

WORK PLAN

Final

OVERALL STATEMENT

It was agreed upon that the City should be providing and or improving the following: Street Conditions - paving, Parking Program, Traffic Congestion, Vacant lots, Homelessness, Streetscape – signage – crossings – lighting.

VISUAL IMPROVEMENTS

Visual Impact to attract people and businesses to City

Goals:

- a) Facades – set up guidelines for improvements – cleaned and maintained storefronts
- b) Commercial Signage/way finding – create new, fix old, set up grant program for retail
- c) Clean/maintenance- provide additional support – Clean Team
- d) Seasonal plantings, decorations, trees light – warmer impact
- e) Transportation Centers – cleaning (Path, NJT, NY Waterways)
- f) Use of Arts/Public Spaces – support – showcased – visual standards – Street furniture – Place Making
- g) Kiosks – location finder – How to
- h) Historical Buildings – maintained and supported

BUSINESS RETENTION/ATTRACTION - EVENTS

Make it easier to do business in City – Support Mom and Pop operations, lowering costs to be here

Goals:

- a) Business Attractions and Retention – Incentives to Landlords
- b) Retail Market Analysis (RMA) – Where are our customers – ongoing reports – foot traffic counts
- c) Zoning– vacancy upkeep plan
- d) One Stop Shop tool
- e) Retail Promotions– Maps, Guides, Directories, Calendar
- f) Creation of New Major Event Festivals – Wine/Food, etc.
- g) Existing events - Holiday / Seasonal (Fix retailer storefront priority location use for festivals - garner out of state consumers – extension of off premises licensing)
- h) Transportation alternatives for employees – shuttle system
- i) Redevelopment Plans/Parking – assist municipality (SID connection regarding retail & commercial design)
- j) S.A.F.E. – Specialty; Arts; Food; Entertainment – Retail
- k) Mentorship/Training Program – Networking and Resources matching up

MARKETING/ECONOMIC DEVELOPMENT

Image building of City creating new vibrancy, perception of business creation

Goals:

- a) Theme/branding/ Public Relations – develop advertising program (all media)
- b) Build unified image/ getting message out –cohesive: who, what; family friendly
- c) Zoning/licensing – review and recommend new revisions -
- d) Partnerships – coordinate – Government Relations – Redevelopment – Liaison - Advocate
- e) Website – social media, City connection
- f) Network/data gathering—resident surveys (BRM) – retail data (RMA) – Worker Surveys - Reporting
- g) Business recruitment/creation/retention — record of businesses in pipeline, if applying new business

ADMINISTRATION

- Goals:
- a) Budget – review and set up
 - b) Bylaws – review and recommendations
 - c) Finances/Grants – develop to supplement activity
 - d) Office – set up, computer, phones, etc.
 - e) Non – profit application (501c-3)
 - f) Management – Staffing

See next page for priority scheduling

TIMELINE: Priority Schedules

SHORT TERM (3-6 months)

Web Site - social media, City connection Bylaws Budget 501c3 file Office
Staffing Clean/Maintenance program
Existing Events-Holiday/Seasonal-retail storefront policy Seasonal Plantings
Theme/branding/ Public Relations – advertising program (all media)
Build unified image/ getting message out –cohesive: who, what; family friendly
Network/data gathering—resident surveys (BRM) – Retail Market Analysis (RMA) – Worker Surveys

MID TERM (6-18 months)

Commercial Signage/Wayfinding Transportation Centers – cleaning Vacancy up-keep
One Stop Shop Use of Arts/Public Spaces Retail Promotions S.A.F.E
Zoning/licensing – review and recommend new revisions
Business attraction/retention — record of businesses in pipeline, if applying new business

LONG TERM (18 – 30 + Months)

Facades Kiosks Historical Buildings Business Attractions and Retention
Creation of Major Event Festivals Transportation Alternatives for Employees
Redevelopment Plans/Parking Ordinances and Policy review/recommendations

COMMENTS/NOTES: