



# 2020

YEAR IN REVIEW



**“Delaware Prosperity Partnership’s business-growth strategy supports businesses throughout Delaware while continuing to attract new business to Delaware. In just three years, Delaware Prosperity Partnership’s model has created more than 2,700 new jobs for Delawareans and \$607 million in capital investment.”**

**- Desmond A. Baker**

Principal, Desmond A. Baker & Associates LLC  
Delaware Prosperity Partnership Board of Directors



**“We are pleased and proud to see what Delaware Prosperity Partnership was able to accomplish despite the challenging times that the State and the Country are facing due to the pandemic. Helping to facilitate thousands of new job opportunities and retaining 1,100 more is a tribute to DPP’s ability to be 100% focused on economic development, innovation and recruiting top talent in Delaware. I am confident that through community and business partnerships, like the one we have with DPP, we will continue to bolster the Delaware economy. ”**

**- Rodger Levenson**

Chair, President & CEO,  
WSFS Financial Corporation and WSFS Bank



# From the Co-Chairs

## of the Delaware Prosperity Partnership Board of Directors

In a year like no other we have experienced and despite the many challenges the COVID-19 pandemic has presented, Delaware's manufacturing and logistics, science and technology, business and financial services, education and health care and food production and agriculture sectors continue to drive our economy. Many have remained open for business safely and responsibly, and we supported Delaware businesses most affected by this pandemic. The Delaware Prosperity Partnership and our partners have stood committed and focused on promoting Delaware's competitive and attractive economy for business growth.

As Delaware Prosperity Partnership turns the page on its first three years of operation, the future looks brighter than ever for Delawareans with more job opportunities and businesses choosing Delaware. Our public-private model of economic development has taken root and proves that Delaware excels at collaboration and productive partnerships. A fully engaged Board and committed investors and partners all play key roles in this ongoing success.

As we begin a new year of renewal, opportunity and potential, we invite you to review the accomplishments of DPP's third year of operation, 2020.



**John Carney**  
Governor  
State of Delaware



**Rod Ward**  
President  
CSC



# 2020

by the numbers

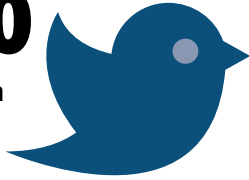
# 10

## DPP-located projects

expansions or relocations to Delaware that were supported by Delaware Prosperity Partnership

# 6,000

followers on  
DPP social  
media



80% growth in  
LinkedIn followers  
and 53% growth  
in Twitter followers  
during 2020



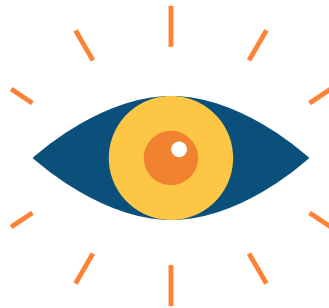
# 33

**speaking  
engagements**  
completed by DPP  
staff to the regional  
business community

# 1,500+

## DPP social media posts

promoting Delaware businesses  
and celebrating statewide  
economic development activities



# 10,760

## visitors

to ChooseDelaware.com



# 5.23M

## impressions generated

by a 43-day digital display ad  
campaign in New York City's  
Times Square that ran 15-second  
Delaware content 277 times per day

# 50+

participated  
in roundtables

individuals from Delaware businesses,  
nonprofits, education and workforce  
development in all three counties who  
participated in roundtables, interviews and  
work sessions to develop DPP's JPMorgan  
Chase-funded Tech Talent pipeline project

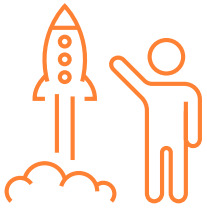


# 4,054

2,915 (New)  
1,139 (Retained)

## Delaware jobs

via DPP-supported projects since July 2018



**60** startups advised and supported by DPP

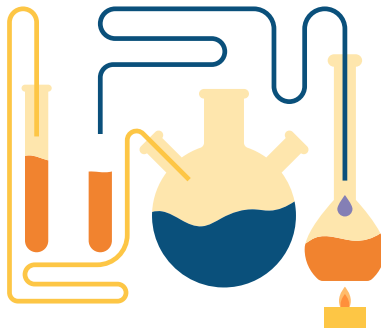


**\$721M**

**total of all-time capital investment** in Delaware via DPP-supported projects

**\$3M** in grant funding

made available by the state Council on Development Finance for use in a statewide pilot program to help create lab space for growing science and tech companies



