

MONTCLAIR CENTER **BID** 2018 ANNUAL REPORT



7 North Willow Street | Suite 4A | Montclair, NJ | 973-509-3820



WWW.MONTCLAIRCENTER.COM



MONTCLAIR CENTER CORPORATION 2018

LETTER FROM THE 2018 BOARD PRESIDENT

Hello Everyone,

2018 has been an eventful year in Montclair Center! With our terrific, hardworking staff and Board members, we've been able to expand our initiatives to make a better downtown with bigger events, expanding our partnership with the Township and getting awarded the Favorite Downtown Arts District by Jersey Arts.

Word about our successful programs has spread around the state. We were invited to present at several conferences and roundtables statewide, including one with Governor Phil Murphy to announce the return of funding for the Main Street New Jersey program.

I hope that everyone has been able to attend some of our popular programs including the Montclair Center Stage Music Festival, Kidchella, Art Walk, Fashion Show, Family Fest and Oktoberfest.

Although we have had to say goodbye to director Israel Cronk this year, I hope you will join me in welcoming our new director, Jennifer Brown. Jennifer Brown, the Board of Directors and our accomplished BID staff are looking forward to another successful year working with the Township, property owners, merchants, community leaders, and residents of Montclair Center.

Best,

Phil Cantor
President



Photo Credit: Phil Cantor Photography





MONTCLAIR CENTER CORPORATION 2018

WORD FROM THE DIRECTOR

Hello Everyone,

I am excited to be a part of the Montclair Center BID. I have been a Montclair resident for nearly 13 years and spent the last 12 years as the Executive Director of the Flatiron/23rd Street Partnership in New York. I am thrilled to have the opportunity to bring my experiences, ideas and passion home to the community I love.

When I first moved to Montclair, I was attracted by its energy, its vibrancy and its creativity. This is a very special community. The Montclair Center BID has had a great history supporting and strengthening these qualities, which I look forward to expanding with our programs and initiatives in 2019 and beyond.

Over the coming year, I hope to be meeting as many of you as possible to listen, to learn and to collaborate about building Montclair Center's future.

