



MONTCLAIR CENTER BID

2016 ANNUAL REPORT



WORD FROM THE DIRECTOR

To All,

After nearly a lifetime of being a part of Montclair as a student, a business manager and a volunteer, I couldn't be more pleased to have spent this past year leading a team dedicated to improving and strengthening our community.

We have done so much together this year! I have been delighted to work with so many of you on our fantastic and exciting events – including Oktoberfest, sidewalk sales, Fashion Night and Small Business Saturday. Together, we also built parklets and helped revive the legendary Tour de Montclair.

This has been an exciting year for me as a new director of the most welcoming and creative downtown in the state. I have had the pleasure and privilege of working with so many talented individuals and organizations who share my vision of exploring new ways to express our energy, our diversity and our community spirit.

Next year, I look forward to continuing our active event schedule, expanding our reach into new audiences and markets, increasing the sustainability and green efforts of Montclair Center, and creating new business partnerships.

I would like to thank my hardworking and supportive Board of Directors; my fantastic staff of Diane Israel, Ann Marie Sekeres and Dylan Blackwell; Joann Smalls who curates and produces all the Center Stage events; the Township and our volunteers.

All of us at the Montclair Center BID look forward to another great year of serving our community, the merchants, the property owners and residents of our great community. Thank you for your support and I look forward to working with you very soon.

With Gratitude,

Israel Cronk
Executive Director



Photo Credit: Phil Cantor Photography

DISTRICT MANAGEMENT CORPORATION FOR THE BID

OFFICERS

President Phil Cantor
Vice President Gerald Sweeney
Treasurer Robert Weber
Secretary Lisa Johnson

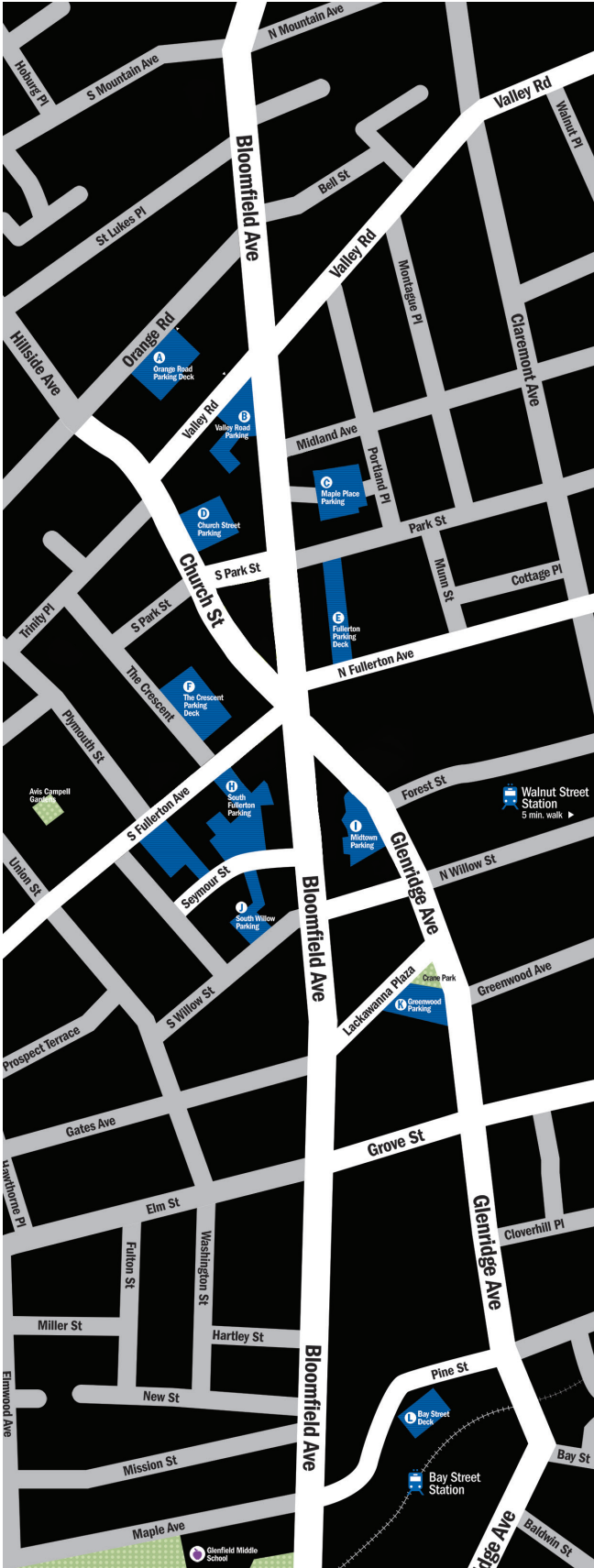
Board Members

Renee Baskerville
Arlene Carrini
Michael Gillespie
Guy Kinley
Kazim Mirza
Steven Plofker

Sharda Ramharack
Debbie Masel
Sue Schultz
Nicole Silva
Matt Silverman
Joann Smalls
Sean Spiller

Executive Director Israel Cronk
Assistant Director Diane Israel
Assistant Director Ann Marie Sekeres
Head Ambassador Dylan Blackwell

