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May 22, 2024

Nathan Umbriac
Council President

Members of Town Council
Town of Morristown
200 South Street, CN 914
Morristown, NJ 07963-0914

Dear Council President Umbriac and Members of Town Council:

Please find enclosed the proposed 2024 budget of the Morristown Partnership Special Improvement District (SID), which is hereby submitted to the Town Council for approval. We respectfully request that this be introduced at the next available council meeting. This year's budget is approximately \$2.1 million, of which 67 percent is derived from the special assessment and 33 percent from other sources such as contributions, sponsorships, collaborative advertising and event participation.

Through careful budgetary planning, the Morristown Partnership strives to improve operational efficiency and ensure financial stability. Our Board of Trustees has conducted thorough evaluations of past budgeting practices to inform our approach. To achieve our objectives and ensure effective planning, it is crucial to maintain continuity in our SID assessment method.

Since our inception in 1994, the Morristown Partnership has applied a fixed assessment rate of 0.105%, demonstrating our commitment to fairness and consistency. However, the organization has encountered challenges stemming from escalating costs and declining rateables. Specifically, the absence of formal measures to integrate commercial properties developed in the last two decades has emerged as a significant obstacle to sustainability and growth. By not including these properties in the SID, significant revenue has not been realized.

The proposed budget, approved by the Board of Trustees on May 8 and submitted for municipal review, maintains the current assessment rate at \$105 for every \$100,000 of the total assessed value of designated SID properties. It allocates additional funds, resulting from increased property values, to various categories identified during discussions with the board and the Council, which were presented at a public meeting in October 2023.

Based on information provided by the Tax Assessor, we anticipate approximately \$800,000 in additional revenue as a result of the municipal revaluation. This revenue will be allocated to key initiatives aimed at improving operational efficiency and ensuring financial preparedness.

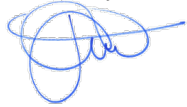
The proposed budget addresses short-term needs and supports long-term goals including technology investments, capacity building, and capital expenditures for essential repairs and enhancements. Furthermore, it establishes operating and tax appeal reserves to secure future stability in times of uncertainty, while also opening opportunities for programmatic expansion and capital investments.

The proposal reflects our commitment to fiscal responsibility, adaptability, and strategic investment in the future of Morristown Partnership. We urge the Council and Administration to reconvene discussions on the amended SID ordinance to ensure fairness and equitable contribution from all stakeholders. We commit to reevaluating the SID assessment at that time, when a full membership is set and a budget can reflect a uniform disbursement among all eligible properties.

In conclusion, we invite questions and comments from the Council and reaffirm our dedication to collaborative efforts in advancing initiatives for the benefit of our community. Together we will continue to foster the development, promotion, and success of Morristown's commercial district, ensuring its self-sufficiency and continued provision of services to property owners, business operators and investors. Our efforts will enrich the quality of life, encourage meaningful connections, and increase appeal and opportunities for our stakeholders, Morristown's citizens, non-profit organizations, civic partners, and visitors alike.

Thank you for your continued support and cooperation.

Sincerely,



Jennifer Wehring
Executive Director

Enclosures

**Morristown Partners, Inc.
Special Improvement District
Introduced Budget 2024**

REVENUE

| | 2023 | 2023 | 2024 |
|---|------------------|-------------------|------------------|
| CONTRIBUTED REVENUE | APPROVED BUDGET | ACTUALS UNAUDITED | PROPOSED BUDGET |
| SID Assessment | 595,334 | 606,751 | 1,404,633 |
| Annual Appeal [Individual Giving] | 9,500 | 8,040 | 9,000 |
| Town of Morristown Lighting Cost Share Contribution | 44,000 | 43,500 | 43,500 |
| Grants | 14,500 | - | - |
| Subtotal Contributed Revenue | 663,334 | 658,291 | 1,457,133 |
| EARNED REVENUE | | | |
| Restaurant Week Sponsorships | 12,500 | 12,500 | 25,000 |
| Restaurant Week Participation Fees | 1,550 | 1,450 | 1,750 |
| Farmers Market Sponsorships | 15,000 | 12,500 | 15,000 |
| Farmers Market Participation Fees | 27,500 | 27,585 | 29,500 |
| Festival on the Green Sponsorships | 125,000 | 143,200 | 145,000 |
| Festival on the Green Participation Fees | 85,000 | 91,980 | 90,000 |
| Festival on the Green On-Site Revenue | 25,000 | 30,576 | 25,000 |
| Christmas Festival Sponsorships | 85,000 | 80,000 | 90,000 |
| Christmas Festival On-Site Revenue | 11,000 | 12,269 | 12,000 |
| Downtown Guide Ad Sales | 12,500 | 13,400 | 18,350 |
| Special Advertising Sections | 35,000 | 22,050 | 25,000 |
| B2B Events | 2,500 | - | 2,500 |
| Miscellaneous Sales & Advertising | 2,500 | 28 | 2,500 |
| Gift Certificate Sales | 85,000 | 86,527 | 85,000 |
| Subtotal Earned Revenue | 525,050 | 534,065 | 566,600 |
| OTHER REVENUE | | | |
| Cash Balance | 15,525 | - | 8,922 |
| Insurance Reimbursement Claims | 30,000 | 16,670 | 30,000 |
| Adopt-A-Light Sales | 2,000 | - | 2,000 |
| Special Projects | 6,000 | 70,000 | 30,000 |
| Miscellaneous Non-Operating Revenue | - | 77 | - |
| Subtotal Other Revenue | 53,525 | 86,747 | 70,922 |
| TOTAL REVENUE | 1,241,909 | 1,279,103 | 2,094,655 |

EXPENSES

| | 2023 | 2023 | 2024 |
|--|-----------------|-------------------|-----------------|
| COMPENSATION | APPROVED BUDGET | ACTUALS UNAUDITED | PROPOSED BUDGET |
| Salaries | 258,000 | 258,269 | 345,200 |
| Payroll Expenses | 24,000 | 24,543 | 33,000 |
| Retirement Matching Funds & Administration | - | - | 15,000 |
| Health & Dental Insurance | 39,275 | 42,085 | 48,000 |
| Non-Salary Contingency 5% | | | 4,800 |
| Subtotal Compensation | 321,275 | 324,897 | 446,000 |

**Morristown Partners, Inc.
Special Improvement District
Introduced Budget 2024**

**EXPENSES
CONTINUED**

| OPERATING GENERAL & ADMINISTRATIVE | 2023 APPROVED BUDGET | 2023 ACTUALS UNAUDITED | 2024 PROPOSED BUDGET |
|---|---------------------------------|-----------------------------------|---------------------------------|
| Fiscal Manager | 15,000 | 13,568 | 15,000 |
| Office Expenses (Rent, Utilities, etc.) | 102,500 | 105,536 | 106,000 |
| Office Equipment | 10,000 | 8,690 | 10,000 |
| Insurance (Personal & Commercial) | 34,500 | 35,064 | 38,000 |
| Insurance (Other) | 2,700 | - | 2,700 |
| Audit (Including Annual Report) | 18,000 | 1,600 | 17,000 |
| Legal | 5,000 | 7,718 | 10,000 |
| Interest Expense (LOC) | 18,000 | 9,219 | 13,500 |
| Contribution to Tax Appeal Reserve | - | - | 200,000 |
| Contribution to Operations Reserve | - | - | 100,000 |
| Non- Reserve Contingency 5% | - | - | 10,610 |
| <i>Subtotal Operating General & Administrative</i> | 205,700 | 181,395 | 522,810 |
| DEBT SERVICE | | | |
| Dept. of Community Affairs Loan Repayment (2030) | 13,333 | 13,333 | 13,333 |
| <i>Subtotal Debt Expenses</i> | 13,333 | 13,333 | 13,333 |
| CAPITAL EXPENDITURES | | | |
| Decorative Lighting - Purchase | 44,000 | 67,918 | 100,000 |
| Site Improvements | - | - | 50,000 |
| Signage/Flag Hardware Expenses | 9,000 | 9,161 | 70,000 |
| Contingency 5% | 1,000 | - | 11,000 |
| <i>Subtotal Capital Expenses</i> | 54,000 | 77,079 | 231,000 |
| BUILT ENVIRONMENT | | | |
| Decorative Lighting - Maintenance | 15,000 | 22,025 | 50,000 |
| General Maintenance | 3,000 | 2,054 | 25,000 |
| Landscape Maintenance | 25,000 | 25,946 | 50,000 |
| Contingency 5% | - | - | 6,250 |
| <i>Subtotal Built Environment Expenses</i> | 43,000 | 50,024 | 131,250 |
| BUSINESS SECTOR ENGAGEMENT | | | |
| Business Collateral Materials + Advertising | 1,000 | - | 5,000 |
| Conferences + Education + Events | 500 | 155 | 15,000 |
| Contingency 5% | 500 | 267 | 1,000 |
| <i>Subtotal Business Sector Engagement Expenses</i> | 2,000 | 421 | 21,000 |
| FINANCIAL STRATEGY & BUSINESS DEVELOPMENT | | | |
| Development Collateral Materials + Advertising | 500 | 893 | 5,000 |
| Development Technology + Data | - | - | 20,000 |
| Development Events | 500 | 288 | 1,000 |
| Development Other | 1,000 | 2,053 | 2,500 |
| Contingency 5% | - | - | 1,425 |
| <i>Subtotal Financial Strategy & Business Development Expenses</i> | 2,000 | 3,233 | 29,925 |