Best,

Jennifer Brown
Executive Director

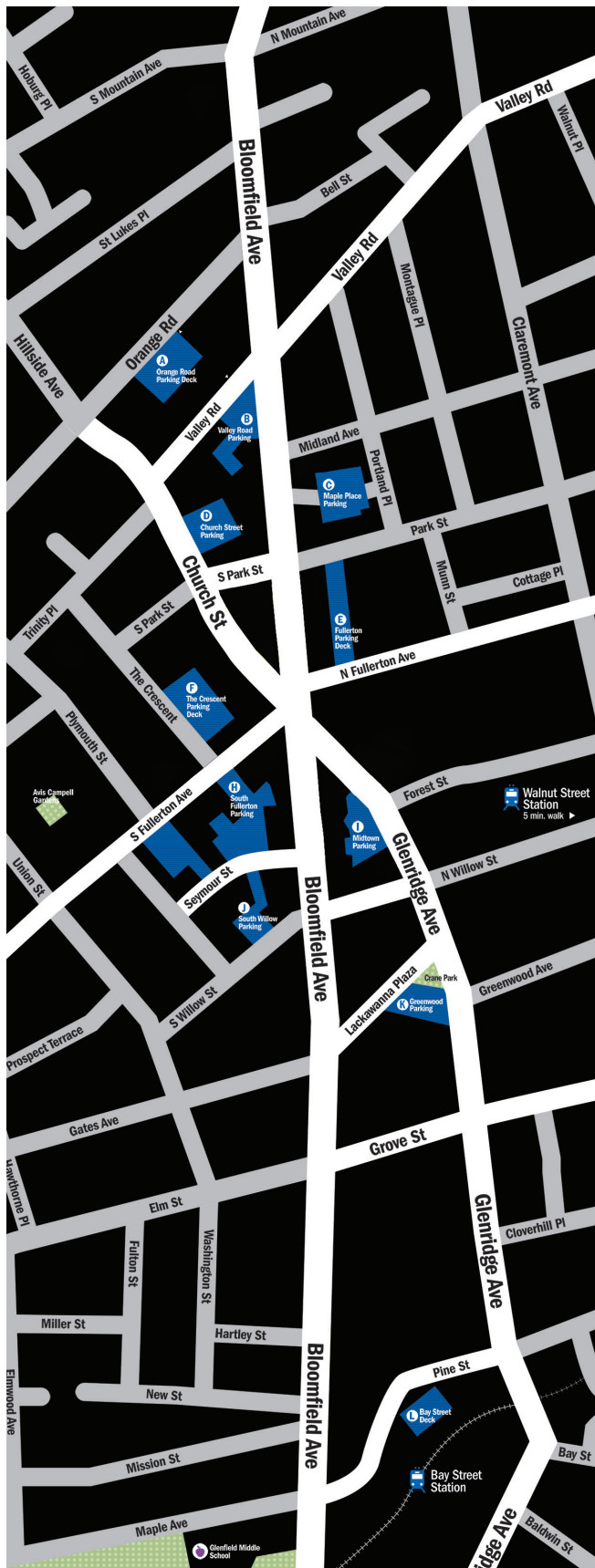


Photo Credit: Armando Diaz.

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MONTCLAIR CENTER CORPORATION 2018



WHERE THE SUBURB MEETS THE CITY

Our district comprises over 200 property owners and 400 retailers, restaurants, arts organizations and nonprofits that overflow with creativity, forward thinking ideas, and classic elegance. Winner of the 2015 Great American Main Street Award, Montclair attracts residents, shoppers and business owners who come for our savvy, metropolitan style and 