

A large crowd of people is gathered on a city street, likely for a community event or festival. The street is lined with historic brick buildings. On the left, a traffic light is visible. In the background, a building with a sign for "J. BRODERICK ATTORNEY AT LAW" is visible. A "DUNKIN' DONUTS" store is on the right. The crowd is diverse and many people are wearing blue shirts. A man in a light blue shirt is in the foreground, facing the crowd. A microphone is visible in the bottom right corner.

MONTCLAIR CENTER **BID**

montclaircenter.com

ANNUAL REPORT 2021

STRATEGIC PLAN

- ▶ With State grant funds, the BID commissioned Progressive Urban Management Associates for an in-depth study of the organization and district to develop an effective strategic plan.
- ▶ More than 1000 stakeholders, community members, local leaders, and elected officials were surveyed and interviewed to create a picture of the needs and opportunities of the district.
- ▶ The strategic plan proposes that the BID employs more diversified property-owner-focused management methods, new operational practices and systems, stronger economic development services, and more robust partnerships to better serve the needs of our growing community.

STRATEGIC PLAN

- Making the BID more mission-focused by developing activities around four service areas:
 - **Clean, Safe & Green**
 - **Marketing & Communications**
 - **Business Support & Economic Development**
 - **Public Space Enhancement & Activation**
- ▶ The entire plan can be read here: <https://montclaircenter.com/plans-resolutions/>

CLEAN, SAFE & GREEN

10+ tons of litter, garbage overflow and additional cardboard pickups during Feb 24-Mar 11 removed by BID Ambassadors.

- 50 hibiscus trees planted, 192 potato lime plants, 111 hanging baskets installed, and 3,000 tulip bulbs planted throughout the district.

- 676 miles of sidewalk hand-swept over the course of the year.



CLEAN, SAFE & GREEN

400 Banners hung for promoting shopping small, Jazz Fest, Out Montclair, the YMCA, and the Montclair Film Festival.

4000 feet of holiday garland strung around 239 light poles.

478 holiday bows hung throughout the district.

