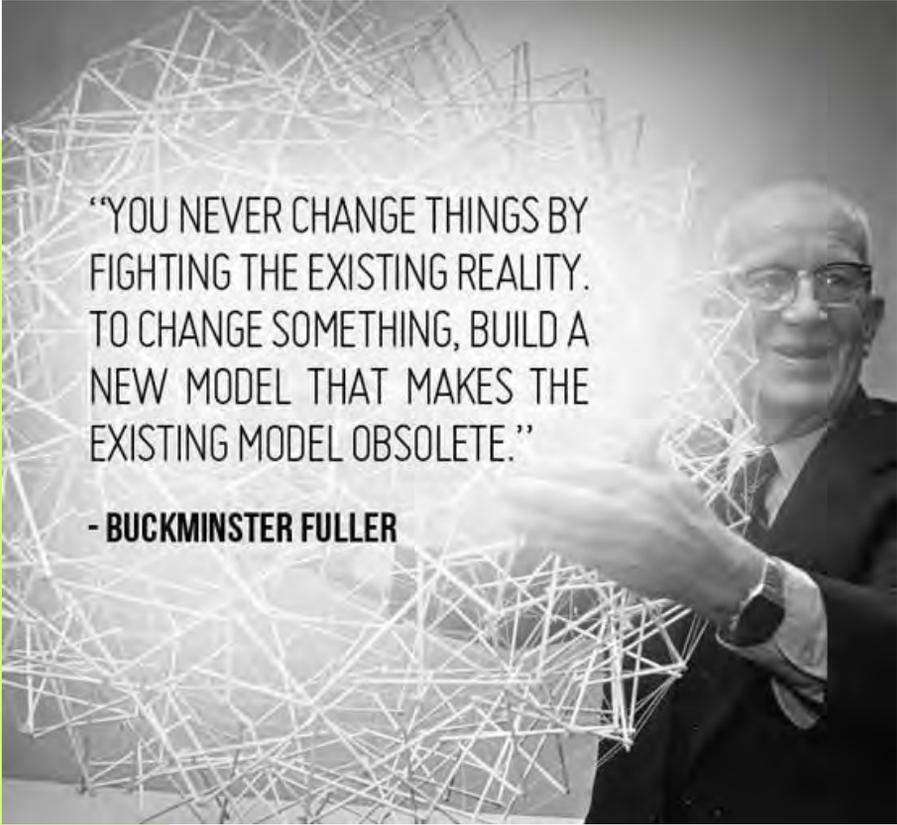


MONTCLAIR CENTER **BID**

montclaircenter.com

ANNUAL REPORT 2020





“YOU NEVER CHANGE THINGS BY
FIGHTING THE EXISTING REALITY.
TO CHANGE SOMETHING, BUILD A
NEW MODEL THAT MAKES THE
EXISTING MODEL OBSOLETE.”

- **BUCKMINSTER FULLER**

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Robert Squires

Councilor David Cummings,
4th Ward

Councilor Lori Price Abrams,
3rd Ward

Introduction

2020 has been a year unlike anything anyone had ever seen. As a precaution we cancelled our first major event of 2020, the Wellness Festival, and within days the State had issued shelter-in-place orders.

The BID quickly pivoted to change how we operate, modified what we do, and found new ways to support our community throughout 2020.

March

- Daily email alerts sent to members with links to information from the State, the CDC and other resources regarding the novel coronavirus.
- March 17 – Video from Jason Gleason on Instagram addressing the community.
https://www.instagram.com/p/B911CI5n_J5/?igshid=1wq19hoyfqzvw
- Social media strategy switched to repost and amplify information directly from businesses.
- Boosted sourcing campaigns for PPE for essential workers.
- Website switched to relevant links about pandemic on home page.

April

Staff helped restaurants organize surplus food that would go to waste. Then, Montclair Ambassador BID crew picked up food and delivered to Toni's Kitchen.

Blue ribbons placed on trees throughout downtown to show community support for frontline workers.



Montclair Mondays

Montclair Mondays, an open forum to discuss pandemic responses and best business practices in the age of COVID, reached approximately 40-50 business owners and community stakeholders who attended each ZOOM session.

Montclair Mondays were held from April 6 to June 22.

Topics ranged from understanding federal aid, to marketing in the pandemic, rent and overhead issues.



April

Takeout Tuesday

As part of the BID's strategy to amplify individual businesses, a Takeout Tuesday campaign was started with press outreach and social media advertising, which encouraged everyone to support local restaurants.