**5M** projected readers

of the 14-page, DPP-produced "Destination Delaware" section of the February/March 2020 issue of Amtrak's on-rail magazine *The National*



**700**

**business owners and employees** who participated in the virtual town hall sessions DPP co-hosted with Lt. Gov. Bethany Hall-Long and the state Division of Small Business

## The First State is First Rate

Delaware regularly ranks as a top state to live, work, play and innovate, and 2020 was no exception. Here are a few of the First State's accolades from last year:

- #1** **Remote Work** (WalletHub)
- #1** **Lowest Personal Tax Rate** (WalletHub)
- #2** **Most Digital Entrepreneurs Per Capita** (Amazon)
- #3** **Quality of Education** (Wallet Hub)
- #6** **for Arts-Vibrant Medium Community** (National Center for Arts Research)
- #6** **Lowest Effective Real-Estate Tax Rate on East Coast** (WalletHub)
- #10** **in Startup Ecosystems** (Business Facilities)



# Supporting Delaware businesses

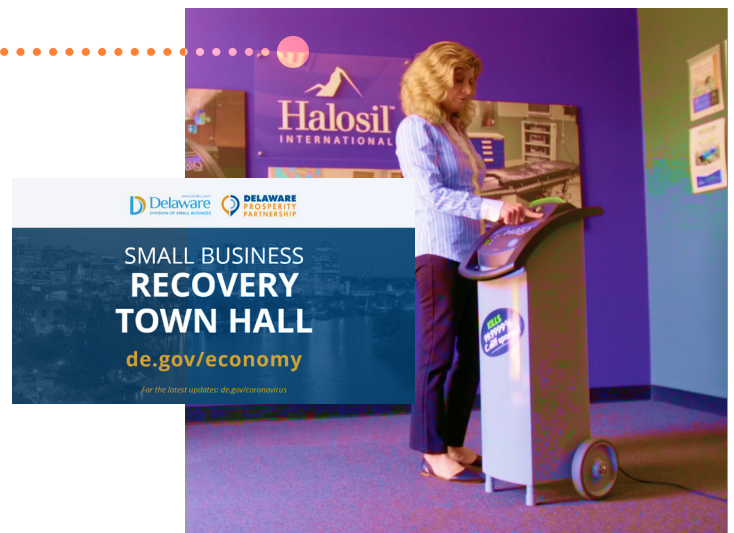
through COVID-19



Delaware's Joe Biden receives a COVID-19 vaccination at DPP investor ChristianaCare prior to his inauguration as the 46th President of the United States.

## DPP and Division of Small Business partner with Lieutenant Governor on town hall series

With the support and participation of legislators throughout the state, Delaware Prosperity Partnership teamed with the Division of Small Business and Lt. Gov. Bethany Hall-Long to host seven virtual town hall meetings that focused on small businesses and the COVID-19 crisis. The sessions, which took place in late April and early May, offered the Division of Small Business and DPP the opportunity to listen and learn from the businesses on the front lines experiencing the pandemic. The meetings covered the entire state and attracted close to 700 business owners and town leaders. Feedback was positive for the online events, which helped leadership gain a deeper understanding of the challenges Delaware businesses expected to face during a successful recovery and reopening.



Halosil International



New Castle County Executive Matt Meyer and Mac Nagaswami Macleod of Carvertise

## DPP surveys track COVID-19 effects on Delaware's business community

Delaware Prosperity Partnership conducted several surveys of business leaders during the early days of the pandemic to learn more about their immediate and long-term needs. With support from our economic development partners and chambers of commerce throughout the state, the DPP team launched a series of quantitative surveys of businesses statewide. The first round of the survey launched prior to restrictions being imposed, and two additional rounds followed. Hundreds of Delaware businesses responded to the survey, and their findings helped provide insights useful to recovery planning. Along the way, DPP shared the results of each survey nationally and with its economic development partners statewide.

