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Wilmington & the Brandywine Valley **MEDIA KIT**



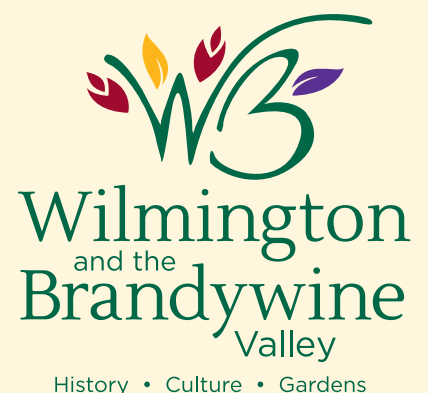
MOONLOOP PHOTOGRAPHY

GREATER WILMINGTON CONVENTION & VISITORS BUREAU

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History • Culture • Gardens

ABOUT US

EXPECT THE UNEXPECTED



LESLIE KIPP

The story of Greater Wilmington and the Brandywine Valley is a riveting tale of the past, the present and the future. It is a destination marked by sharp contrasts: town and garden, historic and hip, refined yet relaxed.



JON CASPAR

HISTORY MEETS DIVERSITY

Settled by the Swedes in 1638, the region is nestled at the confluence of three rivers: the Delaware, the Christina, and the Brandywine. Today, these waterways provide a scenic setting for its colorful communities, each with its own distinct personality. The region's rich diversity is celebrated through its festivals and its food. African, Asian, Caribbean, German, Greek, Hispanic, Italian, Irish, Peruvian, and Polish cultures are all represented here.

The City of Wilmington, with a population of just over 70,000, is the urban hub. With more than 66 percent of all Fortune 500 corporations incorporated in Delaware, it is known as the Corporate Capital of the World.



MOONLOOP PHOTOGRAPHY

ABOUT US

**A FAIRY-TALE INSPIRED GARDEN,
A MINI-VERSAILLES, AND FIRE-BREATHING
FOUNTAINS ARE SOME OF THE WONDERS THAT AWAIT.**

TOWN AND GARDEN

In the heart of the Mid-Atlantic region and less than a two-hour drive from both New York City and Washington D.C., this northernmost region of Delaware's most defining feature is the town and garden experience.

Presently, a downtown renaissance is underway in Wilmington. Nationally-acclaimed restaurants and a thriving arts and cultural scene — including the oldest continually operating theater on the Broadway circuit — share space with a diverse mix of retail. On and just off Market Street, the city's main thoroughfare, you'll find bespoke clothing, handmade leather goods, urban street wear, fine jewelry, and more.

A walkable distance from the heart of downtown, the city's riverfront district is a recreational mecca with arts and entertainment offerings, three hotels, more than 15 restaurants — most of which offer waterfront dining — Underground Railroad history, and a mile-and-a-half riverwalk. Its distinctive red-bricked Amtrak station, designed by Frank Furness, is named for Wilmington's

own Joe Biden, the 46th President of the U.S. Currently in the development phase, the east side of the river includes a continuation of the riverwalk connected to the west side by a footbridge as well as more shopping and dining options.

As you head northwest from the city into the Brandywine Valley, the landscape transforms, transporting you to a different time and place. Here, elegant mansions and glorious gardens are a testament to the wealth and cultural influence of the du Pont family. Reminiscent of a "Downton Abbey" episode, each estate has its own story to tell: the gunpowder mill that started a dynasty, a fairy-tale inspired garden, a mini-Versailles, and fire-breathing fountains are some of the wonders that await.

MORE TO DISCOVER

Just down the Delaware River and connected to the City of Wilmington by the J.A.M. recreational trail, Historic New Castle is home to perfectly preserved Colonial-era homes and cobblestone-lined streets. Fort Delaware, a former Confederate prison, towers over Pea Patch



HAGLEY MUSEUM AND LIBRARY




HISTORIC NEW CASTLE

Island. The charming neighborhood of Trolley Square; historic hamlets of Odessa, Centreville, and Greenville; and the college town of Newark are all filled with iconic restaurants and quaint shops.

Locally-owned craft breweries can be found throughout the region, and innovative artists and artisans push the envelope with thought-provoking pieces, continuing the Brandywine Valley's long tradition of creative innovation. Their works can be found in galleries and studios throughout the region.