MARKETING & COMMUNICATIONS

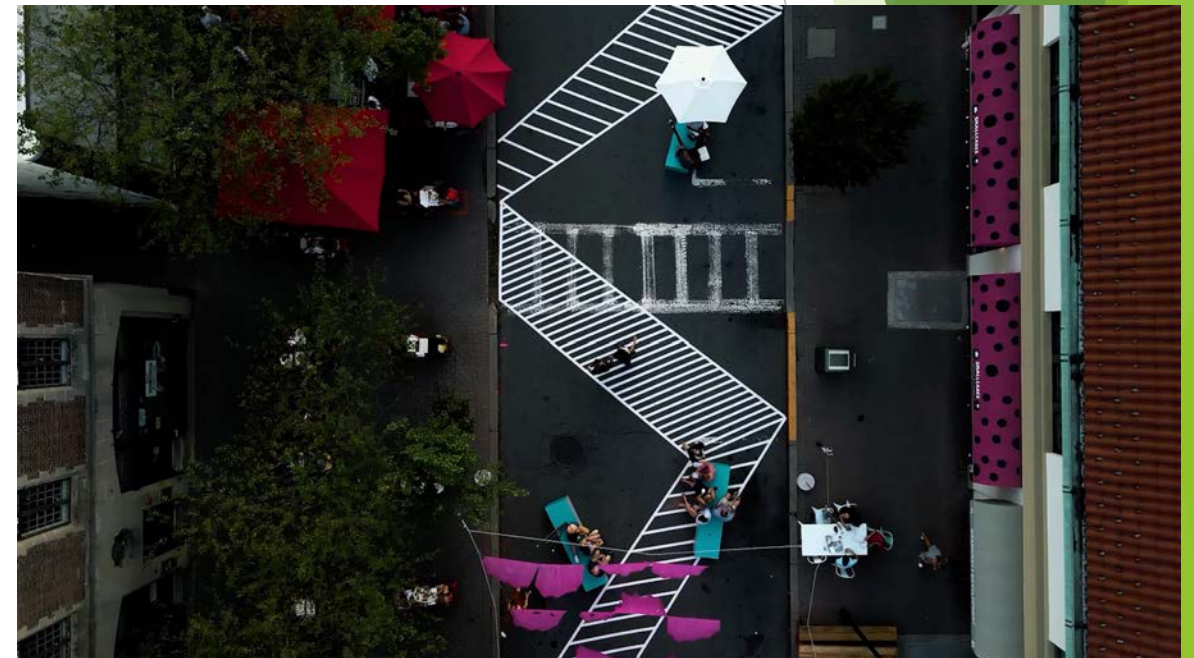
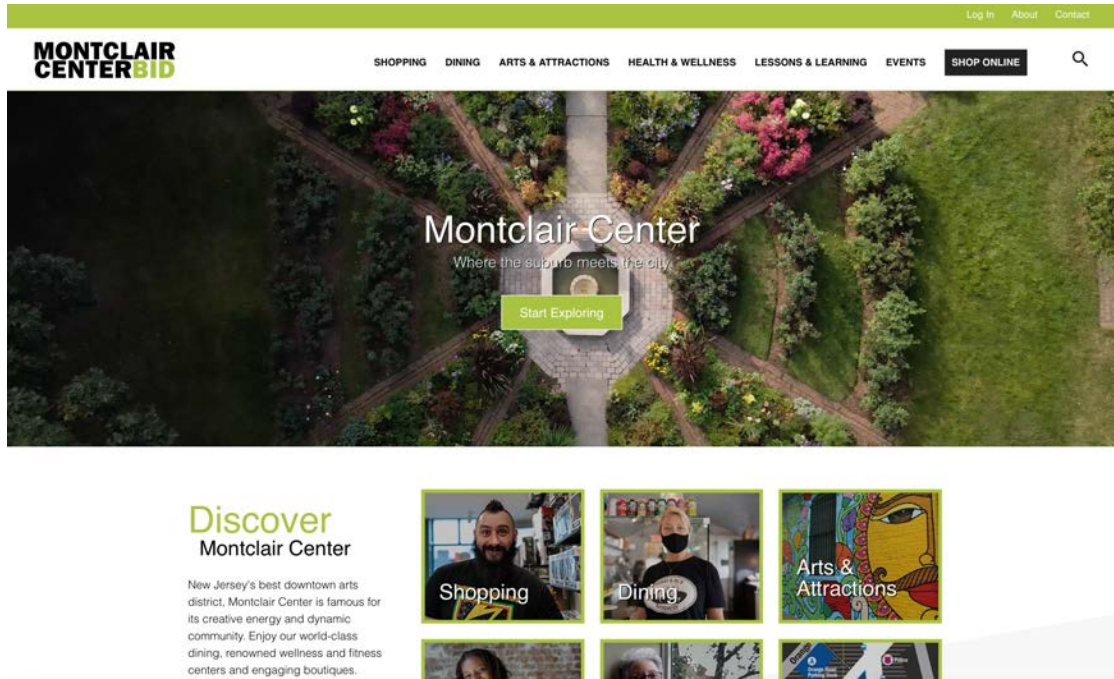
1,000,000+ users reached between Instagram and Facebook.

Engagement on posts doubled over last year - 12K on Facebook (increase of 78%) and 52K on Instagram (up 51%)

Content clicks went up 150% from previous year on Facebook (40,000) and post likes on Instagram increased 53.7% (49,000)

MARKETING & COMMUNICATIONS

- Brand-new website debuted in June with improved mapping, listings, layout and a cool introduction video from Chris Francois.





Shop Small Saturday is November 27!



**Join Montclair Center for performances from Jazz House Kids
Vanguard Theater, Free 2 Hour Parking at Meters and Santa!**

Join us and love your local shops on [Shop Small Saturday](#), Nov. 2

MARKETING & COMMUNICATIONS

- ▶ Monthly Downtowner E-newsletter reaches almost 12,000 addresses monthly and has an average open rate of 30%.
- ▶ Newsletters about jazz performances had an open rate of 55-60%!

BEYOND MAIN



Montclair Center BID is subsidizing the first-year subscription and onboarding costs for Montclair businesses to join the online platform with grant funds that they received earlier this year through Main Street New Jersey.