**DPP highlighted numerous Delaware businesses and workers that pivoted during the pandemic to help with needed supplies from masks to sanitization. Among them were Halosil, ILC Dover, Thompson Fabric, Painted Stave Distilling, EasySpeak Spirits, Beach Time Distilling, Dogfish Head Brewery, Houston-White, Heirloom, V&M Bistro, Kick n' Chicken, Crow Bar, Grain Craft Bar + Kitchen, Iron Hill Brewery, Good Morning Breakfast Nook, Caffe Gelato, Big Fish Restaurant Group, SoDel Concepts, Red Clay Consolidated School District teacher Rob Naylor, Burris Logistics, SAGAX economic recovery consultants, CompassRed, Carvertise, Kee's Cupcakes, BHI Insurance and, of course, healthcare heroes across the state.**

## DPP launches COVID-19 resource platform to support businesses during pandemic

As the COVID-19 pandemic rapidly began reshaping the economic landscape throughout the state, Delaware Prosperity Partnership created an easy-to-access COVID-19 resource on its website. Aggregating material from DPP partners and other key sources, the webpage helped amplify important messaging regarding the pandemic and directed businesses and individuals to much-needed coronavirus information and resources. The webpage "COVID-19 Business Support Resources and Updates" launched in March and was updated throughout the crisis to reflect how conditions were changing as Delaware's government, healthcare, business and nonprofit sections worked around the clock to help contain COVID-19 and support Delawareans.

**DPP's online COVID-19 resource page was the second most visited section of the [ChooseDelaware.com](https://www.choosedelaware.com) website during 2020.**



ILC Dover



# Business Development in Delaware,

the work-together state



Farmers of Salem



Dermody Properties / Amazon



Barclays



Delmarva Corrugated Packaging

## DPP's 2020 projects represent more than 1,600 new and retained jobs and almost \$429 million in capital investment in Delaware

One of Delaware Prosperity Partnership's core functions is to help companies locate to or expand within Delaware. To do so, DPP provides support services that include helping prospects identify potential sites; providing them with detailed labor and business cost data; facilitating connections with key state agencies and local partners; and explaining and coordinating incentive options. Since its formation in mid-2018 to the end of 2020, DPP has successfully supported 27 projects in Delaware. This has included companies new to Delaware and expanding companies already sited in Delaware and has resulted in 1,139 retained jobs, 2,915 new jobs and \$721 million in capital investment. During 2020, DPP assisted with the location of 10 projects in Delaware – eight new locations and two expansions, with seven in the manufacturing & logistics sector, two in business & financial services and one in food & agriculture. These projects account for more than 1,600 of the all-time new jobs and almost \$429 million of the all-time capital investment. In other words, it was a productive year for DPP project announcements.

In addition to these new announcements, three projects announced as located projects in 2018 were completed in 2020. These were

Solenis (science & technology), Dot Foods (food & agriculture) and JustFoodforDogs (food & agriculture). Collectively, these projects accounted for 665 new or retained jobs and \$64.8 million in capital investment of the all-time tallies.

Other work the DPP team completed throughout 2020 resulted in an end-of-the-year pipeline of 58 projects in progress. These projects represent potential capital investment of \$2.44 billion and 7,186 new and retained Delaware jobs.



## Projects located in Delaware with DPP support during 2020, in date order, were:

**Momentum Logistics** (freight services operation)  
30 new jobs

**Farmers of Salem** (insurance office)  
57 new jobs  
\$5.6 million capital investment

**Ameribulk Transport** (chemical commodities transport operation)  
18 new jobs

**AgroRefiner** (industrial hemp processing facility)  
11 new jobs  
\$2 million capital investment

**Dermody Properties** (logistics real estate development)  
\$250 million capital investment

**Amazon** (retail fulfillment center)  
1,000 new jobs  
\$50 million capital investment

**Barclays** (customer service center)  
323 new jobs  
\$6.9 million capital investment

**Coldwater Capital** (self-storage real estate development)  
10 new jobs  
\$6 million capital investment

**Shoreline Vinyl** (vinyl fabrication facility)  
60 new jobs  
\$17.2 million capital investment

**Delmarva Corrugated Packaging**  
(corrugated box manufacturing facility)  
159 new jobs  
\$91 million capital investment



## Site selectors Zoom in on Central and Southern Delaware at 2nd annual Delaware Summit

Site selectors from throughout the United States experienced Delaware virtually at the 2020 Delaware Summit, hosted by Delaware Prosperity Partnership. This engagement “tour” included site selectors who specialize in Delaware’s core industry sectors in Central and Southern Delaware as well as DPP’s economic development partners statewide.

