



# Main Street New Jersey

Celebrating 20 years of Downtown Revitalization

**1989-2009**



# Main Street New Jersey

The Main Street New Jersey (MSNJ) program is an economic development effort targeting New Jersey's historic commercial districts. Main Street New Jersey staff provide technical support and training to New Jersey communities that **have** expressed a grassroots commitment to revitalizing their traditional business districts using a comprehensive strategy based on historic preservation.

Established in 1989 to encourage and support the revitalization of downtowns in New Jersey, the Department of Community Affairs (DCA) selects communities through a competitive process. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.

**The results have been impressive.** Main Street New Jersey programs have generated **new businesses** and **new jobs** for their respective districts; facade improvements and building rehabilitations projects have upgraded the image of New Jersey downtowns; and promotional activities have encouraged **community cohesion** while expanding commercial markets.

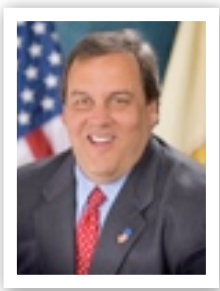
A few key principles about that MSNJ program:

- **Main Street New Jersey is a hand up- not a hand out.** *MSNJ is not a grant program.* In fact, MSNJ has never given out money, yet communities work for months to apply for designation to the program. Designated Main Street Communities receive valuable technical assistance and training to build local capacity for a sustained downtown revitalization effort.
- **Public, Private & State partnership is key.** Local Main Street programs, mayors and the the New Jersey Department of Community Affairs and the MSNJ program sign an annual letter of agreement. This agreement details performance standards for local Main Street® programs and the in-kind services and training offered by the MSNJ program.
- **MSNJ is “smart growth” in action.** By focusing the State's resources on traditional towns, cities and villages, MSNJ has worked with its local partners to grow jobs, enhance quality of life and preserve historic fabric in communities that already have the infrastructure, transit, and mindset to add appropriate density and investment where it costs the state the least.

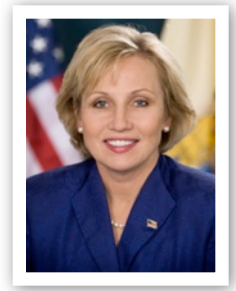
As the official state coordinating program with the National Trust for Historic Preservation's National Main Street Center®, MSNJ holds a competitive application round every two years. A traditional Historic business district core, local government and private sector financial support for a minimum of four years and evidence of strong volunteer stakeholder participation are key factors in scoring. **Competition for designation is extremely competitive.** In recent years, it has not been uncommon to receive over 250 individual letters of support included in a Main Street New Jersey application!

Main Street New Jersey designates new communities as Traditional & Partner programs. Traditional programs have demonstrated sufficient organizational, staff and volunteer support to receive the full range of services offered by MSNJ. Partner designated communities receive organizational services from MSNJ during the first two years design to build up to full designation. During 2009, MSNJ sought the addition of the Aspiring and Affiliate selection level tiers designed to provide education and basic organizational training to communities just becoming interested in downtown revitalization and management using the Main Street Approach®.





Chris Christie  
Governor




Kim Guadagno  
Lt. Governor

Since 1989, the Main Street New Jersey (MSNJ) program has been a national model for its innovative and entrepreneurial work with downtown revitalization and management. Ranging from urban neighborhood commercial corridors to rural village settings to prototypical historic downtown settings in small, medium and large municipalities, the designated Main Street communities of New Jersey truly reflect our past, present and future.


When it comes to both economic development and the State's return on investment, the MSNJ program has always excelled, even through tough times. Since 1990, State supported MSNJ efforts have leveraged more than \$1 billion of private reinvestment and an additional \$228 million in public investment from a variety of governmental sources and levels. Since 1990, every dollar the State has invested in the Main Street New Jersey program and its local partners has generated a return of more than \$214 from the private sector.

For the last two decades, MSNJ designated districts created more than 7,600 full-time jobs over 1,700 new and expanded businesses. Additionally, MSNJ programs have supported more than 4,800 building preservation, improvement and construction projects, resulting in more than 1,200 downtown residential units of all affordability levels. Main Street New Jersey works to preserve our State's architectural history while ensuring that our traditional communities can thrive in a 21st century economy.

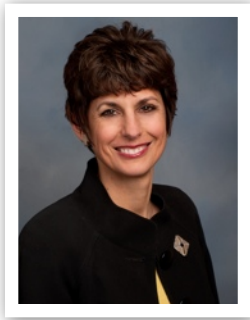
Our Administration congratulates the Main Street New Jersey program on two decades of successful work. However, there is more work to be done. We look forward to finding ways to support and leverage the work of the MSNJ program and its local partners in this new decade to improve the quality of life in New Jersey.



Chris Christie  
Governor



Kim Guadagno  
Lt. Governor



Lori Grifa  
*Commissioner*  
New Jersey Department of  
Community Affairs



This year Main Street New Jersey (MSNJ) celebrates its 20th Anniversary. MSNJ and New Jersey's traditional downtown and neighborhood commercial districts that have been designated to work with the program over those years have come a long way. A program that began with four pilot communities in 1990, MSNJ has grown and evolved significantly, to become an invaluable tool for economic growth and rebirth in many of our historic municipalities.

I have also witnessed the value of this program firsthand as a resident of Montclair, whose downtown received MSNJ designation in 2007. Our Department's investment in the technical assistance and training provided by the MSNJ program has generated significant positive change in my hometown, just as it has done in communities all across our state.

One of the things I am most proud of is how MSNJ puts the "Community" in our Department of Community Affairs. Because Main Street programs are driven by local stakeholders and require public and private sector buy-in of time, policy and money, community volunteerism in the program is one of MSNJ's hallmarks and greatest achievements.

From when it began tracking volunteer hours of local Main Street programs in 1997 through 2009, over \$13.7 Million worth of voluntary labor has been invested in these community-driven efforts. Residents, businesses, property owners, service organizations and countless others have spent more than 899,000 hours working with the MSNJ program to make their downtowns better.

By working to raise the economic, physical, social and civic value in New Jersey's "places of place," MSNJ has been and is one of our most effective programs at fostering smart investment in our communities as a whole and in the people who make them what they are. These efforts help to build and re-build our communities into compelling places live, work and visit, making New Jersey's economy more sustainable in the process.

We at DCA are proud of the work we do to improve the lives of all New Jerseyans in every municipality in our state, and congratulate Main Street New Jersey on its 20-year track record of helping us achieve those goals.

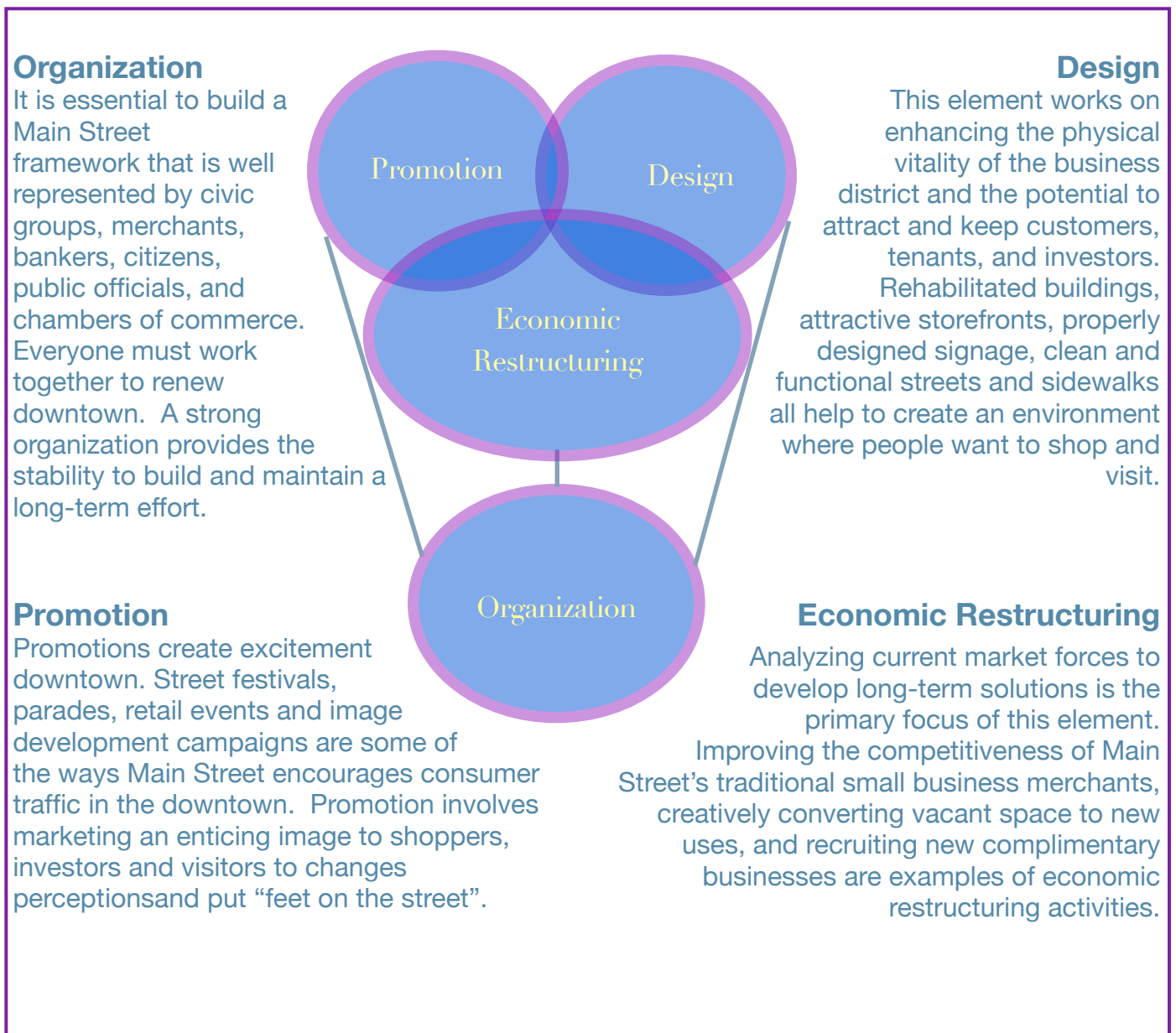


Lori Grifa  
Acting Commissioner

# The Main Street Approach®

The National Trust for Historic Preservation established the National Main Street Center® (NMSC) in 1980 to assist nationwide downtown revitalization efforts on the local and regional level. The Main Street New Jersey program is based upon the Trust's philosophy, which advocates for the restoration of the historic character of downtowns while pursuing traditional development strategies, such as marketing, business recruitment and retention, real estate development, market analysis and public improvements.

