



General Overview

Recruitment

- 9 new businesses have opened since June 09. Foundation Supplements, Marley's Gotham Grill, Nutrition Company, Artisons in Concrete, Cozy Corner Cafe & Grill, Willow Caffè, Main Street Ice Cream, Centenary SBDC, Dr. Jeffrey Merkle
- 7 of those businesses will be holding grand openings next Tuesday Sep. 22 & Wednesday Sep 23
- 2 more potential businesses later this fall.

Redevelopment

- \$631,000 Streetscape Grant has been awarded to Hackettstown. This grant was part of Federal Stimulus money that was given to the state and distributed by the NJDOT. The money is about 1/3 of what was original requested, but we feel confident that we'll be able to make a significant impact to the downtown.
- Rt. 46 Mill & Paving - We have been informed that Main Street / Rt 46 will be scheduled for mill and paving in the coming months. More details on dates and logistics will be coming in the next week.

Finances

- The BID's audit was completed shortly after our last meeting in June and copies have been distributed to the Mayor, Council, and BID Board. A public copy is available at Town Hall. The result of the audit was that the BID is running well and no deficiencies or discrepancies were reported
- The BID will need to delay its budget discussions until the town approves the new property evaluation numbers. The BID may have to consider running on a temporary budget for the last month of 09 and first few months of 2010.

Marketing

Print, Radio, Internet

- No new updates since our June meeting.

Centenary College

- 8 new businesses will be accepting the Cyclone Card beginning next month. This brings the total to 16.
- The BID is currently winding down a promotion in which we are encouraging students to become fans of our local businesses through their Facebook Pages. Currently those businesses have seen increases in the number of fans by about 50.
- We had the pleasure of working with the college and their First Year Students Program to hold a scavenger hunt that took place throughout town. The hunt incorporated about 150 students. They all had an opportunity to eat at one of 5 food establishments downtown. This was the first ever effort like this to engage the freshmen with our business community.
- We have worked with student activities to hold block parties and other programs downtown. The first Block Party took place at the Art House last week and it saw about 45 students take part. The next one should be scheduled for next month at Brian's, with Marley's and Mamas to follow.

Maintenance & Improvement

Planters

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

VIP Grant

- VIP Grants were recently awarded to 2 businesses with 2 more pending.
- It has become a clear indication that as a result of our VIP Grant program other businesses and properties are investing in their building by fixing, replacing, or redoing the exteriors of their building. Roughly 7 new businesses have

Zoning

- Many of the local business have been coming into compliance with the ordinances that pertain to signage and facade. The BID is working with a handful more businesses to rectify their zoning violations by suggesting window lettering or new paint to their buildings. For each of these projects we are recommending a local business... i.e. Paintpourri, Hometown Hardware, Hollie Studios, etc.

DPW

- Based off a recommendation from our last meeting, we have purchased 5 cigarette receptacles to be placed in areas of high smoking areas. These were purchased through a Clean Communities grant.
- Since the bus companies no longer pick up in the downtown, the corners of Main and Moore Street will see either 3 or 4 additional parking spots added to both sides of the street. This will give potentially up to 8 more parking spots for those businesses in that area of town.

Events

Overall

- We are finishing up with the summer events. It has been the busiest summer for the BID ever and possibly for the town in many years.

Farmers Market

- The Market will end on September 28th

Cruise Nights

- Last Cruise Night will be October 6th. The cruise nights have registered over 100 cars and have drawn about 150-200 per night.

Summer Concerts

- Last Concert was this past Wednesday. The Concerts brought about 450-500 people total to 4 different locations throughout our business district.

Future Events

- *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.
- Warren County Cultural and Heritage Commission Grant. We'll be attending a meeting this Friday to enable the BID to receive grant funds to run some of our events in 2010.