



## General Overview

The Hackettstown BID is continuing to work in accordance with the objectives put forth by the Hackettstown Business Improvement District's (BID) Strategic Plan and the goals and expectations stated in the 2009 Budget (approved 11/24/08).

### Recruitment

- 3 New business have opened since March 09: Carlena's, Dragon Ink Photography, & The Art House.
- 2 New businesses are scheduled to open in a month: Main Street Ice Cream & Willow Cafe
- 2 More potential for later this summer.
- Correspondence go out frequently on to our business prospect list based on available spaces in Hackettstown

### Communication

- More business and/or property owners have been using the services of the BID
- We've sent over 100 Email Newsletters in a year, compared to 10 letters the first two years of being here at the BID. The cost savings has been over \$1,000.
- We are constantly inventorying the Business District and making updates to "real" property owner names and contact info.

### Recognition

- We were one of 6 towns to speak at the "Downtowns in Recession" Conference hosted by the Governors Office and the Department of Community Affairs. We spoke of the work we're doing in Hackettstown, and since that lecture, we've been getting more inquiries into establishing a business in Hackettstown.
- We are a featured town in the June 09 edition of the New Jersey League of Municipalities Magazine. The article highlighted our VIP Grant program, events, and college strategies.

### Redevelopment

- *199 Main Street* - Working with the property owner to redo the awnings and re-designate the building as the Main Street Wellness Center. It will be the home of E.V.A, Achieve 24 Fitness, Nutrition Company, and other wellness related businesses.
- *195 Main Street* - Working on finding a developer to move the building up flush with Main Street. Possibly retaining Sunrise Dairy as the tennant and then adding other college related retail.

### Finances

- The BID's audit and financial reports will be prepared on June 25th. Final copies of the report, when received, will be made available to Mayor & Council.
- The BID is doing more programming then ever with the smallest budget ever. We have added 2 new events and reworked the concert series to include 2 more concerts. In addition, more is being done both in recruitment and in advertising.

## Marketing

### Print

- We are now reaching more towns than ever before. Our marketing efforts put BID information in homes across Warren, Hunterdon, Sussex, and Morris Counties and Eastern PA. We are located in 6 newspapers
- We have solidified discount advertising in 4 papers for BID Businesses.
- Business Directory is printed each quarter and has been no cost to the BID. It is payed for solely through advertising. It is distributed at BID Events and at major town functions.

### Radio

- Radio Show runs every Friday, 10am-11am. We are now featuring vendors from our Farmers Markets.
- Discount advertising for BID Businesses is also available on WRNJ.

### Internet

- The Hackettstown BID is featured on Facebook, Twitter, & YouTube.
  - Facebook has been responsible for gaining vendors for the Farmers Mrkt, and participants for the St. Patricks Day Parade.
  - Twitter has helped with soliciting info about our Farmers Market and also new retail locations available in Hackettstown
  - YouTube has given us the ability to promote our events, general marketing of the town, and soon to be released BID Business Profiles
    - 13 businesses will be featured on our Website and YouTube by the end of the week. These businesses have been apart of professionally produced videos that were subsidized by the BID.
- Our Website is continuing to gain more and more visibility. Satellite maps of business locations, photos, videos and other information are being added to the site. We continue to gain more and more traffic, surpassing that of even the Chamber of Commerce. Our site is linked to google and nj.com and you'll find our businesses and news items pop up on MSNBC.com, NJ.com and basic Google searches.

### Centenary College

- A new effort to sign businesses up to the Cyclone Card will be taking place the middle of the summer
- A proposal is being crafted to have Centenary notify students via email and on the College's website about available apartments in Hackettstown.
- We continue to work with the college on integrating their needs with the towns, i.e. a bookstore.
- Efforts are being made to develop a special discount card that can be given out during events at Centenary that will offer parents, students, and alumni the opportunity to shop and eat in Hackettstown.

## Maintenance & Improvement

### Planters

- Planters are being done by Katarina Florist. Unfortunately the boxwoods didn't come back from a very harsh winter, so they are being taken out and replaced with flowers.
- In addition, new cigarette disposals have been ordered and will be installed to curtail the accumulation of cigarette butts along the sidewalk. These disposals are being paid for through a Clean Communities Grant.

### VIP Grant

- The VIP Grant program has awarded over \$14,000 to fund 16 projects.
- The Grant is available for the exterior improvements to businesses, along with signage and facade.
- Grant forms are available online and are reviewed by the M&I Comm. before the monies are awarded.

### Zoning

- The Hackettstown BID along with Town of Hackettstown are working on bringing BID Businesses into compliance with zoning codes in the TCC (Town Center Commercial) Zone.
  - Letters are being mailed to businesses that are in violation of the ordinances.
  - The BID, through partnerships with local sign, awning, and other maintenance professionals, will offer solutions for Businesses to come back into compliance.

## Events

### Overall

- Our Events here in Hackettstown are what continue to drive people to our business district. We are pleased that many of the people that attend our events are returning to our town even after the event.
- BID Events are also our leading marketing tool for driving both customers and potential new business owners to Hackettstown
- The BID is also happy to announce for the first time, a BID or BID Supported Event will be held in all general areas of our business corridor this year.

### Past Events

- The *St. Patrick's Day Parade* is by far the most successful BID Event.
  - Drew over 10,000 people to Hackettstown, including 12 from Hackettstown Ireland.
  - Plans are being made for March 14, 2010

### Farmers Market

- The Hackettstown BID's first ever *Downtown Farmers Market* is underway and will run every Monday from 10am till 2pm right through October.
  - We have 13 vendors, BID Business vendors are able to participate at no charge.
  - Has been front page news in the Warren Reporter, and has been a televised feature NJN News
  - The Farmers Market is being made possible through grant funds from the Highlands Council.

### **Cruise Nights**

- The *Stiger Street Cruise Nights* will begin June 16th, and run throughout the summer. This year's cruise nights are being made possible through a sponsorship from Hackettstown Ford.

### **Future Events**

- *Outdoor Summer Concert Series* will be taking place every other Wednesday night starting July 15th.
  - Unlike years past, this event is going to be taking place over 4 nights, not two, and costing about 1/5 the price. We will have four bands covering different genres of music and each concert will take place in different location.
- *Pirate Treasure Hunt* is scheduled for Oct 28-31. Last years event generated over \$20,000 in sales.
- *Hometown Holiday* will be running on Friday, Dec 4th.