There are no "quick fixes" for declining downtowns. Success is realized through the comprehensive and incremental approach of the Main Street® program. The four elements that combine to create this well balanced program are:



# Eight Principles

Main Street New Jersey combines its Four-Point Approach® with the National Main Street Center's® Eight Principles:

1. Comprehensive Four-Point Approach
2. Incremental Process
3. Quality
4. Public & Private Partnership
5. Changing Attitudes
6. Focus on Existing Assets
7. Self Help Program
8. Action Oriented



## Accreditation & Performance Standards

To facilitate outstanding performance, local program directors receive ongoing training and professional development through the MSNJ program staff, MSNJ's Downtown Revitalization & Management Institute and the National Main Street Network® ([www.MainStreet.org](http://www.MainStreet.org)).

Local programs undergo a comprehensive formal review process to measure the program's performance and adherence to the National Trust Main Street Center's® 10 Criteria for National Accreditation. Programs that fail to meet the National Accreditation standards at least once in three years are removed from the program and must cease to use the trademarked Main Street name.

### Ten Criteria

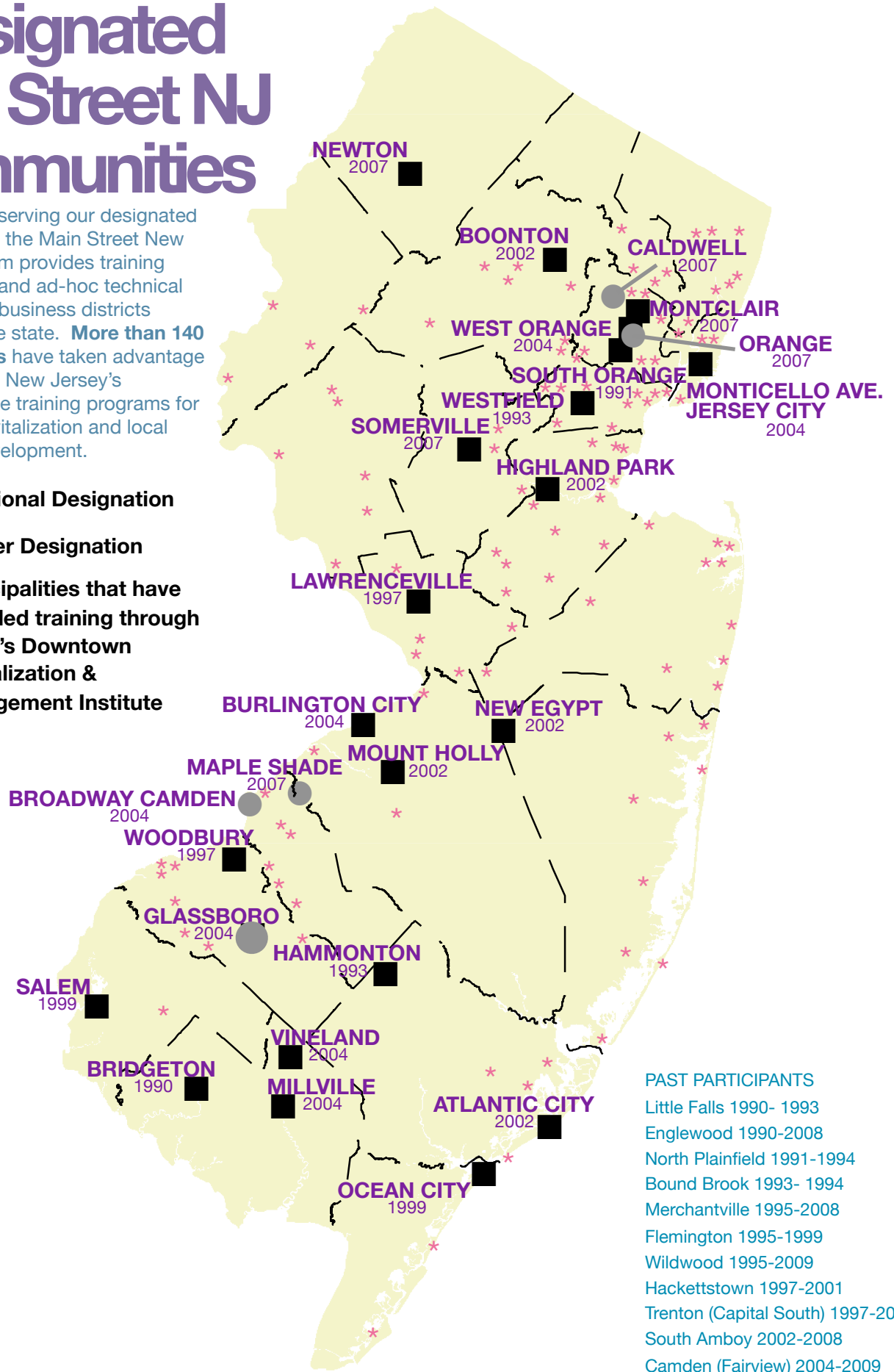
Ten criteria must be met demonstrated annually:

1. Broad-based public and private support
2. Vision and Mission statements
3. Comprehensive work plan
4. Historic preservation ethic
5. Active board and committees
6. Adequate operating budget
7. Paid, professional program director/staff
8. On-going training for staff and volunteers
9. Reporting of key statistics
10. Current membership of the National Main Street Network®

# Designated Main Street NJ Communities

In addition to serving our designated communities, the Main Street New Jersey program provides training opportunities and ad-hoc technical assistance to business districts throughout the state. **More than 140 municipalities** have taken advantage of Main Street New Jersey's comprehensive training programs for downtown revitalization and local economic development.

- Traditional Designation
- Partner Designation
- \* Municipalities that have attended training through MSNJ's Downtown Revitalization & Management Institute



# Tracking 20 Years of Success

MSNJ's Local Programs are required to track their activities and economic conditions in their districts on a monthly basis. By monitoring their Return on Investment, these communities document the success and the value of their efforts.



**1,715 net new businesses**



**7,655 net new jobs created**



**899,031 volunteer hours worth \$13.7 million\***



**4,821 facade renovation, rehabilitation & new construction projects**

**Over  
\$1 billion  
in  
private  
reinvestment  
over the past 20  
years.**

*\*1997-2009. MSNJ began tracking volunteer hours in 1997. Based on average volunteer wage of \$20/hr in 2009.*

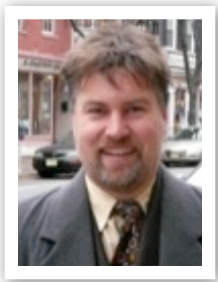


Over 20 years, every state dollar used to provide training and technical assistance through the MSNJ program has brought a return of **\$261** in local investment.

In 2009, that return on investment reached a record **\$412**.

Reinvestment Category	2009	1990-2009
# of Businesses Created	274	2579
# of Businesses Expanded	34	483
# of Jobs Created (FTE)	1043	11386
# of Businesses Closed	180	1347
# of Jobs Lost (FTE)	530	3732
# of Properties Purchased	32	909
\$ Public Investment in Property Purchases	\$ 490,902	\$ 20,797,345
\$ Private Investment in Property Purchases	\$ 23,521,242	\$ 428,197,682
# of Façade (incl. Signage/Awning) Renovation/Restoration	139	2363
# of Completed Projects Using MSNJ Design Assistance	36	235
\$ Public Investment in Façade Renovation/Restoration	\$ 4,221,084	\$ 13,189,913
\$ Private Investment in Façade Renovation/Restoration	\$ 1,603,940	\$ 22,893,233
# of Building Rehabilitations	142	2251
# of New Construction Projects	13	207
\$ Public Investment in Building Rehabilitation/Construction	\$ 10,415,000	\$ 129,838,912
\$ Private Investment in Building Rehabilitation/Construction	\$ 81,971,156	\$ 584,658,538
# of Other District Improvement (in public right-of-way)	11	2618
\$ Public Investment in Other/Public Improvement	\$1,005,300	\$ 64,594,416
\$ Private Investment in Other/Public Improvement	\$364,990	\$ 2,577,795
# of Housing Units Created	2	1225
Total Volunteer Hours (1997-2009)	95,115	899,031
<b>TOTAL Public Reinvestment</b>	<b>\$ 16,132,286</b>	<b>\$ 228,420,587</b>
<b>TOTAL Private Reinvestment</b>	<b>\$ 107,461,328</b>	<b>\$ 1,038,327,248</b>
<b>TOTAL District Physical Reinvestment</b>	<b>\$ 123,593,614</b>	<b>\$ 1,266,747,835</b>
<b>Net Business Created/Expanded Gain</b>	<b>128</b>	<b>1,715</b>
<b>Net Job Gain</b>	<b>513</b>	<b>7,655</b>
<b>Total Private Volunteer Hours in Wages (1997-2009)</b>	<b>\$ 2,363,175</b>	<b>\$ 13,701,417</b>
	2009	1990-2009
<b>Approximate State Expenditure on MSNJ Program (calendar year)</b>	<b>\$300,000</b>	<b>\$4,845,000</b>
<b>State Return on Investment (ROI) for MSNJ Program (all \$)</b>	<b>\$412.0 to \$1</b>	<b>\$261.5 to \$1</b>
<b>State Return on Investment (ROI) for MSNJ Program (private \$)</b>	<b>\$358.2 to \$1</b>	<b>\$214.3 to \$1</b>
<b>State Return on Investment (ROI) for MSNJ Program* (volunteer \$)</b>	<b>\$7.9 to \$1</b>	<b>\$3.7 to \$1</b>

