



General Overview

Recruitment

- 2 new businesses have opened in October. Auto Perfection (289 Main) and Sun Dial Tanning (Grand Re-Opening)
- 2 Businesses have left during the month: Foundation Supplements, Kumon Learning Center
- 2 businesses will be opening: Dollar Store (168 Main) and Re-Style Boutique (302 Main)

Redevelopment

- \$631,000 Streetscape Grant - see Streetscape Section of report
- Rt. 46 Mill - Rt. 46 (Main Street) was milled earlier in the month and it rectified the deep ruts in the middle of the lanes.
- The BID continues to work on possibilities for Bergen Tool. JGSC has been working with their remaining contact money on possible solutions for suitable development at the site. Preliminary conclusions remain unchanged: The contamination on the site is so great that it places a huge burden on any new property owner/developer. JGSC met with the BID on October 27th to discuss their findings.

Finances

- The BID received began to receive their final assessments for the year in the month of October.
- The BID is still waiting for final property value numbers to come in from the Town before we can submit a 2010 Budget. The BID may have to consider running on a temporary budget for the last month of 09 and first few months of 2010.

Staff

- Miki Kellum had been working for the BID the past year and was working under a grant program from the state. Unfortunately that state program lost its funding and she can no longer work at the BID. She still remains a volunteer member of the Events Committee.
- The BID welcomed Vera Kokoreva, an MBA student from Centenary College who will interning at the BID until May 2010. She will be in the office Mon.-Thurs 9am - 2pm.

Marketing

Print, Radio, Internet

- No new updates in Print or Radio in the month of October.
- The BID website has seen some major additions during the month. The website can now accommodate coupons, videos, and menus on its profile sections. It also has a dedicated Cyclone Card section for Centenary Students, and it is also fully integrated with Facebook.

Centenary College

- The BID during the past month has teamed up with Centenary College to do a few projects that will be coming up next month.
 - Empty Soup Bowl - The Empty Bowl Dinner is a project to fight hunger and raise awareness about homelessness.

- Holiday Window Decorating - The BID has teamed with the Fashion Group at Centenary to help businesses with their window displays for the Holidays.
- Green Business Initiative (GBI) - The BID along with Faculty and Staff from Centenary College created a group called GBI. This group will be pairing students in a work study environment to work with businesses on incorporating “eco-friendly” practices at their businesses or in their buildings.

Recruitment

- The BID attended the Entrepreneur Expose on October 24th and was a vendor at the event. The event hosted 300 women business owners and entrepreneurs. It was a chance to attract businesses to Hackettstown. We had the opportunity to put literature in every attendees goodie bag and we had 50 interested women who signed onto our mailing list for information on starting a business in Hackettstown.

Downtown Streetscape Project

General Information

- This project has a tight time frame. All materials have to be prepared for the States review by November 16th. The BID has been working closely with Maser Consulting on the design of this project. The following is a breakdown of what the BID has been working on with Maser.

Scope

- The Streetscape Project is being done with \$631,000 Grant and it is being prepared for alternate bids to encompass the downtown area from Valentine St to Plane St.
- Every attention is being made to allow for this project to extend to the remaining block of the downtown in the coming years. The scope of the project is being done so that it can be replicated throughout the downtown.

Design Details

- New street lamps will be installed. They are a victorian style street lamps. They will be 12ft high and provide direct lighting for the sidewalks and also for the parking spots along Main St.
 - The new street lamps will provide us with electric to hang lighted wreathes during the Holidays
 - The poles will also have bars at the top where we'll be able to have hanging flower baskets.
 - The poles are also going to incorporate clean looking signage such as Street Signs, Parking Signs, etc.
- New sidewalks will be installed. We are currently looking to do stamped concrete. It is pending a review by the State Historic Preservation Commission. There will be three bands of concrete... One down the middle and two on either side (one band that meets up with the building and the other that extends to the curb)
- New trees (dwarf trees) will be replacing the existing trees in the downtown. They will be placed in such a way that they do not interfere with car doors opening and will be spread out enough to allow for the effective illumination of the new street lamps.
- Efforts are being made to incorporate “green” materials in the project. This could open us up for the ability to apply for future “eco-friendly” grant monies.

Meetings

- The BID met with Maser to go over design schemes and project details on October 12 and October 27.

- We will be holding an information night on November 17th at HHS Cafeteria at 7pm. It will be open to the public.

Tentative Schedule

- During the month of October, the BID has been working on getting a tentative schedule for the streetscape work. It appears that an early estimate would be that the work would start July 1st and run through into October of 2010. This would allow us to show off our new streetscape in plenty of time for the Holiday.

Maintenance & Improvement

Planters

- Planters changed over to the fall offering and will be removed for storage over the winter in mid November

VIP Grant

- No VIP Grant Applications were received.
- Changes to the application will be made and the 2010 application will be posted online within the next month.

Zoning

- In October the Zoning Officer walked the TCC zone with the BID and we're reporting 90% compliance with local zoning ordinances.

DPW

- During the month of October the DPW installed 5 cigarette receptacles for the downtown.
- The bus shelter will be removed in the month of November and a holder will be placed in the ground for the town Christmas tree.

Events

Overall

- In October the BID held its final Cruise night and its 4th Annual Pirates Treasure Hunt.

Cruise Nights

- Last Cruise Night was October 6th. The cruise night was sponsored by Hackettstown Ford and the awards sponsored by West Side Hair Care.

Pirates Treasure Hunt

- Pirate Treasure Hunt was held Oct 28-31. This year the event generated \$10,420 in sales in town. More of a detailed breakdown is provided at the end of this report.

Future Events

- *Hometown Holiday* will be running on Friday, Dec 4th.

2009 Pirates Data

Overall Notes:

The event was held for 4 days as opposed to 8 days in 2008. Keeping that in mind, comparatively we did slightly better in overall sales, avg sales, and maps given per day.

The propensity for Treasurer Hunters to spend money was higher than last year. This could be do to people wanting to spend more in the 4 days versus spreading it out over 8 days.

Based off the ticket numbers we know that the Mega Prize winners spent money in Hackettstown and/or went to all 62 businesses.

The weather impacted the first day of the Treasure Hunt and the final day of the Hunt.

Maps Made 300	Maps Left 112	Maps Given 188	2008 Maps Given 237
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Total Tickets 1369	Tickets on Maps 300	Tickets from Completed Maps 27	Tickets from Sales 1042	2008 Tickets from Sales 2031
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Total Additional Sales \$10,420.00	Avg Sales per Day \$2,605.00	Avg Sales Per Store \$168.06	Avg Sales per Store Per Day \$42.02
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2008 Total Additional Sales \$20,310.00	08 Avg Sales per Day \$2,538.75	08 Avg Sales Per Store \$327.58	08 Avg Sales per Store Per Day \$40.95
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2009 Avg Maps Given Per Day 47	2008 Avg Maps Given Per Day 29.625	2009 Avg Sales per Map \$55.43	2008 Avg Sales per Map \$85.70
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2009 Avg Prizes per Store 4.8	2008 Avg Prizes per Store 4.01	Participating Businesses 62
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EVENT DATES	October 28th	October 29th	October 30th	October 31st
Weather Conditions	Rain 50 Degrees	Cloudy 56 Degrees	Cloudy 53 Degrees	Scattered Showers 58 Degrees
Programming	Dinner - Mamas	Dinner - Marleys	Bike Ride	Bash, Parade, Drawing

First Ticket Number 887636	Last Ticket Number 889005	Map Ticket Number Range 887636 - 887936	Redemption Ticket Range 887936 - 889005	Winning Tickets 888203, 888248, 888227, 888308, 888407
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