Setting The Table: How to Prepare Your Downtown for Retail Recruitment / Retention Success

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Wilmington, Delaware
“In the Middle of it All”
Wilmington’s Urban Design
Who is WRC?

- Privately funded, nonpartisan, nonprofit organization
- Work very closely with city and state government
- Mission:
  - Develop and implement strategies that will increase the economic vitality of Downtown Wilmington;
  - Strengthen its role as a center of educational, cultural and social activity;
  - Enhance its reputation as an exciting place to live and visit by marketing Wilmington’s unique history and character.
Established the BID
Created the Delaware College of Art & Design
Re-Opened Market Street to Two-Way Traffic
Increased Downtown Residents
Vision for Lower Market Street
Redeveloped Lower Market Street
Rebranded Wilmington

WELCOME TO WILMINGTON
“A PLACE TO BE SOMEBODY”
The Result: New Retail
The Result: Spurred Investment
The Result: Revived Queen
The Result: New Retail

Wilmington, DE
704 N. Market Street
Wilmington, DE 19801
(302) 268-1238

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High-Quality, Professional Art Supplies at Great Prices!
Grand Opening: August 1st, 2013!
What’s Next?

A VISION FOR WILMINGTON’S CREATIVE DISTRICT
Creative District Framework

PLACE-BASED STRATEGIES: A framework to guide targeted initiatives
Infill Construction

7th and West Streets
Wilmington, DE
VISION

Wilmington is a CREATIVE HUB that attracts artists, designers, entrepreneurs, makers, manufacturers, and others from the LOCAL AREA and BEYOND. The Creative District concept is equally focused on both CREATIVE PRODUCTION and CONSUMPTION; a WORKING DISTRICT where locally designed goods and original works are made and local creative entrepreneurs are supported, as well as a DESTINATION drawing in visitors looking for a unique experience.

The Creative District is the heart of this vibrant and collaborative community. Its creative identity reflects and CELEBRATES DIVERSITY in the city and of its residents and visitors. This IDENTITY IS VISIBLE throughout the entire district, enhancing its physical environment and informing residents and visitors of ACTIVITIES and EVENTS.

With housing choice, support for entrepreneurial endeavors, and strong ties to local business, the District is a place to both live and work. In addition, inspiration is a medium to ADDRESS SOCIAL NEEDS, with outlets that ENCOURAGE YOUTH to explore their creativity and support those facing physical and personal challenges, among others.