

MONTCLAIR CENTER**BID** 2017 ANNUAL REPORT



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WWW.MONTCLAIRCENTER.COM



MONTCLAIR CENTER CORPORATION 2017

WORD FROM THE DIRECTOR

Hello Everyone,

We've had a great year here in Montclair Center. My team and I have enjoyed working and getting to know more of our merchants, owners and leaders as well as expanding what the BID can do to make real differences in our community.

This year, we debuted Crane Park Market, activating the pocket park behind Lackawanna Plaza. Working with the Township, community organizations and stakeholders, we have been able to bring produce, canned goods, paper products and artisan crafts to the community.

I hope that you've been able to come to some of our spectacular events including our expanded Women's Empowerment Week that welcomed 25 speakers and hundreds of attendees, a spectacular Fashion Show at the Wellmont and a rocking Oktoberfest that took over Lackawanna Plaza that welcomed thousands.

Working with the Township, we've helped introduce the Big Belly trash compactors around town to help reduce waste and keep Montclair green. Our other ongoing initiatives include the banners around town, holiday decorations and of course, the great music of Montclair Center Stage.

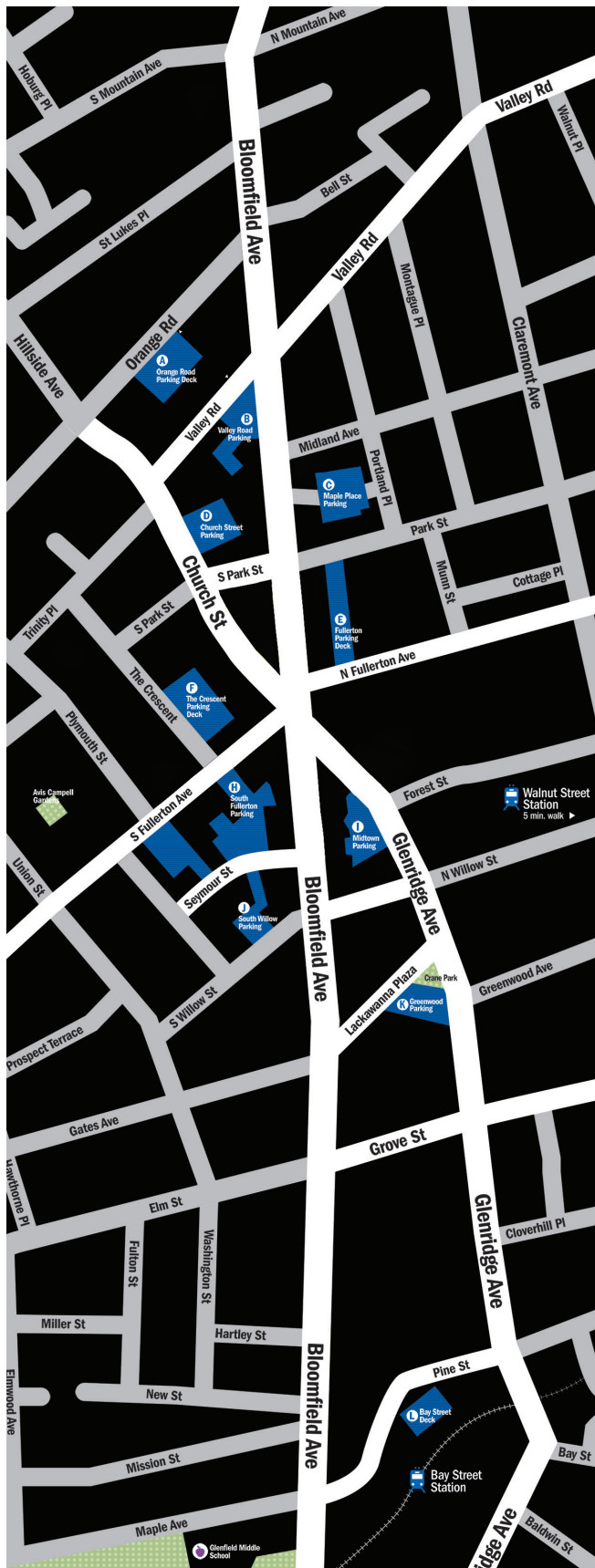
This year, we've also been able to welcome new board members Jeff Beck, Jason Gleason, Nat Testa and Elaina Watley to the Montclair Center BID and we value the fresh perspectives that they add to the knowledge of our seasoned volunteers. I would also like to thank our supportive Board of Directors; my hardworking team of Diane Israel, Ann Marie Sekeres and Joann Smalls; Dylan Blackwell and the Ambassador Team; and the many Township officials, volunteers, merchants, community leaders, residents and visitors that bring the excitement, energy and creativity to Montclair Center.