The surrounding countryside remains pristine. Studded with boulders, relics of the Ice Age, these lands are crisscrossed with trails for hiking and biking. They also served as the inspiration for many artists, including several generations of the Wyeth family and the Brandywine School.

All of these experiences are so close to each other, giving visitors a wealth of options for exploration and discovery. Come and experience the many facets of this region. It will surprise you. 



NEMOURS ESTATE



Wilmington
and the
Brandywine
Valley

History • Culture • Gardens

STORY IDEAS

FIT FOR A FOODIE

Wilmington and the Brandywine Valley's culinary scene is quickly becoming as diverse as the destination itself. The region is witnessing an influx of new culinary talent and gastronomic innovation.

Hotspots like **BARDEA STEAK**, **GO VEGAN PHILLY**, **THE HOUSE OF WILLIAM & MERRY**, **LE CAVALIER** and **SNUFF MILL** have foodies talking. On any given night, you can dine at a "meat kingdom," an upscale French bistro, a cozy farmhouse, a hip hop-themed vegan joint or a century-old former laboratory turned gourmet pizza place. Explore authentic global fare including Asian, Jamaican, Mediterranean, Mexican, Puerto Rican and Thai. The region's restaurants celebrate a diverse population (and palate!). Don't skip our food hall . . . or, should we say, food halls? With the success of **DE.CO**, the city's first food hall concept, Wilmington welcomes **CHANCERY MARKET AT HERCULES PLAZA**, an indoor-outdoor food hall offering fare from around the world. So, what are you waiting for? Dig in!

THE AFRICAN AMERICAN EXPERIENCE

Greater Wilmington & the Brandywine Valley is home to sites that chronicle the struggles and many contributions



TUBMAN-GARRETT PARK



WILMA'S

of African Americans to our nation's history. Locations throughout the region bring significant stories to light, allowing visitors to reflect on an inspiring journey of hope and perseverance, including the **CORBIT-SHARP HOUSE**, the **MITCHELL CENTER FOR AFRICAN AMERICAN HERITAGE**, **NEW CASTLE COURT HOUSE MUSEUM**, **THE REDDING HOUSE MUSEUM**, and the **TUBMAN-GARRETT RIVERFRONT PARK**.

While it's important to honor the impact of African Americans in the past, we're proud to celebrate the present, too. From shopping and dining to the arts, minority-owned businesses such as **DROP SQUAD KITCHEN**, **THE JUICE JOINT**,



AUGUST QUARTERLY FESTIVAL

LAFATE GALLERY, **PUSH TATTOO STUDIO** (as seen on Ink Master), **THE SOLD FIRM** and **TOWN & SHORE HANDCRAFTED** are creating quite a buzz in the city. And that's just scratching the surface. . . .

ONE-OF-A-KIND FESTIVALS

Festivals are a big deal in Greater Wilmington & the Brandywine Valley. The region produces more than 100 of them each year. So, whether you're looking for family-friendly festivals, unique music fests, or artisan markets with a beautiful landscape as a backdrop, Wilmington has it all. Move Over Kentucky Derby . . .

Winterthur Museum's annual **POINT-TO-POINT STEEPLECHASE** is held every May and features a day of racing, pageantry, and fun for the entire family. The **CLIFFORD BROWN JAZZ FESTIVAL**, the largest free jazz festival on the entire East Coast, takes over



LESLIE KIPP

WILMINGTON NEWS JOURNAL

STORY IDEAS

WITH A MIX OF PARKS, MUSEUMS, AND HISTORY,
FAMILY-FUN ACTIVITIES ARE ALWAYS AVAILABLE.

Rodney Square in downtown Wilmington each June. Also held in June is the **OLD-FASHIONED ICE CREAM FESTIVAL**. It's a sweet day filled with the best local ice cream, family entertainment, carnival rides and fireworks. Join 10,000 music fans in July for the **LADYBUG MUSIC FESTIVAL**, the country's largest celebration of women in music. Experience the **AUGUST QUARTERLY FESTIVAL**, the oldest African American religious festival in the nation. That's just a sampling of our unique festival culture!

