

MONTCLAIRCENTER.COM

MONTCLAIR CENTER IS Great American Main Street Award® WINNER 2015



2015 ANNUAL REPORT

MONTCLAIR CENTER BID

montclair fashion night



Photos courtesy of George Wirt.

Montclair Center Corporation 2015

District Management Corporation for the BID

*Working to make Montclair Center
a vibrant place to shop, dine, work, live and play.*



Officers

President Phil Cantor

Vice President Gerald Sweeney

Treasurer Robert Weber

Secretary Lisa Johnson

Board Members

Renee Baskerville

Phil Cantor

Arlene Carrini

Israel Cronk

Michael Gillespie

Guy Kinley

Diane Israel

Lisa Johnson

Debbie Masel

Sharda Ramharack

Alicia Robinson

Sue Schultz

Matt Silverman

Joann Smalls

Gerald Sweeney

Sean Spiller

Robert Weber

Photo courtesy of Amanda "OUTthere" Diaz.

Executive Director Luther Flurry

Administrative Assistant Alescia Peyton*

Ambassadors Dylan Blackwell, Harry Blackwell*

*Partial Year

Contact

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MontclairCenter@MontclairCenter.com

the business improvement district

Montclair Center is classic and edgy, urban and urbane, great business and great fun. Montclair Center is a First Suburb and a modern Transit Village. Most of all, Montclair Center is a great place to shop, dine, work, live and play. These exciting dichotomies and more are summed up in our tagline — **Montclair Center: Where the Suburb Meets the City.**

Montclair Center Business Improvement District (the BID) celebrated its thirteenth anniversary this year and continues to proudly serve the businesses, property owners, residents and customers of the district.

The BID was founded by merchants and property owners who were concerned about on-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.

In 2015 this ribbon of commercial zoning was one of three downtowns recognized by the National Main Street Center as a **Great American Main Street**. And no wonder! The district is New Jersey's restaurant row; an arts and entertainment destination; home to some of the best independent, regional and national retailers; and a magnet for creative businesses.

If you are already familiar with Montclair Center, you know and appreciate our unique offerings. If you are thinking about doing business in Montclair Center, **contact us at (973) 509-3820** to learn about our convenient location, great quality of life and desirable demographics.



Photo courtesy of Armando "OUTthere" Diaz.

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:

❶ 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

❷ 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

❸ 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

❹ 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

what you can do

Help Your Business: Dress your windows, plant some flowers and light your windows! Catch a training session, join a marketing group, share what works, call us!

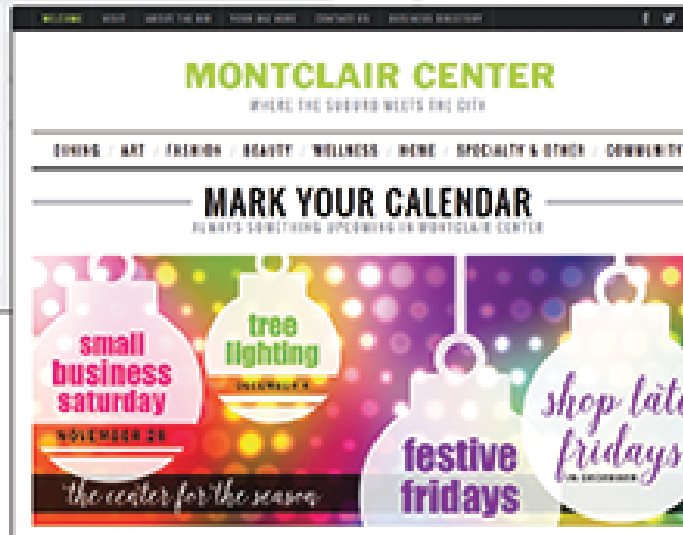
Help Your Block: Organize your block or other merchant group and work together on events or visual improvements! The BID can help.

Help The BID: Join a committee, volunteer for an event and tell us how we are doing!

Have a suggestion? Want to volunteer? Have a question? See a problem? Call or email!



Photo courtesy of Milton Velez Photography.



Cohesive branding • print, web, & social media



DeCamp Bus campaign



Banners • events & coordinated partnerships

ng & events



MONTCLAIR ART WALK

a little night art xy

MAY 15 • 6PM-9PM

a self-guided tour is family-own issues.