Gift Me Thursdays

To complement our efforts with restaurants, and inspired by Mother's Day and upcoming graduations, the BID started Gift Me Thursday to encourage everyone to shop local and avoid the impossible shipping times of online retailers.

Chalk Montclair



In this online promotion, the BID ran a chalk art contest to encourage children to create inspirational art in front of their homes. Pics were uploaded to social media and winners were picked for gift cards to local shops.

May



The BID held stakeholder education courses including a seminar with world renowned salon expert Antony Whitaker, a Storefront Mastery program, and marketing courses with the Montclair Public Library.

These programs reached over 100 attendees.

Fresh Air Montclair



Fresh Air Montclair

Starting in May, the BID collaborated with two local art curators, Kathryn McGuire & Mary Scotti, to bring art installations to businesses and empty storefronts throughout the district in an effort to re-energize the downtown.

This program has resulted in 19 lively installations throughout downtown in 2020 including photography, sculpture, paintings, & mixed-media in storefront windows.



An overview of the project can be found at freshairmontclair.com

Fresh Air Montclair

To help pay for the program, the BID raised sponsorship funds from BDP Holdings/Bridget and David Placek, The Bravitas Group/Silver Family Foundation, Whole Foods Market, & Rao's Homemade.

Since the program launched, multiple BIDs and townships from across the state have reached out for more information about starting their own art programs.

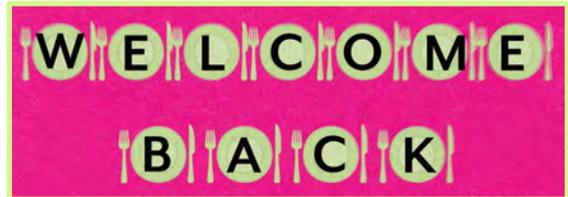


June

The Montclair Business Association was created with representatives from the BID, Uptown, South End, Walnut, and Watchung districts.

- Addressed Town Council about business needs.
- Worked with Township to announce Business Recovery Action Plan.
- Worked with Township on expediting Café Permits.

New Jersey begins Phase 2 of reopening on June 15th, with Phase 3 starting 1 week after that.



Social Media Marketing



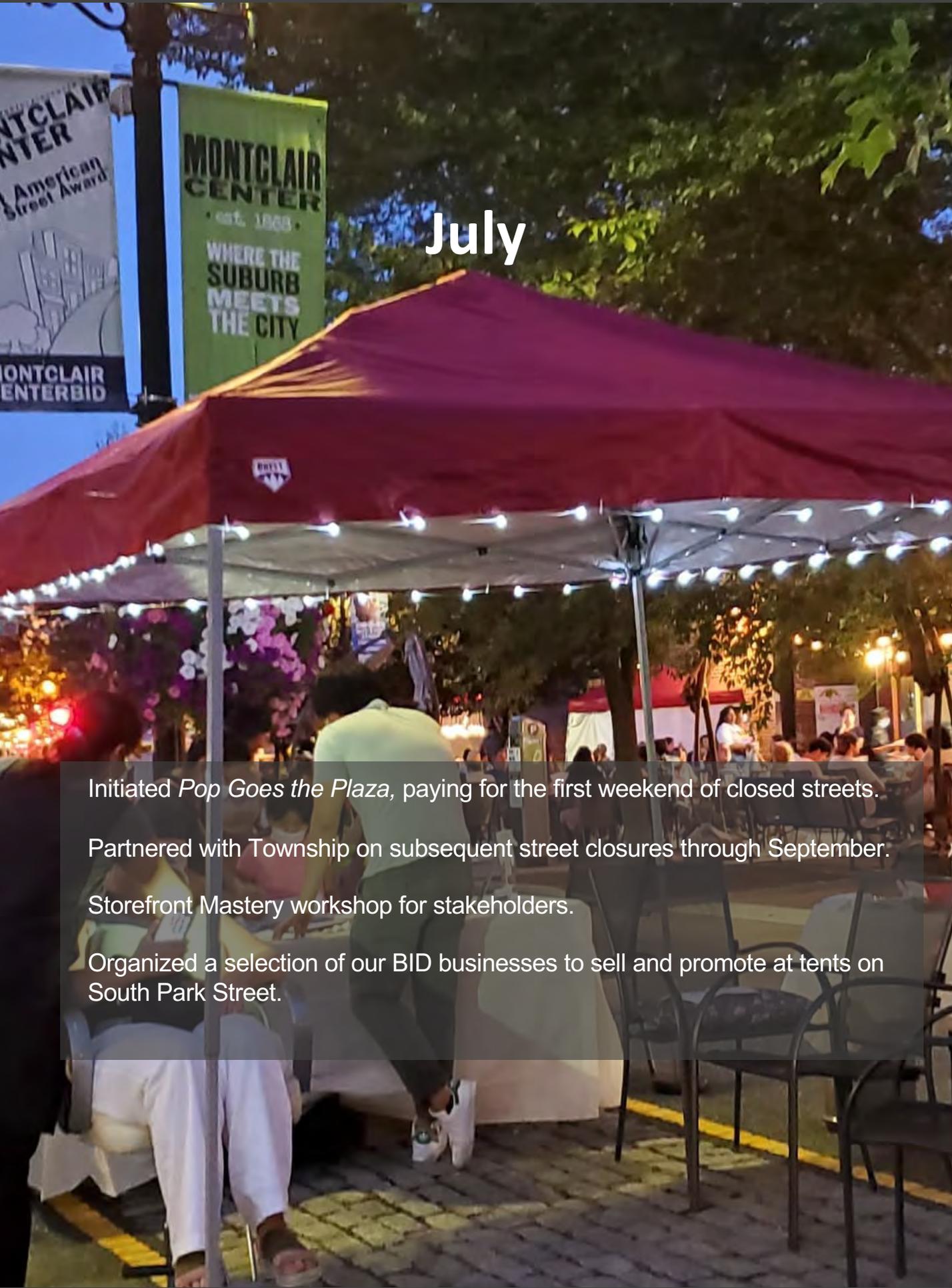
The BID continued to work with Red Root Marketing for a successful social media program throughout 2020.