RICH IN DU PONT HISTORY

Part of what makes Greater Wilmington such a great travel destination is its many historic sites. Generations of the du Pont family helped to shape Delaware, neighboring Pennsylvania, and the nation, and over the decades their former estates have been transformed into museums, gardens and parks. Step into history at the **HAGLEY MUSEUM AND LIBRARY**, where the du Pont's story begins on this continent. Marvel at the 90,000-piece collection of American decorative arts at **WINTERTHUR MUSEUM, GARDEN AND LIBRARY**. Or admire one of the world's most spectacular horticultural displays at **LONGWOOD GARDENS**. Meanwhile, **MT. CUBA CENTER** is a botanical garden unlike any other.

COURTESY OF MT. CUBA CENTER



And **NEMOURS ESTATE** transports visitors to Europe with the largest and finest example of a formal French garden in North America.

THE GREAT OUTDOORS

Our seven state parks, scenic trails, and charming riverfront provide a wealth of amazing opportunities to cater to every kind of outdoor adventurer. Stand in three states at one time at **WHITE CLAY CREEK STATE PARK**, where you can also hike 37 miles of trails. And who says road trips require a car? With a landscape that includes the colonial streets of New Castle and the beautiful Riverfront Wilmington, biking the 7.9-mile **JACK A. MARKELL TRAIL** is an invigorating way to explore the area. Paddle at **LUMS POND STATE PARK**, home to Delaware's largest freshwater pond. Here you can find an unforgettable excursion

in nature, which includes kayaking, paddleboarding and canoeing.

You can even zipline at **GO APE**, recently named one of the top five aerial adventure parks in the U.S. If you're ready to take your love for rock climbing on the road, get harnessed up and climb **ALAPOCAS RUN STATE PARK's** Blue Rock Cliff, the only natural rock-climbing wall in the state.



WINTERTHUR MUSEUM, GARDEN AND LIBRARY

PHOTO BY BOB LEITCH, COURTESY OF WINTERTHUR



LONGWOOD GARDENS

S. MARKEY

TRAVEL WITH YOUR TRIBE

With a mix of parks, museums, and history, family-fun activities are always available. The spectacular Stratosphere climbing structure at the **DELAWARE CHILDREN'S MUSEUM** is reason enough to visit. Discover unusual animals like the pudu — the second smallest deer species in the world — or the rare lemurs at the **BRANDYWINE ZOO**. The **DELAWARE MUSEUM OF NATURE & SCIENCE** has a collection of more than 2 million mollusks and bird eggs — one of the largest such collections in North America. The museum features new interactive galleries and the only permanent dinosaur exhibit in the state. After exploring on foot, hop aboard the **WILMINGTON AND WESTERN RAILROAD** for one of its popular themed rides offered throughout the year, including the Princess Express, Superhero Express, Holiday Lights, and Santa Express. For families looking to get out on the water, sail the replica tall ship **KALMAR NYCKEL**, which doubles as a pirate-themed cruise (note: pirate tours are only offered during the summer). It's named for the ship that brought the first European settlers to the Delaware Valley in 1638. 🚢



WILMINGTON AND WESTERN RAILROAD

NICK MCLEAN



WHAT'S NEW

in Greater Wilmington & the Brandywine Valley



MOONLOOP PHOTOGRAPHY

There are many new developments, fascinating exhibitions, and buzzworthy dining experiences throughout our region this year . . . with plenty more on the way.

FOOD AND BEVERAGE

Bardea Steak

Opened June 2022

Named by *Vogue* magazine as one of America's most anticipated restaurant openings of 2022, **BARDEA STEAK** is now open in downtown Wilmington. James Beard-nominated restaurateurs Scott Stein and chef Antimo DiMeo expanded their restaurant group to launch their latest concept, following the success of Bardea Food & Drink. Bardea Steak is

a modern take on a classic steakhouse. DiMeo often refers to the restaurant as a "meat kingdom," as it offers a variety of dry-aged and creatively aged meats prepared using an open-hearth, wood-fire grill. The steak menu is remarkable, offering traditional cuts and premium rare slabs from the finest cuts of beef in the world. Its cosmopolitan courtyard is divided into dialog sections featuring coffee table fire pits, plantings and fairy lights. Bardea also has an extensive wine and craft cocktail program, with every drink made to order.