**Morristown Partners, Inc.
Special Improvement District
Introduced Budget 2024**

**EXPENSES
CONTINUED**

| | 2023 | 2023 | 2024 |
|--|------------------|-------------------|------------------|
| MARKETING & PROMOTION | APPROVED BUDGET | ACTUALS UNAUDITED | PROPOSED BUDGET |
| Event Staff | 20,000 | 26,960 | 16,000 |
| Morristown Restaurant Week | 3,000 | 214 | 3,000 |
| Morristown Farmers Market | 10,000 | 12,169 | 15,000 |
| Morristown Festival on the Green | 220,000 | 231,271 | 235,000 |
| Christmas Festival at the Morristown Green | 43,000 | 56,404 | 57,000 |
| Holiday Décor | 130,000 | 167,583 | 120,000 |
| Niche Event Support | 2,500 | 879 | 5,000 |
| Graphic Design + Content Creation | 5,200 | 7,250 | 17,500 |
| Mailings + Collateral | 9,000 | 8,402 | 12,500 |
| Special Advertising Sections | 33,550 | 33,535 | 35,500 |
| General Advertising | 3,500 | 2,430 | 15,000 |
| Website Upgrades & Maintenance | 12,000 | 10,274 | 15,000 |
| Gift Certificate Production | 2,500 | 1,234 | 2,500 |
| Gift Certificate Promotional Program | 20,000 | 16,500 | 20,000 |
| Gift Certificate Reimbursements | 75,000 | 56,385 | 75,000 |
| Contingency 5% | 500 | - | 32,200 |
| Subtotal Marketing & Promotion Expenses | 589,750 | 631,491 | 676,200 |
| PUBLIC AFFAIRS & ADVOCACY | | | |
| Sponsorships/Journal Advertising | 1,000 | 750 | 1,000 |
| Community Event Participation | 1,500 | 3,250 | 3,500 |
| Advocacy | 7,000 | 19,794 | 15,000 |
| Memberships | 1,350 | 1,150 | 2,500 |
| Contingency 5% | - | - | 1,100 |
| Subtotal Public Affairs & Advocacy | 10,850 | 24,944 | 23,100 |
| EXPENSE SUMMARY | | | |
| | 2023 | 2023 | 2024 |
| | APPROVED BUDGET | ACTUALS UNAUDITED | PROPOSED BUDGET |
| COMPENSATION | 321,275 | 324,897 | 446,000 |
| OPERATING GENERAL & ADMINISTRATIVE* | 205,700 | 181,395 | 522,810 |
| DEBT SERVICE | 13,333 | 13,333 | 13,333 |
| CAPITAL EXPENDITURES | 54,000 | 77,079 | 231,000 |
| BUILT ENVIRONMENT | 43,000 | 50,024 | 131,250 |
| BUSINESS SECTOR ENGAGEMENT | 2,000 | 421 | 21,000 |
| FINANCIAL STRATEGY & BUSINESS DEVELOPMENT | 2,000 | 3,233 | 29,925 |
| MARKETING & PROMOTION | 589,750 | 631,491 | 676,200 |
| PUBLIC AFFAIRS & ADVOCACY | 10,850 | 24,944 | 23,100 |
| | 1,241,908 | 1,306,818 | 2,094,618 |
| TOTAL EXPENSES | 1,241,908 | 1,306,818 | 2,094,618 |
| SURPLUS (DEFICIT) | 0 | (27,715) | 36 |

* Includes Contribution to Reserve



MORRISTOWN
PARTNERSHIP

SPECIAL IMPROVEMENT DISTRICT



2024 OPPORTUNITIES - KEY ALLOCATIONS

- **RESERVE ALLOCATION**
 - Tax Appeal and Operating Reserve Funding
- **CAPITAL EXPENDITURES**
 - Decorative Lighting, Signage/Flag Hardware and Site Improvements
- **DEFERRED MAINTENANCE**
 - General and Landscape
- **INSTITUTIONAL CAPACITY BUILDING**
 - Salaries and Retirement
- **NEW RESOURCES**
 - Development Collateral Materials, Technology and Data





BUDGET BREAKDOWN: INVESTING IN MORRISTOWN

TOTAL PROPOSED BUDGET: \$2,094,655

INCOME

☐ SID ASSESSMENT: \$1,404,633

☐ OTHER REVENUE: \$690,022 [CONTRIBUTED: \$52,500; EARNED: \$566,600; OTHER: \$70,922]

PROPOSED APPROPRIATIONS

■ 32% MARKETING & PROMOTION: \$676,200

■ 32% OPERATING/COMPENSATION GENERAL & ADMINISTRATIVE: \$668,810

■ 14% RESERVE: \$300,000

■ 11% CAPITAL EXPENDITURES: \$231,000

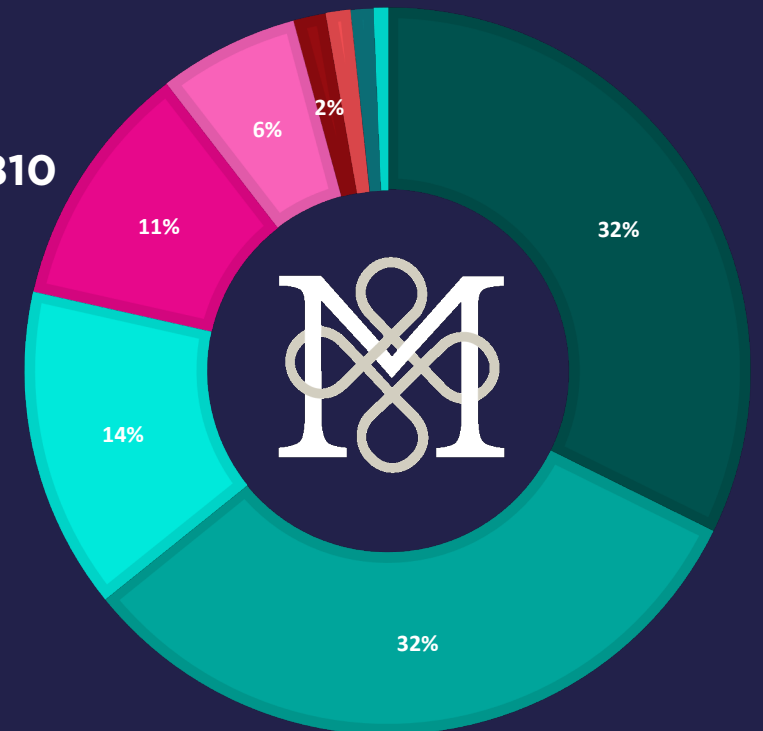
■ 6% BUILT ENVIRONMENT: \$131,250

■ 1% FINANCIAL STRATEGY & BUSINESS DEVELOPMENT: \$29,925

■ 1% PUBLIC AFFAIRS & ADVOCACY: \$23,100

■ 1% BUSINESS SECTOR ENGAGEMENT: \$21,000

■ 1% DEBT SERVICE: \$13,333



MORRISTOWN PARTNERSHIP

BUDGET BREAKDOWN: CATEGORY HIGHLIGHTS



Capital Expenditures

- Decorative Lighting
- Banner/Flag Systems
- Site Improvements
- +\$150,000 Investment



Built Environment

- Deferred Maintenance
- Landscape
- General
- +\$75,000 Investment

| CAPITAL EXPENDITURES | |
|----------------------------------|----------------|
| Decorative Lighting - Purchase | 100,000 |
| Site Improvements | 50,000 |
| Signage/Flag Hardware Expenses | 70,000 |
| Contingency 5% | 11,000 |
| Subtotal Capital Expenses | 231,000 |

| BUILT ENVIRONMENT | |
|--|----------------|
| Decorative Lighting - Maintenance | 50,000 |
| General Maintenance | 25,000 |
| Landscape Maintenance | 50,000 |
| Contingency 5% | 6,250 |
| Subtotal Built Environment Expenses | 131,250 |

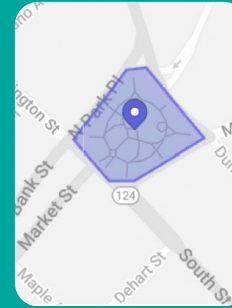
MORRISTOWN PARTNERSHIP

BUDGET BREAKDOWN: CATEGORY HIGHLIGHTS



Business Sector Engagement

- Annual Meeting of Membership
- Business Networking Events
- +\$15,000 Investment



Financial Strategy & Business Development

- Placer.ai Analytics
- Reporting
- +\$25,000 Investment

| BUSINESS SECTOR ENGAGEMENT | |
|---|---------------|
| Business Collateral Materials + Advertising | 5,000 |
| Conferences + Education + Events | 15,000 |
| Contingency 5% | 1,000 |
| Subtotal Business Sector Engagement Expenses | 21,000 |

| FINANCIAL STRATEGY & BUSINESS DEVELOPMENT | |
|--|---------------|
| Development Collateral Materials + Advertising | 5,000 |
| Development Technology + Data | 20,000 |
| Development Events | 1,000 |
| Development Other | 2,500 |
| Contingency 5% | 1,425 |
| Subtotal Financial Strategy & Business Development Expenses | 29,925 |

MORRISTOWN PARTNERSHIP

BUDGET BREAKDOWN: CATEGORY HIGHLIGHTS



Marketing & Promotion

- MCEDC Alliance Media Partnership
- Community Events
- Content & Website Enhancements
- +\$20,000 Investment