**“A Zoom familiarization tour is one of the most creative ideas I’ve seen during the pandemic,” said Brian Corde of Atlas Insight.**

Participating site selectors agreed that the virtual event gave them a fresh look at a state that some previously knew little about – along with a better understanding of Delaware’s real strengths and unique qualities. In turn, the site selectors advised Delaware’s economic development professionals about how to promote Delaware’s assets more effectively.

“Hearing several very impressive business owners speak to their experience of working with state and community officials to get their businesses up and thriving really cemented what Delaware can offer, especially in terms of support to entrepreneurs and growing operations,” noted Tess Fay of Global Location Strategies in South Carolina.

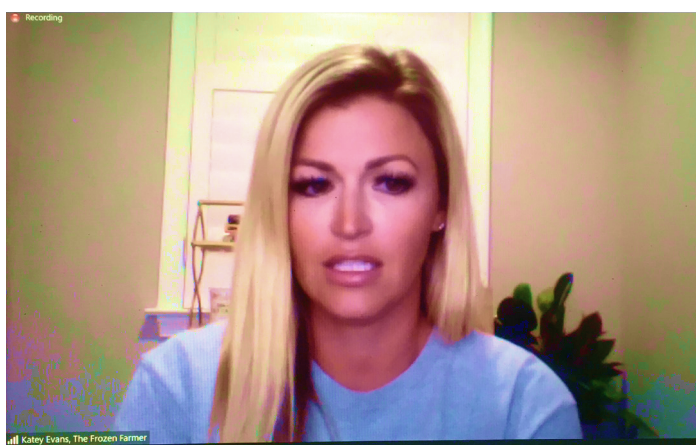
In addition to group workshops and breakout discussions, the site selectors and their hosts shared Delaware hospitality through small-group cook-alongs. SoDel Concepts Vice President of Culinary Operations Doug Ruley addressed participants before SoDel Corporate Chef Maurice Catlett led participants in the preparation of a Delaware-centric meal. Later, Dogfish Head founder Sam Calagione and The Frozen Farmer co-founder Katey Evans discussed their experiences as Delaware business owners while participants enjoyed their tasty products.

Other highlights of the three-day Summit were the opportunities the site selectors had to converse with Governor John Carney. His enthusiasm for Delaware as a great place to live, work and play and his assurance of Delaware’s commitment to economic development resonated with the site selectors.

**“Governor Carney’s willingness to take the time to engage with us beyond simply delivering a speech is a testament to your state,” said Brett Bayduss of Site Selection Group in New York, “and of the way you work together in Delaware.”**



Site selectors and Delaware representatives



Katey Evans of The Frozen Farmer



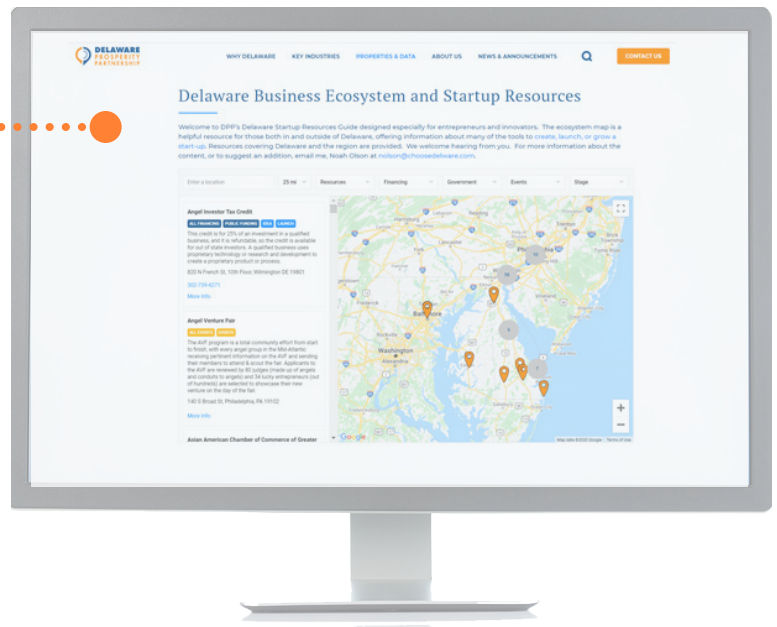
Maurice Catlett of SoDel Concepts

# Innovation in Delaware,

the startup-friendly state

## Delaware startup resources now on the map

Startup creators have long been told that Delaware is a supportive hub for breakthrough businesses. A new online tool shows them all of the support available to them in Delaware. DPP has produced an innovation ecosystem map that has evolved from a graphic depiction of Delaware's categories of startup resources into an interactive online map. This map provides the locations of key connections along with details about how they help entrepreneurs and their early-stage ventures hit the ground running. Designed especially for entrepreneurs and innovators, the Delaware Business Ecosystem and Startup Resources map is a helpful tool for those both in and outside Delaware. Complementing the work of DPP's colleagues at the state Division of Small Business, the map offers details about many of the supports – located throughout Delaware and the surrounding region – that are available to help create, launch or grow a startup in Delaware.