\*1997-2009



*Jef Buehler*  
*State Coordinator/Director*  
*Main Street New Jersey & Improvement District Programs*

**“Main Street”**. Is it a place? Is it an icon? Is it a piece of history? Is it way of life? Is it a *road*?

It is all of these things and more, often simultaneously and never without strong opinions and emotions regarding its importance to our communities, culture and commerce. It is also the crux of the Main Street Approach® to downtown revitalization and management that was birthed by the National Trust for Historic Preservation in 1980 and has been adopted by and adapted to New Jersey for 20 years.

In 1989, long before the trend of contrasting “Wall Street” with “Main Street”, the Main Street New Jersey program was created in the State Historic Preservation Office at the Department of Environmental Protection as a result of the passionate vision of Assistant Commissioner Helen Fenske. From the start, MSNJ was supported by an array of New Jerseyans including Governor Tom Kean, Sr., then-Westfield councilman Richard Bagger, Tim Brill and Peter Beronio, to name a few. This support resulted in the 1995 move of MSNJ to the Department of Community Affairs where it has resided since, both in the Division of Housing and Community Resources and the Office of Smart Growth.

Because we are *New Jersey*, and some things are just *different* here, the Main Street New Jersey program has been on the forefront of change in the revitalization movement: MSNJ works with an incredibly diverse array of communities and cultures in the most densely populated state in the US, has refined the Main Street Approach® with a cutting-edge emphasis on enhancing our districts’ economic and civic value, is constantly developing methods to effectively capture and communicate revitalization success data and created the nation’s first statewide Main Street training program in 1999, the Downtown Revitalization & Management Institute, since copied by numerous other states and regions.

As members of the MSNJ team, we have had the honor of working at virtually every hour of the day under challenging yet exciting circumstances in locations in every corner of our state. New Jersey has an amazing spectrum of literally hundreds of citizens and stakeholders interested in helping to enhance the viability and sustainability of local MSNJ districts and programs.

**Yet all of that work is *nothing* compared to the investment of time, talent and treasure that *thousands* of local Main Street program volunteers and partners along with *dozens* of local staff to these programs have made since MSNJ was founded.** The passion, commitment and investment of these everyday heroes is what makes “Main Street”, in every sense of the word, a success.

A handwritten signature in blue ink that reads "Jef Buehler". The signature is written in a cursive, flowing style.

# Retaining & Recruiting Business

Main Street New Jersey Business Owners attend one of three MSNJ sponsored workshops on “Creating a Destination Business” in June 2009. Businesses in MSNJ districts received free access to over 30 on demand webinar sessions as part of MSNJ’s “Destination University” business training program. Innovative webinar topics included “Discovering your Unique Positioning”, “How to Attract, Grow, and Keep Prime-Time Employees”, and “Using High-Tech Marketing Tactics to Build Sales & Your Business Reputation”.



Businesses located in Main Street New Jersey districts benefit from a wide range of local support and state program services designed to strengthen, support and encourage small business.

## MSNJ Business Services:

- On Demand “Destination University” Business Training Webinars
- Logo Design
- Sign Design
- Facade Rendering
- Interior Design/Layout
- Visual Merchandising Assistance
- Niche Marketing/Positioning Assistance
- Website Concept Design

## Business Services Provided by most local Main Street Communities:

- Facade Grants
- Co-operative & Viral Marketing
- Business location referrals
- Ribbon Cuttings & Press Releases
- Assistance with Local Permits & Codes
- UEZ Information/Application Assistance
- Referrals for State, County & Federal funding opportunities
- Local Advocacy

# Building Local Capacity for Economic Development



Above all, local Main Street programs exist to support and grow the local economy of their downtown district.

Local Main Street staff, volunteers, and business owners utilize the training and tools offered by Main Street New Jersey to develop projects for their local business district and the small businesses that form the backbone of our downtowns.

Main Street Economic Restructuring Committees are frequently comprised of real estate professionals, bankers, business owners, and others volunteering their time and professional expertise working to ensure a sustainable downtown economy.

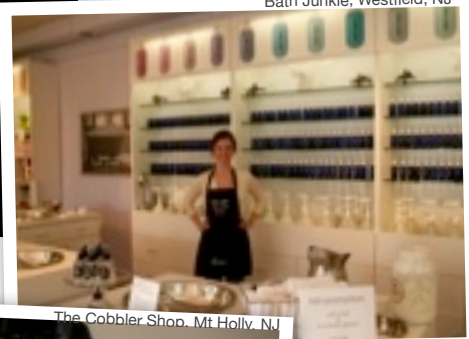
## MSNJ Assistance to Local Main Streets related to Economic Restructuring:

- Subscription to National Online Business Recruitment Database
- “Business Enhancement Day”- onsite assessment & training specific to district
- Market Analysis
- Staff & Volunteer Training through MSNJ’s “Downtown Revitalization & Management Institute” on:
  - Understanding a Pro-Forma
  - Market Analysis & Survey Tools
  - Creating Recruitment Materials
  - Crime Prevention/Perception
  - Developing Relationships with Property Owners & Realtors

“Newton’s status as a Main Street community played a pivotal role in the community’s strategy to recruit Thorlabs, an industry leader in photonics/laser optics, to locate its new worldwide headquarters in downtown Newton. The revitalization of the Newton downtown business district will help Thorlabs in its efforts to recruit employees ranging from customer service technicians to machinists to PhD. Research scientists. The retail/commercial revitalization concepts brought by the Main Street program coupled with the Town and County’s innovative financing packages make this project a model of smart growth and economic development for the entire State.”

John Eskilson  
Sussex County Administrator  
Vice Chairman – NJ State Planning Commission

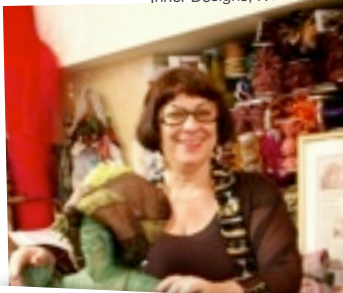
Bath Junkie, Westfield, NJ



"I felt so welcome when I opened my business downtown. The local Main Street staff was there for me every step of the way."

Katie Cantor, owner  
Bath Junkie, Westfield, NJ

Inner Designs, Newton, NJ



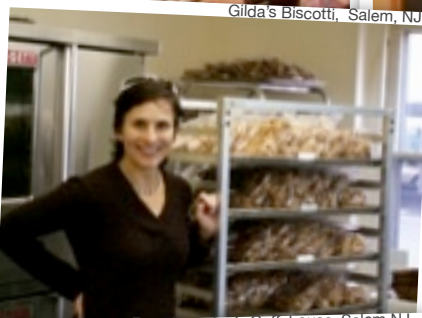
24 Karat Design & Calligraphy, Newton, NJ



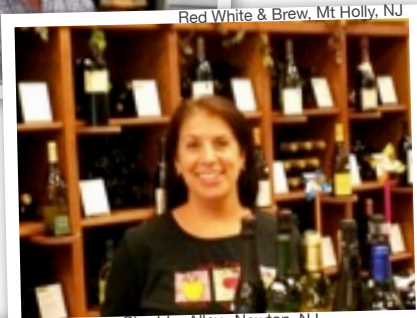
The Gobbler Shop, Mt Holly, NJ



Gilda's Biscotti, Salem, NJ



Red White & Brew, Mt Holly, NJ



Broadway Joe's Coffehouse, Salem NJ



"Salem Main Street encouraged me to grow my business. I tried out product lines at their Farmer's Market and when I was ready the local staff helped me find a storefront that worked for me"