Public Affairs & Advocacy

- SID Assessment Amendments
- Community & Industry Participation
- Decrease related to legal expenses

| MARKETING & PROMOTION | |
|--|----------------|
| Event Staff | 16,000 |
| Morristown Restaurant Week | 3,000 |
| Morristown Farmers Market | 15,000 |
| Morristown Festival on the Green | 235,000 |
| Christmas Festival at the Morristown Green | 57,000 |
| Holiday Décor | 120,000 |
| Niche Event Support | 5,000 |
| Graphic Design + Content Creation | 17,500 |
| Mailings + Collateral | 12,500 |
| Special Advertising Sections | 35,500 |
| General Advertising | 15,000 |
| Website Upgrades & Maintenance | 15,000 |
| Gift Certificate Production | 2,500 |
| Gift Certificate Promotional Program | 20,000 |
| Gift Certificate Reimbursements | 75,000 |
| Contingency 5% | 32,200 |
| Subtotal Marketing & Promotion Expenses | 676,200 |

| PUBLIC AFFAIRS & ADVOCACY | |
|---|---------------|
| Sponsorships/Journal Advertising | 1,000 |
| Community Event Participation | 3,500 |
| Advocacy | 15,000 |
| Memberships | 2,500 |
| Contingency 5% | 1,100 |
| Subtotal Public Affairs & Advocacy | 23,100 |

MORRISTOWN PARTNERSHIP

BUDGET BREAKDOWN: CATEGORY HIGHLIGHTS

Compensation



- Competitive Benefits Packages
- Capacity Building Initiatives
- +\$112,000 Investment



Operating & Debt Service

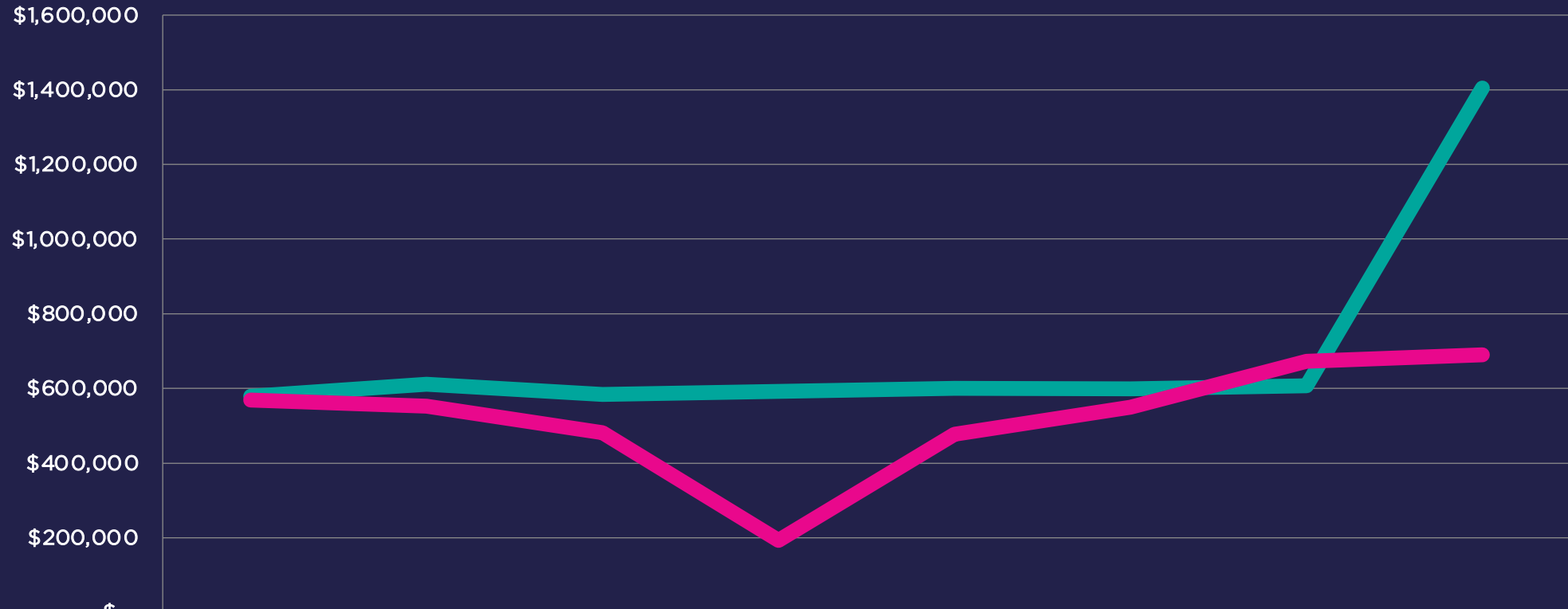
- Contributions to Reserve
- One DCA Loan remaining 2030
- +\$300,000 Investment

| COMPENSATION | |
|------------------------------|----------------|
| Salaries | 345,200 |
| Payroll Expenses | 33,000 |
| Retirement Matching Funds | 15,000 |
| Health & Dental Insurance | 48,000 |
| Non Salary Contingency 5% | 4,800 |
| Subtotal Compensation | 446,000 |

| | |
|--|----------------|
| OPERATING GENERAL & ADMINISTRATIVE | |
| Fiscal Manager | 15,000 |
| Office Expenses (Rent, Utilities, etc.) | 106,000 |
| Office Equipment | 10,000 |
| Insurance (Personal & Commercial) | 38,000 |
| Insurance (Other) | 2,700 |
| Audit (Including Annual Report) | 17,000 |
| Legal | 10,000 |
| Interest Expense (LOC) | 13,500 |
| Contribution to Tax Appeal Reserve | 200,000 |
| Contribution to Operations Reserve | 100,000 |
| Contingency 5% | 10,610 |
| Subtotal Operating General & Administrative | 522,810 |
| DEBT SERVICE | |
| Dept. of Community Affairs Loan Repayment (2030) | 13,333 |
| Subtotal Debt Expenses | 13,333 |

MORRISTOWN PARTNERSHIP

REVENUE TRENDS (ASSESSMENTS V. FUNDRAISING)



| | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 Unaudited | 2024 Proposed |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|---------------|
| Assessment | \$578,976 | \$611,519 | \$583,941 | \$591,532 | \$599,711 | \$599,571 | \$606,751 | \$1,404,633 |
| Fundraising /Other | \$568,440 | \$552,947 | \$481,043 | \$192,898 | \$476,881 | \$549,444 | \$672,352 | \$690,022 |



2023 / 2024 SID PROPERTY VALUES*

- **PROPERTIES: 395**
 - List of properties provided annually by Tax Assessor [S11]
- **67% ASSESSMENT: \$1,404,632.53**
 - **SID Rate: .105%**
 - “Tenth and a half percent”
 - **Rate per \$100 of assessed valuation: 0.105**
- **33% OTHER CONTRIBUTED & EARNED REVENUE**

| SID Ratable | Class | 2023 | 2024 | \$ Change | % Change |
|-------------|-------|----------------|------------------|----------------|----------|
| Vacant Land | 1 | \$ 518,000 | \$ 1,113,200 | \$ 595,200 | 115% |
| Residential | 2 | \$ 1,388,300 | \$ 2,902,400 | \$ 1,514,100 | 109% |
| Commercial | 4A | \$ 567,809,500 | \$ 1,327,228,700 | \$ 759,419,200 | 134% |
| Industrial | 4B | \$ 826,600 | \$ 2,515,400 | \$ 1,688,800 | 204% |
| Apartment | 4C | \$ 25,104,300 | \$ 73,165,900 | \$ 48,061,600 | 191% |
| | | \$ 595,646,700 | \$ 1,406,925,600 | \$ 811,278,900 | 136% |

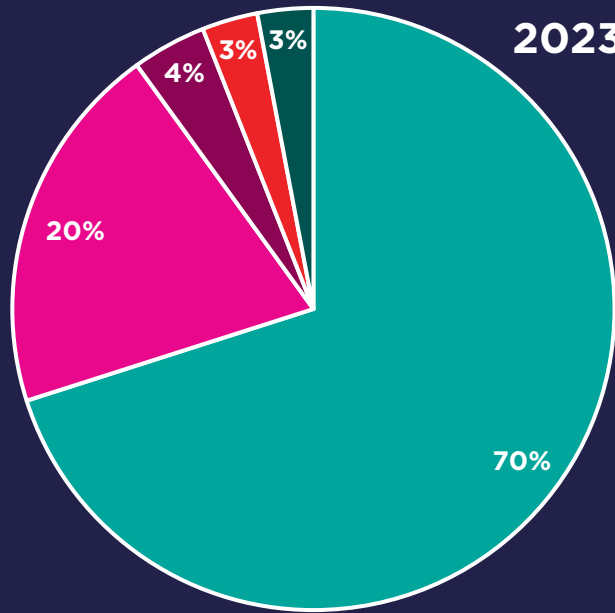
NET TAXABLE VALUE x SID RATE (x DESIGNATED PRORATE, IF APPLICABLE) = ANNUAL SID PAYMENT

**EXAMPLE: The average property valued at 3.5M would pay \$3,675 annually (or \$918.75 quarterly).
 [Land Value: \$1M] + [Improvement Value: \$2.5M] = [Net Taxable Value: \$3,500,000]
 3,500,000 x .00105 = \$ 3,675**

*Town of Morristown, Tax Assessors 2024 Data (Not Prorated)

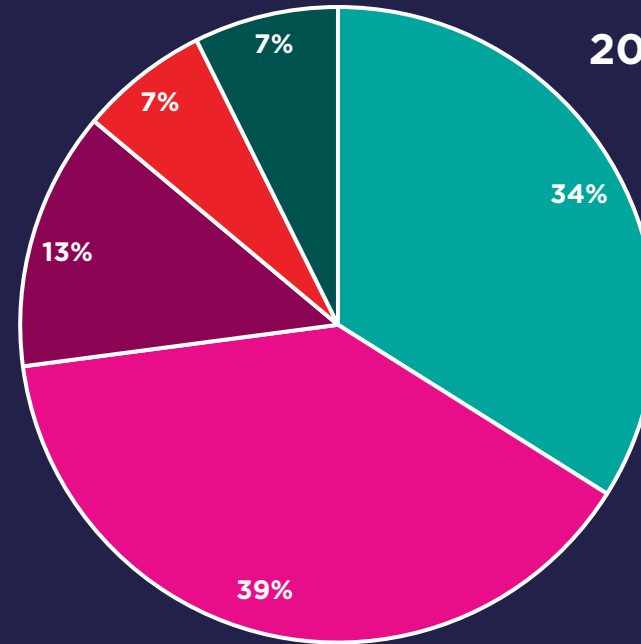
MORRISTOWN PARTNERSHIP

2023 / 2024 SID BILLING ESTIMATION RANGES



2023 SID Payment Range [401]

- < \$1,000: 70% [281]
- \$1,001 - \$2,500: 20% [80]
- \$2,501 - \$5,000: 4% [16]
- \$5,001 - \$10,000: 3% [12]
- > \$10,001: 3% [12]