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 property owners and merchants 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 walkable downtown, vibrant street life, fabulous restaurants, great retail and award winning art scene.

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.



MONTCLAIR CENTER CORPORATION 2018

WHAT WE DO

The Montclair Center Corporation, the BID, works to make downtown Montclair a center for shopping, dining, working and living. 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

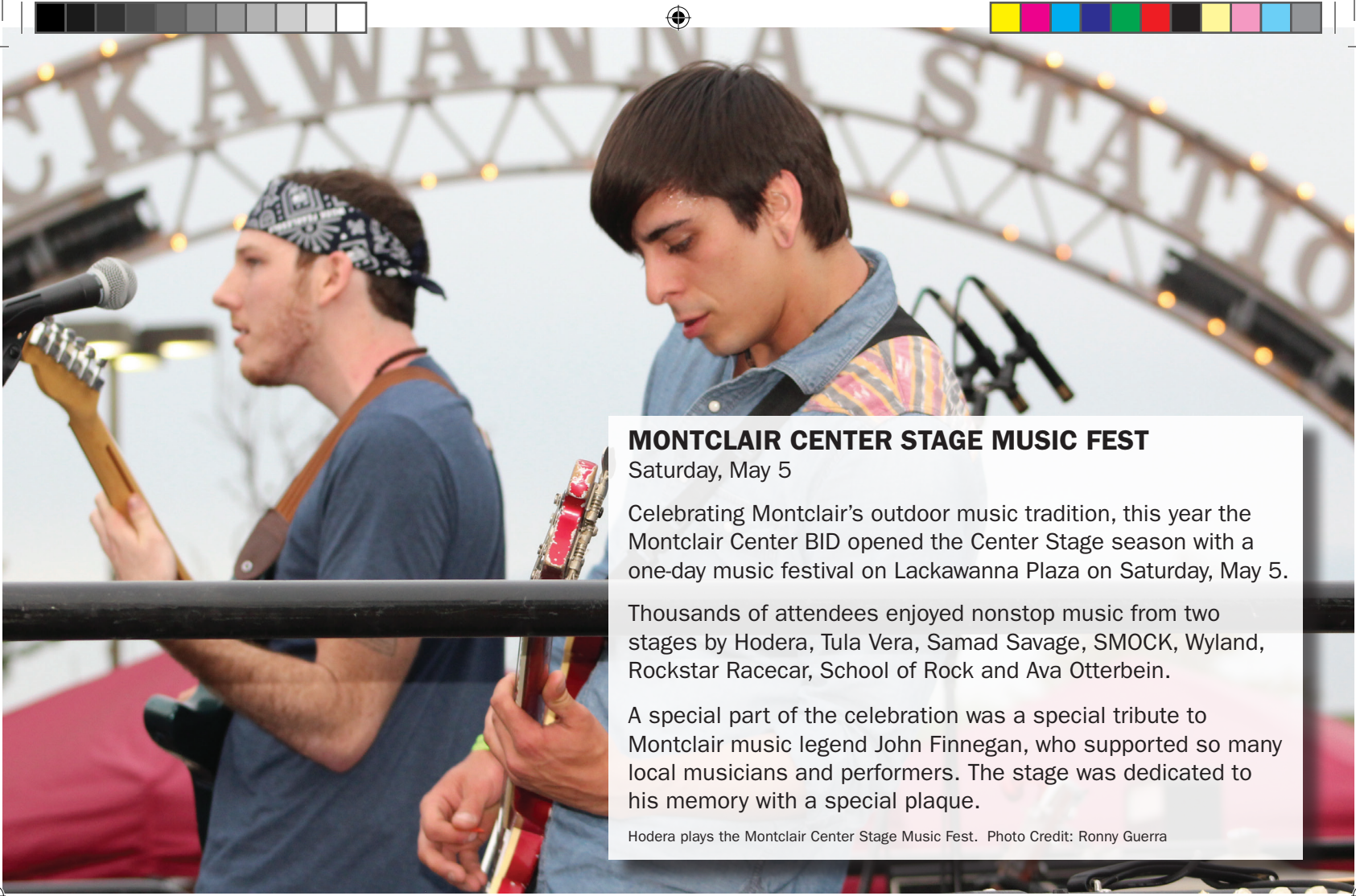
4. **Build Physical Value** – we:

