

Good Afternoon and welcome to the NPP coordinators Quarterly Meeting, which is being recorded. Show of hands please that you can hear me. Please enter your name and municipality in the chat so we know who did and did not get this information. We've decided not to allow AI notetakers in our meetings because we noticed inaccuracy of AI notes. Please enter your questions in the chat we will address those at the end.

NPP Coordinators Quarterly Meeting Schedule

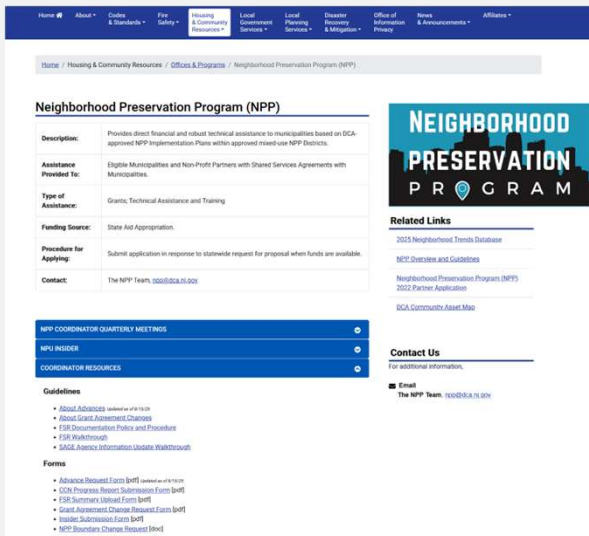
DAY	DATE	TIME
Wednesday	1/28/2026	2:00 – 3:00 pm
Wednesday	4/29/2026	2:00 – 3:00 pm
Wednesday	7/29/2026	2:00 – 3:00 pm
Wednesday	10/28/2026	2:00 – 3:00 pm

The NPP Coordinators Quarterly Meetings are scheduled for the last Wednesday in January, April, July and October. Please save these dates. We hope you will be able to join us, but if not, we will post the slides and recording on the NPP web page following each meeting for those who cannot attend or for those who wish to review. Expect a Teams invitation about 2 weeks prior to each meeting and a reminder a few days before.



The Neighborhood Preservation Program Team.

NPP Webpage



Always check the
website for updated
resources!

Forms and Guides for grant management are found on the NPP web page.

NPP ARP

**Expenditure & Payment Deadline:
December 31, 2026**

**No more extensions as this is a
FEDERAL DEADLINE!**

USE IT OR LOSE IT!

The American Rescue Plan funding was set to expire by the end of 2026. For NPP-ARP grants, that means December 31st, 2026, is the latest the grants can be extended to. If the funds are not expended by then, they will be lost.

NPP ARP

SUBMIT ALL
REPORTING BY
December 1st, 2026



Catch Up

If grant management activities are NOT up to date:

CONNECT WITH YOUR GRANT MANAGER!



**No later than
NOVEMBER 6th**

We are here to help. If reporting or any grant management activities are behind, please connect with your grant manager.

Implementation Plan Update for 2026

Your 2026 IP Update should include:

- What you've achieved thus far
- What you're going to do in the following year
- Explain any changes of significance to the work plan, boundaries, and funding relative to the originally-approved IP.

This can be done in 4-9 pages.

Deadline:
Friday, January 16th

Overview and Guidelines

Eligible Activities

NPP funds must be used for “neighborhood preservation and revitalization activities,” consisting of housing and economic development activities and other neighborhood preservation and revitalization activities.

[NPP Overview and Guidelines FY 2019 v1](#)

A wide range of activities may be funded with NPP dollars. Recently, the program has had a downtown, main street focus, but residential properties can be preserved as well.

Guest Speaker



Susan Ludwig

*Senior Director of Housing and
Community Development*

Susan Ludwig, Senior Director of Housing and Community Development for NORWESCAP joins us today to talk about life after NPP and sustainability in Phillipsburg.



Location

Southern Phillipsburg, NJ — includes "The Flats," "Mt. Parnassus," and "South Main."



Boundaries

McKeen St (E), Cherry Alley (S), Elizabeth St (W), and Walters Park & rail tracks (N).