In the early days of the pandemic, the BID switched entirely to amplifying updates from all the businesses, executive orders from the Governor, and compiling information about takeout and curbside shopping.

The BID then began promoting shopping & takeout, Pop Goes the Plaza, promotions, and continued to focus on individual businesses across its social media channels.

Social Media Marketing





July

Initiated *Pop Goes the Plaza*, paying for the first weekend of closed streets.

Partnered with Township on subsequent street closures through September.

Storefront Mastery workshop for stakeholders.

Organized a selection of our BID businesses to sell and promote at tents on South Park Street.

A nighttime outdoor bar scene. In the foreground, a long, low bar with a dark top and a base illuminated with bright blue LED lights. A white patio umbrella stands over the bar. A person is sitting at the bar, and another person is standing behind it. In the background, there are other people, more bars, and pink fabric hanging from above. The scene is lit with warm streetlights and the cool blue light of the bar.

**POP
GOES
THE
PLAZA**



Pop Goes the Plaza



The BID worked for months on developing a closed street program. Finally, the plan moved forward as the BID's pilot program. With the success of the program, the Township was able to partner on the subsequent street closures.



The design of Pop Goes the Plaza! was led by DesignShed, with collaborators Arterial Streets, Bike & Walk Montclair, SPURSE, Storefront Mastery and MADLAB Architecture and Design.

Fresh Air Fitness

The BID organized the use of Crane Park for outdoor fitness classes on selected Saturdays throughout the summer.

Participating businesses included Montclair Y, Bar Method, Studio Air, Glenridge Tae Kwan Do, Architect Studio, Qwell, Arthur Murray and Sharron Miller Studios.



Love Our Montclair

Through Councilman Peter Yacobellis, the BID partnered on the Love Our Montclair campaign with a social media push, banners in downtown and a hashtag contest.



Share what you love about our Montclair local businesses by posting on social media using **#LoveOurMontclair**

Pop Goes the Plaza continued with two presentations from Jazz House Kids and a pop-up fashion show featuring local merchants. Church Street restaurants were able to expand further for outdoor dining.



Press and Media

With the BID's statewide leadership in COVID response, Jason Gleason became a frequent spokesperson for Montclair Center and all small businesses in print, online, broadcast TV and radio.

Jason Gleason, Lisa Johnson, & Jeff Beck on WCBS-TV

Op-Ed in Montclair Local

Small Business Saturday on News 12



September



Organized 'Late Night Thursday' program to encourage businesses to stay open late that night with promotions through social media, ads, and media outreach.