- 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: Armando Diaz





MONTCLAIR CENTER STAGE MUSIC FEST

Saturday, May 5

Celebrating Montclair’s outdoor music tradition, this year the Montclair Center BID opened the Center Stage season with a one-day music festival on Lackawanna Plaza on Saturday, May 5.

Thousands of attendees enjoyed nonstop music from two stages by Hodera, Tula Vera, Samad Savage, SMOCK, Wyland, Rockstar Racecar, School of Rock and Ava Otterbein.

A special part of the celebration was a special tribute to Montclair music legend John Finnegan, who supported so many local musicians and performers. The stage was dedicated to his memory with a special plaque.

Hodera plays the Montclair Center Stage Music Fest. Photo Credit: Ronny Guerra

KIDCHELLA

Sunday, June 10

A brand-new event developed by the Montclair Kids Biz committee, this highly successful festival took place at the Montclair PreK on Sunday, June 10. Attended by some 3,000 visitors, the party blasted off with cool activities such as fairy hair, face painting, henna art, photo booths, food and more. The vendors were all drawn from local businesses which made it hyper-local and Montclair-focused. Kidchella Montclair donated \$1,000.00 to MCPK for a new playground that will serve as a community playground.

Photo Credit: Ronny Guerra



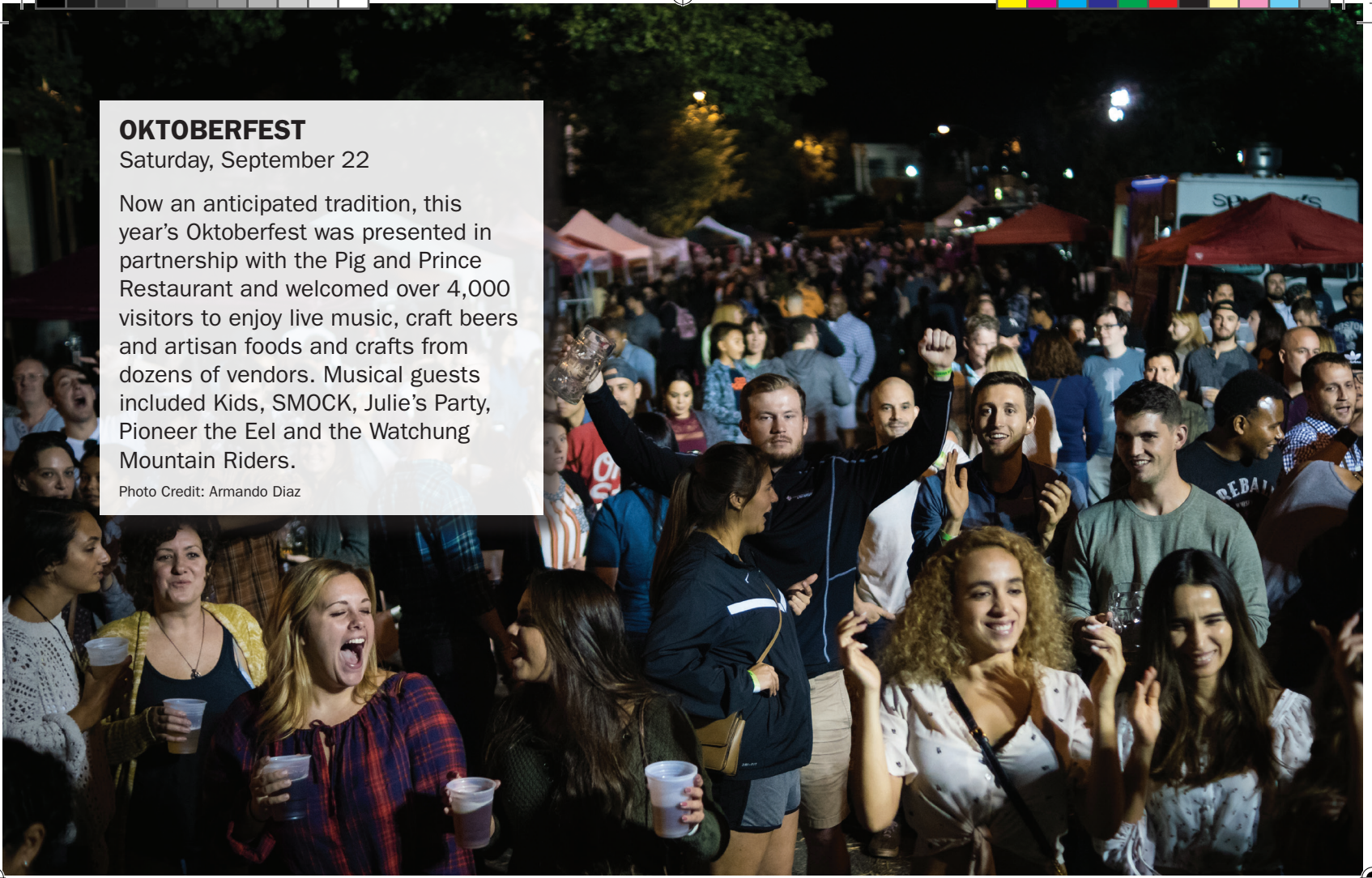


OKTOBERFEST

Saturday, September 22

Now an anticipated tradition, this year's Oktoberfest was presented in partnership with the Pig and Prince Restaurant and welcomed over 4,000 visitors to enjoy live music, craft beers and artisan foods and crafts from dozens of vendors. Musical guests included Kids, SMOCK, Julie's Party, Pioneer the Eel and the Watchung Mountain Riders.

Photo Credit: Armando Diaz



FAMILY FEST

Saturday, September 22

Held concurrently with Oktoberfest, Family Fest in Crane Park welcomed special guests from the Medieval Times, Ella from Frozen and adoptable kitties! Visitors could play cool games, get their faces painted, hang out with superheroes and munch on yummy snacks.

Photo Credit: Armando Diaz

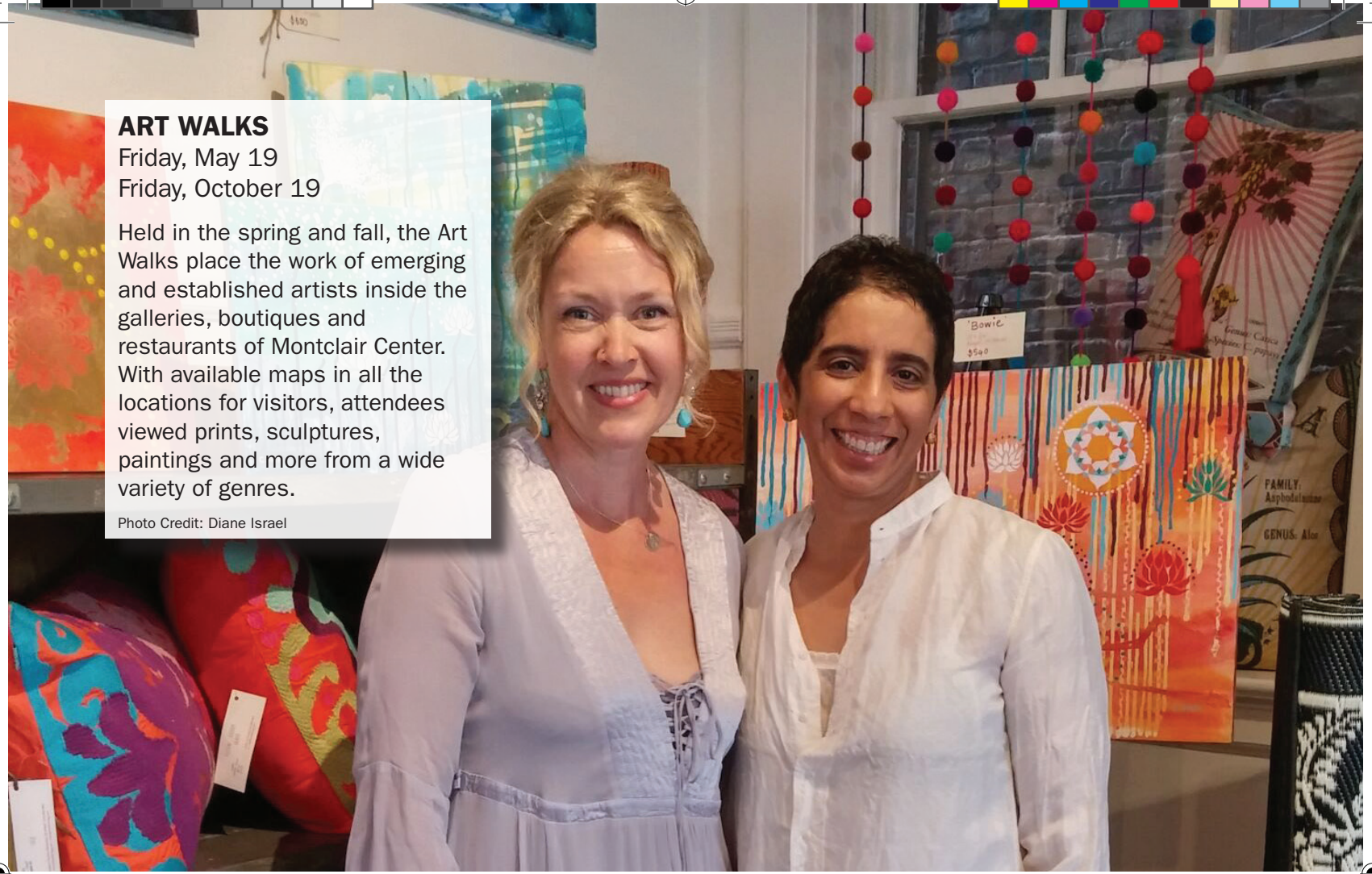


ART WALKS

Friday, May 19
Friday, October 19

Held in the spring and fall, the Art Walks place the work of emerging and established artists inside the galleries, boutiques and restaurants of Montclair Center. With available maps in all the locations for visitors, attendees viewed prints, sculptures, paintings and more from a wide variety of genres.

Photo Credit: Diane Israel



TREE LIGHTING

Friday, December 7

Partnering with the Township, the Montclair Center BID helped present the Town Tree Lighting with snow, carolers, ice carving, and fire pits to make s'mores. Over 1300 people attended and enjoyed the holiday festivities.

Photo Credit: Phil Cantor



MONTCLAIR FASHION SHOW

Sunday, October 14

Held at the Wellmont Theater, this year's event featured a runway and individual shows from each participating boutique and designer. The show opened with a vintage clothing walk to celebrate Montclair's 150th Anniversary. With nearly 200 models, performers and DJ Prince Hakim, the show was enjoyed by nearly 1000 attendees.

