



**SPECIAL IMPROVEMENT DISTRICT
PROGRAMS & SERVICES OVERVIEW**

PRESENTED 10.10.2023



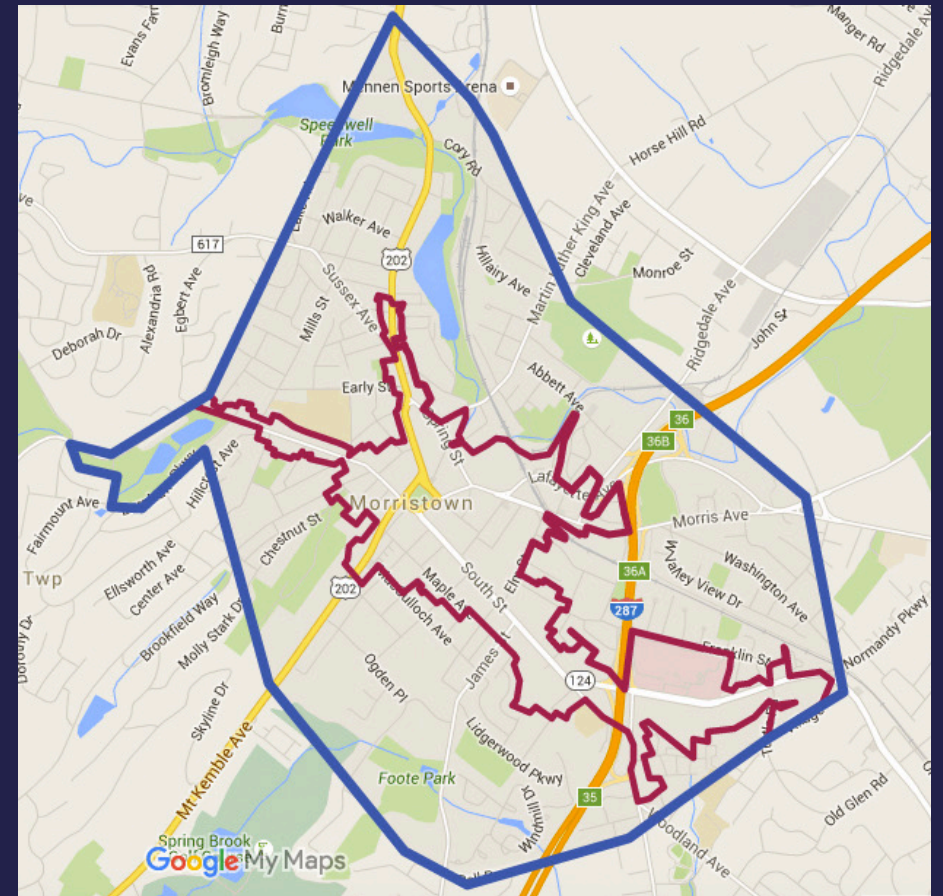
OUR MISSION

TO HELP MORRISTOWN ACHIEVE ITS
FULL POTENTIAL AS A PREMIER
COMMUNITY IN WHICH TO LIVE, WORK,
PLAY, SHOP, AND DO BUSINESS.