Shawn Vasquez, owner  
Bittersweet Farms  
Salem, NJ

Cheddar Alley, Newton, NJ



The Sweet Life Bakery, Vineland, NJ



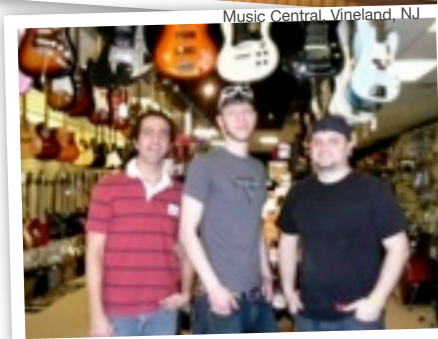
Bittersweet Farms, Salem NJ



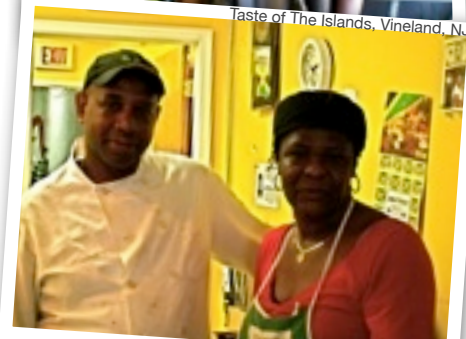
Virtu Custom Hats, Burlington City, NJ



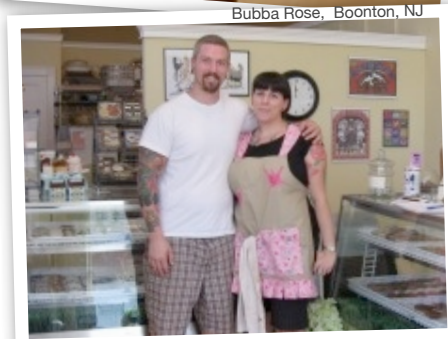
Music Central, Vineland, NJ



Taste of The Islands, Vineland, NJ



Bubba Rose, Boonton, NJ



# Marketing Community Assets



**Every downtown has a unique identity.  
Main Street New Jersey works with communities to define,  
promote and enhance the image of each district.**

## **MSNJ Promotion & Marketing Services:**

- Organization Website Design
- Organization Marketing Materials
- Organization Logo Design
- District Branding
- Niche Branding
- Event Branding & Logo
- Staff & Volunteer Training through MSNJ's "Downtown Revitalization & Management Institute" on:
  - Image, Branding & District Marketing
  - Media & Public Relations
  - Viral Marketing
  - Sponsorship Sales
  - Managing & Evaluating Special Events

## **Promotions Services Provided by most local Main Street Communities:**

- Retail Promotions
- Co-operative & Viral Marketing
- District Press Releases
- Special Events
- Media Referrals
- Sponsorship sales
- Development & Management of Downtown District Brand

# Empowering Communities to Change Public Perceptions & Encourage Economic Investment

Enhancing the image of each downtown district increases the desire for customers to shop, investors to buy, property owners to improve those properties and ultimately- businesses to sell and provide more goods and services.

In 2009 alone, MSNJ communities held **718 retail and special events** within their collective districts bringing over **722,000 visitors** to the districts and generating over **272 million positive media impressions** about their downtowns.

An event or promotional activity may not create jobs on that particular day, but over time these activities support place-based economic development.

**MSNJ Design & Marketing consultants work with towns to develop branding, websites and marketing materials for the district.**

**January 2009 US Airways Magazine feature highlights economic opportunity in South Jersey's Main Street towns.**



# Preserving & Enhancing the Built Environment



Following a series of devastating fires in downtown Salem, MSNJ sent preservation architects, structural engineers and real estate consultants from the National Trust to Salem. The Finlaw Building (shown here) is just one example of the many rehabilitation projects Main Street Salem has managed using technical assistance provided by MSNJ. This building now houses 173 full time employees as well as a new 275 space raised parking deck in the rear of the building.

Our state's architectural history can still house a 21st Century economy. That's why MSNJ supports communities with the tools to preserve the historic character of our traditional downtowns.

## MSNJ Design & Preservation Services:

- Structural Assessments
- Architectural Facade Renderings
- Infill design renderings
- Interior Layout design
- Adaptive reuse renderings
- Logo & Signage Design
- Staff & Volunteer Training through MSNJ's "Downtown Revitalization & Management Institute" on:
  - Historic Preservation
  - Urban Design
  - Design Guidelines
  - Parking Management

## Design Services Provided by most local Main Street Communities:

- Review and Rewriting of design Guidelines, Zoning, ordinance relating to downtown district
- Annual Design Audits of District
- Visual Merchandising "makeovers"
- Local Awards & Recognition for completed design projects
- Planning & Funding for plantings, seasonal decor, and wayfinding signage
- Historic Preservation & Local Design Education

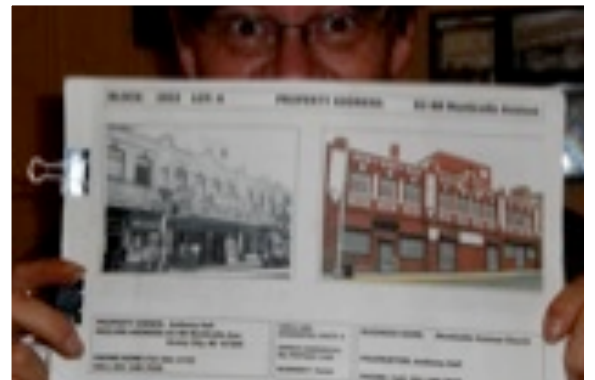


**“Communities can be shaped by choice, or they can be shaped by chance. We can keep on accepting the kinds of communities we get or we can start creating the kind of communities we want.”**

**-Richard Moe, President  
National Trust for Historic Preservation**



**Main Street Hammonton hosts a series of charrettes to gain consensus on downtown design regulations & form based code.**



**Monticello Ave (Jersey City) volunteer Barak Stribling compiled a complete historic inventory of the entire district to guide future preservation projects.**



**Main Street Newton was recently featured in the National Main Street journal for their programs to bring middle school classes downtown for preservation education.**



**Broadway Main Street joins with the Greater Camden Partnership to keep the district clean.**



**Main Street Ocean City used a loan from DCA's Downtown Business Improvement District Zone Loan fund to enhance the streetscape & sidewalks.**

### Downtown Caldwell Sign Design Guidelines

**Guidelines**

**General Guidelines For All Signs in the C-C and MU Districts**

Applicability & Purpose	2
Sign Overview	3
Permitted Sign Area	3
Placement	4
Design & Materials	4
Sign Message	5
Lighting	5

**Permitted Signs & Specific Guidelines**

Wall Signs	6
Awning & Canopy Signs	6
Projecting Signs	7
Hanging Signs	8
Window Signs	8
Plaque Signs	9
Restaurant Menu Signs	9
Low-Profile & Monument	9
Tenant Directory Signs	10
A-Frame Signs	10
Permanent Banner Signs	11

**Main Street Caldwell (Caldwell Downtown Alliance) volunteers researched and produced comprehensive signage guidelines for their district.**

MSNJ Architectural Services have provided direction and inspiration for over 500 historic property owners. Here are just a few examples of how our design assistance can provide **inspiration for economic rebirth.**

Mount Holly, NJ - A vacant & deteriorating historic building is restored to its former glory and now houses 11 professional businesses, employing 55 employees. The renovated storefront now provides the community with a much needed bakery.



Hammonton, NJ - Historic Eagle Theater. Now open and drawing visitors into the downtown district's restaurants and shops.



Newton, NJ - Conversion to Downtown Business Incubator housing 6 new businesses.



Woodbury, NJ - A prominent building sheds inappropriate alterations and opens up another floor for business.





Hammonton, NJ- Privately funded shared parking.



Inspired by the recent renovation and opening of the Eagle Theater, downtown Hammonton business owners joined together to privately fund rear parking lot improvements.

As part of the improvements, customers travelling from the theater to the downtown restaurants will see a “walk of fame” acknowledging donors to the local theater’s operations.

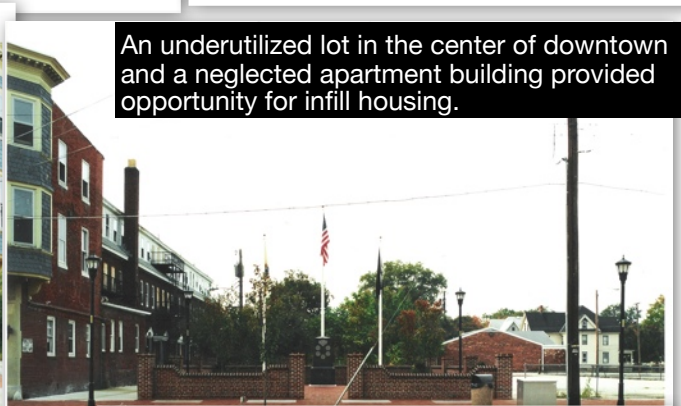
Salem Main Street has been featured at the National level as a model for Main Street programs acting as the downtown development organization.

In addition to Salem Main Street’s significant work in historic rehabilitation. Main Street Salem has gotten their hands dirty clearing out unsafe properties and creating new downtown housing for seniors and high quality spaces for business.

2000 - MSNJ brings in Don Rypkema from the National Trust for Historic Preservation to assist Salem in creating feasible finance plans for rehabilitation.



An underutilized lot in the center of downtown and a neglected apartment building provided opportunity for infill housing.



Today, Salem Main Street manages the completed projects and uses part of the revenue to operate their local Main Street Program & improve additional downtown properties.