Began promoting early shopping for Christmas and Hanukkah.



JAZZ
HOUSE
KIDS

JAZZ
HOUSE
KIDS

Jazz House Kids at Crane Park

Organized with the BID, Jazz House Kids presented socially distanced jam sessions that were free and open to the public during October and November in Crane Park.



Sensitivity Training for Small Businesses

In response to some local controversies that were widely shared on social media, the BID put together a plan to offer Preventing Discrimination and Harassment training to business owners and their employees.

Jason Gleason discussed this plan with the Montclair's Civil Rights Commission where it was met with enthusiastic approval.

The BID has contracted with Traliant, a national compliance training firm. Video courses will be offered in English and Spanish and specialize in retail, restaurant and healthcare. The BID has secured 10 free logins to pilot this training. Based on the pilot, we will offer more training seats for free or at a greatly reduced cost. Businesses that finish the training will receive a window cling for their storefronts.

Video previews:

[Training for Restaurants](#)

[Training for Retail](#)

November

Stop and smell the roses.
Shop Montclair.



Amy Rivera and Nicci Silva of Dolly Moo, 217 Glenridge Ave
Photo by Christopher Francois

**MONTCLAIR
CENTERBID**
montclaircenter.com

Fresh cuts served daily.
Get sharp Montclair.



Pat and Jeff Beckett at New Creations Barbershop, 146 Bloomfield Ave
Photo by Christopher Francois

**MONTCLAIR
CENTERBID**
montclaircenter.com

Celebrate the sweet.
Taste Montclair.



Bre and Mike Guerriero of Guerriero Gelato, 571 Bloomfield Ave
Photo by Christopher Francois

**MONTCLAIR
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Developed new campaign featuring business owners and personalized the 'Shop Small' message.

Produced banners, social media campaigns, and ads in NJ Monthly and Montclair Local.

Photography by Chris Francois

COVID-19 Relief & Recovery Grant from Main Street NJ

The BID was awarded a \$100,000 grant from Main Street New Jersey for COVID-19 relief and recovery.

“Over the years, the Montclair Center has defined themselves as a successful and exemplary BID that does great work for the community. Governor Murphy and I are pleased to provide them this Main Street New Jersey COVID-19 Relief Grant to help with their small business recovery efforts.”

-Lt. Governor Sheila Oliver, Commissioner of the Department of Community Affairs (DCA)

The grant funds will be applied to materials and programs that have already taken place, including the street closures and business owner education programs. The grant will also allow for professional consulting to plan an effective strategy for the BID for 2021 and beyond.

New Strategic Plan

Through the Main Street Grant, the BID hired P.U.M.A. (Progressive Urban Management Associates) to create a strategic plan, strategizing a successful downtown post-COVID and beyond.

P.U.M.A. has been speaking with dozens of stakeholders and community members including Township, business owners, property owners, nonprofit partners as well as Board and staff to develop an effective work plan that reflects the BID's growing role in developing a more effective and successful downtown.





Over \$500,000 in Grants to Downtown Businesses

In December, the Montclair Center BID was awarded additional pandemic recovery funds from the Main Street New Jersey COVID-19 Relief 2020 Grant and is distributing the bulk of the funds to local downtown businesses. Over \$500,000 in grants were given to 140 businesses throughout the district with additional monies supporting programs such as online shopping services through Beyond Main, more classes for business owners, district maintenance and additional online options for shopping and dining.

“We are pleased to offer additional CARES Act funding to help small businesses, which continue to struggle due to the ongoing pandemic,” said Lt. Governor Sheila Oliver who serves as DCA Commissioner. “The additional funding promotes the continued recovery and revitalization of communities like Montclair that participate in the Main Street New Jersey Program.”

“We are so grateful to the Main Street Program of the State of New Jersey for further supporting our recovery efforts in Downtown Montclair,” said Lisa Johnson, president of the Montclair Center BID. “It’s great to know that the BID has the trust and the support of the State in our recovery efforts.”



COVID Recovery Task Force

Executive Director Jason Gleason has been named as a key member of Township COVID Recovery Task Force, acting as a liaison between all the committees.

2020 Business Openings

Feb. - June

La Rocca
Movers Club
Gong Cha
The Green Room
The Tea Company
Benvenuti
Compleat Window Fashions
Polished Nails
Grayfords

July – Sept.