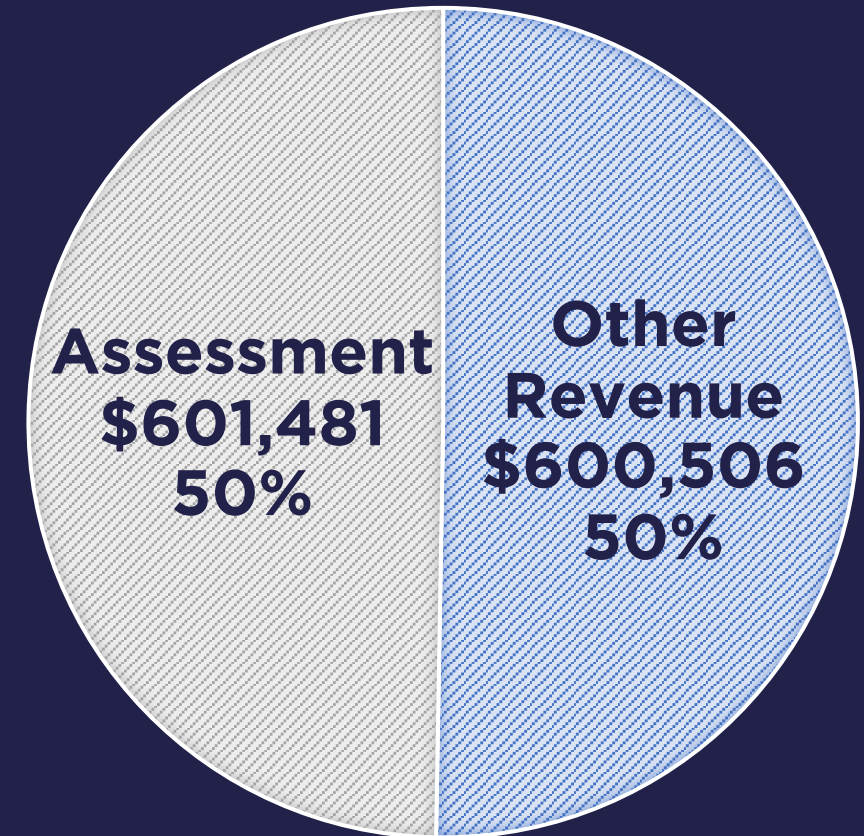
DRIVING & MAINTAINING ECONOMIC REVITALIZATION

- **Downtown Management**
- **Supporting Smart Growth and Mixed Use Development**
- **Streetscape Implementation and Enhancement**
- **Grant Programs**
- **Catalyst**
 - **Clean Communities**
 - **Seed Money for The Community Theatre**
 - **Electrical upgrades to Morristown Green**
 - **Design Guidelines**
 - **Sustainability Initiatives**
 - **Community Event Guidance, Fiscal Sponsorship and Enhancement**



DRIVING & MAINTAINING ECONOMIC REVITALIZATION

- **\$1M+ Operating Budget**
- **50% Assessment**
- **Rate: .105% [tenth and a half percent]**
 - **\$105 for every \$100,000 in net property value**
- **50% Fundraising**
 - **Grants**
 - **Sponsorships**
 - **Participation Fees**
 - **Advertising Supplements**
 - **Individual Giving**
 - **In-kind Support**



DOWNTOWN MANAGEMENT: PROPERTY OWNER AND BUSINESS ENGAGEMENT FOR SUSTAINABLE GROWTH

- Available Space Database
- Property Owner & Real Estate Broker Conversations
- Research
- Active monitoring
 - GSMLS/LoopNet
 - Property Transfers
 - Zonify
 - Planning Board
 - Board of Adjustment



124 Washington Street
Contact: Glenn Gault, Jr. 973 539 4900

2nd Floor Office Suites For Lease - Available Sept 1 2023

Excellent location on Washington Street directly across from Whole Foods Market approx. 1,100 sq ft with on-site parking. FOR LEASE - Professional Office Suites

• Approx. 1,100 Square Feet

• 2nd Floor - Use of Attic and/or Basement

• 2 large office suites, reception office, lobby, client restroom, break/kitchen room & 2nd restroom

• Parking - On-Site Off-street

• A Excellent location on Washington Street directly across from Whole Foods Market

• A Perfect for 2-person law or similar professional office

• Available - September 1, 2023

• A Low-Sign, Free Standing

• Owner Recp: Trash, Water, Sewer, Prep Maintenance & Snow removal

• Tenant Recp: Electric, Gas, Heat, Hot Water, Recycling, Phone/Internet

Contact: Glenn Gault, Jr.
973 539 4900 / 235 office
973 476 4887 mobile
ggault@bdradfirm.com

[EMAIL BROKER](#) [CONTACT BROKER](#) [VIEW DETAILS](#) [DOWNLOAD PDF](#)

3 Sewardell Avenue
Contact: Dora Cervera / Real Estate, 973 227 2292

Size: 5,800 SF (Divisible)