CHEF ANTIMO DIMEO

MOONLOOP PHOTOGRAPHY

WHAT'S NEW

CHANCERY MARKET AT HERCULES PLAZA WILL BE WILMINGTON'S SECOND FOOD HALL.



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Wilma's

Opened December 2021

WILMA'S is Wilmington's first duckpin and dining concept. It features four lanes of duckpin bowling, retro arcade games, and a full-service Creole eatery specializing in New Orleans-style staples including gumbo, smoked alligator sausage sliders, shrimp and grits, and beignets. Cocktails here are not only cleverly named, but fun. Try the Monkey Gland, Corpse Reviver or Boulevardier.

Chancery Market at Hercules Plaza

Opened Fall 2022

This 12,000-square-foot culinary collective and bar features artisan concepts from across the globe, curated by award-winning chef and restaurateur Akhtar Nawab. Located on the north end of the city's central business district, the market is Wilmington's second food hall (DE.CO — the first food hall — opened in 2019). Guests can enjoy an outdoor seating area that's complemented by activities like chess and cornhole.

Peach Blossom Eatery

Opened Fall 2021

This diner-style restaurant on Main Street in the college town of Newark features an open kitchen with counter space, and it serves breakfast and lunch. The menu creates notable dishes like caramel pancakes; the scrapple sandwich (if you have to ask what scrapple is, well . . . you haven't been to Delaware!) with arugula and hot pepper jam; hashbrown-crust

quiche; and "The Greek Freak," featuring roasted lamb neck, caramelized onions and cucumber sumac yogurt. The restaurant also offers grab-and-go items such as pastries and hand pies.

HOTELS

The Quoin

Opened Fall 2022

Downtown Wilmington has welcomed its first luxury boutique hotel. The 24-room property is the latest addition to the thriving Market Street corridor, which features many dining experiences, art galleries and boutique retail. The historic two-story Victorian Romanesque brownstone includes three distinct culinary concepts: **THE QUOIN RESTAURANT**

focuses on fresh wood-fired fare that celebrates craftsmanship and simplicity; **THE QUOIN ROOFTOP** is the first rooftop bar and lounge in Wilmington serving as the perfect spot for social gatherings; and the hotel's craft cocktail lounge, speakeasy-style **SIMMER DOWN**, emphasizes a low and slow atmosphere with a music selection as curated as its beverage program.



MATTHEW WILLIAMS



THE QUOIN ROOFTOP

MATTHEW WILLIAMS

WHAT'S NEW

VIEW PEA PATCH ISLAND'S VARIOUS SPECIES OF HERONS, EGRETS AND IBIS.

Staybridge Suites Wilmington Downtown

Opened Summer 2022

A former 11-story office building, across the street from the Chancery Market, was converted into a new **STAYBRIDGE SUITES WILMINGTON DOWNTOWN** hotel. The property features 134 suite-style rooms with a contemporary look and feel. It also includes a lobby lounge, fitness center, sundries shop and business center with meeting space.

NEW OR IMPROVED MUSEUMS AND ATTRACTIONS



HAGLEY MUSEUM & LIBRARY

Nation of Inventors

Opened
Fall 2022

**HAGLEY
MUSEUM
& LIBRARY**

just opened
its first

new permanent
exhibition in 65 years. The two-floor
exhibit celebrates the American spirit of
ingenuity by taking visitors on a journey
from the early years of the patent system



JAY GREEN ARCHITECTURAL PHOTOGRAPHY

in the late 1700s all the way through to the late 1800s. Nearly 120 patent models will be on display in the exhibit, making Nation of Inventors the first large-scale, permanent exhibition of patent models at any museum in the United States. The patent models on display reflect important topics and themes including women inventors, African American inventors, immigrant inventors, improvements in urban living, and the ways Americans have learned about and understood progress and change.

Delaware Museum of Nature & Science

Reopened Spring 2022

Formerly the Delaware Museum of Natural History, this totally reimagined site aims to get visitors of any age excited about science and the world we live in. The museum is home to an array of innovative and interactive new displays, including the only permanent dinosaur exhibit in the state. The facility, which was closed for nearly 18 months, now offers exhibits focused on the environment and life both in Delaware and around the globe.