With Gratitude,

Israel Cronk



MONTCLAIR CENTER CORPORATION 2017



WHERE THE SUBURB MEETS THE CITY

Our district comprises over 300 retailers, restaurants, arts organizations and nonprofits that overflow with abundant creativity, forward thinking ideas, and classic elegance. We attract residents, shoppers and business owners who come for our savvy, metropolitan style and with a dynamic, welcoming community.

MONTCLAIR CENTER BID

The Montclair Center BID is directly responsible for the music performances, beautification projects including plants and decorations, banners, wayfinding signage and maintenance throughout the district. Working with the Township, local utilities and services and its renowned Ambassador staff, it ensures that the downtown Montclair area is clean, bright and in excellent working order. By encouraging dynamic collaboration, the Montclair Center BID also creates exciting events for shoppers and tourists, marketing opportunities for retailers and restaurateurs, and actively seeks to improve the area for businesses and residents.

The BID was founded by merchants and property owners who were concerned about street aesthetics, safety, code enforcement, customer attraction and district marketing. Montclair Center Corporation started operations in the summer of 2002. Since that time, Montclair Center has become known for its vibrant street life, fabulous restaurants, great retail, award winning art scene and pedestrian friendly office setting.

The Montclair Center Corporation Board of Directors has 21 seats, comprising seven district property owners, seven business owners, two council members, 1 resident, 1 nonprofit and 3 at-large members. The full Board meets nine times a year. Program, administrative and executive committees meet and work as needed.

WHAT WE DO

The Montclair Center Corporation, the BID, works to keep Montclair Center great, make it even better and let the world know about shopping, dining, working and living in Montclair Center. We focus on vibrant streets, economic development and quality of life. We follow the National Main Street model and bring value to the district in four fundamental ways:

1. Enhance Economic Value – we:

- Identify and recruit new businesses to Montclair Center
- Help existing businesses to make their ventures more successful
- Work with municipal and county departments to improve Montclair Center
- Introduce new businesses to local best practices

2. Create Marketing Value – we:

- Encourage, create and promote events that draw customers and focus to the district
- Brand and market the district, on street and through public relations, social media and advertising

3. Promote Civic Value – we:

- Advocate for business friendly ordinances and practices in municipal agencies
- Serve as an “honest broker” between local businesses and government agencies

4. Build Physical Value – we:

- Encourage and contribute to public placemaking within Montclair Center
- Promote and encourage the artistic and historic eclecticism of the district
- Supplement municipal amenities, maintenance and sanitation efforts



Photo Credit: Eduardo Whittington

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MONTCLAIR CENTER CORPORATION 2017

THIS YEAR'S HIGHLIGHTS



Photo Credit: Mark Jaworski

CRANE PARK MARKET AND GARDEN

The Montclair Center BID, working with the Township, the Montclair History Center and community organizations and leaders, developed a farmer's market at Crane Park to help revitalize an underused park and bring increased foot traffic downtown. Located at the corner of Glenridge and Glenwood Avenues behind Lackawanna Plaza, the underused pocket park was a perfect location.

With volunteer labor and the efforts of the Friends of Crane Park and the Northeast Earth Coalition Initiative, the park was cleaned up and readied for the grand opening.

The Crane Park Market opened on Sunday, July 16 and continued through Sunday, Oct 29 and was open on Thursdays and Sundays. It grew to include produce from farmers, paper and canned goods from Brookdale ShopRite and artisan foods and fashion. More than 3000 people visited the market throughout the season.

Opening the Crane Park Market also welcomed community leaders to clean up and rework the garden beds, creating a demonstration garden for the community. The Northeast Earth Coalition initiative, working with the Friends of Crane Park organization and concerned Montclair residents created a pollinator garden that features 35 species of Native plants including host plants for butterflies. It is a four season garden designed to provide nectar for pollinators, berries and seeds for birds, and visual interest year-round.

Now, Crane Park brings a new energy to Montclair Center and is a more welcoming place for our community.





MONTCLAIR CENTER CORPORATION 2017

THIS YEAR'S HIGHLIGHTS



Photo Credit: Eduardo Whittington

OKTOBERFEST

This year's Oktoberfest, co-produced with the Pig & Prince restaurant, welcomed about 4000+ visitors to Lackawanna Plaza. The day featured craft beers; local vendors; and fabulous music from Wyland, The Defending Champions, and The Watchung Mountain Riders.