# Public Private Partnership & Civic Engagement



**MSNJ teaches community stakeholders methods of downtown revitalization and provides them with ongoing technical assistance over the life of their local Main Street effort. Volunteers with Main Street come from all walks of life bringing the skills and passion to make a difference!**

## **MSNJ Services to Strengthen local Main Street Organizations:**

- Onsite Board & Fundraising Training
- Strategic Planning & Board Retreat Facilitation
- Executive Director Training
- Resource Materials & Templates
- Membership to National Trust Main Street Center® & National Conference Scholarships
- Staff & Volunteer Training through MSNJ's "Downtown Revitalization & Management Institute" on:
  - Volunteer Recruitment & Management
  - Fundraising
  - Non-profit & Financial Management

## **Organization activities conducted by most local Main Street Communities:**

- Volunteer committees following the Four Point Approach
- Stakeholder Outreach
- Tracking of Reinvestment Statistics
- Membership Drives & Fundraisers
- Volunteer Orientation & Training

# Downtown is the heart of the community. It belongs to everyone.

Downtown revitalization cannot be a haphazard undertaking or a set of disparate projects. It requires focus and continuity.

Organization is about bringing these qualities to a community's downtown revitalization efforts by integrating diverse interests in the community and focusing on a shared, long term agenda for restoring downtown as a center of civic, social, economic and physical activity.



"Montclair Center BID members have taken advantage of MSNJ offerings such as leadership and program training, national conference attendance, architectural reviews, business trends analysis, and webinars. MSNJ has done a tremendous job of educating our board and community."

Tom Lonergan, Executive Director  
Montclair Center Business Improvement District



"Had it not been for the support from Main Street New Jersey, our efforts of economic revitalization over the last decade in Salem would not have been sustainable. This is a very effective benefit for our state and has positive economic impact for those communities willing to embrace it.

My company has been a strong supporter of our local Main Street initiative and believes that creating a healthy downtown benefits our corporation's bottom line. I am pleased with the outcomes to date, but also realize that without a statewide organization, our efforts would be greatly diminished.

I have told all that Main Street New Jersey is the best thing to come out of Trenton and should be expanded to speed the positive economic impact to small cities like Salem."

Keith Campbell  
Chairman of the Board  
Mannington Mills, Inc. Salem, NJ





## Main Street New Jersey's Downtown Revitalization & Management Institute

A National Model since 1999

Main Street New Jersey was the first statewide Main Street program in the nation to develop local comprehensive training for Main Street communities.

Prior to the establishment of New Jersey's Downtown Revitalization and Management Institute (DRMI) in 1999, the National Trust Main Street® center in Washington D.C. was the only other source of training or certification in downtown revitalization issues.

Since 1999, the DRMI has held forty sessions and graduated 240 volunteers and professionals through the certification program. Certification from the DRMI provides a professional standard for downtown managers. The comprehensive training also benefits municipalities working on projects and programs within state government.

Well over 1,600 participants have taken advantage of this training resource which includes quarterly sessions on:

- People, Money & Partnerships
- Guiding Design
- Creating Economic Opportunity
- Promoting Downtown

As a result of New Jersey's success with the DRMI, over 20 states and cities across the nation have copied the DRMI model for use in their jurisdictions.



National and state experts in real estate, economic development, marketing, historic preservation, municipal government, and improvement district management are regular speakers at the DRMI.

In response to the unique challenges faced by communities with seasonal populations or tourism based economies, MSNJ partnered with Casino Reinvestment Development Authority in 2006 to hold this specialized training attended by over 200 participants.



# Statewide & National Advocacy

“The MSNJ staff are very knowledgeable, passionate, and supportive”.

Denise Esposito, Executive Director  
Downtown West Orange Alliance



“We wanted to take our downtown to the next level. MSNJ has provided a pool of resources that we can call upon for advice”.

Cynthia Hollod, Executive Director  
Downtown Somerville Alliance

**MSNJ serves as the ombudsman for designated communities and their downtown projects.**

**A hallmark of MSNJ is its ability to inspire and coordinate state partners in leveraging their assets into local Main Street districts.**

As New Jersey’s designated coordinating program with the National Main Street Center®, MSNJ provides communities with time-tested solutions and best practices developed in partnership with the National Trust Main Street Center®. State and National staff are intimately involved with the needs and challenges of each community. Additionally, MSNJ staff serve on numerous statewide inter-agency task forces, frequently partnering with other state agencies to identify resources and solutions for downtown

Experts from New Jersey, the International Downtown Association & National Main Street Center make up part of the team for Somerville’s four Day Resource Team Visit.



MSNJ staff interview individual business owners to better understand their needs as part of each community’s Program Review.

# Smart Growth. Smart Partnerships.

MSNJ Downtowns work in concert with many state programs.



Jersey Fresh Farmers Markets



Heritage Tourism & Historic Preservation



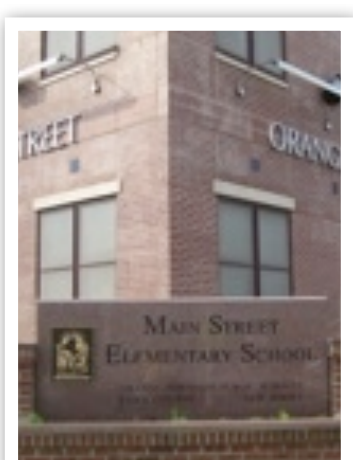
Higher Education



Performing Arts



Visual Arts



Schools & New School Construction



Transit Villages



UEZ Districts



Improvement Districts & Nonprofits



# Hands-On Capacity Building

The MSNJ program staff are passionate about working with local volunteers to facilitate positive results. In 2009 alone, MSNJ provided the following services to designated communities.

- **204** Businesses in monthly online Statewide Business Retention & Training Program
- **181** Business Retention Design Projects for 44 businesses
- **71** Marketing/Design Assistance projects
- **28** National Main Street Network® Memberships
- **28** Subscriptions to Online Business Recruitment Tool
- **27** 2-day Program Reviews
- **22** District & Niche Branding Projects
- **16** 1 day fundraising workshops
- **13** 1 day board training sessions
- **11** Architectural Facade/Building Renderings
- **8** Local Executive Director Hiring Assistance Packages
- **8** 1/2 day New Executive Director Orientations
- **7** District-wide Business Recruitment packages
- **6** 1/2 day Board Planning Workshops
- **4** 4-Day Downtown Assessment Resource Teams
- **4** 1-day Board Retreats
- **3** On-site Regional Business Retention/Training Workshops
- **2** 1-day Local Design Assessment Programs
- **1** Local Set of Downtown Design Guidelines
- **1** Building Structural Review

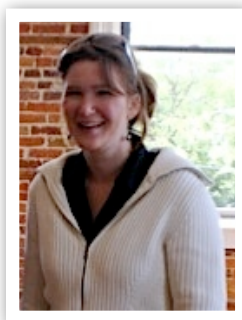
In 2009, as the State resource for Main Streets and Improvement Districts, MSNJ staff provided the following services to non-MSNJ communities:

- Conducted 2009 Application Round for new MSNJ communities (1/2 day workshop, formation of inter-agency review team, & site visits to finalists)
- **4** Local Municipal Public Education Sessions and Site Visits
- **6** Public Education Presentations at State Conferences/ Events
- **25** Ad hoc Technical Assistance phone calls with non-MSNJ communities with Improvement Districts (BIDs/SIDS)
- Managed **1** new \$600,000 Downtown Business Improvement Zone Loan
- **4** 2-day Downtown Revitalization & Management Institutes: Provided Training to over **140** public stakeholders
- Board participation and leadership on the following: NJ Transit Village Task Force, NJ Historic Preservation Action Committee, Downtown New Jersey, Inc., & NJ Historic Preservation Plan Task Force



**Jef Buehler, MPA, LNJ'09-** Jef Buehler is the State Coordinator for Main Street New Jersey. He has worked in facilitating asset based change since 1989 in American centers of urban poverty, Latin American rural areas, and more than forty communities in New Jersey, New Hampshire, New York, and California. He currently serves

on the board of Downtown New Jersey, the NJ Transit Village Task Force, the NJ Historic Preservation Action Committee, and the 2010 NJ Historic Preservation Plan Advisors Committee. Jef holds an MPA in International/Community Development from Rutgers University, a BA in Peace and Conflict Studies from Juniata College, and certificates in Non-Profit Management and Context Sensitive Design. Jef is 2009 graduate of the Leadership New Jersey program.



**Heather McCall, AICP-** Heather McCall is the Assistant State Coordinator/Planner for Main Street New Jersey. As part of the two-person MSNJ team, Heather serves as the primary trainer and field officer providing technical assistance to 26 designated Main Street™ districts throughout the state. She has over 8 years of experience working on downtown issues in urban, rural, and suburban environments with an emphasis on

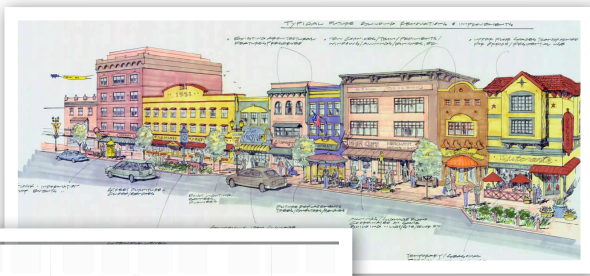
organization and design. Prior to coming to the state program, Heather served as the Executive Director for Main Street Mount Holly and worked as a finance underwriter. She holds a Masters in City & Regional Planning from the University of Pennsylvania, a BA in Sociology from the University of Alaska, and certificates in Non-Profit Management and Charrette Facilitation. Heather is a Senior Fellow with the Washington DC based Environmental Leadership Program.

