



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Downtown Development StoryMap

Category: Communications

Subcategory: Creative Media

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.
Interactive communications tool helps DSHA tell the story of investments and impact
in local neighborhoods.

HFA: Delaware State Housing Authority

HFA Staff Contact: Dan Shortridge, director of public relations

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Email: dans@destatehousing.com

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

- My HFA is mailing a check to NCSHA.
- My HFA is emailing the credit card authorization form to awards@ncsha.org.



PROGRAM INTRODUCTION AND OVERVIEW

Over the last several years, DSHA has worked to communicate and market the benefits of the Downtown Development District program to a variety of interested stakeholders and partners, including private investors, property owners, local and state elected officials, and nonprofit agencies. The DDD program provides rebates of up to 20 percent for qualified property investments in selected downtown districts. The DDD program uses a small amount of state investment (\$21.2 million) to leverage significant private investments (\$370 million) to overcome barriers to development so that new market opportunities can be shifted back to the heart of Delaware's communities, making them excellent places to live, work and play. The program goals include:

- Spur private capital investment in commercial business districts and other neighborhoods;
- Stimulate job growth and improve the commercial vitality of districts;
- Help build a stable community of long term residents by improving housing opportunities; and
- Assist municipalities in strengthening neighborhoods while harnessing the attraction that vibrant downtowns hold for talented people, innovative small businesses, and residents from all walks of life.

More than 50 different private investment groups have accessed the DDD rebate program in eight districts, and DSHA holds or supports a revolving series of public events celebrating the success of the investments. Communicating these successes outside of on-the-ground events, however, can be a challenge, as the flow of projects and the need to update and print hard-copy materials creates a resource drag on DSHA staff. We thus created a partnership to develop the DDD StoryMap, an interactive communications tool that is helping us reach audiences to tell this success story.

• AN INNOVATIVE INITIATIVE

Telling a story about a particular project or a single community is simple. Communicating details about a statewide program in eight geographically dispersed communities, each with its own individual characteristics and issues, posed a challenge. Traditional tools of static maps, photos and fact sheets can't always tell the whole dynamic story of community revitalization, and updating them can be a time-consuming and resource-intensive process.

The StoryMap was created to show the public, members of the General Assembly, and key stakeholders where investments are occurring and how many new projects are being constructed in each local district. The visual demonstration of the program's effectiveness and impact helps make the case for continued funding and support of this state-funded program. We used the interactive map features developed by the University of Delaware staff to allow for deep dives into each community, creating a new tool that allows for instant visualization and immediate updates.



- **A REPLICABLE PROGRAM**

This mapping system is replicable by any HFA or community development partner that wants to explore alternative visualization and storytelling tools. While there are existing open source mapping tools, none provided the capability we needed or were not compatible with our existing software. We thus partnered with mapping experts from the University of Delaware to provide that technical expertise and establish the framework for future updates. Similar partnerships with university departments of geography, GIS, or public administration are available around the country for other HFAs to explore.

- **REACHING TARGETED AUDIENCES**

The StoryMap has been a useful communications tool. From its launch in February 2018 to the end of May 2018, the StoryMap has been viewed almost 2,000 times, or about 500 pageviews per month. The StoryMap is highlighted on and linked to from multiple websites, including those of DSHA; the Office of State Planning Coordination; ESRI's GIS StoryMap Gallery; and the University of Delaware's Institute of Public Administration's Complete Communities Planning Toolbox. It will also be showcased at the next Delaware American Planning Association chapter conference in October 2018. DSHA also included the StoryMap as a helpful resource for a reporter with the state's largest newspaper working on an in-depth enterprise article about the Downtown Development District Program in spring 2018.

- **ACHIEVE MEASURABLE RESULTS**

From its launch in February 2018 to the end of May 2018, the StoryMap has been viewed almost 2,000 times, or about 500 pageviews a month. While a hard audience target was not established at the outset for this new initiative, those numbers have far exceeded our expected interest levels.

- **PROVIDING BENEFITS THAT OUTWEIGH COSTS**

The StoryMap is a living communications tool that DSHA can expand, customize and update at will; use in trainings and workshops for new elected officials, community leaders, business executives, and investors to explain the workings of the program; showcase at public presentations and outreach opportunities explaining the local impact of the investments; and use in responding media inquiries to instantly highlight a local district's projects completed or in the pipeline. It is always available 24/7 for anyone to use; it can replace the time-consuming process of updating hard-copy reference maps multiple times each year; and it uses interactive mapping tools that online audiences are already used to navigating. Those benefits all outweigh the initial \$7,450 investment.

- **DEMONSTRATING EFFECTIVE USE OF RESOURCES**

The StoryMap was developed as a partnership between DSHA, the University of Delaware's Institute for Public Administration, and the Delaware Office of State Planning Coordination. DSHA and OSPC provided the project and program data for UD to design and format the StoryMap, at a total cost of \$7,450. The site was developed quickly, with the contract opened in September 2017 and the site launching in



February 2018. The StoryMap utilizes software that DSHA already uses for mapping and data analysis purposes. With the basic framework established, it can be updated easily when each new round of projects is announced and serve as an evergreen communications tool for years to come. It supplements and complements the existing marketing and outreach around the Downtown Development District initiative, which includes media outreach, advertising, and events.

- **ACHIEVING STRATEGIC OBJECTIVES**





DSHA's strategic plan, updated in the fall of 2017, includes developing specific communications mechanisms to help tell the story of the Downtown Development District program and highlight its successes. The StoryMap is a very strong tool in our toolbox, combining online access, interactive functionality, photos and district-specific information in a versatile and instantly-updatable application that will continue to allow us to reach broader audiences and build awareness of and support for the DDD program.



VISUAL AIDS


The following images are screenshots from the StoryMap, providing both an overview and specific examples of the detail and imagery that the tool showcases to the public and stakeholders.

Homepage: A state map orienting visitors to the site and explaining the purposes of the program. The header features links to each sub-page for a specific Downtown Development District.

Investments in Downtown Development Districts Downtown Development District Program    

[Introduction](#) [Dover](#) [Georgetown](#) [Harrington](#) [Laurel](#) [Milford](#) [Seaford](#) [Smyrna](#) [Wilmington](#) [Resources](#)

Introduction




Healthy and vibrant downtowns are critical components of Delaware's economic well-being and quality of life. The [Downtown Development Districts \(DDD\) Act of 2014](#) was enacted by the General Assembly to leverage the resources of state government in a limited number of designated areas in Delaware's cities, towns, and unincorporated areas in a multifaceted effort to:

- Spur private capital investment in commercial business districts and other neighborhoods;
- Stimulate job growth and improve the commercial vitality of such districts and neighborhoods;
- Help build a stable community of long term residents by improving housing opportunities; and
- Assist municipalities in strengthening neighborhoods while

Map labels: Wilmington, Vineland, Atlantic City, Delaware Bay, Dover, Easton, Salisbury, NEW JERSEY, DELAWARE.

Map controls: +, Home, -, Search (leen), LEGEND, OVERVIEW MAP.

POWERED BY  Esri, HERE, Garmin, NGA, USGS, NPS | Esri, HERE, NPS




District Page: As an example, the Dover district page showcases the various projects using both a map-based pin system and an image-based scrollbar.

Investments in Downtown Development Districts

Downtown Development District Program

Introduction **Dover** Georgetown Harrington Laurel Milford Seaford Smyrna Wilmington Resources

Dover



Downtown Dover, Delaware

Prime for redevelopment, the City of **Dover** **Downtown Development District** encompasses the heart of its downtown central business district and adjoining residential neighborhoods. The District includes the area generally bounded by Mary Street to the north, Water Street to the south, the railroad tracks to the west, and State Street/Governors Avenue to the east. It also includes the portion of Lincoln Park east of Cherry Street. Lincoln Park is an historically African-American middle class neighborhood immediately west of the railroad tracks. The east side of this neighborhood has experienced a deterioration of the housing stock in recent years due to high concentrations of rental properties.

DDD Large Projects DDD Small Projects


City of Dover's Downtown Development District Projects

The map below shows Downtown Development District projects in Dover, Delaware that have been completed.



