

79 net jobs created with \$1.95M of local business investment.

~\$2.1M

spent in local businesses during festivals, an average of \$53 per person

12% more visitors than the previous year

\$219,000

in grants awarded

39 new businesses opened in downtown!

56,000

attendees to 3 major events in Downtown.

Montclair Center had as many visits in 2022 as Boston's Financial District and Kansas City, Missouri's CBD.

MONTCLAIR CENTER BID



Annual Report

2022

Love More
2022

Stakeholder Support and Economic Development

↑ **79**

net new jobs created

↑ **39**

new businesses opened

↓ **10.8%**

end of year ground floor vacancy rate

19

businesses closed

↑ **6.7M**

visits from Jan-Dec 2022, up from 6M in 2021

143

Minutes of average dwell time for each visitor

5

return rate, or number of times a visitor returns

↑ **12%**

growth in visits from the previous year

Public Space Enhancement and Activation

16,600

Attendees to the Jamboree Finale

25,000

Attendees to Block Party, Sound-checks and Finale

101

Vendors

Jazz Festival

17,000

Attendees

430M

Social Media impressions

Film Festival

14,200

Attendees

53%

Minority attendees

154

Vendors

Pride Festival

~\$53

spent per visitor

~\$2.1M

spent in local biz

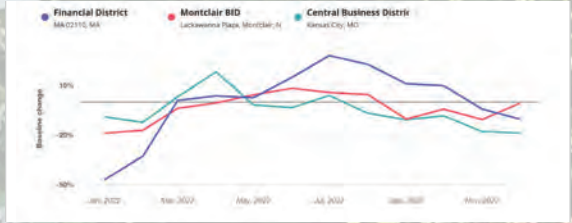
\$14.42

per \$1 invested

All Festivals

In-person engagement

Down -0.78%, less than 1 percentage point from our 2019, pre-COVID baseline. Benchmarks: Financial District in Boston and Kansas City, MO Central Business District



- Over 1,000 hours of stakeholder advocacy on issues pertaining to municipal relations, resource management, public space, business financing and economic development

- Mercator Project - Data collection and management to aid the BID's planning, Placemaking and public space enhancement efforts

- Seven business and entrepreneurship classes, free to stakeholders (MPL, Feliciano Center)

- Grant webinar with NJEDA and Feliciano Center with 180 attendees

- \$1.25M of public investment plus ordinance changes by the Township after BID Stormwater management advocacy

Other BID-sponsored events

- Windows into Black History (Studio Montclair & MAAH)

- Rocky Horror Picture Show (OUT & MF)

- Lunar New Year Celebration (AAPI)

- Leach Gallery (Studio Montclair)

- ShowUS Montclair (MFEE)

- Back To The Future (MF & East Side Mags)

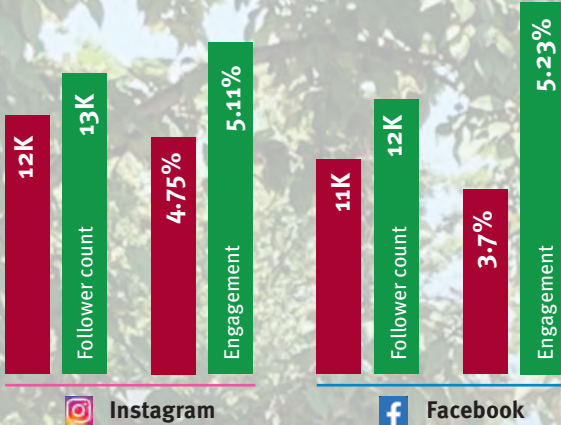
- Latino Heritage Celebration (LoM)

- Boogie Night at the Plaza (MMA)

- African-American Heritage Festival (MAAH)

- Winter Wonderland (Wellmont & Pharmacie)

2021 2022



- BID receives a DMO grant of \$144,000 from NJ Office of Travel and Tourism to establish Destination Montclair, a division of the Montclair Center Corporation
- Greater focus on Montclair as a tourist destination, to increase visits from day visitors, overnight tourists,

- business travelers, potential investors, and group travelers, etc.
- BID hires Judith Ross, leader of NJDMO Marketing division of the NJ Tourism Industry Association as DMO Director
- Montclair joins 16 other State-funded DMOs

Facebook

↑ **4.3%**
Follower growth.
Total count in Jan '23: 12,690

↑ **5.23%**
engagement rate.
41.4% growth yoy (avg. 1-2%)

Newsletter

↑ **46.6%**
avg. open rate over 40% goal, up from 36%

↑ **1,564**
new subscribers; total 12,015

Instagram

↑ **14.7%**
follower growth.
Total count in Jan '23: 13,200

2,600
New followers in 2022

↑ **5.11%**
Engagement rate.
7.6% growth yoy (avg. 2.4%)

CRM

↑ **81%**
open rate for 165 stakeholder updates sent



Mercator Project



Lunar New Year



Planting contest

Clean, Safe and Green

Clean, Safe & Green efforts

- Acquisition of 3rd party ambassador program with Commercial District Services
- 8.5 tonnes of litter, bulk refuse, garbage overflow and additional cardboard removed by BID ambassadors
- 46 hibiscus trees and 3,200 tulip bulbs planted, 192 potato lime plants, 126 hanging baskets installed
- 676 miles of sidewalk hand-swept over the year
- 2022 Planting Contest
- Introduction of native species to Church St. with the Garden Club of Montclair
- Expanded fiberglass liners and hanging baskets for water conservancy and efficiency

MONTCLAIR CENTER BID

2022 Annual Report

Staff

Jason Gleason, Executive Director
Judy Ross, DMO Director
Jackie Apicella, Marketing and Events Director
Pauline Heaney, Office Manager

Commercial District Services
Jerry Rafalovich, Operations Manager
Jason Field, Ambassador
Johnathan Graham, Ambassador
Tarrance Hunt, Ambassador
Ricky Commander, Ambassador



Board

President: **Jaji Packard** – The Crescent Shops

Vice President: **Ashley Cyrus** – Grabowsky Development

Secretary: **Nat Testa** – Testa Advertising

Treasurer: **Celestina Ando** – Celestina Ando Photography

Assistant Secretary/Treasurer: **Liz Rich** – Feliciano Center for Entrepreneurship, MSU

Jeff Beck
East Side Mags

David Cummings
4th Ward Councilor

Emer Featherstone
Montclair Foundation

Daniel Garcia-Pedrosa
Pymstone Realty

Ernst Goldman
4Evergrafix

David Harrison
Spiro Harrison

Matt Horrigan
Horrigan Development

Roger Mazzeo
Benvenuti

Jill Montague
Montclair Film

David Placek
BDP Holdings, LLC

Hipolito Pollantis
Suits by Hipolito Pollantis

Lori Price Abrams
3rd Ward Councilor

Robert Squires
Squires Associates

Kristen Zachares
The Eclectic Chic Boutique