

Greetings, BID Stakeholders. Thank you for taking the time to read the inaugural edition of BID Blast. Please read on, click on the links and use all the interactive features of this newsletter to stay updated about rodent eradication, grant opportunities and business ecosystem news.

highlight

A breakdown of new business openings shows that Montclair welcomes a diverse wave of innovative businesses that contribute greatly to make Montclair a destination. Especially interesting are some experiential businesses that offer a unique model, where the service delivery becomes the product.

37% food & beverage	13% arts & entertainment
24% retail	2% nonprofits
24% services	

rodent-free montclair update

We're fighting for our right to live, to exist (without rats). And should we win the day, Our war against rats will not only be known as a local holiday, but as the day when We declared in one voice, We will not go quietly into the night. We will not vanish without a fight. We're going to live on. We're going to survive. That day, we will celebrate our Freedom From Rats day! Click [here](#) to learn how.

insights

Analyzing the hours of activity in the BID, the peak visiting hours are after 5pm, when most businesses close. Slightly modifying business hours to take advantage of the peak can prove beneficial to sales and brand exposure.

Time	2022 Visits	2023 Visits
8 am	~200K	~250K
12 pm	~400K	~450K
4 pm	~600K	~650K
8 pm	~800K	~900K

data: placer.ai

visit trends

	jan-jun 22	jan-jun 23
visits	3.2M	3.8M
visitors	950.5K	1.1M
visit frequency	3.39	3.48
avg. dwell time	146 min	135 min

opportunities

- The FRIDG grant offers up to \$250,000 to food retailers in Food Desert Communities (FDCs). Grants cover 30-50% of the total project cost.
- The NJEDA Small Business E-commerce Support Program offers free consulting to small businesses in commercial locations.
- PSE&G offers free energy audits to adapt to renewables and save on electrical bills
- NJ SBDC offers free technical assistance for small businesses