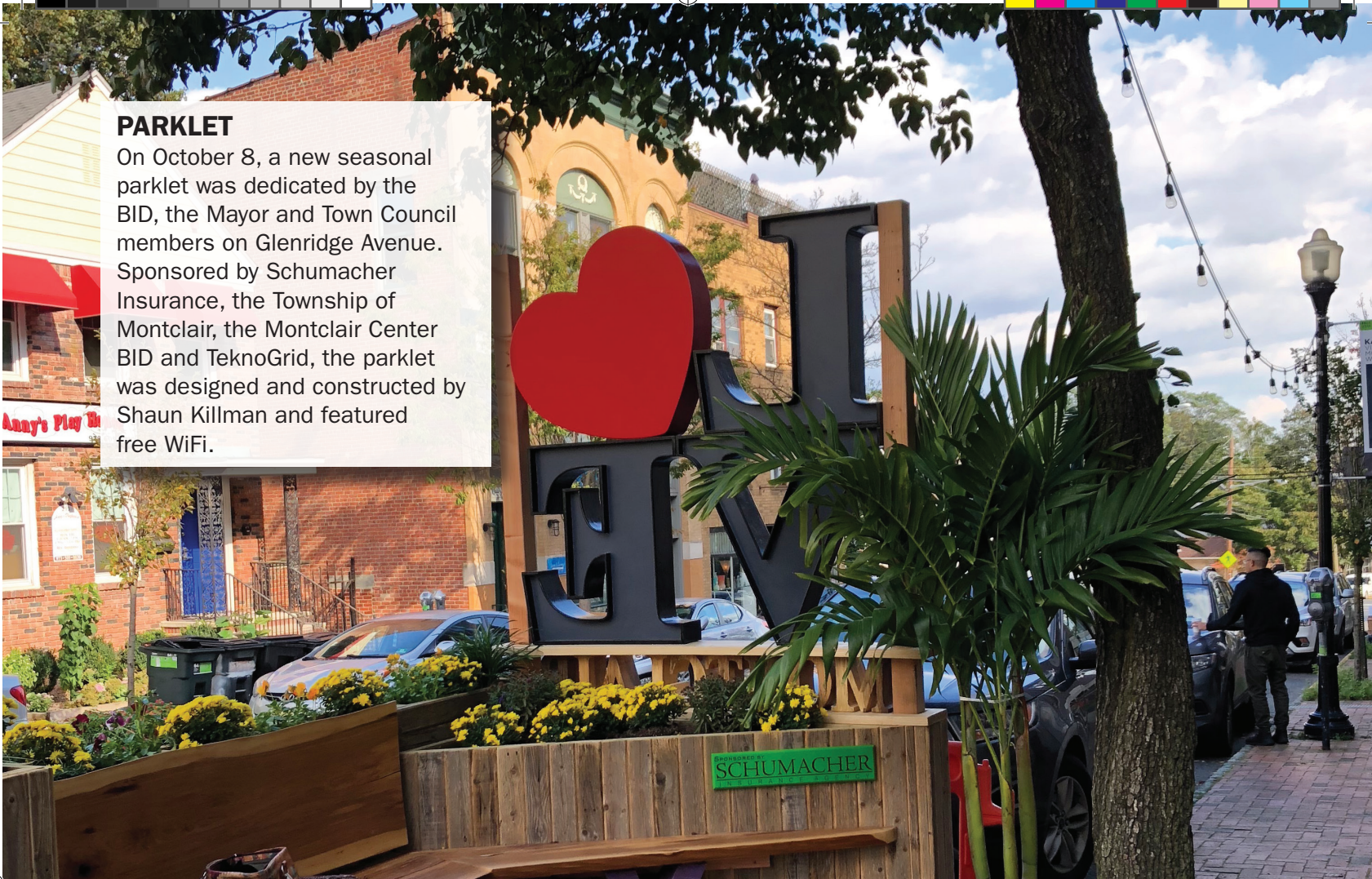
Photo Credit: Armando Diaz (top), Maxim 6 Photography (bottom)



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PARKLET


On October 8, a new seasonal parklet was dedicated by the BID, the Mayor and Town Council members on Glenridge Avenue. Sponsored by Schumacher Insurance, the Township of Montclair, the Montclair Center BID and TeknoGrid, the parklet was designed and constructed by Shaun Killman and featured free WiFi.



ON THE STREET

New Street Sweeper!
In October, in a special collaborative effort, the Township of Montclair purchased a Dutch-made Mathieu Azura Flex MC210 mechanical street and sidewalk sweeper, which the Montclair Center BID will operate and maintain. With its rotating brooms, on-board water tank and high pressure hoses, BID efforts toward keeping the streets tidy just took a great leap forward.





BUSINESS SEMINARS

This year, the Montclair Center BID presented a series of workshops designed to help business owners maximize their marketing and outreach efforts. Classes included Facebook strategies by Diane Israel, press and publicity outreach by Ann Marie Sekeres and search engine optimization techniques by Instacity Marketing.



PARTNERSHIPS

The Montclair Center BID continued its efforts to work together to make a more vibrant community. This year, we worked together with Bike Walk Montclair on parklets and the Tour de Montclair, Montclair Make Music Day on their spring events and the Township of Montclair on numerous projects—including parklets and our new sweeper.

Montclair Art Museum generously offered free parking for our visitors for Art Walk events and Sharron Miller Academy students delivered a terrific dance performance during Fashion Show.