Awful Rent: Upon Request

Lease Type: Modified Gross

Colling/Height: 17 FT

Frontage: 58 FT

Possession: Immediate

PROPERTY HIGHLIGHTS

Prime location in Morristown's downtown area

Access from Valley Road to newly built corporate headquarters

Adjacent to the upcoming restaurant in the complex, Massimo Italian Steakhouse by Joe Corio at well as South Loop & Tap House

Excellent demographics, 122,000 residents & \$141,000 income w/ 5 miles

On-site 2,000 open parking garage

High ceilings and excellent viewage

For more information contact:

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947 735 8779

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947 796 7883

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FACILITATING COMMUNICATION AND SUPPORT FOR BUSINESS OWNERS

- Concierge-level communication
- Shared Opportunities
- Policy Watch
- New Business Welcome
- Database Maintenance



BUSINESS UPDATE

Morristown Business District
Newsletter

[View as Webpage](#)

Highlights:

- Register for the 2023 Morristown Festival on the Green
- Last Chance to Sign-up for Meet Me in Morristown in August
- Share your Employment Opportunities with us!
- NJEDA Grants and Financing Information for Businesses
- Submit your business promotions and specials for the month of August

MORRISTOWN BUSINESS OPPORTUNITIES



Morristown Festival on the Green EXHIBITOR REGISTRATION

Online registration for the 2023 Morristown Festival on the Green, scheduled for Sunday, October 1st is open! This is a reminder to register your business! **Late registration pricing goes into effect after this Friday, August 11, 2023.**

The premier fall festival in Northern New Jersey since 1994 is – you guessed it – right here in Morristown. Each fall, Morristown hosts 60,000+ attendees in its historic downtown on a Sunday afternoon from 12:00 to 5:00 p.m., rain or shine. Visitors of all ages join us from throughout the tristate area to enjoy non-stop entertainment on up to 3 different stages, children's amusements, carnival games, a beer tent and 150+ exhibitors showcasing our local businesses.

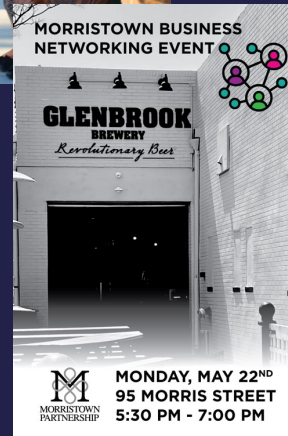
ENHANCING THE DOWNTOWN EXPERIENCE

- Streetscape
- Beautification
- Partner Organizations & Departments



EVENTS AS TOOLS FOR BUSINESS EXPOSURE

- Morristown Restaurant Week
- Morristown Farmers Market
- Meet Me in Morristown
- Morristown Festival on the Green
- Downtown Business Halloween Trick or Treat
- Christmas Festival at the Morristown Green
- Business Networking Events





MORRISTOWN PARTNERSHIP GIFT CERTIFICATE PROGRAM

- 200 Business Participants and growing
- \$10 FREE Gift Certificate with every \$50 purchase
- Credit Card Processing Fee Underwriting
- Custom Branded Partnerships
- Contests & Give-A-Ways
- Guaranteed Local Spending