Character

Mix of residential, commercial, industrial, and institutional uses anchored by Shappell Park & Walters Park.



Assets

Delaware River Railroad Excursions (100k visitors annually), National Register Historic District, Catholic Charities, St. Philip & St. James School, Urban Enterprise Zone benefits.

Overview: South Main Street District



POPULATION

2,126 (STEADY GROWTH +3% SINCE 2010).



DEMOGRAPHIC SHIFT

INCREASE IN AFRICAN AMERICAN (+178%) & HISPANIC (+12%) POPULATIONS; MEDIAN AGE = 32. ECONOMY:



MEDIAN HOUSEHOLD INCOME

\$34 K (↑ FROM \$24 K); POVERTY RATE ↓ TO 27%.



TOP INDUSTRIES

HEALTH CARE & SOCIAL ASSISTANCE (#1), RETAIL, ACCOMMODATION & FOOD SERVICES (↑ 119%), EDUCATION.



RETAIL GAP

RESIDENTS SPEND >\$750 K ELSEWHERE FOR HOME IMPROVEMENT, SPORTS/HOBBY GOODS, AUTO PARTS — OPPORTUNITY FOR LOCAL BUSINESS GROWTH

Market & Demographic Insights



Town of Phillipsburg:

Adopted Riverfront Redevelopment Area (Mixed-Use vision).

Active Urban Enterprise Zone (UEZ).

ADA improvements & code enforcement.

Future Main Street Program participation.



Norwescap:

Anchors revitalization through NRTC (Parnassus Plan), HHS Community Economic Development grant supporting 371 South Main Street, & CBCR (Crime Reduction) grants.

Delivered streetscapes, storefront grants, affordable housing, home repairs, financial counseling, youth & family programs.

Collaboration and Partnerships



340 + surveys, two focus groups, and a multisector stakeholder team (Mayor, Council, businesses, nonprofits, residents).



Community priorities:

80 % want improved storefronts & streetscape.

90 % value cleanliness & historic preservation.

80 % cite parking as a major issue.

Stakeholder Engagement

Key Findings



Strengths: walkability, historic character, parks, volunteer base.



Weaknesses: limited “destination” shops, vacancy, poor signage, negative town perception.



Opportunities: tourism from Railroad & Delaware River, arts community, university proximity.



Threats: sustaining momentum, public safety perception.

Core Strategies



1. Leverage & Develop Assets to Drive Activity

Brand the District: Create a logo, identity, and coordinated marketing.

Coordinate & expand events: Align with regional draws (e.g., Pork Roll Festival, train excursions).

Attract complementary businesses: Family-friendly, recreation-oriented, and destination retail.



2. Improve the Look, Feel & Function of Public Spaces

Wayfinding & Signage: Standard design with parking & trail directions.

Connect Parks & Trails: Link Shappell & Walters Parks to regional trail network.

Activate Underused Spaces: Lighting, murals, temporary plazas, and event spaces.



3. Foster a Vibrant Business District

Support & coordinate businesses: Shared marketing and potential Business Improvement District.

Enhance storefronts: Facade grants, lighting, signage standards, window displays.

Create pop-up markets: Short-term retail uses for entrepreneurs and food/art vendors.