Boho Beauty Bar
Mikki & Al's Noshery
Silicia Mia
NJ First Responders
Anytime Fitness
&Son
Kate's Skin
Revision Clinic
Fab & Jules

Oct. – Dec.

Fi Repair
Studio 502 Natural
Hair Spa
Evolve Med Spa
Vanguard
Theatre Company
Integrated Care Concepts
Rise Up Montclair
KETOSYNTHESIS
Salad House

25!



Jason Gleason, Executive Director

Ann Marie Sekeres, Deputy Director

Jackie Apicella, Marketing & Events Director

Pauline Heaney, Administrative Assistant and Community Liaison

Dylan Blackwell, Ambassador Supervisor

Zachary Patti, Ambassador

Johnathan Graham, Ambassador

Donald Hunter, Ambassador

**MONTCLAIR CENTER BID
2021 BUDGET**

	2020 Approved Modified Budget	11/11/20 Approved 2021 Budget
Revenue		
BID Assessment	\$ 665,760	\$ 665,760
Contributions/Grants/Program Service Revenue	60,000	\$ 15,000
Subleases	-	\$ 9,600
Interest Income	250	\$ 500
Total Revenue	<u>\$ 726,010</u>	<u>\$ 690,860</u>
Quality of Life		
BID Vehicle Maint. & Expenses	8,500	5,000
Sidewalk Sweeper Maintenance & Insurance	5,000	5,000
Equipment/Supplies	10,000	8,000
Total Quality of Life	<u>23,500</u>	<u>18,000.00</u>
Visual Improvements		
Holiday Décor	10,000	10,000
Public Art & Placemaking	-	15,000
Beautification and Landscaping	15,000	15,000
Total Visual Improvements	<u>25,000</u>	<u>40,000</u>
Advertising/PR/Marketing		
Advertising & Digital	18,000	\$ 54,000
Graphic Design	7,000	\$ 7,000
Web Hosting	1,000	\$ 1,000
Total Advertising/PR/Marketing	<u>26,000</u>	<u>62,000</u>
Business Development & Retention		
New Business Information	1,000	\$ -
Professional Education & Constituent Support	5,000	\$ 15,000
Total Advertising/PR/Marketing	<u>6,000</u>	<u>15,000</u>
Events & Programs		
Music Programs	14,000	\$ 10,000
Business Support Programs	5,000	\$ 5,000
Additional Event Expenses		
Municipal Expenses	7,500	\$ 5,000
Operating Expenses	13,750	\$ 13,750
Affiliate Events	5,000	\$ 5,000
Total Events	<u>45,250</u>	<u>38,750</u>
Office		
Rent (Office & Storage)	28,200	\$ 44,760
Insurance	20,000	\$ 20,000
Accounting	17,000	\$ 12,000
Audit Services	8,000	\$ 7,000
Legal Fees	5,000	\$ 2,500
Phone & Internet	5,000	\$ 4,000
Contingency & Misc	5,000	\$ 5,000
Utilities	2,500	\$ 4,500
Conferences, Meals, and Meetings	10,000	\$ 10,000
Office Supplies	5,000	\$ 3,000
Computer and Software	3,000	\$ 6,000
Copying & Printing	4,700	\$ 3,500

	2020 Approved Modified Budget	11/11/20 Approved 2021 Budget
Postage	<u>300</u>	<u>\$ 300</u>
Total Office	<u>113,700</u>	<u>122,560</u>
 Office Payroll, Taxes & Fringe		
Ambassador Program	144,040	\$ 150,000
Executive Director	100,000	100,000
Program Staff	146,120	134,000
Incentives	12,000	15,000
Payroll Taxes & Fee	36,400	42,000
Health Insurance	<u>18,000</u>	<u>17,000</u>
Total Admin Payroll & Payroll Taxes	<u>456,560</u>	<u>\$ 458,000</u>
 Strategic Initiatives	 <u>10,000</u>	 <u>\$ 10,000</u>
 Total Operating Expenses	 <u>\$ 706,010</u>	 <u>\$ 764,310</u>
 Capital Reserves	 <u>\$ 20,000</u>	 <u>\$ 20,000</u>
 Total Operating Expenses and Reserve Transfers	 <u>\$ 726,010</u>	 <u>\$ 784,310</u>
 Previously Accrued Capital Reserves	 <u>\$ -</u>	 <u>\$ 93,450</u>
 Excess Revenue over expenses and transfers	 <u>\$ -</u>	 <u>\$ -</u>