FAMILY FEST

This year, for the first time, there was also a FamilyFest running concurrently with Oktoberfest at Crane Park.

Our local kids business merchants, led by Yin Chang of L3 Academy and Melissa Adler of Dirt & Noise, organized the event that welcomed 1000 people and included face painting, an obstacle course, a scavenger hunt, free French lessons and craft activities.



Photo Credit: Eduardo Whittington





MONTCLAIR CENTER CORPORATION 2017

THIS YEAR'S HIGHLIGHTS



Photo Credit: Diane Israel

ART WALKS

Montclair Center hosts two art walks – one in the spring and the other in the fall. Each features art work displayed throughout Montclair Center in boutiques, restaurants and cafes. This year, we featured the works of 150+ artists including sculptors, cartoonists, jewelry designers, painters and printmakers.

SMALL BUSINESS SEMINARS

Working with our partners, the BID was able to offer our merchants seminars from the New Jersey Downtown Institute with Carissa Reniger of the Silver Lining Action Plan (as seen in photo), the Stellar Stores and Store-fronts workshop from Seanette Corkill and Anne Marie Luthro of Frontdoor Back, and miniseminars from LeTip Montclair.





MONTCLAIR CENTER CORPORATION 2017

THIS YEAR'S HIGHLIGHTS



WOMEN'S EMPOWERMENT WEEK

Women's Empowerment Week took place April 1-8 and kicked off with a panel discussion at the Wellmont Theater that included moderator and local business owner Donna Miller, WOR radio host Joan Herrmann, nationally recognized career and life coach Laura Berman Fortgang, producer and activist Peg Cafferty, business owner and teacher Omni Kitts Ferrara and Masiel Rodriguez-Vars, Executive Director, Montclair Fund for Educational Excellence. Then, throughout the week, more than thirty talks were scheduled throughout Montclair with experts in diverse fields including retirement, fitness, recovery and creativity. Then the week ended with Ladies Night Out, a successful evening of shopping and treats throughout Montclair Center.

MATISSE WEEK

Working with the Montclair Art Museum, downtown Montclair worked to help spread the word of their two Matisse-focused exhibitions, including a huge chalk drawing event on Church Street. Hundreds of kids, with the help of Montclair State University students and the Montclair Art Museum truck, drew and doodled with chalk all over Church Street. The Montclair Art Museum welcomed over 27,000 visitors over the run of the exhibitions.





MONTCLAIR CENTER CORPORATION 2017

THIS YEAR'S HIGHLIGHTS



Photo Credit: Phil Cantor



Photo Credit: Nicholas Payne



Photo Credit: Nicholas Payne



Photo Credit: Phil Cantor

MONTCLAIR FASHION SHOW

This year's fashion show included over 25 local designers and boutiques, student designers from Montclair High School and Montclair State University, hair models from local salons, entertainment from local talent including Studio Air and music from DJ Prince Hakim Bell and Samad Savage. With some 1400 attendees, the glamorous evening ended with a motorcycle-fueled, balloon dropped, extravaganza.

One of the signature events for the BID, the Montclair Fashion Show also supports SAVE of Essex, a program of the Family Service League and the county's only rape care center, and S.O.F.I.A., a service organization for women and children affected by domestic violence.





MONTCLAIR CENTER CORPORATION 2017

THIS YEAR'S HIGHLIGHTS



Photo Credit: Eduardo Whittington

MONTCLAIR CENTER STAGE

This year, Montclair Center Stage hosted over 81 performers including rock bands, singers, jazz, classical, folk and reggae. In addition to the weekly performances on Church Street from spring to fall, the Center Stage also showcased music at the Glenridge Arts and Music Fair, Oktoberfest and Small Business Saturday.

LE PETIT NIGHT MARKET

Produced with the Glenridge Avenue merchants, summer night markets on Glenridge Avenue featured an intimate collection of artisan and vintage vendors. Live music contributed to the magical atmosphere and brought a special sparkle to three Friday evenings.