Single-family New Construction

530 Mary Str
New constru
home on a p

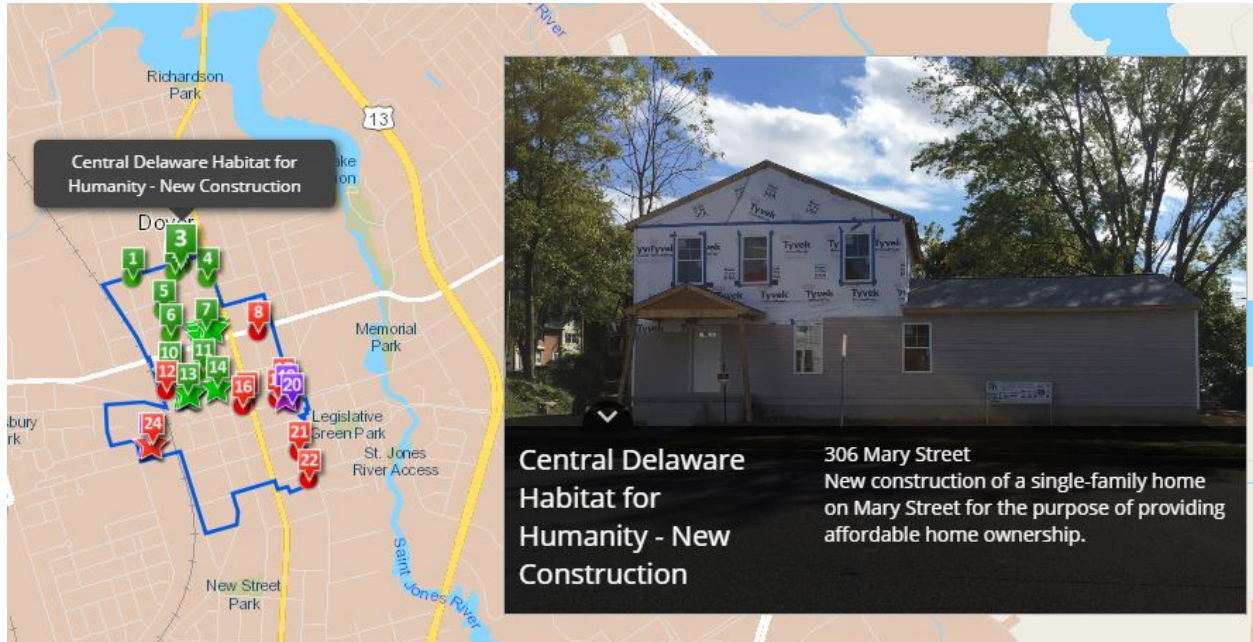


1	2	3	4	5	6
Single-family New Construction	NCALL - New Construction	Central Delaware Habitat for Humanity - New	NCALL - New Construction	Single-family Rehabilitation	Central D Hu



Delaware State Housing Authority
Category: Communications: Creative Media
Entry: Downtown Development StoryMap

Close Up: Clicking on an individual pin or image slider brings up a larger project photo, either in progress or after completion, along with the address and pertinent details about the DDD project.





District Background: Each district page highlights details about the municipality and its characteristics and strengths.