2024 SID Payment Range [395]

- < \$1,000: 34% [134]
- \$1,001 - \$2,500: 39% [154]
- \$2,501 - \$5,000: 13% [52]
- \$5,001 - \$10,000: 7% [26]
- > \$10,001: 7% [29]

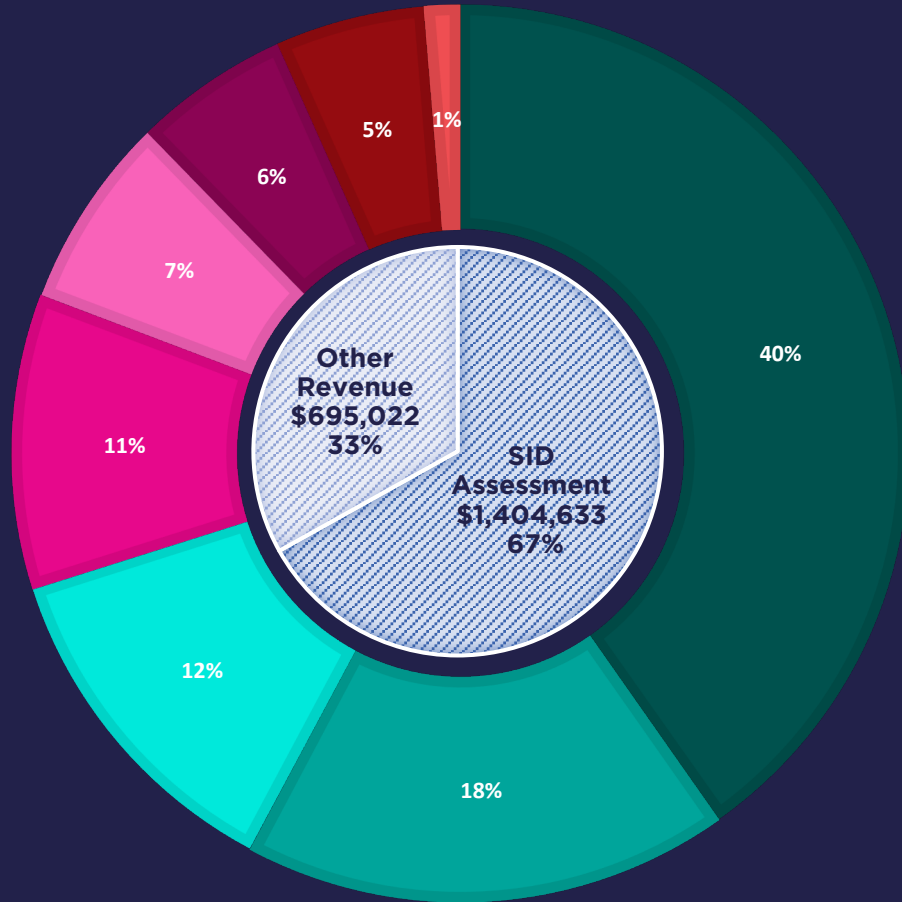
Average commercial property value in SID 2024: \$3,561,836.96 [2023: \$1,512,638.65]

Average annual SID contribution 2024: \$3,556.03 [2023: \$1,484.62]

*Town of Morristown, Tax Assessors 2024 Data (Prorated)

MORRISTOWN PARTNERSHIP

ANTICIPATED NON-ASSESSMENT REVENUE SOURCES 2024

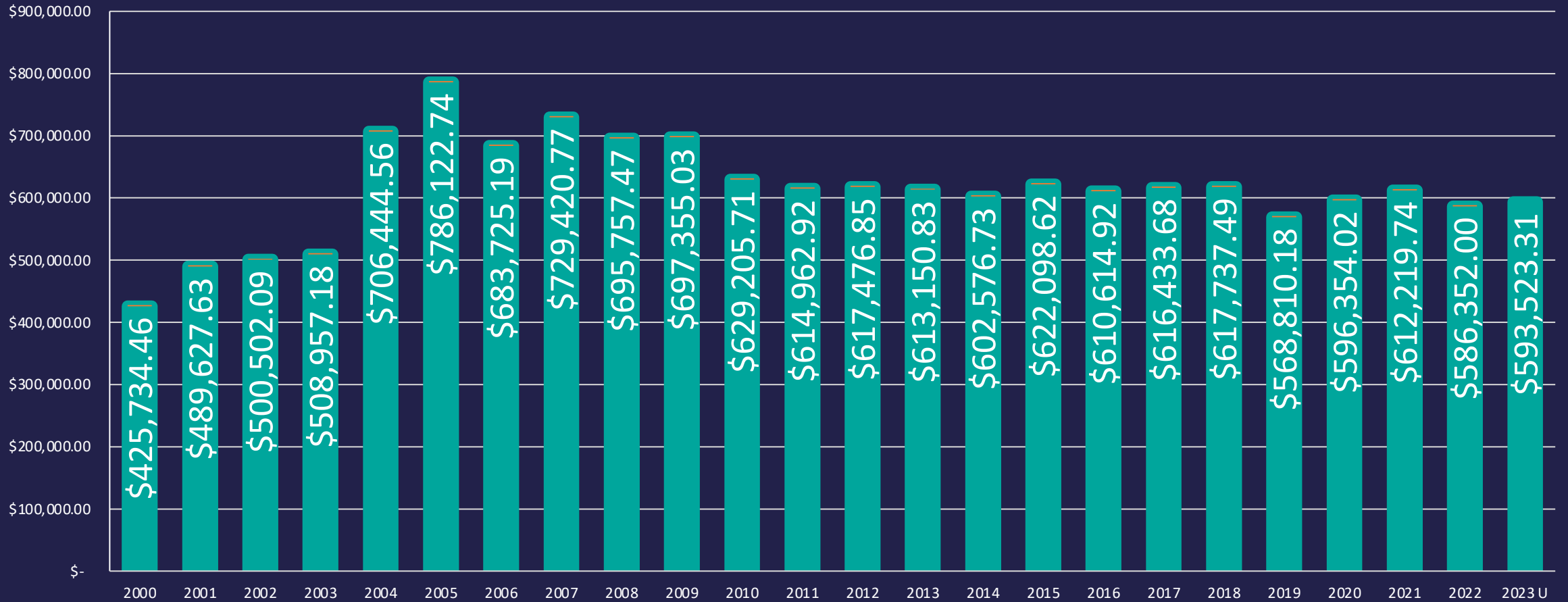


- 40% EVENT SPONSORSHIPS: \$277,500
- 18% EVENT PARTICIPATION: \$121,250
- 12% GIFT CERTIFICATE SALES: \$85,000
- 11% STREETScape CONTRIBUTIONS/CLAIMS: \$73,500
- 7% SALES & ADVERTISING: \$47,850
- 6% INDIVIDUAL GIVING: \$39,000
- 5% EVENT ON-SITE REVENUE: \$37,000
- 1% RESERVE (CASH BALANCE): \$8,922

67% SID ASSESSMENT: \$1,404,633
33% OTHER REVENUE SOURCES: \$695,022

MORRISTOWN PARTNERSHIP

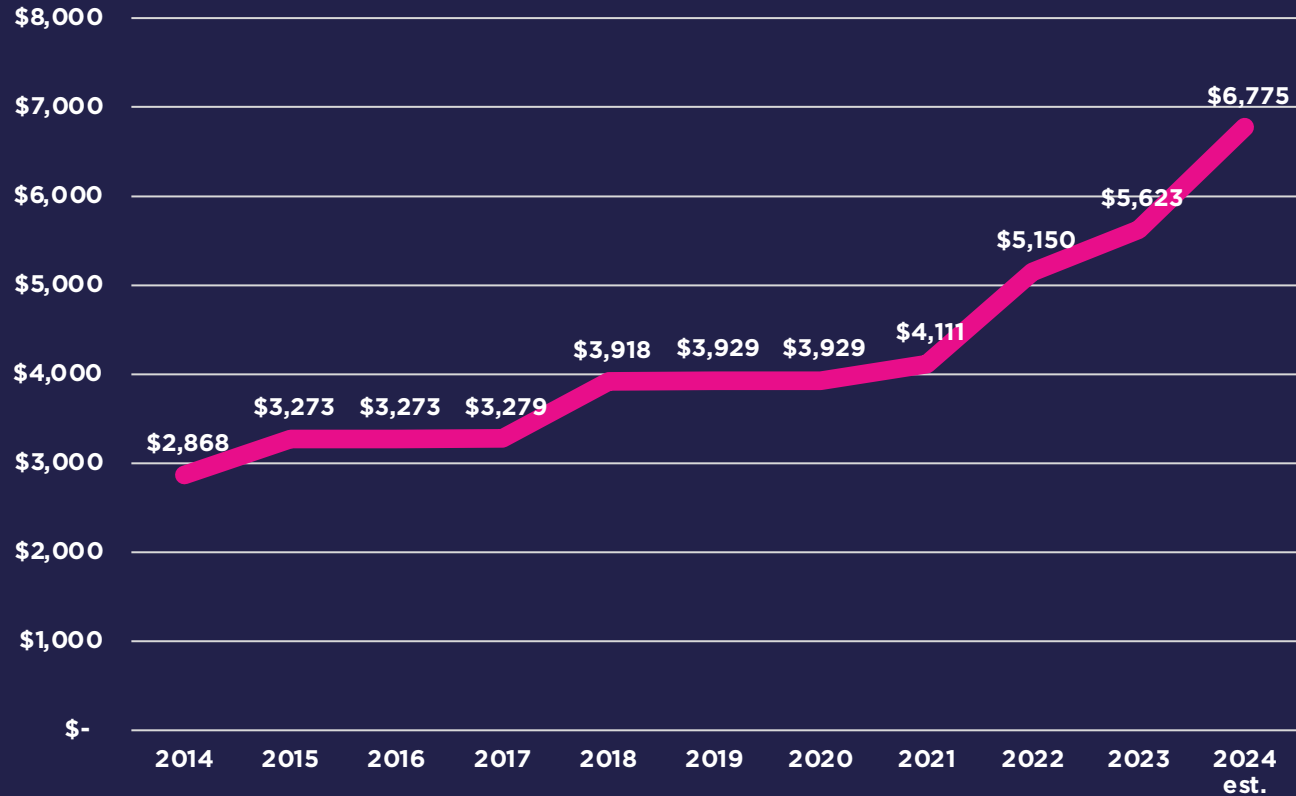
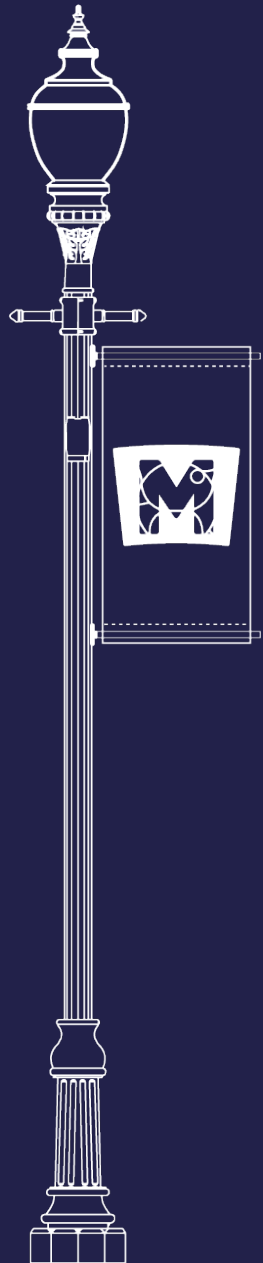
SID RECEIVABLES*



*Data sourced from Morristown Partnership's quarterly reports using QuickBooks, available from 2000 to present.

MORRISTOWN PARTNERSHIP

INFLATION: THE COST OF A LIGHT POLE



COST OF MATERIALS INCREASED BY 136% OVER THE PAST DECADE



*Data obtained from invoices documenting purchases and distributor estimates.



WHAT'S NEXT?

- **Amend the SID ordinance and member properties list**
 - Process initiated in 2023
- **Establish an annual meeting for SID membership**
- **Establish tax appeal and operating reserve policies**
- **Align future budget allocations with established committees and strategic goals**



[MORRISTOWN-NJ.ORG/SURVEYS](https://www.morristown-nj.org/surveys)



2024 BUDGET DEVELOPMENT / STRATEGIC PLANNING TIMELINE



The 2024 budget aligns with the initial spending plan established through meetings on additional assessments and the reevaluation process. Categories have been revised to align with board committees, aiding future spending plans to meet organizational goals.



MEET YOUR PARTNERS: BOARD OF TRUSTEES

Ryan Dawson, President – Weichert Realtors

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

Bill Braunschweiger – Braunschweiger Jewelers

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

Steve Pylypchuk – Council Liaison, Annual Appointment

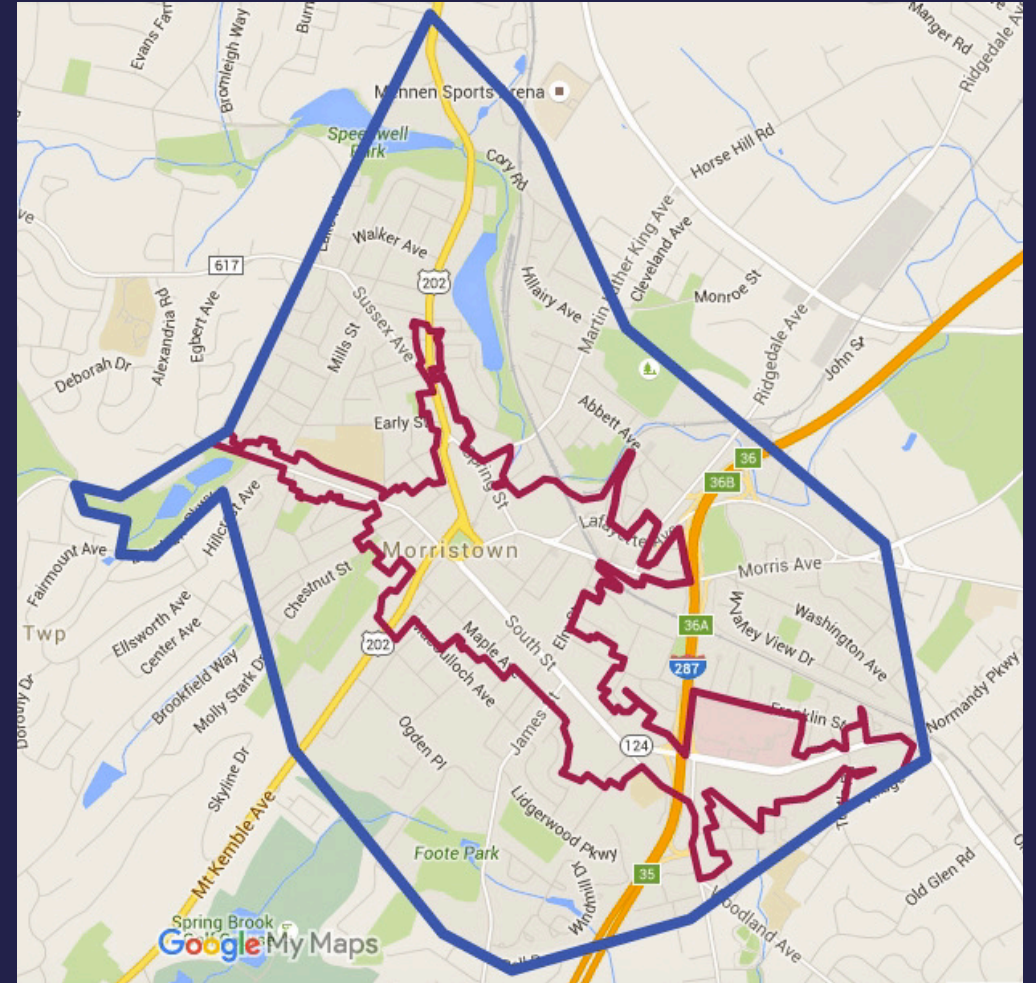
Dick Tighe – Mayor Liaison, Annual Appointment

BOARD@MORRISTOWN-NJ.ORG

MORRISTOWN PARTNERSHIP

2024 BY THE NUMBERS

- **Approximately 400 Properties, including 1000+ Businesses**
- **18 Member Board**
 - **15 Elected by Businesses and Property Owners**
 - **3 Appointed or Emeritus**
- **3 Full Time Staff Members**
 - **Event Support Staff and Volunteers**





FOLLOW US ONLINE!

**Morristown Business Online Portal
News & Promotions
Local Happenings
MP Gift Certificate Online Ordering**



@DOWNTOWNMORRISTOWN



@MORRISTOWNPARTNERSHIP

MORRISTOWN-NJ.ORG

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

Morristown Partnership 2023 Accomplishments Overview

Internal/Community

- Morristown Partnership Special Improvement District Ordinance Amendments
 - Project Timeline: Presently in progress, expected to extend through 2024.
 - Key Dates and Milestones:
 - Early January/February: Informal discussions initiated
 - March 9: Formal workgroup meeting held, involving Council and Town Administration members
 - April 12: Internal Morristown Partnership Board reviews and approves draft SID ordinance and property list for submission to Town of Morristown
 - May 19: Submission of the draft ordinance and property list for Council and Town Administration review
 - May 23: Town Council forms SID Subcommittee (Mayer, Armington, Iannaccone)
 - June/Early July: Numerous outreach attempts made, revealing communication gaps with the SID Subcommittee
 - July 12: Mayor attends MP Board Meeting, sends follow-up memo to Council SID Subcommittee, requesting a meeting
 - July 25: Scheduled formal meeting aimed to discuss the proposal primarily focused on clarifying the Council's comprehension of SID's structure, purpose, and history
 - August: No formal response from SID Subcommittee, efforts to expedite through Morristown Partnership's Council-appointed liaison face communication challenges
 - September 26: Provided comment in Public Hearing portion of Town Council meeting
 - October 10: Morristown Partnership presents programs and services overview at council meeting
 - No formal action taken by Council in 2023
 - Legal fees associated with this project in 2023: \$19,794
- Transitioned to Kudisch, Oster & Company, LLC Certified Public Accountants for audit and tax services
 - Board Resolution No. 4-2023, July 12, 2023
 - 3-year contract: 2022, 2023 and 2024
 - Reduced annual audit costs by ~13%
- Board of Trustees
 - Onboarding a newly elected board member following the March/April election
 - Established 2023 Strategic Planning Committee, 3 meetings in 2023
 - Completed Board Self-Assessment 100% participation
- Morristown Businesses
 - Retail Subcommittee Meetings Via Zoom: Morristown Sidewalk Sales + Outdoor Retail Display Permit
 - Participated in grand openings and groundbreaking events
 - See attached supplement: Morristown Business District Investment Overview 2023
 - Connected with 30+ businesses that opened / relocated in Morristown this year
 - Initiated contact through cold emails and followed up with businesses that showed interest in establishing a presence in Morristown
 - Contacted property owners and brokers to discuss vacancy details