Made possible by the Montclair Center BID.
www.MontclairCenter.com



MONTCLAIR CENTER

SIZZLIN' SUMMER SALE

AUG 6 • 7 • 8

SAVE 20% or more

at your favorite Montclair Center retailers.

Visit MontclairCenter.com for list of participating retailers.
Made possible by the Montclair Center BID.



Montclair Center
An Evening of Experiences

ladies night out

OCTOBER 22

5-9PM
Rain date is October 19th.

MontclairCenterBID.com for complete event details.
Made possible by the Montclair Center BID.

BID-sponsored events



LIVE MUSIC
every Saturday 5-10pm
& first Friday 5-9pm

MONTCLAIR CENTER STAGE

music by Jeanne Smith Productions
audio by B&N Productions



TOUCH a TRUCK


SEPT 12
MONTCLAIR CENTER

A Benefit for the Montclair Center Business Improvement District.

HOURS 10-3

A day for the entire family to discover, learn and explore.
Trucks of all shapes and sizes! Quiet hours for the little ones. No food trucks or vendors from 10am to 10pm.

95 in advance
\$1 at the door
PURCHASE TICKETS AT
MontclairCenter.com



MONTCLAIR FASHION NIGHT

Nov 22
6 PM

holiday preview

4:30PM PRE SHOW COCKTAILS
6:30PM SHOW
8:30PM AFTER PARTY WITH DJ, DRINKS & SHOPPING
PAUL PROVIDED BY TRULY HOT

BIDFNS

Made possible by the Montclair Center Business Improvement District.
Visit www.bidfns.com for more information.

this year's highlights

National Spotlight. The biggest highlight of the year was on March 30, when Montclair Center won the **2015 Great American Main Street Award (GAMSA)**. Each year, the National Main Street Center, a subsidiary of the National Trust for Historic Preservation, recognizes the country's best examples of comprehensive commercial district revitalization. The Great American Main Street Award recognizes two decades of revitalization in Montclair Center, all of the organizations and individuals who have played a part in our success, and an expectation of continued improvement. It is a privilege for the Montclair Center BID to be a winner and a challenge for us to meet the expectations set by this award. This win for Montclair Center is only the second for New Jersey since the GAMSA awards began in 1995. (Westfield won in 2004).

Winning GAMSA propelled Montclair Center to national visibility. National platforms covering Montclair Center included the New York Times, Washington Post, Huffington Post, Wall Street Journal, USA Today, NBC and CBS. State, local and social media content and reach also increased. Our GAMSA video reached over 110,000 people on social media.

Events. Montclair Center events continue to thrive. **Montclair Center Stage** continued to grow, and the combination of great music and great weather made it the go-to place for 22 Saturday evenings. Music fans kept stores and restaurants busy until nine or ten at night.

This year, a change in management and renovations at the Wellmont Theater bumped **Montclair Fashion Night** from its September date to late November. But that did not deter the crowds. Even with expanded seating, the event was overflowing!

In September, the BID held its first ever fundraiser — a **Touch-A-Truck** event that attracted nearly 1,000 attendees. This kid-focused event funded a fall BID advertising campaign.

Also new in 2015 was **Open Streets MTC**. This partnership with Bike Walk Montclair and the Township of Montclair opened a mile of downtown streets to family friendly, car-free fun. Emphasizing the streets as a place for biking and walking is good for health, safety, and retail.

The Montclair Center **Farmers Market** had a bumpy second season, as it tries to find the right scale. This was the second year the BID hosted two **Ladies' Nights Out** and the fifth year the BID hosted a Spring and an Autumn **Montclair Art Walk**.



Photo courtesy of Milton Velez Photography.

this year's highlights

Building Interest. Montclair Center continues to grow as a destination, and this is reflected in increased foot traffic and tenant demand. However, changing shopping patterns mean that even more customers are needed to support our built retail base. There are still empty and underutilized properties in Montclair Center. 2015 saw a lot of progress on this front. Valley and Bloom, a major residential and commercial redevelopment project on Bloomfield Avenue between Valley and Orange roads opened, and we hope that the MC Hotel is not far behind. The eastern end of Montclair Center saw groundbreaking for Montclairion II. In the center of the district, renovation work start for the adaptive reuse of two long-vacant bank buildings. These projects will bring residents and jobs to Montclair Center, and more redevelopment projects are on the horizon.