# Main Street Atlantic City

Atlantic County  
Designated 2002

Pop. 40,500

[www.MainStreetACNJ.org](http://www.MainStreetACNJ.org)



## Taking the lead on planning for the Atlantic Avenue Neighborhood Business District

Located between the famous casinos, boardwalk and convention center lies the diverse Atlantic Avenue downtown business district. Home to casino workers, independent entrepreneurs and several government offices, this neighborhood business district needed a comprehensive vision to guide the preservation and future development of the downtown.



The Main Street Atlantic City program, an independent 5013c non-profit corporation, secured \$862,000 in grants to fund the creation of an award-winning comprehensive Downtown Revitalization Plan that reflected the community's aspirations. The effort included community surveys, vacancy & market analysis, recommended design enhancements, and the identification of opportunities for infill and increased workforce housing. Look for MSAC's new district branding "The Avenue" in 2010!

# Boonton Main Street

Morris County  
Designated 2002

Pop. 8,500

[www.BoontonMainStreet.org](http://www.BoontonMainStreet.org)

 Main Street Boonton

Hands-On Business

Assistance

Using resources from the American Independent Business Alliance, Boonton Main Street volunteers engaged in a regional Buy Local campaign which included events, local merchant trivia and grassroots promotions designed to raise awareness about Boonton's thriving business community.

In addition to the Buy Local program, Economic Restructuring committee volunteers created a "Web-Savvy" program designed to help merchants understand the power of the internet with or without a website. ER volunteers searched the internet for websites, reviews, and inaccurate information on each downtown business. Next, volunteers met with each business owner for a one-on-one consultation about the business's "virtual reputation". Following the "Web-Savvy" report, Boonton businesses were encouraged to register for free viral marketing training from Main Street New Jersey's Destination University webinar program. Due to the overwhelming response from the business community, Boonton was awarded an on-site visit from National Destination Business expert Jon Schallert.




**Why Buy Local?**

REASON #2

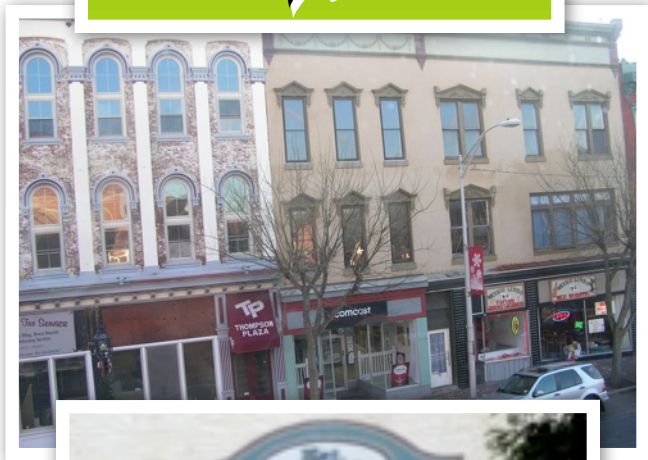
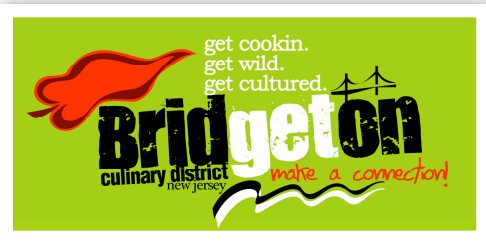
**It Makes Cents!**

Each dollar you spend at a local independent business returns 3 times more money to our local economy than one spent at a national chain - A Benefit We Can All Bank On!

Because Community Matters.

BUY LOCAL, BUY BOONTON  [www.BoontonMainStreet.org](http://www.BoontonMainStreet.org)

American Independent Business Alliance - AIBAlliant



# Bridgeton Main Street

Cumberland County  
Designated 1990

Pop. 19,000

[www.GetBridgeton.org](http://www.GetBridgeton.org)



## Establishing a Culinary District & Capitalizing on Diversity

Bridgeton Main Street is located within New Jersey's largest Historic District. Located along the Cohansy River, Bridgeton's downtown is blessed with rich architecture and a culturally diverse business and residential community. The Main Street program is bringing people together by capitalizing on these cultural assets.

Bridgeton Main Street hosts historic architecture tours, holds bilingual business education meetings, manages a successful Cinco de Mayo event, and is in the process of establishing a culinary district. The district will include restaurants, culinary incubator spaces, local food production spaces, and farmer's markets.

# Main Street Burlington City

Burlington County  
Designated 2004

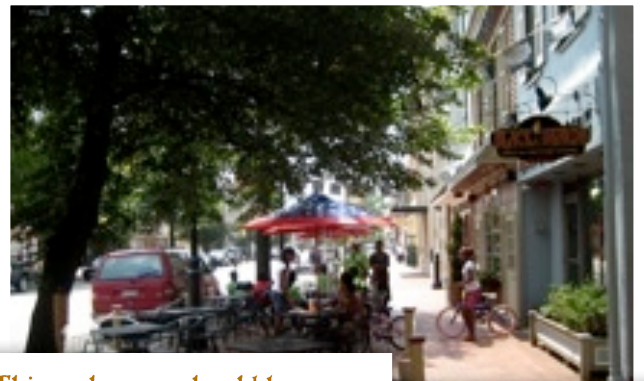
Pop. 9,736

[www.MainStreetBurlington.org](http://www.MainStreetBurlington.org)

## Transit Village & Main Street Working Together

Main Street Burlington was the first Main Street New Jersey Community to receive Transit Village Designation in 2007 through the NJ Department of Transportation. Since that time, Main Street Burlington has capitalized on that partnership to promote the downtown's assets through NJ Transit and Riverline marketing opportunities.

Main Street Burlington volunteers actively work to recruit businesses from trade show and property sell sheets highlighting the district's assets to "Doing Business in Burlington" handbooks to help new businesses navigate the local permitting process.



### Things that you should know: Only Five Properties Available.

Now there are five properties for lease located in the heart of town on High Street, the main thoroughfare. The available sites are ideal for retail, professional or restaurant use with parking directly in front and massive amounts of additional parking in the rear.



#### Interested? We're here to help. Ask for details.

Find acquisition and tenant fit-out opportunities to create your business space, restore architectural charm and get you started, through county, state and property owner incentives (which may include financial assistance or free rent). Link to details regarding programs and possible 0% interest loans by visiting: <http://www.co.burlington.nj.us/department/economic/development/development/index.htm>.

#### Needs of the local Burlington population:

Shop/restaurant	Unmet Demand Level
Upscale Clothing Stores-men and women	\$1.7 million
Movie Book/Sporting Goods	\$1.9 million
Food Establishments & Drinking spots	\$8.5 million





# Caldwell Downtown Alliance

Essex County  
Designated 2007  
Pop. 7,373

[www.ProjectMainSt.blogspot.com](http://www.ProjectMainSt.blogspot.com)



Project Main Street

## Designing the future look of Bloomfield Ave.

A newly designated Partner community with Main Street New Jersey, the Caldwell Downtown Alliance has taken a hands-on approach to influencing the look of the downtown.

In their short time as a Main Street community, Caldwell volunteers have already completed signage guidelines for the district, numerous window display makeovers, engaged the community via their “Project Main Street” blog and partnered with the local Rotary club to raise funding for improved green spaces along Caldwell’s Main Street- Bloomfield Ave.



# Broadway Main Street

Camden County  
Designated 2004  
Pop. 79,904

[www.GreaterCamden.org](http://www.GreaterCamden.org)

## Working with Camden’s Institutional Partners

The Broadway Main Street district is located in the middle of a neighborhood that includes Cooper Hospital, the Walter Rand Transportation Center, and many other institutional partners.

A large city redevelopment plan will further surround this historic neighborhood district with new educational and employment opportunities.

The Broadway Main Street program is working to retain the character and architecture of this neighborhood district while creating initiatives to encourage the new residents and employees to rediscover the downtown. Currently, the program is working with developers to create temporary art spaces in downtown vacancies.





## Main Street Glassboro

Gloucester County

Designated 2004

Pop. 19,068

[www.GlassboroOnline.com/  
Economic\\_Glassboro.html](http://www.GlassboroOnline.com/Economic_Glassboro.html)

### Creating the Quintessential Collegetown

Glassboro's Main Street program is working closely with Rowan University, the municipality and a master developer for the downtown project called Rowan Boulevard. Glassboro's Rowan Blvd. project is a \$300 million award winning smart growth public/private partnership working to connect Rowan University's campus to Glassboro's existing downtown. The project is expected to generate \$1.2 million in new property taxes, 400 temporary construction jobs and more than 700 new permanent jobs. The project will bring an additional 40,000 sq. ft. of office space, 185,000 sq. ft. of retail space and 307,000 sq.ft. of residential space along with a hotel and conference center.



## Main Street Hammonton

Atlantic County

Designated 1993

Pop. 13,000

[www.MainStreetHammonton.org](http://www.MainStreetHammonton.org)



Hammonton Main Street

### Local Pride= Progress

The Main Street Hammonton program is one of the longest running Main Street programs in the state. As the sole economic development entity in the town, the efforts of the Main Street program have had a significant impact upon Hammonton's downtown.

The Main Street program has taken on everything from designing and managing major streetscape improvements to marketing and branding for the district. As the "Blueberry Capital of the World", food and the agricultural heritage of Hammonton are important assets promoted by the local Main Street program.