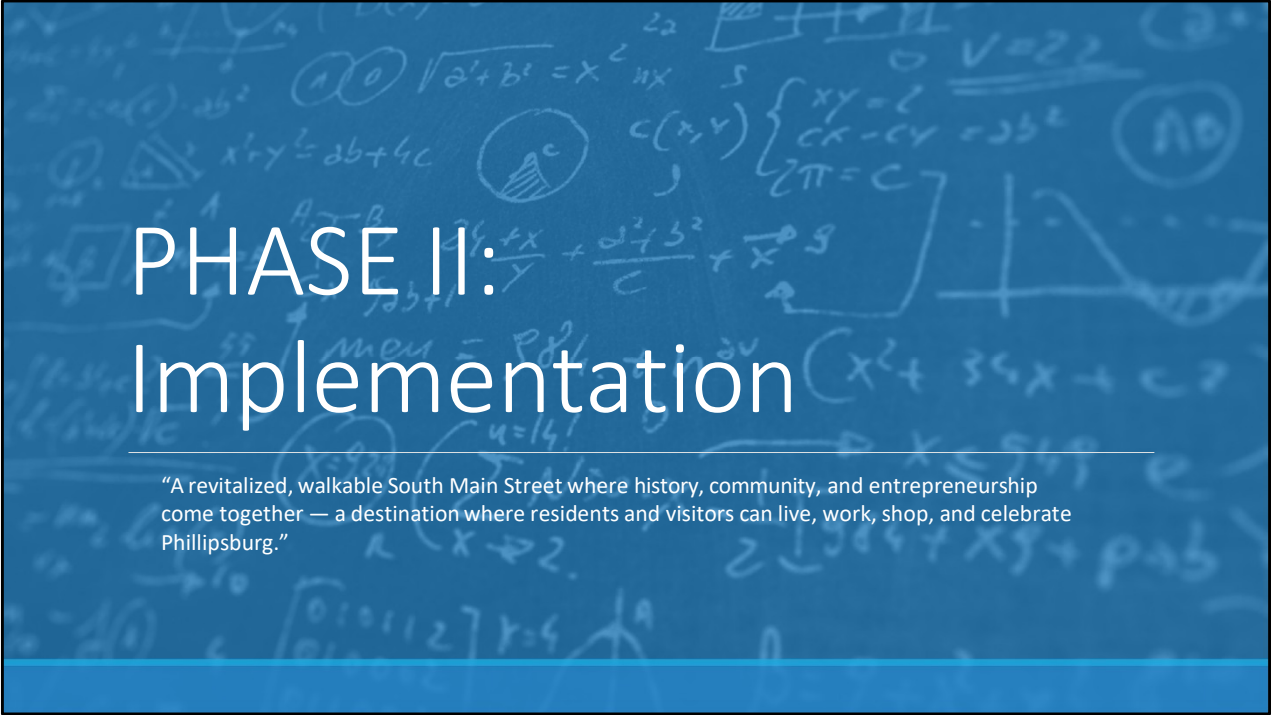
Implementation & Budget Strategy

Year 1 (2020 Pilot Investments)

<i>Initiative</i>	<i>Focus</i>	<i>Budget</i>	<i>Lead</i>
District Branding & Signage	Create logo, banners, marketing materials	\$32.5 K	Norwescap + Town
Place-Making	Benches, planters, bike racks, trash cans	\$20.5 K	Norwescap + Town
Business Development	Grants, Trainings, signage, coordination	\$25 K	Town + Norwescap + partners

Years 2021 – 2025

- Expanded District Branding & Signage
- Business Support & Development.
- Events.
- Place-making.



PHASE II: Implementation

“A revitalized, walkable South Main Street where history, community, and entrepreneurship come together — a destination where residents and visitors can live, work, shop, and celebrate Phillipsburg.”

Core Strategies



1. Leverage & Develop Assets to Drive Activity

Brand the District: Create a logo, identity, and coordinated marketing.

Events: Align with regional draws (e.g., Pork Roll Festival, train excursions, new programming).

Attract complementary businesses: Family-friendly, recreation-oriented, and destination retail.



Core Strategies



Core Strategies



2. Improve the Look, Feel & Function of Public Spaces

Wayfinding & Signage: Standard design with parking & trail directions.

Connect Parks & Trails: Link Shappell & Walters Parks to regional trail network.

Activate Underused Spaces: Lighting, murals, temporary plazas, and event spaces.



Core Strategies



3. Foster a Vibrant Business District

Support & coordinate businesses: Shared marketing and potential Business Improvement District.

Enhance storefronts: Facade grants, lighting, signage standards, window displays.

Create pop-up markets: Short-term retail uses for entrepreneurs and food/art vendors.