Fort Delaware State Park

Renovations completed in
Spring 2022

Renovations to improve the visitor experience were completed just in time to kick off the park's 2022 season. These improvements include a reconstructed tram path that brings visitors to **PEA PATCH ISLAND**; paved park trails; a revamped and ADA-accessible heronry observation platform to view the island's various species of herons, egrets and ibis; and a screened pavilion. Built in 1859, **FORT DELAWARE** housed as many as 12,595 Confederate prisoners-of-war at one time during the Civil War.



MOONLOOP PHOTOGRAPHY

FORT DELAWARE STATE PARK

WHAT'S NEW

WILMINGTON'S EASTERN BANK IS UNDERGOING A COMPLETE TRANSFORMATION.

Orchid House

Reopened Winter 2022

As part of the initial phase of the

"LONGWOOD REIMAGINED: A NEW

GARDEN EXPERIENCE,"

its preservation of the century-old Orchid House has transformed into an open gallery-like space featuring

hundreds of orchids in custom frame trellises.

The upgrades offer a stunningly immersive orchid-viewing experience allowing the area to showcase nearly 50 percent more orchids throughout the year. Orchids are Longwood's largest single collection, spanning 5,500 plants of diverse origin, size, floral display and color. Next up: a sweeping reimagination of 17 acres of its Conservatory and grounds will open in Fall 2024 and include surprising guest experiences, and new indoor and outdoor gardens.



HAROLD HANK LONGWOOD VOLUNTEER

LONGWOOD GARDENS

Playhouse on Rodney Square

Renovations completed in Fall 2021

Patrons of this historic playhouse have been treated to an entirely new theatre experience. Located in the same building as the elegant **HOTEL DU PONT**, the 108-year-old Broadway-style touring house completed renovations in fall 2021. These included new and wider seats,



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PLAYHOUSE ON RODNEY SQUARE



MOONLOOP PHOTOGRAPHY

TOWN & SHORE HANDCRAFTED

new drapery, and upgraded lighting . . . and the new Currie Salon, Le Cavalier at The Green Room, and DE.CO food hall are nearby options for patrons who want to enjoy some pampering or dining.

OTHER DEVELOPMENTS

Town & Shore Handcrafted

Opened Winter 2021

This new shop on Market Street is home to an established lifestyle brand founded

by designer Liv McClintock. Both the shop and online boutique offer a range of products including handmade leather goods, bespoke clothing, jewelry, and shoes. Every item is crafted by the designer in her Wilmington studio. McClintock is a Delaware native and self-taught leather craftswoman. As an avid supporter of the slow fashion movement, Liv produces many items that are one-of-a-kind and celebrate the vibrant diversity of the region.

Riverfront Revitalization

Currently in Development

Wilmington's eastern bank of the Christina River is undergoing a complete transformation. The \$100 million **RIVERFRONT EAST** overhaul will include cafes, restaurants, shopping and central recreational space. The footbridge will connect a new trail to the popular trail already on the west side. Riverfront Wilmington on the western bank is a hotspot that offers museums and attractions, a minor league baseball park, and hip dining experiences. 🍷



LESLIE KIPP

RIVERFRONT WILMINGTON

BY THE NUMBERS



zero

SALES TAX on shopping, dining and entertainment

MORGAN'S OF DELAWARE

2

Tubman Garrett Riverfront Park is **STOP NUMBER TWO** on the National Park Service Tour of **HARRIETT TUBMAN SITES**

3

GENERATIONS of Wyeth family artwork displayed at the **BRANDYWINE RIVER MUSEUM OF ART**

7

STATE PARKS in and around the city

23

MILES of Interstate 95 that travel through Delaware

36

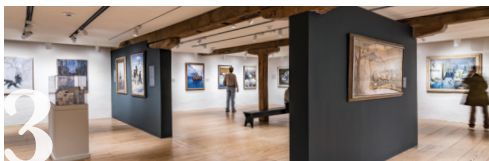
RESTAURANTS in a five-block radius on Wilmington's growing Market Street

67

PERCENT of Fortune 500 companies that are incorporated in Delaware



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BRANDYWINE RIVER MUSEUM OF ART

MOONLOOP PHOTOGRAPHY



BRANDYWINE CREEK STATE PARK

MOONLOOP PHOTOGRAPHY



77 ROOMS in the mansion at Nemours Estate, Alfred I. du Pont's gift to his wife Alicia

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COURTESY OF BARDEA FOOD + DRINK

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BY THE NUMBERS

MORE THAN **70,000 PEOPLE** LIVE IN WILMINGTON.
WHAT ARE YOU WAITING FOR? COME JOIN US!

