Life	<p>Building on quality public investments, Bridgeville will continue to create a welcoming downtown through:</p> <ul style="list-style-type: none"> • improved parks and open spaces • walkable and bikeable streets • preservation of historic architecture • The corridors leading to downtown will achieve a level of design quality that compliments the downtown area
For Branding and Marketing we want to Maximize Bridgeville's Message	<p>Bridgeville will develop and launch an aggressive messaging program that builds community pride while distinguishing itself as the destination of choice on the way to the beach and the Delmarva area (Note: - I did not include re-branding here as I thought that was really a task to accomplish this goal. So it will show in the task list for 2020-2021)</p>
For Promotion we want to Highlight Bridgeville's Unique Assets	<p>Bridgeville Economic Development, in conjunction with other organizations, will promote the downtown area through events that generate retail sales and raise awareness of its unique cultural and historic assets.</p>
For Organization & Implementation we want to Get the Job Done	<p>Bridgeville will build strategic partnerships with organizations and individuals that are committed to bringing the vision of the Downtown Master Plan to fruition.</p>