- Support staff
 - Worked with interns. Examples of projects include:
 - American Flag Retirements and replacements
 - Special Event support
 - Monthly distribution of Downtown Guides, event posters, special publications, etc.
 - Employment Horizons office cleaning contract
- Served in an advisory capacity, supported logistics and/or communications for the following firms & community partners:

Cornerstone Family Program & Morristown
 Neighborhood House
 COVID-19 Response Team
 Dartcor
 Día de los Muertos Celebration Planning
 Committee
 F.M. Kirby Foundation
 Fisher Development
 First Night Morristown
 Grow it Green Morristown
 Hometown Heroes Committee
 JLL
 MC St. Patrick's Day Finance Committee
 Morris Arts

Morris County Art Association
 Morris County Chamber of Commerce
 Morris County Economic Development
 Corporation
 Morris County Tourism Bureau
 Morris Educational Foundation
 Morristown High School Life Design Lab
 Morristown Jazz & Blues Festival
 Morristown National Historical Park
 Morristown Rotary
 MPAC: Theater of Light
 Newmark
 NJ Department of Community Affairs
 NJEDA

Our Youth Their Future
 Pinnacle Advisory Group
 Preschool Advantage
 Rarified
 Sankofa Heritage Collective of Morris
 County
 Morris Township Deputy Mayor
 Town of Morristown (All Divisions and
 Bureaus)
 Washington Association
 Winfield Properties
 Various individuals, as well as community
 stakeholders.

Finance & Sponsorship

- Solicited and awarded \$14,659.83 grant from Morris County Board of County Commissioners through the Morris County Small Business Grant Program (Jan 2023)
- In 2023, established relationships with five new corporate sponsors and increased commitments from 5 of the 18 returning sponsors
- Implemented Adopt-A-Light plaque recognition program for sponsors meeting \$20k annual spend threshold
- Revisions to the exclusivity rules for supporting sponsor level venues (\$2,500); allowing for multiple sponsors at a lower rate
- Increased total sponsor event revenue from \$216,900 in 2022 to \$248,200 in 2023
- Exceed 2023 budget projections for event sponsorship by ~2.5%
- Exceed 2023 budget projections for event participation and on-site revenue by ~9.2%

Marketing

- **Downtown Guide**
 - Downtown Guide 2023 finalized in January and distribution started in February 2023; pocket sized. New solicitation for 2024 printing started in December 2023 and finalized in January 2024. 2024 distributed February-March 2024.
 - Features businesses currently accepting Morristown Partnership Gift Certificates (nearly 200) and their business name, category, street address, telephone and website
 - Supplied to select local businesses for display and/or distribution
 - Implemented distributing Downtown Guide with all MP Gift Certificate sales
- **The Star Ledger**
 - 1 issue printed in 2024: *Spring, Summer, Autumn and Holidays* are coming soon.
 - 4 issues in 2023: *Spring, Summer, Autumn and Holidays* (\$22,700 total revenue)
 - Digital and social campaigns to mirror print content on NJ.com and through Instagram and Facebook
 - Real Deals direct emails to transition to digital over print
 - Reproduced content in flier format for distribution at various points of sale and places of interest
 - Business feature stories produced in 2023:

- Spring - Braun's Automotive
 - Summer - 'Changing of the Guard' article featuring Children's Dentistry of Morristown, The Dain Shoppe, Enjou Chocolat and Glassworks Craft Studio
 - Autumn - Dublin Pub 50th Anniversary
- **Gift Certificate Program**
 - Sustained the year-round 'bonus' gift certificate promotion, boosting sales by 3.8% from \$83k in 2022 to \$86.5k
 - Added a QR code to the GC Gift Envelope for quick access to the Morristown Partnership website with the latest participant list
 - Worked with support staff to go door-to-door to Morristown Businesses for new participants and update information from current participants
 - Visited every business neighborhood
 - Onboarded approximately 10 new business participants
 - Custom Branded Certificates & Volume Purchasing
 - Morris County Tourism Bureau
 - Enhanced visibility of GC program through branded certificate given to registered attendees of MCTB Historical walking tours.
 - Morristown Airport
 - Enhanced visibility of GC program through branded certificate given to VIPs and guests
 - MMU is a publicly owned, privately operated general aviation reliever airport based out of Morristown, New Jersey.
 - Signature Flight Support
 - Enhanced visibility of GC program through branded certificate given to reward employees
 - Cornerstone Family Programs Holiday Gift - Friends of the Blind Program
 - Embossed certificates with Braille denominations
 - Gift Certificate Social Media Giveaways
 - Continued Morristown Partnership Gift Certificate Giveaway for the month of April to coincide with Restaurant Week and support restaurant businesses
 - Created Shop Local Gift Certificate Giveaway during the holiday season to coincide with Small Business Saturday and support retail businesses
 - Additional Point of Sale Opportunity
 - Attended Macculloch Hall and sold Gift Certificates at their Deck the Halls event held on December 2, 2023
- **Website**
 - Continue to work with website host to repair and replace code and functionality of website built in 2018
 - Initiated development of the organization's cybersecurity policy (ongoing)
 - Developed a webpage featuring submitted content from businesses for the Holiday Shopping Guide
- **Billboard Messaging**
 - Morristown Airport: General (Evergreen)
- **2023 Morris County Visitors Guide**
 - Back cover ad placement, 'Always Revolutionary' campaign mosaic photo spread with QR code
 - PRINT COPIES: 12,000+ DIGITAL VIEWS: 50,000+
- **Other**
 - Morristown named Top 50 Best Places to Live in the USA by Daily Mail (#10)
 - Recognized as "One of NJ's Best Downtowns" by 94.5 WPST
 - Televised: Secured permit and facilitated logistics for "Travels with Darley: Revolutionary Road Trips" filming during the Morristown Festival on the Green, October 2, PBS

- Produced publication content for:
 - Star-Ledger article on "The Holidays in Morris County"
 - Star-Ledger article on "Fall in Morris County"
 - Star-Ledger article on "Spring in Morris County"
 - Morristown/Morris Twp. Calendar.
 - Visit NJ PR Request
 - Morris County events story for The Star-Ledger, July 27 (Farmers Market)
 - Profile on Morristown shopping district request from NJ Business Magazine
- Updated publication for:
 - Morristown Festival of Books "Downtown Morristown Eateries & Coffee Shops"

Events

Ongoing event planning

- **Restaurant Week**
 - Sponsorship total of \$12,500 in 2023
 - 35+ restaurants participated in 2023
 - Continued the Morristown Partnership Gift Certificate Giveaway for every week in April
 - Collected gift cards from various Morristown businesses to supplement daily prizes
 - 24 participating restaurants who donated gift cards
 - Prize \$100 MP Gift Certificates daily (Monday - Friday, Saturday and Sunday not included) plus additional varying Morristown business gift cards; winner selected at random via social media entries posted throughout that week
 - Grand prize \$500 winner selected at random from all participants throughout the month
- **Farmers Market**
 - Sponsorship total of \$12,500 in 2023
 - FM modifications implemented including layout of FM, staffing and marketing
 - Hired 2 new support staff members
 - Marketing Modifications
 - Created an official Morristown Farmers Market Instagram Page
 - Posted almost every week for the entire season
 - Gained 525 followers
 - FM Only Public Email Blast sent out 5 times throughout the season
 - Included vendors, rotational schedules, music performers, special attendees and any special events happening
 - 25 vendors this year with 5 new vendors: pop-up, rotational and full-time
 - Added kombucha, teas, juice, fruit cups, dog treats and more
 - 3 full-time Morristown business vendors
 - Coniglio's Old Fashioned
 - Feasty Vegan
 - Oldwick Soup Co.
 - Continued to offer 1-complimentary attendance date to Morristown Businesses at the FM
 - Increased Morristown business and local government entities participation
 - Fred Astaire Dance Studio
 - Glassworks Studio
 - Jessica McNally Physical Therapy
 - Pure Barre
 - Radiant Waxing (x2)
 - Huntington Learning Center (x3)
 - Ellie Mental Health (x4)

- No Job Cards (x7)
 - SoVita Chiropractic (x6)
 - Chambers Center for Well-Being* (x5)
 - Primrose School of Morristown*
 - Unity Charter School*
 - Produce Pete
 - *Farmers Market Sponsors
- Produce Pete joined us this season and featured us on his special on NBC
- Continued to provide live music and entertainment
 - Live music every week
 - Fitness Classes with Chambers Center for Well-Being
 - Kids activities with No Job Cards
- **Meet Me in Morristown (Event Partner: Morris Arts)**
 - Modified event to programming for the months of July and August
 - Worked with Morris Arts to produce event at the Morristown Green in July and at the Vail Mansion in August
 - This event concluded in 2023 and will not be held thereafter
- **Festival on the Green**
 - Sponsorship total of \$143,200 in 2023
 - 165+/170+ Participants
 - Experience annual growth in participation
 - 45 new exhibitors and the breakdown is as follows:
 - 19 Morristown Businesses
 - 6 Sponsors
 - 8 Morris County Non-Profit Organizations and Government Entities
 - 10 Special Exhibitors
 - 2 Food Trucks
 - National brand, Perfect Bar, attended in their food truck as a branding opportunity
 - 5 Live Performance Areas / Stages
 - Main Stage, Sound Stage, Concert on the Green, Beer Tent Music and Family Jam at Kids Place
 - Removed Star Stage which was located on Washington Street and created a Food Truck corner
 - Changed name of the 'Family Stage' on South Park Place to our new 'Sound Stage'
 - Additional Venues: Beer Tent, Kids Place, Carnival Games, Festival Lounges
 - Beer Tent
 - Added live music; 2-acoustic musicians and a DJ all day long
 - Continued our partnership with the Famished Frog and additionally, worked with Glenbrook Brewery to sell their local beer/product inside the tent
 - Kids Place
 - Added 4 new rides / children's amusements
 - Created and added 'Family Jam' Platform for family centered entertainment with the intention of more direct interaction with kids and their families (performances included sing-a-longs, dancing, live animal show, etc.)
 - Provided (4) "Festival Lounge" tents
 - Included hand-washing stations and marketing materials
 - 3 tents for Presenting Sponsor, Valley Bank
 - 1 tent for Disability Safe Space

