

Second Project Pop-Up business opens in Milton

Milton Wellness Center offers yoga, sports psychology and more on Union Street

MILTON, Del. (Nov. 13, 2013) – If getting fit is the trendy thing to do, downtown Milton is the place to be.

On Wednesday, Milton Wellness Center of Delaware became the second of two fitness-centered businesses to celebrate a grand opening on the city's Union Street in the past month.

Both Milton Wellness Center and 302 Fitness, its neighbor at 113 Union Street, are part of [Project Pop-Up 2013](#), which provides three months of rent-free retail space and one-on-one assistance from a business advisor to entrepreneurs during the holiday season. This year, five total businesses in Milford, Milton, Smyrna and Dover are taking part in the program.

“Project Pop-Up demonstrates why small business is a big driver for Delaware’s economy,” Gov. Jack Markell said. “The success of the program in Milton shows that the entrepreneurial spirit is alive and well here, and that those who want to start and grow a business can do so successfully in one of Delaware’s downtowns.”

The goal of Project Pop-Up is to encourage entrepreneurs to take the next step by moving their business into a brick-and-mortar location.

But Dr. Bill Shearer and Mary Van House, owners of Milton Wellness Center, went about things a little differently.

The plan for their business, which integrates several services including yoga, counseling, exercise and sports psychology to enhance performance, didn't completely come together until they looked at the Project Pop-Up location in Unit B of 113 Union Street, which overlooks the Broadkill River.

“Before we saw the location, all of these things were just kind of out there. The physical space made us think of this integration. It was just perfect for the kind of center we had been envisioning,” Shearer said. “Project Pop-Up helped us make our business plan a reality in a matter of a month.”

Wednesday’s grand opening was the fourth of a Project Pop-Up business since early October. The program is a joint effort of the [Delaware Economic Development Office](#) and local stakeholders in these towns.

The goal of the program is to fill vacant properties in Delaware’s downtowns during the holiday season. But unlike Pop-Up programs in other cities across the country, the First State’s program encourages small business owners to sign long-term leases.

The other four Project Pop-Up 2013 businesses are:

- **Milford Massage, Wellness and Yoga, 127 NW Front St., Milford.** Owner Paige Deiner provides massage, Reiki, yoga and self-development classes in her 766-square-foot location off historic Front Street in the recently restored Governor William Tharp Building.
- **302 Fitness, 113 Union St., Unit A, Milton.** The personal training studio and small group workout center, owned by John Lehne, offers fully customized training plans and group workouts such as yoga, boot camps, circuit training and more in its 1,100-square-foot-space.
- **Royal Treatments, 14 S. Main St., Smyrna.** Karen Gill's business offers custom window treatments, home décor and accessories in a 1,200-square-foot space.
- **Computers Fixed Today, 131 W. Loockerman St., Dover.** The computer retail and repair business, owned by Theo Morgan, sells laptops and other computer equipment and provides services such as virus removal and network installation set-up.

"We are proud to offer this program as an incentive for these entrepreneurs, but they are the ones who took the leap, and for that we applaud them," said Alan Levin, Director of the Delaware Economic Development Office. "It's great to see an infusion of new businesses and fresh faces and ideas in some of Delaware's most historic downtowns."

Last year's inaugural Project Pop-Up helped two business owners sign leases beyond the three months of free rent.

This year, all selectees have signed leases that will allow them to make a smooth transition to paid occupancy beginning Jan. 1, 2014.

"DEDO is very excited to support Milton Wellness Center as an appropriate and sustainable business for the downtown Milton community," Diane Laird, State Coordinator for Downtown Delaware. "We believe these two entrepreneurs show the spirit that's necessary for small business success: They've jumped on a minimal-risk opportunity and they are shaping their business plan to pair their skills with the opportunity."

About the Delaware Economic Development Office

The Delaware Economic Development Office is an executive state agency responsible for attracting new investors and businesses to the state, promoting the expansion of existing industry, assisting small and minority-owned businesses, promoting and developing tourism and creating new and improved employment opportunities for all citizens of the State. Visit dedo.delaware.gov.

About Downtown Delaware

Downtown Delaware, a program of the Delaware Economic Development Office, provides

Delaware's historic downtowns, communities, and small businesses with tools to revitalize their commercial districts, increase entrepreneurial opportunity, and enhance quality of place. To learn more about the Main Street program, visit www.delawaremainstreet.com.

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