The longevity of the program has been key in building relationships and working with property owners to invest in building improvements- even in the absence of financial incentives. In 2009 alone, MSNJ designers worked with Hammonton property owners on seven projects!



**100% Downtown.**  
**100% New Jersey.**  
[www.mainstreethammonton.org](http://www.mainstreethammonton.org)



*Downtown*  
**HAMMONTON**

eclectic eateries, shops, markets & galleries  
*Jam-packed with flavor. Tradition. Culture. And Fun.*

10 S. Egg Harbor Rd. | Hammonton, NJ 08037  
609.567.9014



# Main Street Highland Park

Middlesex County  
Designated 2002  
Pop. 14,000

[www.MainStreetHP.org](http://www.MainStreetHP.org)

 Main Street Highland Park

## It Takes a Village

Capitalizing on the community’s diversity, commitment to sustainability and social justice, Main Street Highland Park has leveraged these assets and more to revitalize and sustain a successful commercial district that continues to attract new business and function as the center for commerce, culture and community.

As New Jersey’s first “Green Community”, Highland Park is now one of only 13 designated Fair Trade Towns in the nation. MSHP also manages the traditional downtown Farmer’s Market (now in its 15th year!), hosts a community-wide “Planting Day” for the downtown planters and offers design assistance.

# Monticello Main Street Jersey City

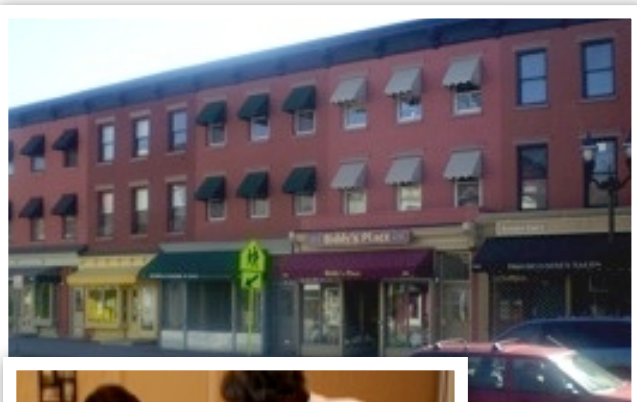
Hudson County  
Designated 2004  
Pop. 240,055

 Monticello Community Development

## Hands-On Redevelopment

The Monticello Main Street program started as a outgrowth of the surrounding neighborhood Community Development Corporation. Since Monticello Main Street’s designation in 2004, the dedicated staff and professionally skilled volunteers have taken a very hands-on approach to the future of their district. Challenged with blight, deteriorating historic buildings and a district that sometimes contained more storefront churches that stores, the Monticello Design Committee sprang into action. Made up of architects, designers, planners, development professionals and artists, the Design committee succeeded in getting written into Jersey City’s Redevelopment Plan as an official review body for any projects or improvements taking place within the district.

The design assistance, personal attention, and follow through of the MMS group has encouraged entire blocks of facade improvements and even the redesign of a church owned property. The new church space will now be located on the second floor and new first floor retail spaces will be added to the district .





# Lawrenceville Main Street

Mercer County  
 Designated 1997  
 Pop. 26,000

[www.LawrencevilleMainStreet.com](http://www.LawrencevilleMainStreet.com)

## Locally Grown

The Village of Lawrenceville is located across from the prestigious Lawrenceville School and along State Highway 206. The Main Street district is home to artists, restaurateurs and farmers with a passion for local talent and local food.

The Main Street program in Lawrenceville works to bring the community together to support and celebrate its downtown business community. Main Street Lawrenceville manages the Farmer's Market, local Artist Cooperative, the Taste of Lawrenceville, a summer concert series, and the annual Downtown Jubilee.



# Main Street Maple Shade

Burlington County  
 Designated 2007  
 Pop. 19,079  
[www.MSMSNJ.com](http://www.MSMSNJ.com)

## Main Street Between the Malls

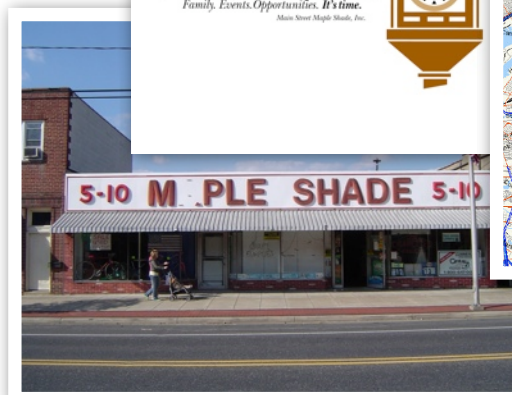
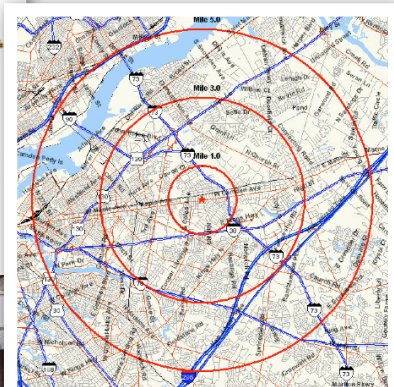
New Jersey is a densely populated state which offers its residents an overwhelming variety of shopping choices. Maple Shade's Main Street district is located within 2 miles of two regional shopping malls, making Maple Shade's downtown economy particularly challenging.

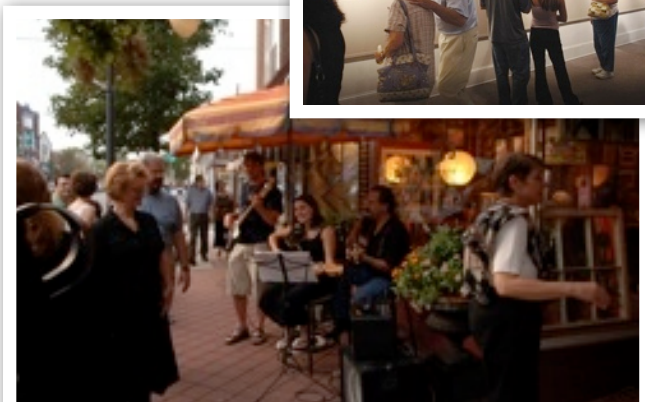
As a newly designated Partner community with MSNJ, Maple Shade volunteers are using market data, training and surveys provided by MSNJ to identify future market opportunities for the district. MSNJ design professionals also worked with Main Street volunteers to develop the brand and logo for district and organization promotions.

One thing that's for certain, Maple Shade has the malls beat when it comes to community spirit. Maple Shade's 2007 Main Street Application contained over 250 letters of support for the downtown!



*MapleShade*  
 Family. Events. Opportunities. It's time.  
 Main Street Maple Shade, Inc.





# Main Street Millville/ Glasstown Arts District

Cumberland County

Designated 2004

Pop. 26,854

[www.GlasstownArtsDistrict.com](http://www.GlasstownArtsDistrict.com)



Millville Glasstown Arts District

## Exceptional Public Private Planning

The successful Glasstown Arts district didn't just happen overnight. Local government officials used land use planning and preservation tools, market surveys, and innovative economic development programs such as Revenue Allocation Districts (RAD) and Urban Enterprise Zone (UEZ) funds to make it happen.

In 2004, Millville applied for MSNJ designation in order to create a downtown management entity and engage volunteers in taking the downtown to the next level. Since 2004, Millville's program has continued to incorporate Main Street tools, assistance, and training into their efforts. In 2008, the local program & Arts District gained National attention as revitalization professionals from around the country toured the district as part of the National Main Street conference.

# Montclair Center Improvement District

Essex County

Designated 2007

Pop. 37,309

[www.MontclairCenter.com](http://www.MontclairCenter.com)

## In Demand District

The Montclair Center Improvement District manages one of the most successful restaurant, retail and cultural districts along Bloomfield Avenue.

The Improvement District sought Main Street Designation in 2007 to incorporate the National Main Street approach in their operations and to make MSNJ business level assistance available to district businesses.

One of the strengths of the Montclair Center organization is its strong business representation within the leadership structure and project committees. BID projects are being developed "with" input from the business community instead of "for" the business community.







# MainStreet Mount Holly

Burlington County

Designated 2002

Pop. 10,000

[www.MainStreetMountHolly.com](http://www.MainStreetMountHolly.com)

## Experiencing Downtown

The Main Street Mount Holly program has developed successful downtown promotions that invite the public to enjoy a personal and memorable experience downtown. This program received National attention at the 2008 National Main Street Conference for their “Paranormal Promotions” and use of history to promote the district.

The district is also home to the Mill Race Village Arts & Preservation, an innovative business cooperative housed in eight of the town’s oldest buildings.

The comprehensive Main Street approach has provided a means for the local UEZ, merchants, and residents to come together and execute projects to revitalize the downtown. In addition, local Main Street efforts have spurred investment by the Burlington County College to rehabilitate two historic downtown bank buildings and open up classroom space and a culinary training program.

# Main Street New Egypt

Ocean County

Designated 2002

Pop. 7,300

[www.MainStreetNE.org](http://www.MainStreetNE.org)

## When the Economic Incentives Are Underground

The Main Street district in New Egypt (Plumsted Twp.) is located in a rural farming community. The historic downtown business district does not have public sewer. One of the main challenges for the local Main Street program is to provide new infrastructure to support the revitalization of the downtown and to encourage mixed use development.