Thank You

Susan M. Ludwig

Sr. Director of Housing & Community Development
Norwescap

350 Marshall Street | Phillipsburg, NJ 08865

(908) 454-7000 ext. 1131

ludwigs@norwescap.org

www.norwescap.org

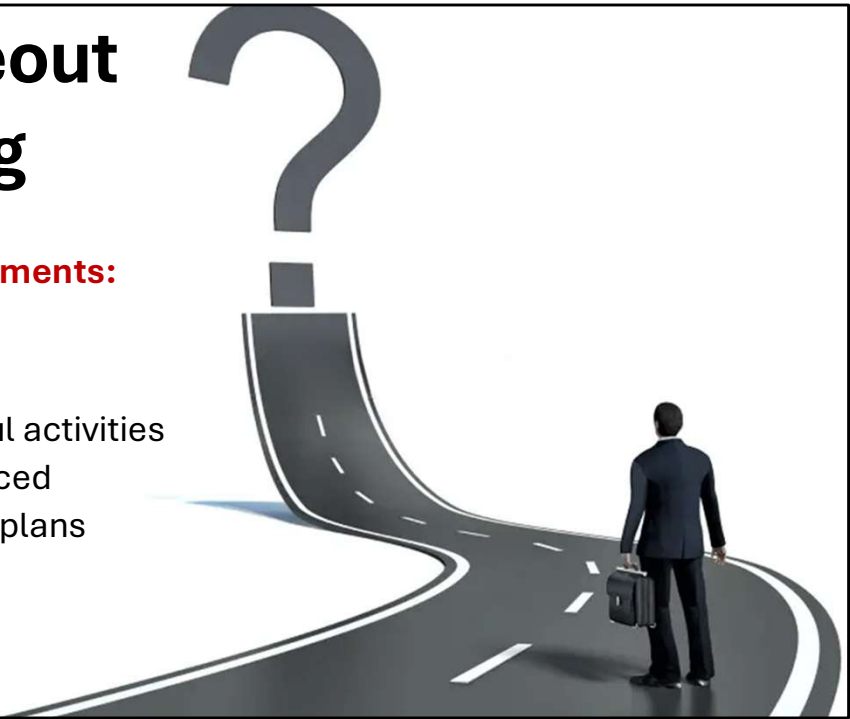
NORWESCAP | TOWN OF PHILLIPSBURG | PHILLIPSBURG DOWNTOWN ALLIANCE

“REVITALIZING SOUTH MAIN STREET—ONE BUSINESS, ONE NEIGHBOR, AND
ONE SHARED VISION AT A TIME.”

Grant Closeout Reporting

Mandatory Requirements:

- Photos
- Detailed narrative
 - Most impactful activities
 - Challenges faced
 - Sustainability plans
- Feedback survey



For state fiscal year 2026, \$2.5 million dollars was set aside for the Neighborhood Preservation Program. This will fund the 5th and final year for the 20 2022 grantees. The twenty 2019 grantees should be aware there are no plans for an RFP for Neighborhood Preservation for 2026.

Mandatory Requirements:

- Photos of NPP funded programming, events, and physical improvements
- Narrative highlighting the most impactful NPP activities in your district
- Description of challenges faced in implementing the program.
- Plans in place to sustain NPP-funded investments going forward
- A grant management feedback survey distributed via Microsoft Forms

NPU Insider

ANNOUNCE

Meetings, Events, Notices

SHARE

Insights, Challenges, Resources

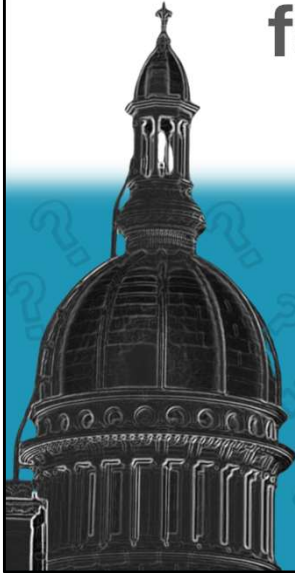
HIGHLIGHT

Projects, People, Neighborhood Stories



Be on the look out for the Fall Issue of the NPU Insider! We will send out an email to you all as soon as it's been published to the NPP webpage in a few weeks. Please think about projects or events in your neighborhood you'd like to see in the NPU Insider and consider making a submission.

Thank You
for Joining!



Let's Chat
Q&A

*don't
forget*



Provide a status update
to your Grant Manager.



Next NPP Coordinator
Quarterly Meeting:
January 28th 2pm



Contact the NPU Team
at **NPP@dca.nj.gov**