UPTOWN/DOWNTOWN CAMPAIGN

This year, the BID in partnership with the Upper Montclair Business Association launched a campaign that started with “Where Do You Do It?” with the answer – “I do it uptown” or “I do it downtown.” The overall campaign includes a themed visual suite that will appear in social media advertising, shop posters, postcards and buttons. (See backcover)



Photo Credit: Israel Cronk



MONTCLAIR CENTER CORPORATION 2017

STREETSCAPES



MURALS

This year, Montclair Center inaugurated its new mural program with a yellow tulip painted by RC Mooney from One Drop Paint Shop at 420 Bloomfield Ave with support from Richard DiGeronimo of Red Star Paint. The mural commemorates the Montclair Garden Club and May in Montclair, a program that plants over 20,000 tulips every year throughout the Township and celebrates May special events in a booklet. The program was founded in 1979 by Betty Dallery, who died in 2013 at age 106. The mural also celebrates the contributions of Jean Kidd, whose tireless efforts on the program made it the success it is today.

BIG BELLY TRASH CAN

Working with the Township, the Montclair BID oversaw locations and installations for 40 Big Belly trash cans. BigBelly is a solar powered, trash-compacting bin. The Big Belly trash cans in Montclair Center have provided a cleaner, seamless streetscape. Because of the success downtown, the Township hopes to expand the program Montclair-wide.

BANNERS

This year, the BID installed over 650 banners from the Montclair Art Museum, the Montclair YMCA, the Montclair Film Festival, the Montclair African American Heritage Parade and more. The banners are a colorful addition to our streetscape and inform residents and visitors like of the happenings in our vibrant community.

FLOWERS/DÉCOR

In addition to our 48 planters filled with lime potatoes and hibiscus, the BID also added 12 baskets to Bloomfield Avenue. For the fall, the corners were decorated with corn stalks. The BID expanded winter decorations to include wreaths and bows on the light-poles and, on the corners, sparkly green garlands filled with wintry branches and glittery decorations.



MONTCLAIR CENTER CORPORATION 2017

2017 EVENTS



Tuesday | March 21

April 1 - 8

Friday | April 7

Tuesday | April 18

Saturday | April 29

May 14 - 20

Friday | May 19

Saturday | June 10

Fridays | June 9, 16 & 23

Tuesday | July 11

Sunday | July 16

Saturday | Sept 9

Sunday | Sept 17

Saturday | Sept 23

Sunday | Oct 1

Saturday | Oct 7

Friday | Oct 20

Saturday | Nov 25

Friday | Dec 1

MERCHANT MEETING

WOMEN'S EMPOWERMENT WEEK

LADIES NIGHT OUT

SMALL BUSINESS SEMINAR

CENTER STAGE OPENS

MATISSE WEEK
(with Montclair Art museum)

SPRING ART WALK

SIDEWALK SALE

NIGHT MARKET
(with Glenridge Avenue Merchants)

DALLERY MURAL DEDICATION

CRANE PARK MARKET OPENS

BACK TO SCHOOL SALES EVENT

MONTCLAIR FASHION SHOW

OKTOBERFEST
(with the Pig & Prince restaurant)

TOUR DE MONTCLAIR
(with Bike Walk Montclair)

GLENRIDGE ARTS AND MUSIC FESTIVAL
(with Glenridge Ave merchants)

FALL ART WALK

SMALL BUSINESS SATURDAY

TREE LIGHTING
(working with Montclair Township)

MONTCLAIR CENTER CORPORATION 2017

DOWNTOWN BY THE NUMBERS





MONTCLAIR CENTER CORPORATION 2017

DISTRICT MANAGEMENT CORPORATION FOR THE BID

OFFICERS

President Phil Cantor

Vice-President Gerald Sweeney

Treasurer Robert Weber

Secretary Lisa Johnson

STAFF

Executive Director Israel Cronk

Assistant Director Diane Israel

Assistant Director Ann Marie Sekeres

Program Manager Joann Smalls

Ambassador Supervisor Dylan Blackwell

BOARD MEMBERS

Renee Baskerville

Jeff Beck

Arlene Carrini

Jenna Davis

Jason Gleason

Guy Kinley

Kazim Mirza

Eddie Peralta

Steven Plofker

Sharda Ramharack

Sue Schultz

Nicole Silva

Matt Silversman

Sean Spiller

Nat Testa

Elaina Watley

We would especially like to thank our generous sponsors of our events this year.

Ah'Pizz Restaurant

Applegate Farms

The Becker Organization

Bella Arte Tattoo

Joe and Ruth Bollo

Hampshire Properties

Little Gym

NJ Kids

One Drop Sign Shop

Paul Mitchell Metro

Pig & Prince

Pinnacle Companies

Red Star Paint

Schumacher Insurance

Total Nano

Villa Victoria

The Wellmont Theater

Zippy Shell



Photo Credit: Eduardo Whittington



Front Cover Credit: Mark Jaworski Photography

Back Cover Credit: Ann Marie Sekeres

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