In the fall, Montclair Center merchants were invited to the Montclair State University campus to recruit new hires and set up pop-up shops for their Commuter Life Appreciation Week, bringing Montclair Center to thousands of students.

Photo Credit: Armando Diaz

MONTCLAIR CENTER BID
2019 Approved Budget

	2018 Approved Budget	2019 Approved Budget
REVENUE		
Total Assessment	\$ 567,300	\$ 597,300
Contributions/Program Service Revenue	-	30,000
Interest Income	-	250
Total Revenue	\$ 567,300	\$ 627,550
Quality of Life Program		
BID Vehicle Maint. & Expenses	6,000	8,500
Sidewalk Sweeper Maintenance	-	5,000
Equipment/Supplies	9,000	9,000
Total Quality of Life	15,000	22,500
Visual Improvements Program		
Holiday Décor	10,000	10,000
Beautification and Landscaping	12,000	14,500
Total Visual Improvements	22,000	24,500
Advertising/PR/Marketing		
Advertising & Digital	20,000	20,000
Graphic Design	7,500	7,500
Web Hosting	1,000	1,000
Banners Program	-	-
New Business Welcome Packets	2,500	2,500
Total Advertising/PR/Marketing	31,000	31,000
Events & Programs		
Music Programs	15,000	15,000
Parklet Program	3,500	5,000
Additional Event Expenses		
Municipal Expenses	7,500	7,500
Operating Expenses	13,750	13,750
Affiliate Events*	6,250	6,250
Total Events	\$ 46,000	\$ 47,500
Office		
Rent	\$ 27,000	\$ 27,000
Insurance	15,500	15,500
Accounting & Audit Service	12,000	12,000
Legal Fees	15,000	7,500
Phone/DSL	5,000	5,000
Contingency & Misc	5,000	5,000
Utilities	2,500	2,500
Conferences, Meals, and Meetings	5,000	10,000
Office Supplies	5,000	5,000

MONTCLAIR CENTER BID
2019 Approved Budget

	2018 Approved Budget	2019 Approved Budget
Computer and Software	-	3,000
Professional Education & Constituent Support	9,000	5,000
Copying & Printing	800	800
Postage	300	300
Total Office	102,100	98,600
Personnel, Benefits, Taxes & Fringe		
Ambassador Program	\$ 100,000	\$ 117,000
Executive Director	95,000	100,000
Program Staff	75,000	95,000
Incentives	8,000	8,000
Payroll Taxes & Fee	33,200	33,200
Health Insurance	15,000	7,500
Total Admin Payroll & Payroll Taxes	326,200	360,700
Strategic Initiatives	-	17,750
Total Operating Expenses	542,300	602,550
Capital Reserve Allocation	\$ 25,000	\$ 25,000
Total Expenses	\$ 567,300	\$ 627,550
Excess revenue over expenses	-	\$ -

MONTCLAIR CENTER CORPORATION 2019

DISTRICT MANAGEMENT CORPORATION FOR THE BID

OFFICERS

President Jason Gleason
Vice-President Gerald Sweeney
Treasurer Robert Weber
Secretary Lisa Johnson
Ass't Secretary/Treasurer Chris Francois and Nicole Silva
Immediate Past President Phil Cantor

STAFF

Executive Director Jennifer Brown
Dylan Blackwell
Diane Israel
Ann Marie Sekeres
Joann Smalls

BOARD MEMBERS

Jeff Beck
Renee Baskerville
Arlene Carrini
Honey Correia
Jenna Davis
Garth Guthrie
Richard Polton
Sharda Ramharack
Sue Schultz
Matt Silverman
Sean Spiller
Robert Squires
Nat Testa

We would like to thank our generous sponsors for our 2018 events:

Schumacher Insurance	Cycle Bar Montclair
The Wellmont Theater	Dirt & Noise Kids
	East Side Mags
Gelotti of Montclair	L3 Academy
One Savvy Design/Nouvelle Boutiques	Little Nest Photography
Pig & Prince Gastropub	Little Gym
	MLC (Montclair Learning Center)
Ah'Pizz	Montclair Community Pre-K
American Camp Association	NJ Kids Media
Cool Cat Music Company	NJPAC Arts Education
Corra	Pure Energy Hair Studio
	Salt Float Center





Photo Credit: Armando Diaz (front and back cover)

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