## DPP and partners creating a blueprint to build Delaware's lab capacity, convene so startups starting in Delaware stay in Delaware

Increasing Delaware's capacity of "ready-to-go" lab space is an important step to ensure that science-related companies have the capacity to not only launch in Delaware but grow in Delaware. That's why more than 90 representatives of economic development organizations, builders, real estate developers, incubators, entrepreneurial resource organizations, startups and established companies gathered in October to continue a dialogue about this key need during a virtual roundtable hosted by Delaware Prosperity Partnership, the Delaware BioScience Association, the Delaware Sustainable Chemistry Alliance, The Committee of 100 and the Commercial-Industrial Realty Council. Among the topics addressed were DPP's presentation of a proposal to the state Council on Development Finance to pilot a grant program that would allow growing firms to apply for funding for lab space fit-out assistance and allow landlords/developers to apply for a type of "lease guarantee" to help mitigate some risk from leasing to early-stage or pre-revenue science-related companies. DPP will continue to work with its partners to build awareness and understanding about the need for graduate/growth lab space and encourage private sector investment during 2021.



## Lab-space pilot program moving forward thanks to CDF grant approval

After formally presenting a pilot program to mitigate the costs of lab space at the December Council of Development Finance (CDF) session, the state approved a pilot program to help create lab space for growing science and tech companies. The CDF approved up to \$3 million to help support this initiative. While available lab space is a national challenge, this pilot will allow Delaware to begin remedying the situation here. The program aims to help reduce the cost of building lab space, and it will allow lab-based enterprises to grow here in Delaware instead of going elsewhere. The effort also could assist DPP's efforts to attract other lab-based firms to the state over time.



## Moving the needle on Delaware's innovation economy

Science and technical services continue to be a robust sector for Delaware's economy. Delaware Prosperity Partnership's year-end pipeline includes 23 projects in this sector. To support Delaware's innovation economy, DPP has shepherded the creation of a Science & Tech Advisors group chaired by DPP Board member Patrick Callahan, founder of CompassRed. The group consists of a diverse group of Delaware's science and technology thought leaders, and its mission is to be intentional and strategic about reviewing and recommending ideas over time that can further advance Delaware as an innovation hub. The Advisors' collective focus will include encouraging more high-quality research and development activity and partnerships; articulating and executing a competitive and robust strategy to secure federal funding; creating a strategy to sustain and improve resources for early-stage ventures; and identifying state policy and program ideas that may accelerate innovation.



Patrick Callahan

## Waiting in the wings: Startup 302 recognizes underserved founders

Underrepresented founders – including women, people of color and those of Native American descent – often face hurdles when pursuing angel investment and traditional bank financing. To ensure more opportunities for underserved entrepreneurs, the Delaware Prosperity Partnership team partnered with Gary Johnson III, founder of First Founders Accelerator; venture capital advisor Pedro Moore; and representatives of the Delaware Sustainable Chemistry Alliance, the University of Delaware Horn Entrepreneurship Program and Delaware State University's College of Business on Startup302. The funding competition is now focused exclusively on underserved startups. Prizes for Startup302 winners will include more than \$150,000 in funding along with access to mentors and valuable connections within the startup ecosystem, including introductions to potential investors. The competition, which is free to enter thanks to support from the State of Delaware and other sponsors, will take place virtually in April 2021.





