



Executive Board

Scott Peluso, President
Keith DeTombeur, Vice President
Maureen Gubelmann, Secretary
Claudia Conway, Treasure

Board Members

Joel Berkowitz, Trading Post
Robert Blasi, Prop. Owner
Jason Coe, HRMC
Claudia Conway, Skylands Bank
Bill Downs, Mars
Keith DeTombeur, Prop. Owner
Maureen Gubelmann, Stella Gs
Bill Harper, Harpers Bagel
Brian Kuehner, Brians Market
Christine LaBadie, Second Time Around
Hon. Michael B. Lavery, Mayor
Nancy Paffendorf, Centenary College
Scott Peluso, Plate Jewelers
Ted Sypniewski, Valley Tire & Auto
Hon. John Stout, Council
Hon. Paul Wallace, Council

General Overview

Recruitment

- 3 new businesses have opened since December 09: Center for Assessment & Treatment (254 B Mountain Ave), High Street Collision Center (400 High Street), Valley Elegance Kitchen & Bath (Mountain Ave)
- 2 business closed: 122 Main Antiques, Nutrition Company
- 2 businesses will be opening: Rita's Italian Ice (Stiger Street), Hackettstown Oil Company (150 Main Street)

Redevelopment & Recruitment

- Updated Streetscape Info - see Streetscape Section of report
- The BID in January welcomed Tere Villarreal, from a grant program administered by the State. Her duties at the BID were to work on business recruitment into Hackettstown
 - In January, an updated "available properties" list was posted to our website.
 - Calls were made to property owners leasing spaces to gather additional info.
- Tere unfortunately left in late February. The BID continues the "start" that Tere made and is anxious to repeat the success of last year and bring in more new businesses.

Finances

- The BID 2010 Budget was approved by the Town in January.
- Due to the delay in billings as a result of the town's re-evaluation process, the BID was forwarded \$24,000 to cover operating expenses for the first quarter of 2010.
- The Town has gone through its property re-evaluation and as a result the BID Assessment has dropped to \$.095 and \$.075 per \$100 of assessed value.
 - See [end of this report](#) for a breakdown of our 266 commercial properties

Marketing

Print, Radio, Internet

- WRNJ Radio Show began again the 2nd week in January. We are currently looking to book businesses that have yet to be on the show. We'll be sending email requests out later this month.
- The first edition of the 2010 BID Directory is scheduled to be printed and available in time for the parade. This year, the directory is fully funded through ads. The ads this year also have an online component.
- The BID continues its updates on all social media networks including, Facebook, Twitter, YouTube and now LinkedIn.

- The BID has gone to a free mass email system. The BID now contacts over 350 BID related contacts with each email campaign.
- The BID has been doing video work for it's businesses since Dec 2009. Independent from a video company, The BID has produced one business intro piece and has scheduled another next month. These videos are added to the BID website, and YouTube Channel and are free to any BID Business.

Centenary College

- The BID has had a seat on the Centenary Stage Company board the past year, and is actively working on the Lackland Center subcommittee. The Lackland Center will prove to be one of the biggest draws for the town with regards to arts, culture, and entertainment.
- The BID is also serving on the Earth Day Committee for the 3rd year. This committee runs the Earth Day events on April 17th and 22nd.. The BID will be coordinating downtown clean-up and work with businesses on being vendors during the event.

Restaurant Week

- In late February 2010, the Hackettstown BID coordinated the Hackettstown Restaurant Week to benefit the Hackettstown Area Family Relief Fund.
 - 16 food establishment participated
 - Each business received, print, web, and radio marketing for their participation

Downtown Streetscape Project

Recent News

- All during December, January, and February, the BID has been assisting the town engineer by securing easement letters from property owners in the proposed streetscape area. This was necessary to allow the new sidewalk work to be completed right up to the existing buildings. The BID was able to secure approval from ALL property owners
- Since all the paperwork, approvals, and other documents were submitted ahead of schedule, Hackettstown was able to benefit from an additional \$350,000 in grant funds. This brings the total grant funds to just under 1 million dollars.

Tentative Schedule

- The bid package has been prepared and it is being solicited to contractors. The contractors will have over a month to turn around and submit their proposals. If all goes well, we'll be able to pick a contractor and have the work begin in early July.

Meetings

- The BID and the Town Engineer will work with the winning contractor to set up meetings to show the timeline, scope and other details of the project. This will be set before the work is done and will be an opportunity to have property owners ask questions about the extent of the work in front of their buildings.

Marketing

- The BID has been meeting with various vendors and account reps in the past few months regarding a billboard, web, print, and radio campaign to promote our new revitalized downtown.

Maintenance & Improvement

Recent News

- The M&I Committee will be meeting on March 18th to discuss the following:
 - Awarding of three VIP Grant applications

- Discuss the impact the streetscape will have on town beatification, ie. planters!
- Sent out notices regarding Snow Removal during the winter months.
 - Coordinated Centenary Wrestling team to assist in removing snow around fire hydrants.

Events

Completed Events

- Hackettstown Restaurant Week - Feb 21-27
 - Was extended till Marc 5th.
- Data is still be tabulated, and more info regarding the amount collected for the Relief Fund will be provided in an upcoming report.

Current Event

- St. Patrick's Day Parade - Sunday, March 14th 3:30pm.
 - The Grand Marshall is: Mr. Michael Halpin
 - Grand Marshal's Reception: David's Country Inn, March 12th
 - Parade participation is twice as large as last year!!!
 - Over 20,000 spectators are expected to attend
 - The Parade is being sponsored by Mars Chocolate North America, Centenary College, Skylands Community Bank, and Kevil Chevrolet.

Future Events

- Wine & Dine Event: April 16th
- Earth Day Celebration: April 17th & April 22nd

266 Total Commercial Properties in 2010	
256 Commercial Properties existed in 2009... of those in 2010:	
134 Assessments Increased by an average of \$103 = %52	(the most was \$1,414, the least was \$1)
5 Assessments Remained Flat = %2	
117 Assessments Decreased by an average of \$49 = %46	(the most was \$496, the least was \$1)
105 Assessments Differed +/- \$25 = %39 of Total Properties	
153 Assessments Differed +/- \$50 = %60 of Total Properties	
11 Assessments Decreased by \$100+ = %4	
38 Assessments Increased by \$100+ = %15	
Of all 266 Commercial Properties in 2010:	
2010 Average Assessment \$483	
2009 Average Assessment \$458	
Average Assessments Increased an average of \$25	