- Worked with Cohome to provide a “Disability Safe Space” at one of the lounges
 - Implemented temporary ADA accessible parking section in conjunction with MPA on Maple Avenue near event site
 - **New in 2024:** Presenting Sponsor: Valley Bank at a cost of \$25,000
 - Bayer (Title Sponsor) returned onsite to the Festival on the Green for the first time since 2019
 - **New in 2024:** Kids Place Sponsorship Package created for schools at a cost of \$3,000.
 - \$2,400 applied to Festival on the Green for Kids Place co-sponsorship
 - \$600 applied to Open House Listing in the Autumn in Morristown feature
 - 3 school participated: Unity Charter School, Primrose School of Morristown & Oak Knoll
- **Halloween**
 - Downtown Morristown Trick-or-Treat event
 - 49 Business Participants
- **Christmas Festival at the Morristown Green**
 - Sponsorship total of \$80,000 in 2023
 - Facilitated and solicited for collaborative initiative to enhance Holiday Decor, yielding an extra \$70,000 in dedicated funds and garnering over \$25,000 worth of pro bono services from contractors for the refurbishment of the Santa House.
 - Negotiated approval and procedures for the refurbishment of the Santa House on County Property, Weights & Measures, 101 Western Ave
 - Implemented formal access agreement with Morris County Government
 - Ranked #64 on America’s 75 most favorite “Christmassy” towns
 - Featured on NBC and named on New Jersey 101.5’s ‘Must-Visit Christmas Town’; NJ Digest Top 7 Charming Christmas Towns in NJ; Northjersey.com as one of the top 4 NJ towns to visit for holiday experiences; #10 The Ultimate Guide to the Best NJ Christmas Towns to Visit, Ranked on JerseyDigs.com and many more.
 - Santa’s Arrival at the Morristown Green returned to a rooftop arrival via 1776 on the Green rooftop
 - Coordinated with Vision Properties, 1776 on the Green, Morristown Police Bureau, Morristown Fire Department, Morristown Department of Public Works, NJDOT,
 - Santa came off the roof of 1776 via the MFD’s bucket truck and made a safe landing on the corner of East Park Place at North Park Place
 - Santa visits and photos from 6 to 8pm with refreshments of cookies and hot chocolate served by Hyatt Regency Morristown and live performance by Mayo Performing Arts Center
 - Santa visits provided Friday, Saturday and Sunday for 3 weekends in December
 - Coordinated community partner participation for holiday activities: Goryeb Children’s Hospital, Macculloch Hall Historical Museum, Original Music School, Tuba Christmas, Preschool Advantage, Primrose School of Morristown and MPAC Performing Arts Company
 - Implemented Morristown Green and town wide decorations
 - Continued with updated procedures with Trustees of the Morristown Green to allow for annual wrapping of trees on Green (October-March)
 - Allowed for wrapping of additional trees on the Green For the first time ever, numerous additional trees within the Green were successfully wrapped.
 - Refurbished greenery and lighting to gateway arches
 - New tree in replacement of the Poinsettia Tree (15+ years useful life)
 - New bows on all of the wreaths on downtown street lights
- **Business Networking Event**
 - First Networking event since the pandemic, May 22, 2023 at Glenbrook Brewery from 5:30 to 7pm

Streetscape/Aesthetics

- Coordinated the resolution of significant damage incidents and subsequent follow-up actions
 - SMCMUA: Washington Street, Morris Street conduit and light pole damage during Water Supply Improvement project
 - Shade Tree: Speedwell Avenue conduit break at new tree installation locations
 - Speedwell Avenue Control Box Replacement: October 31 incident
 - MLK Construction: Streetscape short and pole relocation/ removal
 - Morris Street (CR 510) roadway improvements damaging existing infrastructure
- Streetscape Insurance Claims (Ongoing)
 - Knockdown MVA incidents in 2023 (9): 1/1/2023, 3/27/2023, 3/31/2023, 4/19/2023, 7/27/2023, 8/13/2023, 8/19/2023, 9/15/2023 & 12/13/2023
 - Pursuing reimbursement for damage to infrastructure by acquiring police reports and initiating the claims process
 - NJ property damage claims are subject to a six-year statute of limitations
 - During this period, over 30 incidents were documented, amounting to more than \$150,000
 - \$21,758.58 recovered to date
- 80+ Streetscape lights repaired and/or replaced
- Washington's Headquarters Cannon Refurbishment (Ongoing)
- Special Project: Mural (Olyphant & Morris Streets)
 - Coordinated with participating stakeholders through site visits, the design process, permitting, approvals, logistics and public relations
- Maintained seasonal plantings and landscape maintenance of Welcome Signs, Hiker Monument, Cannon Triangle at Morris and Lafayette, Triangle at Spring and Speedwell, 287 off-ramp
- American Flag installation (May – September)
 - New flags purchased in 2023

Advocacy, Logistics & Communications

Advocated for business district and/or coordinated logistics and communications:

- TOWN: Morristown Revaluation 2022 (Project extended to 2024), Lake Road Recycling Center Access, Anti-Litter Campaign / Keep Morristown Beautiful, Trash / Recycling Receptacles placement, Tree Well Root Ball and Soil Replacement, Streetscape materials quote solicitation for Engineering Division, Letters of Support: NJDOT Local Transportation Project Fund & NJDOT Transit Village Program - LTPF Application
- PLANNING/ZONING REVIEW: Municipal Ordinance Information: Land Development Ordinance Updates, Compliance review for applicant engineer 34 Morris Street
- SMCMUA: water main improvements information sharing (ongoing)
- MPA: Referral for new branding, communications, marketing (ongoing)
- Trustees of the Morristown Green / MPD/: Research for New Jersey Non-Profit Security Grant Program (NJ NSGP), Property damage (incident on 1.7.23) , safety, new benches

Government

- Attended meetings with significance to the commercial business district:
 - Morris County Economic Development Advisory Committee
 - Morristown Town Council
 - Morristown Board of Adjustment
 - Morristown Planning Board
 - Morristown Parking Authority
 - Morristown SID Subcommittee
 - Morris County Courthouse Development

Other

- Sponsored and obtained approval for a Facilities Use Application submitted to the Town of Morristown, enabling sidewalk sales for Morristown retail businesses on weekends in November and December, including the Black Friday and Small Business Saturday weekend
- Proposal request to establish a loading zone and adjust on-street parking on Martin Luther King Avenue (between Spring Street and Flagler Street) for businesses.
- Initiated Request: Bus Stop Benches Speedwell at Cattano
- Conducted research for the property owner of 5-7 Washington Street on the history of the clock on the building, installed by Haimann Jewelers around 1950
- Facilitated communications Re: C21 /Bamberger's Morristown Medallions potential relocation
- Advocacy and communications for [Ordinance No. O-3-2023] Resolution Sidewalk Cafe Proposed Fee Structure Increase
- Represented MP at Deloitte | Morris Arts: The Art of Creating Place: Community Spaces in Real Estate Development
- Represented MP at NJLBA meeting with Morristown Area Liquor Licensed Establishments
- Attended NJ Business Action Center/ MCEDC Workshop
- Attended Downtown NJ Strategic Planning Workshop
- Attended various community events
- And more...

Morristown Business District Investment Overview 2023

| New | Description | Address |
|------------|---|-----------------------------|
| Food | Central Tacoria | 61 South Street |
| Food | Doña Mina Deli | 141 Speedwell Avenue |
| Food | Effin Egg | 30 Morris Street |
| Food | Enzo's Restaurant and Pizzeria | 5 Elm Street |
| Food | Ethan and the Bean | 70 Speedwell Avenue |
| Food | Guerrero's Gelato | 90 South Street |
| Food | Primo Hoagies | 44 Speedwell Avenue |
| Food | Surreal Creamery | 5-7 Washington Street |
| Food | Wingstop | 123 Morris Street |
| Mixed Use | Max on Morris | 175 Morris Street |
| Office | New Vernon Equities | 64-66 Market Street |
| Office | Sanofi | 21 South Street |
| Office | TeleCloud LLC | 1 Cattano Avenue |
| Office | Valley | 70 Speedwell Avenue |
| Office | Wonder Years Psychiatric Services | 26 Madison Avenue |
| Retail | 7 Eleven | 47 Pine Street |
| Retail | No Job Cards LLC (NoJob SportsCards) | 11 South Street, 2nd Floor |
| Service | 4Ever Young Anti Aging Clinic and Medical Spa | 40 Market Street |
| Service | Artistic Nails | 195 Speedwell Avenue |
| Service | Ellie Mental Health | 26 Madison Avenue |
| Service | F45 Training Morristown | 5 South Street |
| Service | Jessica McNally Physical Therapy and Yoga LLC | 75 Maple Avenue |
| Service | Pilates Body | 89 Morris Street |
| Service | RoaPrint Wraps | 102 Speedwell Ave |
| Service | Slate Medspa | 161 South Street, 2nd Floor |
| Service | TB Yoga House | 10 Community Place |
| Service | Yoga on Pine | 22 Pine Street |
| Service | Proud Moments ABA | 55 South Park Place |