Wilmington



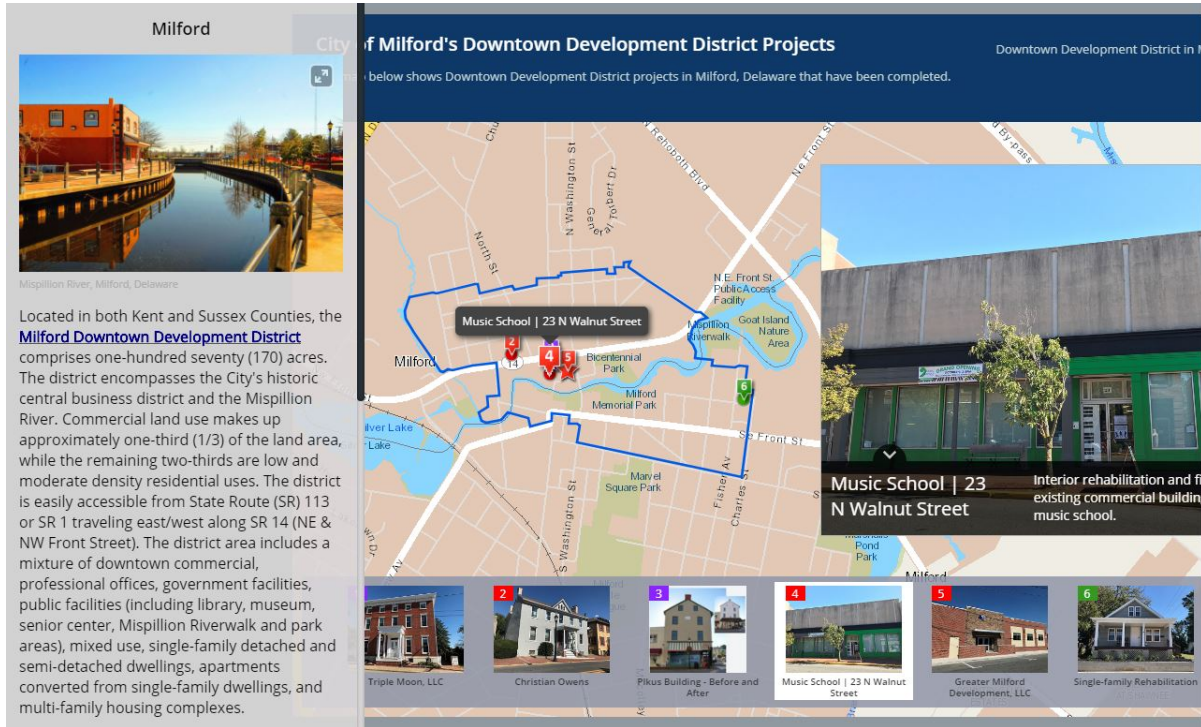
Aerial View of the City of Wilmington, Delaware, Photo by: Joe Del Tufo

The City of [Wilmington Downtown Development District](#) will transform and strengthen downtown neighborhoods adjacent to the municipality's commercial core and develop vibrant linkages throughout the area. By leveraging state resources, strategically deploying local incentives, and coordinating the efforts of many organizational partners, the Wilmington's Downtown Development District will stimulate private investment and create a flourishing downtown area with equally attractive neighborhoods that are even more physically connected and represent a true live/work/play destination. This will further position Wilmington, the most prominent urban center in Delaware, as a hallmark metropolitan center.



Image Sliders: The sliders at the bottom of each district page provide another navigation tool to explore the district's projects.

Milford



City of Milford's Downtown Development District Projects

Below shows Downtown Development District projects in Milford, Delaware that have been completed.

Mispillion River, Milford, Delaware

Located in both Kent and Sussex Counties, the **Milford Downtown Development District** comprises one-hundred seventy (170) acres. The district encompasses the City's historic central business district and the Mispillion River. Commercial land use makes up approximately one-third (1/3) of the land area, while the remaining two-thirds are low and moderate density residential uses. The district is easily accessible from State Route (SR) 113 or SR 1 traveling east/west along SR 14 (NE & NW Front Street). The district area includes a mixture of downtown commercial, professional offices, government facilities, public facilities (including library, museum, senior center, Mispillion Riverwalk and park areas), mixed use, single-family detached and semi-detached dwellings, apartments converted from single-family dwellings, and multi-family housing complexes.

Music School | 23 N Walnut Street

Interior rehabilitation and fit existing commercial building music school.

1 Triple Moon, LLC
2 Christian Owens
3 Pikus Building - Before and After
4 Music School | 23 N Walnut Street
5 Greater Milford Development, LLC
6 Single-family Rehabilitation



Additional Resources: This tab on the navigation bar links to program guidelines, other state incentives, and the annual report, as well as an Adobe Spark page which highlights the local district incentives.

Resources

For more information on the Downtown Development District (DDD) grant program guidelines and application information, please visit the Delaware State Housing Authority [website](#).

- [DDD Program Guidelines](#)
- [DDD State Incentives](#)
- [DDD Fiscal Year 2017 Annual Report](#)

Visit the [Adobe Spark Page](#) on Downtown Development Districts which highlights incentives offered by each of Delaware's eight DDD communities designated in 2015 and 2016. Within the Spark Page, view statewide DDD and City of Dover interactive maps, a video on the City of Milford's DDD, and project photos. This Spark Page was developed by the University of Delaware's Institute of Public Administration in cooperation with the Delaware State Housing Authority, Office of State Planning Coordination, and Delaware Department of Transportation.