Since their designation in 2002, New Egypt has formed an Improvement District and a Municipal Utilities Authority to take on the implementation of several capital improvements. Working with Plumsted Township and the MUA, Main Street New Egypt will soon local government New Egypt will soon have new sewer lines and new opportunity downtown.





# Main Street Newton

Sussex County  
Designated 2007

Pop. 8,244

[www.MainStreetNewton.org](http://www.MainStreetNewton.org)



Main Street Newton

## Sussex County's Downtown

The Main Street Newton district is the heartbeat of Sussex County. Home to county facilities, colleges, and major employers such as Thorlabs- Spring Street and the downtown square have special significance to the community.

Downtown Newton merchants are especially involved in the Main Street program activities. It is not unusual for 35 or more business owners to come to a Main Street Promotions meeting to provide input and volunteer to manage a downtown project.

The Main Street Newton program has been successful in leveraging promotional efforts to encourage economic investment in the district, including a recent feature in the New York Times touting Newton as a new place for city dwellers to relocate and enjoy.



# Main Street Ocean City

Cape May County  
Designated 1999

Pop. 15,700

[www.DowntownOCNJ.com](http://www.DowntownOCNJ.com)



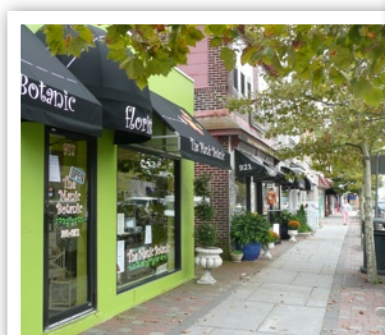
Ocean City NJ Shop Downtown

## Beach? What Beach?

The Asbury Avenue district in Ocean City provides the seaside visitor with a first class, family friendly shopping experience just blocks from the beach.

The local Main Street program works hand-in-hand with the Tourism Commission, Chamber of Commerce and City to create and manage year-round activities to bring visitors and residents to the downtown district. These efforts have made Downtown Ocean City a destination for shopping, garnering honors such as a "Best of the Shore" designation for the downtown.

Volunteers with Main Street Ocean City are heavily involved with design standards, downtown plantings, business recruitment, events and managing infrastructure projects. **34**



If you love Ocean City

# shop downtown Ocean City

**OVER 100 UNIQUE SHOPS, GALLERIES AND RESTAURANTS**

**6<sup>th</sup> to 11<sup>th</sup> on Asbury Avenue**  
Ocean City, New Jersey  
[downtownocnj.com](http://downtownocnj.com)  
OPEN DAILY YEAR ROUND

2010



# Main Street Orange

Essex County  
Designated 2007

Pop. 32,868

[www.ci.orange.nj.us/main-street-board.html](http://www.ci.orange.nj.us/main-street-board.html)

## Main Street: Improvements Abound

The Main Street Orange district is surrounded by opportunity. Redevelopment plans are slated to bring in new employees to the vacant buildings outside of the district, train station enhancements are in the planning stages, and non-profit partners are working to improve pockets of blight throughout the city.

The Main Street Orange program provides a voice for the downtown district. Preservation of significant downtown storefronts, improved design standards and economic analysis to enhance the business mix downtown are all priorities for the Orange Main Street program. As a designated Partner program, MSO is working to build local organizational capacity and apply for full designation.



# Salem Main Street

Salem County  
Designated 1999  
Pop. 6,900

[www.SalemCityNJ.com](http://www.SalemCityNJ.com)



Salem Main Street NJ

## D.I.Y. Preservation

The City of Salem, the Mannington Mills Corporation, and the Salem Main Street/Stand Up for Salem program are prime examples of community partners coming together to save their downtown.

Since their designation in 1999, Salem Main Street has worked with the Main Street New Jersey program and local partners to rehabilitate five key downtown buildings.

In addition to Salem's Nationally acclaimed preservation work, Main Street Salem has used the volunteer driven Main Street approach to bring the community together and heal past racial divides that plagued the town as late as the 1960's. Today, there is a clear unity between the leadership and community all working together to revitalize Salem's downtown.





# Somerville Downtown Alliance

Somerset County

Designated 2007

Pop. 12,550

[www.FindSomerville.com](http://www.FindSomerville.com)



Somerville DMC



## How do you celebrate your 22nd Anniversary?

The Somerville District Management Corporation was one of the first Special Improvement Districts to be created in New Jersey. Over the past 22 yrs the organization successfully bonded and managed significant physical enhancements to the downtown. In 2007, the DMC board decided to apply for Main Street New Jersey designation to expand their efforts, involve the community and take on a more comprehensive approach to managing the district.

Today, Somerville DMC is continuing to evolve and has recently changed the organization's name to Downtown Somerville Alliance to better represent the new community energy focused on the downtown.

Somerville DMC's marketing and website efforts were recently featured at the 2009 National Main Street Conference as an innovative approach to merchant driven promotions.

# Main Street South Orange

Essex County

Designated 1991

Pop. 16,000

[www.MainStreetSouthOrange.org](http://www.MainStreetSouthOrange.org)



Main Street South Orange

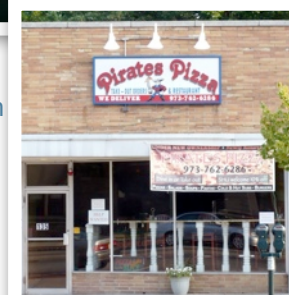
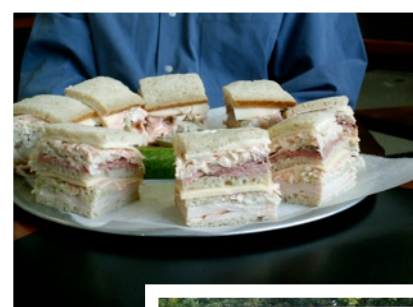
## Local Assets

Most urban planners can tell you that if you have a busy train station to New York City, a regional performing arts center, and a major university located on each end of your business district you have significant economic assets, right? Of course.

Well, Main Street South Orange has all of those things- and then some hidden local assets. Did you know that South Orange is home to the original Sloppy Joe sandwich? MSSO volunteers did, and they created a Sloppy Joe eating contest that increased local merchant visibility and added fun to a downtown event.

Do you know what size, scale and color signage is appropriate for your building project? MSSO design volunteers do, and they will work alongside you to from permit to construction.

Now that's a local asset.





# Main Street Vineland/ VDID

Cumberland County  
Designated 2004  
Pop. 56,271  
[www.MainStreetVineland.org](http://www.MainStreetVineland.org)



## The Best of All Partnerships

The Main Street Vineland program is an improvement district and a 501c3 non-profit organization. Funding for program activities comes from a small downtown assessment and is supplemented by event sponsorships, fundraisers, rental income and grant funding through the local Urban Enterprise Zone.

Main Street Vineland continues to diversify its funding and volunteer base to sustain the program's efforts. This year, Main Street Vineland pursued an innovative sponsorship opportunity by partnering with a local community bank to sponsor all volunteer training and support activities for the program. Volunteers are a vital ingredient in Main Street Vineland's efforts. Last year, Vineland volunteers contributed \$70,750 in volunteer labor to the program.

Main Street Vineland continues to be the organization where residents, businesses, government officials and city programs can come together and work comprehensively for the downtown. This cooperative spirit has encouraged significant investment in the district, including the rehabilitation of the historic Landis Theater scheduled to reopen in 2010.

# Downtown Westfield Corporation

Union County  
Designated 1993  
Pop. 29,000  
[www.WestfieldToday.com/Downtown.html](http://www.WestfieldToday.com/Downtown.html)



## New Jersey's "Great American Main Street" Award® Winner 2004

The competition among over 1,200 Nationally Accredited Main Street programs is pretty tough, but Westfield was tougher.

- Why is Westfield a GAMSAs award winning town?
- Because chains and independent businesses mix side by side?
- Because Downtown Westfield has preservation and design standards that even traditional chain retailers adhere to?
- Because even in a suit, the dedicated Executive Director can't resist picking up litter when she walks downtown?
- Because businesses never leave Downtown Westfield, they just look for a bigger space?
- Because for over 16 years DWC has been implementing the comprehensive volunteer driven Main Street Approach®?

All of the above and then some.





# Downtown West Orange Alliance

Essex County  
Designated 2004  
Pop. 44,943

[www.DowntownWestOrange.org](http://www.DowntownWestOrange.org)



Downtown West Orange Alliance

## Four Neighborhoods, One Downtown

West Orange's Main Street district winds through the town of West Orange's four neighborhood districts: Eagle Rock, Tory's Corner, St. Mark's and the Valley.

The district is home to the Edison Battery Factory and "Glenmont" the home of Thomas Edison. Downtown West Orange Alliance promotes the downtown and these historic assets through holiday tours and the "West Orange V.I.P." program.

In addition to successful events and promotions, DWOA also provides facade grants and small business training for district businesses.

# Main Street Woodbury

Gloucester County  
Designated 1997  
Pop. 11,000

[www.MainStreetWoodbury.org](http://www.MainStreetWoodbury.org)



Main-Street-Woodbury

## People Get Ready, for the Train is Comin'

Home to a regional hospital, county offices and soon a new train stop on the Atlantic City Rail Line, the Main Street Woodbury district is home to a flurry of activity.

This activity includes a four lane state highway as a "Main Street". One of the key projects that Main Street Woodbury has been working on is traffic calming for the district. As a result of the program's continued advocacy, a first step-new crosswalk signage and striping- has been installed.



## Acknowledgements

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National Trust Main Street Center®

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