| Other of Note | Description | |
|---|--|----------------------|
| Award/ Grant/ Incentive | M Station East - SJP Properties and Scotto Properties: 2023 CoStar Impact Award for Commercial Development of the Year in Northern New Jersey Market | 100 Morris Street |
| Award/ Grant/ Incentive | Manahan Village et al: NJEDA Aspire - Aspire tax credits of up to 35.21 percent, or \$24.6 million, of eligible project costs of \$70 million. | Various |
| Brand Transition | Tyree's Table | 68 South Street |
| Business Expansion | Fig & Lily Garden | 32 Speedwell Avenue |
| Commercial Real Estate Transaction > 1M | \$1,075,000.00 | 146 Speedwell Avenue |
| Commercial Real Estate Transaction > 1M | \$1,400,000.00 | 139 South Street |
| Commercial Real Estate Transaction > 1M | \$2,050,000.00 | 64-66 Market Street |
| Commercial Real Estate Transaction > 1M | \$2,167,000.00 | 116 Speedwell Avenue |
| Commercial Real Estate Transaction > 1M | \$2,167,000.00 | 112 Speedwell Avenue |
| Commercial Real Estate Transaction > 1M | \$2,800,000.00 | 110 South Street |
| Commercial Real Estate Transaction > 1M | \$11,400,000.00 | 185 Speedwell Avenue |
| Commercial Real Estate Transaction > 1M | \$21,500,000.00 | 161 Madison Avenue |
| Commercial Real Estate Transaction > 1M | \$62,210,000.00 | 95 Madison Avenue |
| Development Under Construction | M Station West - Mixed Use Office/Retail (Sanofi) | 100 Morris Street |
| Lease Renewal | Rev Health | 55 Bank Street |
| New Ownership | Malay | 147 Morris Street |
| New Ownership | Stack Creamery | 48 Washington Street |
| New Ownership | South Street Creamery & Red Sea Café | 146 South Street |
| Renovation | Enjou Chocolat | 8 Dehart Street |
| Renovation | Iron Bar | 5 South Street |
| Renovation | Salon Botanique | 149 South Street |

DOWNTOWN MORRISTOWN WELCOMES YOU!

Morristown Partnership is a Special Improvement District (S.I.D.) and 501(c)(3) non-profit organization established in 1994. Our longstanding initiatives and annual events are designed specifically to showcase the business community, encourage collaboration, highlight Morristown's vibrant downtown and increase awareness and appreciation of Morristown's economic, historical and cultural significance. Since our inception, the Partnership has continuously supported downtown Morristown through economic development initiatives in areas of communications, business recruitment and retention, marketing, promotions, events, redevelopment and capital improvement projects. Our ongoing pursuit of economic growth and support of the local business community relies and thrives on information received directly from our membership – the more we know, the more we can enhance the local business climate, adapt for specific concerns and ultimately prosper as a community. Working together with other civic and community organizations, as well as local, county, state and federal government agencies, the Partnership has successfully brought together the private and public sectors in the ongoing revitalization of Morristown's business district.

Below is a brief overview of the opportunities available via the Morristown Partnership.



MORRISTOWN
ALWAYS REVOLUTIONARY

 REGISTER YOUR BUSINESS

 BUSINESS DIRECTORY

 GIFT CERTIFICATES

MEMBER BENEFITS

We encourage all member businesses to make use of the options below:

- **Our Website:** morristown-nj.org
Register to add images, your hours and promotions as often as you like; contact us for assistance with setup.
Register Here: <https://www.morristown-nj.org/register/>
- **Social Media**
Send posts, promotions and calls to action for us to share with our followers on Instagram ([@downtownmorristown](https://www.instagram.com/downtownmorristown)) and Facebook ([@MorristownPartnership](https://www.facebook.com/MorristownPartnership)). Posts can be scheduled at any time.
Contact: cassidy@morristown-nj.org
- **E-Newsletters**
Share your news with us! Send promotions or calls to action for inclusion in our general public communications (an opt-in list of 5,000+). Register your business on our website to receive business-to-business email communications, and opt-into our public e-newsletter via our homepage (scroll down).
Contact: cassidy@morristown-nj.org
- **Gift Certificate Program**
Sign up to accept Morristown Partnership Gift Certificates at no cost to you; once customers use the GCs at your business, bring them to our offices for full reimbursement.
Contact: cassidy@morristown-nj.org
- **Business Networking Events**
2x a year (Spring and Fall) we produce business networking events open to 1 representative of each of our member businesses and/or property owners. The goal of these events is to interact with your neighbors and get to know new businesses. Attend as often as you can to stay in touch.
Contact: karen@morristown-nj.org

2024 EVENTS

| | |
|---|--|
| Morristown Restaurant Week | Monday, April 15 through Friday, April 19 |
| Morristown Farmers Market | Sundays, June 16 through November 24 – 8:30 am to 1 pm |
| Morristown Festival on the Green | Sunday, September 29 – 12 to 5 pm rain or shine |
| Downtown Morristown Halloween Trick-or-Treat | Thursday, October 31 |
| Christmas Festival at the Morristown Green | Sunday, December 1 and weekends thereafter through December 22 |

The above events offer various opportunities to participate, advertise and/or sponsor; member businesses pay a reduced participation rate in most cases.



ADVERTISING & EVENT SPONSORSHIPS

The Star Ledger / nj.com – We produce a seasonal series (4 issues) within The Star Ledger / nj.com - *Spring, Summer, Autumn and Holidays in Morristown*. Advertising and advertorial opportunities available. Contact karen@morristown-nj.org for current opportunities

Downtown Guide – A pocket size guide including a listing of all businesses signed up in the Morristown Partnership Gift Certificate Program (nearly 200!). Full page ad space is available to all businesses, regardless of participation in the Gift Certificate Program. 5,000+ copies of the Downtown Guide are distributed annually with all MP Gift Certificate purchases, at all Morristown Partnership events and available at select businesses, hotels, medical offices, theatres, apt. buildings, etc. throughout Greater Morristown. The Downtown Guide is published once a year in the first quarter.

Contact karen@morristown-nj.org for 2025 opportunities

MORRISTOWN PARTNERSHIP GIFT CERTIFICATES

The Morristown Partnership Gift Certificate Program, in existence for nearly 30 years, is one of the best marketing tools available to your business. Gift Certificates are ideal gifts for employees, volunteers, teachers, coaches, relatives and friends, service providers and more!

How do they work?

There are **no fees** associated with a business' participation in the Morristown Partnership Gift Certificate Program.

Accept Morristown Partnership Gift Certificates (GC) in your business just as you would cash. For purchases less than the face value of the GC, we require you to offer change to the purchaser or issue a credit for use in your store at a later date. Regardless, hold onto the GC(s) and bring them to our office in person or deliver to us via mail, for a full face-value reimbursement via check.

What are the benefits?

- Each GC purchaser/recipient receives a list containing all current business participants; your business name will be included.
- The business participants list is posted on the Morristown Partnership website, morristown-nj.org, at all times.
- Business listing in the annual Downtown Guide, which is distributed with each GC purchase.
- The Morristown Partnership does its utmost to educate the public about the value of shopping local. We regularly promote our GC Program in various media advertisements in which our business participant list could be included.
- Our bonus GC promotion, launched in 2009, offers all GC purchasers \$10 free for every \$50 purchase. This enables purchasers, your customers, to spend 20% more in your business! The bonus GC promotion is underwritten entirely by the Morristown Partnership via a \$20,000 allocation in our annual budget. The program runs year-round, while supplies last!
- GCs valuing at the tens of thousands are sold annually; money that can only be spent at our participating businesses.

Co-Branding Opportunities

Elevate your brand by co-branding with Morristown Partnership Gift Certificates. Reward employees or clients by providing them the gift of diverse local experiences in the thriving Morristown community. Minimum spend is required.

Contact karen@morristown-nj.org for current opportunities

How do you redeem Morristown Partnership Gift Certificates?

We invite you to mail them to: Morristown Partnership, 14 Maple Avenue, Suite 201, Morristown, NJ 07960 (Mailed Gift Certificates are processed once a week) or come by our office on any weekday to receive a check for 100% face value reimbursement.

Please do not bring an amount exceeding \$500.00 at one given time.

Let's work together to ensure an economically sustainable and vibrant downtown business district.

Please feel free to contact our office with any questions regarding the information provided.

Keep in touch!

Jennifer, Karen & Cassidy

(973) 455-1133

Jennifer Wehring, Executive Director, jennifer@morristown-nj.org

Karen Roettger, Director of Development, karen@morristown-nj.org

Cassidy Champi, Program Manager, cassidy@morristown-nj.org

ABOUT

Morristown Partnership is a Special Improvement District (SID) created in 1994, designated as a 501(c)3 nonprofit organization. It supports Morristown's vibrant business district by developing private/public partnerships among business, government, civic and community members. It is self-funded partly through special assessments on commercial properties located in the SID, foundation and/or government grants, promotional participation, sponsorships for community events and financial & in-kind donations.

The Morristown Partnership consists of approximately 500 commercial properties and 1,000+ businesses physically located in the SID. If you would like more information on the Morristown Partnership, please visit the website at morristown-nj.org or call at (973) 455-1133 for business opportunities, as well as commercial space for lease and sale, in downtown Morristown.

Follow the Morristown Partnership on Instagram @downtownmorristown and Facebook @MorristownPartnership throughout the year for developing news related to special promotions, new businesses and information on all we do including: Morristown Partnership Gift Certificate Program, Morristown Restaurant Week, Morristown Farmers Market, Morristown Festival on the Green, Halloween Trick-or-Treat and our month-long Christmas Festival at the Morristown Green.