MONTCLAIR CENTER CORPORATION 2016



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:

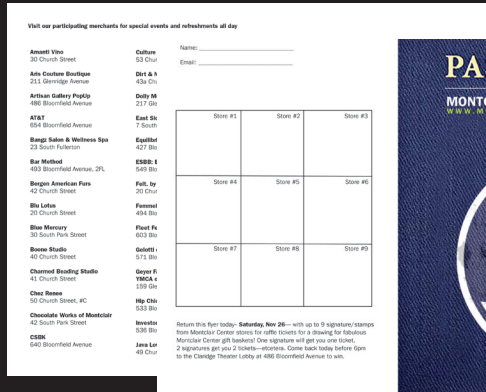
- Advocate for business friendly ordinances and practices in municipal agencies
- Serve as an “honest broker” between local businesses and governmental agencies

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



Social Media Marketing

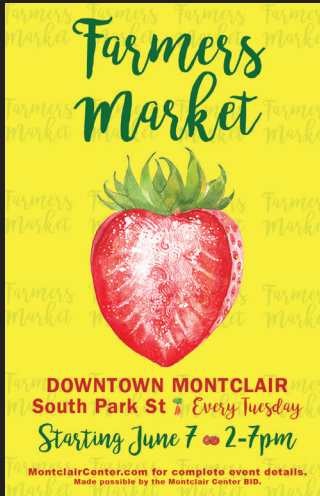


Downtown Events Postcard

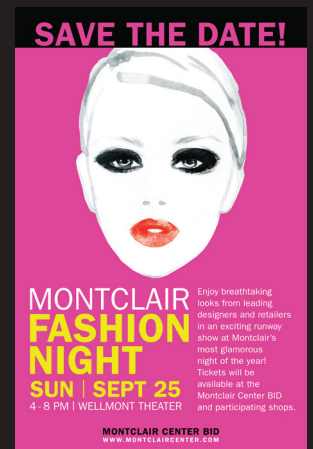
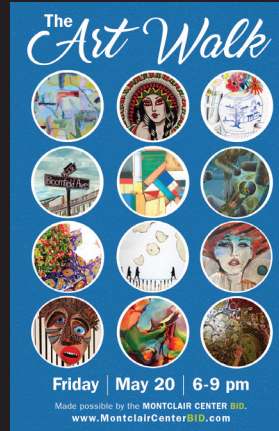
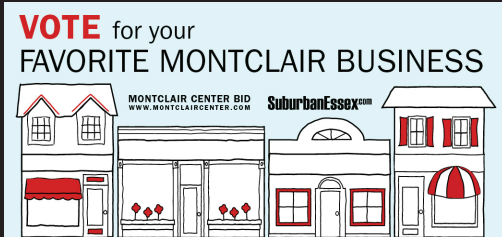


MONTCLAIR CENTER CORPORATION 2016

COHESIVE BRANDING Print | Web | Social Media



EVENTS Posters | Banners | Postcard



THIS YEAR'S HIGHLIGHTS



Nicci Silva of DollyMoo & Maureen O'Brien of Make Ready Press setting up for the Glenridge Arts & Music Festival



The Montclair Center Parking Lot attendants celebrating their new jobs courtesy of the Kensington Assisted Living and Montclair Center BID



Alex Aronoff of Heratij catching critters during the district wide Pokemon Go Hunt

Ladies Night

Glenridge Avenue Arts & Music Festival
With G.L.A.M.

Spring Art Walk

Sidewalk Sale

RISE Yoga

Make Music Day

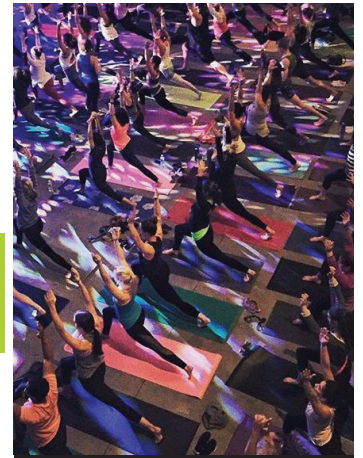
Women's Empowerment Week
with SAVE of Essex/Family Services League

Downtown Market
with the Kensington

Montclair Center BID Parking Lot
with the Kensington

Center Stage

Pokemon Go Hunt



Lululemon and 150 yogis at the Wellmont Theatre for RISE Montclair raising money for Big Brother Big Sisters of Essex, Union & Hudson County and Karma for Kula.



R.H. Farms happily promoting their new home at the Downtown Market with wonderfully fresh produce

MONTCLAIR CENTER CORPORATION 2016



Photo Credit: Sweet Moly Films

Resident Chiara D'Agostino feeling fabulous as a model at Fashion Night runway show in front of a record 1,200 onlookers



Our beautiful one-month Parklet Demonstration built by Mulvey Custom Contracting, Sponsored by Schumacher Insurance Agency, decorated by DollyMoo, {verdigreen}, and local artist Margaret Grzymkowski.