Photo courtesy of Phil Cantor.

Street Sense. As we increase foot traffic downtown, and as residents shift from car to bike travel, we need to find ways to be more bike and pedestrian friendly. The Montclair stretch of Bloomfield Avenue is the most dangerous stretch of road in Essex County. Montclair Center was designed for pedestrians, but changes over the years have made Bloomfield Avenue decidedly pedestrian unfriendly. In 2014 we joined with neighboring towns and BIDs to discuss ways to make Bloomfield Avenue safer and the first results were published in April. This year we have partnered with the Township and local agencies to start making differences. A pilot program installed decorative crosswalks on Glenridge Avenue. We partnered to create a pedestrian Public Service Announcement called "Red Light Sessions" featuring music performed in the crosswalk between the lights. Projects such as these have slowed traffic, cheered pedestrians, and burnished the Montclair Center brand. A State funded traffic and safety study of Bloomfield Avenue in Montclair is expected with the New Year, which will help guide our thoughts and efforts on that corridor. When New York City made their streets more bike and pedestrian friendly, not only were people healthier and in fewer accidents, but retail sales went up by 170%. Making such changes is a long-term, strategic project. We will continue to focus time and resources on our **Build A Better Bloomfield Avenue** initiative in 2016.



Photo courtesy of Luther Flury.

the organization

Montclair Center Corporation Board of Directors has 21 seats, comprised of seven district property owners, seven business owners, two town councilpersons, one resident, one non-profit and three at-large members. The full Board meets nine times a year. Program, administrative and executive committees meet and work as needed. Committees are made up of both Board and non-Board members.

Montclair Center BID program committees include:

- 1 Events and Marketing Committee**
Plan events and on-street performances and assist with outreach using traditional and social media.
- 2 Visual Improvement Committee**
Address design, visual improvements, aesthetic considerations, signage and zoning.
- 3 Quality of Life Committee**
Address code enforcement, maintenance and safety issues.
- 4 Policy Committee**
Address local and regional policy and planning.
- 5 Vacancy Committee**
Maintain tenancy and vibrant storefronts through work with property owners, agents and prospective tenants.



Photo courtesy of Amanda "OutThere" Diaz.

Montclair Center BID could not possibly achieve all we do without our many volunteers and partner agencies. Special thanks are due to members of the Board for their generous contributions of time and expertise. A special thank you to the Board, Committee Chairs, and many volunteers. And thanks go to the merchants, property owners and municipal employees who support us and help us do our work!

Some of the 2015 partner organizations include: the Township of Montclair, Main Street New Jersey, Together North Jersey, Montclair Farmers' Market, Glenridge Avenue Merchants (GLAM), Bike Walk Montclair, Montclair Art Museum, The Wellmont Theater, Montclair Public Library, Jazz House Kids, Studio Montclair, Outpost in the 'Burbs, The Montclair Historical Society, The Montclair Garden Club, Joann Smalls Productions, B&M Audio Productions, Fountain Square Development, Grabowsky Development, sweet molly films, The Montclair Times, Baristanet.com, Jersey Tomato Press, May in Montclair. The missions and activities of each of these organizations significantly furthered the work of the BID.

a special thank you

The most important parts of the BID are the businesses and property owners who work tirelessly to make our downtown unique. Thank you all for everything you do to make Montclair Center a vibrant place to shop, dine, work, live and play!



Photo courtesy of Armando "OUTthere" Diaz.



Photo courtesy of Armando "OUTthere" Diaz.

7 North Willow Street • Suite 4A • Montclair • New Jersey • (973) 509 3820

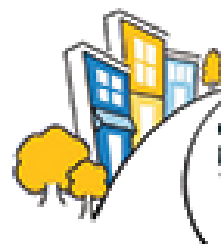
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DOWNTOWN

NEW JERSEY

**PLATINUM
EXCELLENCE AWARD
2014**



**Great American
Main Street Awards
2015 WINNER**