MORRISTOWN-NJ.ORG



LEVERAGING MEDIA AND DIGITAL TOOLS FOR COMMUNITY CONNECTION

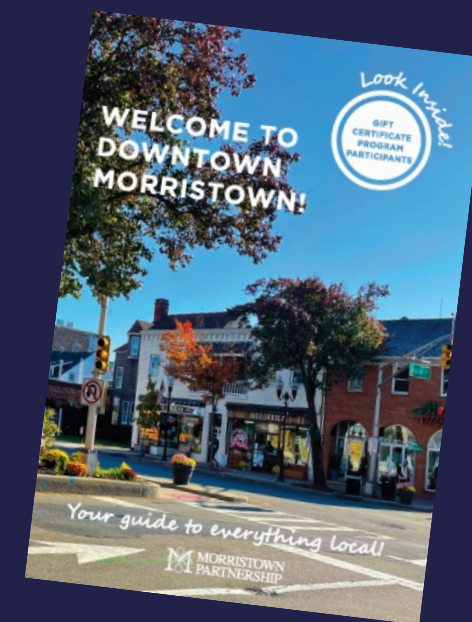
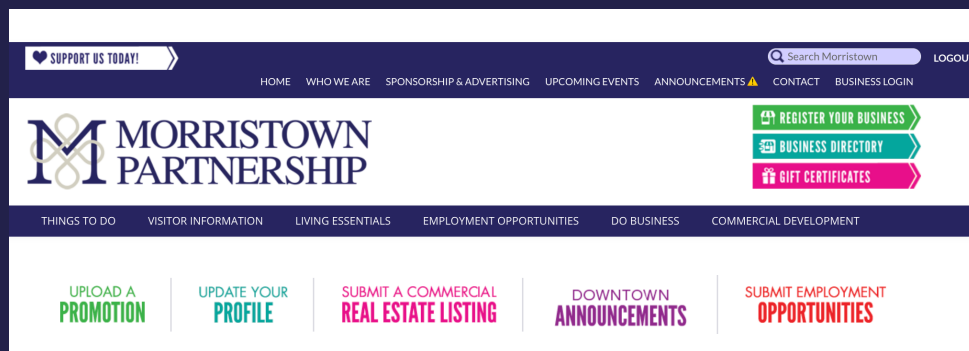
- Website
- Media Partnerships
- Downtown Guide
- E-Newsletters
- Social Media



@DOWNTOWNMORRISTOWN



@MORRISTOWNPARTNERSHIP



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SHAPING THE FUTURE: STRATEGIC GOALS

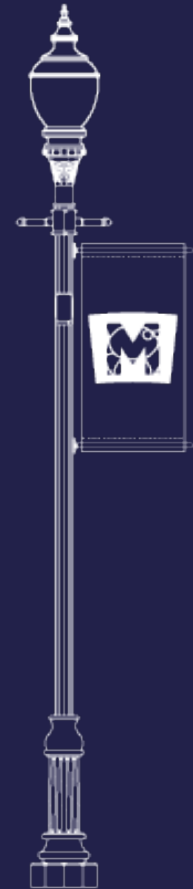
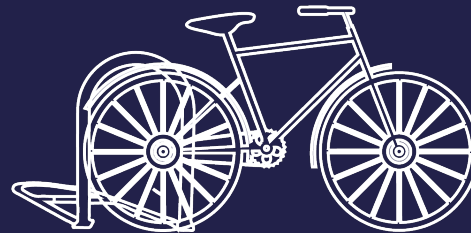
- Board Member Self Assessment
- Annual Meeting of Membership
- Broad Committee Participation
- Board Recruitment
- Stronger Partnerships & Communication
 - Town of Morristown
 - Constituency



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MEETING IMMEDIATE NEEDS FOR CONTINUED SUCCESS

- **Address debt and line of credit utilization**
- **Establish an operating reserve policy**
- **Address deferred maintenance and capital expenditures**
- **Support team members and build institutional capacity**
- **Reinvestment in Morristown through long term goal setting**





MEET YOUR PARTNERS: BOARD OF TRUSTEES

Bill Braunschweiger, President – Braunschweiger Jewelers

Jeff Rawding, Vice President – F.J. Rawding AIA

Kim Ryan, Treasurer – Lakeland Bank

John Walsh, Secretary – The Wealth Advisory Group

Jeff Babcock – Hyatt Regency Morristown

Nestor Bedoya – Chef Fredy's Table

Ryan Dawson – Weichert Realtors

Leia Gaccione – south + pine american eatery

Ori Kasneci – Pomodoro Ristorante & Pizzeria

Michelle Mongey – Mongey Management Co.

Joseph Loboza Jr. – Property Owner

Robert Nish – Nish & Nish LLC Attorneys

Biagio Scotto – Villa Restaurant Group

Mark von Bradsky – Structure Studio, NK Architects

Michael Witko – Chilmark Real Estate Services, LLC

Phil DelGiudice, Emeritus – Property Owner

Nathan Umbriac – Council Liaison, Annual Appointment

Dick Tighe – Mayor Liaison, Annual Appointment

BOARD@MORRISTOWN-NJ.ORG