319
YEARS OLD
SWEDES
CHURCH has
been standing
and used as a
place of worship

3,054
ACRES
of **PUBLIC**
GARDENS
in the region

3,500
FEET of frontage
at Wilmington's
RIVERFRONT, a
vibrant scene of
attractions, dining,
entertainment and
outdoor recreation

5,000
PATENT MODELS
at **HAGLEY MUSEUM & LIBRARY**, the
largest private
collection in the
world



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OLD SWEDES CHURCH



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RIVERFRONT WILMINGTON



HOTEL DU PONT

HOTEL DU PONT



HAROLD HANK LONGWOOD VOLUNTEER

LONGWOOD GARDENS



HAGLEY MUSEUM & LIBRARY

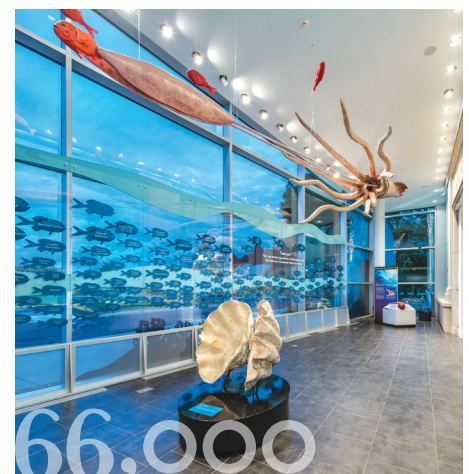
HAGLEY MUSEUM & LIBRARY

6,399
HOTEL ROOMS in the region

66,000
STUDY SKINS in the bird collection of
the **DELAWARE MUSEUM OF NATURE &
SCIENCE**



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JAY GREEN ARCHITECTURAL PHOTOGRAPHY



Wilmington
and the
Brandywine
Valley

History • Culture • Gardens

GETTING HERE, GETTING AROUND, GETTING TO KNOW US

POPULATION

Wilmington is Delaware's largest city. Based on the 2020 United States Census estimates, it has a population of 70,898.



CLIMATE

Warmest month: *July (85°F)*
Coldest month: *January (40°F)*
Annual precipitation: *43 inches*
Annual snowfall: *19 inches*

BY TRAIN

The **JOSEPH R. BIDEN, JR. RAILROAD STATION**, also known as Wilmington Station, is one of the busiest in the country and offers dozens of options into Wilmington, including the Acela Express. Amtrak is the preferred and quickest option to the region from several locations including New York, Philadelphia and Washington, D.C.



JOSEPH R. BIDEN, JR. RAILROAD STATION

BY PLANE

Downtown Wilmington is about 30 minutes from Philadelphia International Airport (PHL) and 90 minutes from Baltimore/Washington International Airport (BWI).

BY CAR

Conveniently located along the Interstate 95 corridor, Wilmington and the Brandywine Valley are just a short distance from all points in the Mid-Atlantic region. Here's the approximate traveling time from several major markets:

- **DOWNTOWN PHILADELPHIA**
30 to 45 minutes
- **LANCASTER, PENNSYLVANIA**
1 hour, 15 minutes
- **DOWNTOWN BALTIMORE**
1 hour, 15 minutes
- **ATLANTIC CITY**
1 hour, 30 minutes
- **WASHINGTON**
1 hour, 45 minutes
- **MIDTOWN MANHATTAN**
2 hours, 15 minutes

TRANSPORTATION IN AND AROUND GREATER WILMINGTON

Lyft, Uber, cabs, car rental agencies, DART public transportation system, and Zip Car are all available to transport individuals and groups of all sizes around the region.