Back to School Sale

Oktoberfest
*with the
Pig & Prince
Restaurant*

Tour de Montclair
*with Bike&Walk
Montclair*

Fall Art Walk

**Small Business
Saturday**

Fashion Night

Open Streets
*with Bike&Walk
Montclair*

Parklets
*with the Township &
Bike&Walk Montclair*

Feed the Bear

Tree Lighting
with the Township



Over 2,500 enthusiasts gathered as 3 bands, 16 merchants and 15 taps of local brew flowed at Montclair Center's first Oktoberfest



The BID Bear stole the hearts of locals as he traveled store to store for a month collecting food for Montclair's Toni's Food Kitchen, Human Needs Food Pantry, & Salvation Army's Food Kitchen during downtown's Feed the Bear campaign

SOCIAL MEDIA HIGHLIGHTS

INSTAGRAM

Instagram Followers:

2,414

Instagram Impression:

416,000

Instagram Posts:

620

SOCIAL MEDIA

2,445 Posts

34,800 Interactions

3,920,250 Impressions

FACEBOOK

FB Likes: **8,907**

FB Shares: **5,110**

FB Impressions: **3,504,250**

FB Posts: **1,825** per year

FB Interactions: **34,800**

TWITTER

3,051

(up from 1,100)

DOWNTOWN MONTCLAIR

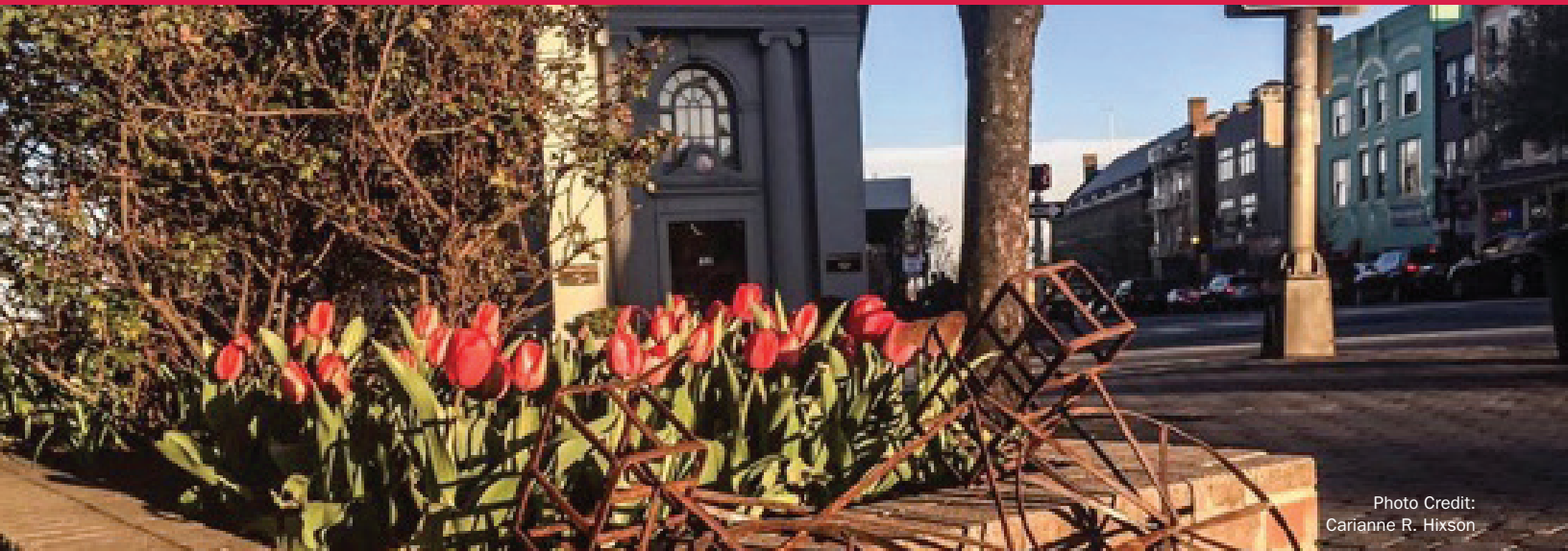


Photo Credit:
Carianne R. Hixson

Population:

38,202 (census.org 2015)

Median Income:

\$97,907 (census.org 2014)

Median House Value:

\$570,600 (census.org 2014)

Cultural Destinations

Montclair State University
Montclair Art Museum
National Victorian Society
Van Vleck House & Gardens
Presby Iris Gardens
Mills Reservation
Brookdale Park

Growth

Residential Units
to be built by 2020: **630**
(Montclair Township Development Map)

Increase of potential
target buyers
3yrs: **1,455** new residents

Commuting:

38 mins from NYC, NJ Transit
& DeCamp Bus Lines
4 train stops in Montclair
(Bay Street in Downtown)

Montclair Center is *the* place to have a business. The eclectic downtown is bustling with life, arts, and activities. Think hipster vibes with world-class sophistication. We celebrate the entrepreneurial spirit and support small business owners. We will help build your dreams in downtown Montclair!

Cover Photo Credit: Carianne R. Hixson | Diane Israel

MONTCLAIR CENTER BID
WWW.MONTCLAIRCENTER.COM

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