DOWNTOWN DEVELOPMENT DISTRICT

Main St., Harrington, Del.
ASSESSMENT

APPROACH

OUTREACH

THE PLAN

QUESTIONS
1. WHERE ARE WE NOW?

2. WHERE DO WE WANT TO BE?

3. HOW DO WE GET THERE?
Find Funding
Create a Task Force
Campaign
Community Outreach
DDD Plan
Implementation
CITY OF HARRINGTON DELAWARE

APPROACH
CREATE A TASK FORCE
PROJECT PROMOTION

- Media Buzz
- City Resources
- Talk It Up

BRANDING

Harrington is rich in Railroad history and this was an amazing underutilized asset to promote the Downtown.
WHY PROVIDE COMMUNITY OUTREACH?

- Gain Community Support
- Gather Project Input
- Promote Positive Projects
- Create a Collaborative Effort
HOW DO YOU PROVIDE COMMUNITY OUTREACH?

- Existing Event Participation
- Create Online / Paper Surveys
- Organize a Promotional Event
- Walk & Talk within the District

Senior Center Monthly Birthday Celebration

Love Your Downtown Event – February 2016
Existing Documents

- Comprehensive Plan
- Healthy Community Action Plan
- New Zoning Code
- Strategies for State Policies & Spending
Nine Chapters

- Introduction
- Data
- Vision
- Goals, Objectives & Strategies
- Implementation
- Incentives
- Evaluation
- Maps
- Appendix
Vision

- 8 Visions Statements

Goals, Objectives & Strategies

- Realistic
- Easy to Understand
- 10 Goals
District Boundaries

DOWNTOWN AREA
108 Parcels
33 Acres
Simple Definition of INCENTIVE:
-something that encourages a person to do something or to work harder

Review Incentive Options
- Time
- Money
- Clear Path
- Competitive
- Not all options work
IMPLEMENTATION

1 Month:
- City Website Page
- Investment Tracking
- Vacant Structures/Lots
- Tax Incentive Match
- All Incentives

3 Months:
- Downtown Business Map
- Downtown Marketing Brochure
- City Community Calendar
- Community Event Procedure
- Railroad Improvement Meetings

6 Months:
- Downtown Merchants Association
- Buy Local Program
Downtown Development District Launch Workshop
Monday, October 24
Harrington Fire Company Inc.
6:00 p.m.

City’s website: http://harrington.delaware.gov
“THOSE WHO LOOK ONLY TO THE PAST OR PRESENT ARE CERTAIN TO MISS THE FUTURE”

John F. Kennedy
Partners in Progress

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