# Talent in Delaware

## Delaware's creating a more diverse tech talent pipeline

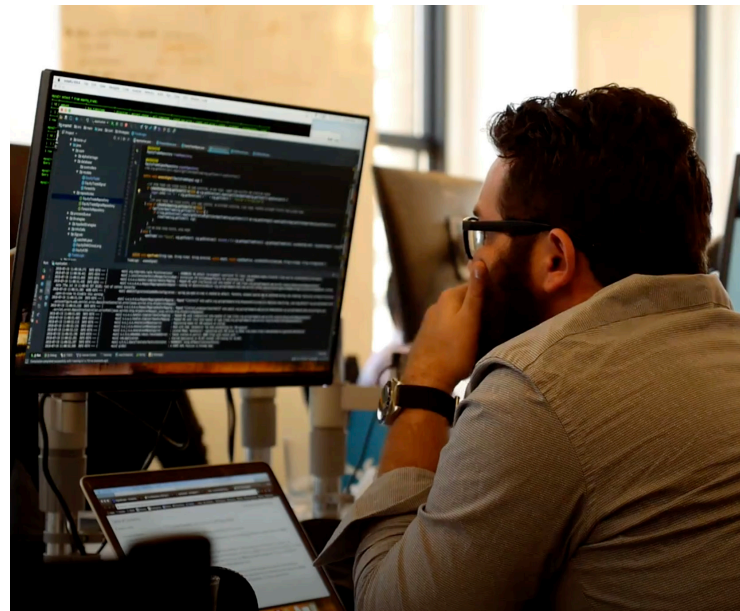
Delaware Prosperity Partnership has updated its partners on the plan, funded by a generous grant from the JPMorgan Chase Foundation, to build a more diverse tech talent pipeline in Delaware.

Working with TIP Strategies, the preliminary analysis and resulting plan stem from extensive stakeholder roundtables, 20 one-on-one interviews and virtual opportunity workshops held throughout the spring and summer of 2020. The plan builds on several successful, innovative community-based working models already helping to feed Delaware's tech talent pipeline, such as Zip Code Wilmington and Code Differently. Vital to the plan's success will be expansion of public policies that accelerate training innovations and support private sector development of talent. A partner in these advocacy efforts will be the 2020-formed Science & Tech Advisors group.

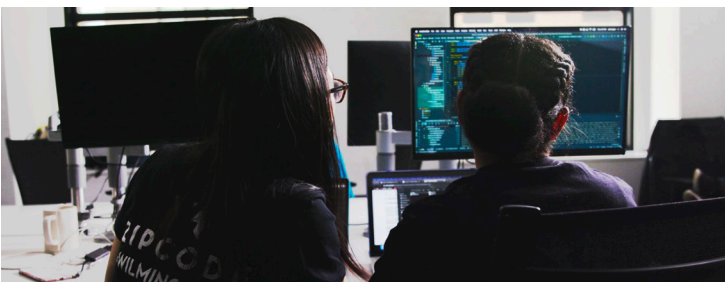
The plan includes breaking down barriers by developing a coordinated and demand-driven approach to information technology (IT) talent; retraining workers in other jobs and upskilling current IT workers; and expanding IT career opportunities for youth. The plan's three key strategies include:

- Developing a coordinated and demand-driven approach to IT talent, including establishing an IT sector council, raising public awareness of career opportunities and developing shared resources and enhancing coordination.
- Retraining residents and upskilling IT workers by retooling workers from other industries, supporting innovations in training delivery and creating widespread mentoring and peer supports.
- Expanding IT career opportunities for youth through increased work-based learning, expanded IT career pathways among under-represented youth and enhancing the number of qualified technology instructors.

Supported by funding from Highmark Blue Cross Blue Shield Delaware, Delaware Prosperity Partnership is launching a new healthcare careers webpage to attract primary care physicians exploring new opportunities. The new landing site features Delaware's most respected and forward-thinking healthcare organizations as well as highlights the many benefits of living and working in Delaware. The site at <https://www.choosedelawarehealthcarecareers.com/#welcome> debuts in early 2021.



Key investors in Delaware need more talent to fill available jobs, but there has not been a great statewide resource that would educate prospective members of the First State workforce to choose Delaware. In response, Delaware Prosperity Partnership worked throughout 2020 to create the talent-focused [LiveLoveDelaware.com](https://www.LiveLoveDelaware.com) website to go live in early 2021.