Merchants on Beyond Main Montclair include retailers, restaurants, hair salons, dance and fitness studios, and more. A complete listing of the shops that have already launched on the Beyond Main e-commerce site can be accessed [here](#).

Now with a partnership with e-retailer Shopify, the online platform will be easier for businesses to use.

Created an entire segment on Montclair businesses for a spot on WABC-TV created by an Emmy award winning filmmaker broadcast Sat, Nov 27 on the "Localish". <https://youtu.be/2ehhxiesAtQ>



BUSINESS SUPPORT & ECONOMIC DEVELOPMENT

- ▶ 21 ribbon cuttings for new businesses!
- ▶ 14 business and entrepreneurship classes held; free to stakeholders.
- ▶ 30 businesses assisted in establishing e-commerce presence.
- ▶ 23 business profile commercials produced in partnership with Beyond Main.

BUSINESS SUPPORT & ECONOMIC DEVELOPMENT

- ▶ 378 total email alerts sent to stakeholders dealing with grants, funding, loans, business development opportunities, marketing opportunities, webinars, classes, severe weather alerts, road closures, local and state regulation changes and disaster relief and recovery.
- ▶ Working closely with State agencies, the Montclair Center BID secured over \$700,000 in COVID recovery funds and redistributed over \$500,000 in direct grants to 140 small businesses.



- ▶ The BID Executive Director and Board organized efforts to advocate with Township Council and administration on topics such as parking, street closures, zoning changes, COVID recovery needs, rent control, and municipal services.
- ▶ Investing \$50,000 of State grant funding, the BID developed online shopping via Beyond Main. Additional \$10,000 was invested in Storefront Mastery to provide 1:1 marketing and merchandising strategies.
- ▶ The Montclair Center BID lost 18 businesses but opened 49 new businesses (net increase of **31**).

BUSINESS SUPPORT & ECONOMIC DEVELOPMENT

PUBLIC SPACE AND ACTIVATION



FRESH AIR
MONTCLAIR OPENED
12 NEW ART
INSTALLATIONS
THROUGHOUT
DOWNTOWN
INCLUDING
LACKAWANNA PLAZA,
PARK STREET AND
STUDIO MONTCLAIR.



THE BID WORKING
WITH TOWNSHIP
MOVED QUICKLY TO
SECURE NINA COOKE
JOHN'S RENOWNED
SCULPTURE
INSTALLATION, POINT
OF ACTION, FOR
CRANE PARK. THE
DAZZLING
ILLUMINATED
INSTALLATION WAS
INTERACTIVE AND
APPEARED FROM
MARCH 25-MAY 6.



20,000 ATTENDED
MONTCLAIR JAZZ
FEST AND SPENT
\$500,000 DOWNTOWN
IN A SINGLE DAY!



MONTCLAIR JAZZ FEST

MONTCLAIR JAZZ FEST

An unprecedented success; Montclair Jazz Fest brought 20,000 people to downtown Montclair on Saturday, Sept. 25, 2021. Montclair Center staff worked tirelessly throughout the summer on advocacy, working with Township and County to close Bloomfield Avenue, partnering with Jazz Fest on promotion, communications, and logistics.

Survey data indicates that visitors spent approximately \$500,000 downtown that day alone.



MONTCLAIR JAZZ FEST

- ▶ The event was lauded in local, regional, and state press, with headlines such as *After first downtown Jazz Festival, 'Montclair will never be the same'*. — NorthJersey.com
- ▶ On top of the festival, the BID helped Jazz House Kids produce a series of five concerts on Lackawanna Plaza leading up to the festival, which brought in an additional 5,000 people to the district.

Thanks to Our Partners and Collaborators

bdp holdings llc

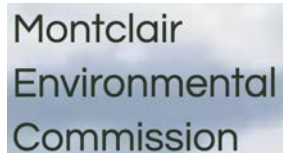


VANGUARD THEATER COMPANY

Montclair State University



Storefront Mastery



BOARD AND STAFF

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Jaji Packard, Secretary
Jose Barriero, Treasurer
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Dylan Blackwell, Ambassador Supervisor
Johnathan Graham, Ambassador
Donald Hunter, Ambassador
Christian Lawrence, Ambassador

HAPPY
Holidays