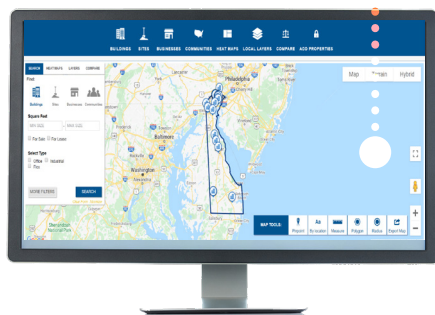




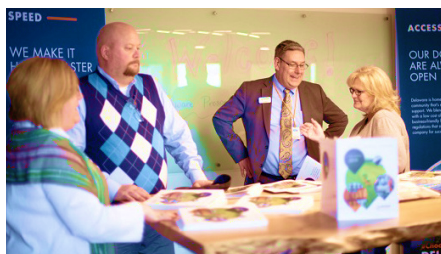
# Delaware is bigger because of its size

## DPP site-location tool allows businesses to explore Delaware remotely

Businesses seeking to locate or expand in Delaware were able to view all that the state has to offer – despite COVID-19 restrictions – thanks to an online tool launched during the spring of 2020. Providing information about buildings, labor force and more, the tool is available through Delaware Prosperity Partnership's new site-location microsite, [Delaware.zoomprospector.com](https://Delaware.zoomprospector.com). Other key data available through Zoom Prospector include transportation options, utility services, business development incentives and complex data on employment, economic trends and training needs by region. Employers with ready access to such data and given the opportunity to combine, compare and contrast it are able to understand Delaware's value proposition more easily, which then facilitates the decision to choose Delaware.



**Just before the COVID-19 pandemic started, Delaware Prosperity Partnership hosted Board members, investors, partners and friends at an open house in its new location at The Mill in the Nemours Building in downtown Wilmington. The March 2 event preceded that afternoon's Board of Directors meeting and gave members of the statewide business and economic development community the opportunity to connect with one another, meet with DPP staff and learn more about the public-private nonprofit organization's work – all while checking out the economic development team's new headquarters.**



## DPP recognized with marketing awards

**Silver Winner**, 2020 International Economic Development Council Excellence in Economic Development Awards, Paid Advertising Campaign, for "Delaware: We're Bigger Because of Our Size" series created with SHINY Advertising

**Outstanding Website Award**, 2020 Web Marketing Association WebAwards for DPP website [choosedelaware.com](https://choosedelaware.com)

**Gold Winner**, 2020 Marcom Awards, Corporate Image Audio/Video, for LiveLoveDelaware video series created with 1440 Film Co.

**Gold Winner**, 2020 Marcom Awards, Capital Campaign Collateral Marketing/Promotional Materials, Print Media, "Prosperity & Partnership: Campaign 2021-2023: Advancing Prosperity" created with Pierce Williamson Branding + Creative

**Honorable Mention**, 2020 Marcom Awards, Business to Business Website, Digital Media, ChooseDelaware.com created with WSI/VIEWS Digital Marketing

**Delaware Prosperity Partnership recognized the value of the straight-from-the-site-selectors' mouth promotional advice given to municipal, county and state economic development professionals during the 2020 Delaware Summit DPP hosted in September. Their recommendations were compiled and made available to those in Delaware's business development community who had been unable to attend the event but would still benefit from this insider information.**

# DPP Inaugural Investors, 2017-2020

**American Council of Engineering Companies of Delaware**

**Artesian Resources Company**

**Bank of America**

**Bancroft Construction Company**

**Bayhealth**

**The Byrd Group, LLC**

**The Buccini/Pollin Group**

**CapitalOne**

**Chemours**

**Chesapeake Utilities Corporation**

**ChristianaCare**

**Corteva Agriscience**

**CSC**

**Delaware BioScience Association**

**Delaware Electric Co-Op**

**Delaware State Chamber of Commerce**

**Delmarva Power**

**DuPont**

**Glenmede**

**Gore**

**Greater Kent Committee**

**Highmark Blue Cross Blue Shield Delaware**

**Incyte**

**J.P. Morgan**

**LabWare**

**Lyons Companies**

**M&T Bank**

**Nemours Children's Health System**

**Pennoni**

**PNC Bank**

**Potter Anderson & Corroon, LLP**

**Richards, Layton & Finger**

**TD Bank**

**The Committee of 100**

**The Precisionists, Inc. (TPI)**

**University of Delaware**

**Verizon**

**Whiting-Turner**

**Willis Automotive**

**WSFS Bank**

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## DPP Team

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**Rep. William (Bill) Bush**

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**Patrick Callahan**

Founder, CompassRed

**Dr. Eric A. Cheek**

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**Doneene Keemer Damon**

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**Nick Lambrow**

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\*Through December 31, 2020





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