

SPRING 2009

WORD ON THE STREET



Montclair Center Spring Sidewalk Sale and Center Stage Kick Off Concert Ready to Roll!

**7th Annual
Spring Sidewalk:
Saturday June 13th — 10am-6pm**

Mark your calendars and dig out your tables Montclair Center! The BID's 7th Annual Spring Sidewalk Sale is right around the corner, and with your help, we hope to make this year's event our best yet. Scheduled for Saturday June 13th from 10AM until 6PM, the Spring Sidewalk Sale is THE perfect opportunity for our downtown business community to showcase the remarkable range of retailing opportunities available in Montclair Center all while offering shoppers great
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**Center Stage Kick Off
Concert with Carrie Jackson:
Sunday June 14th — 4pm-6pm**

Just one day after the Spring Sidewalk Sale, the sounds of summer come back to Montclair Center through the incredible vocals of Newark jazz great Carrie Jackson for the kick off performance of the BID's Center Stage Sunday Concert Series. Now entering its 4th year, the Center Stage concerts have become synonymous with summer Sundays here in Montclair Center, and this year promises to be no exception. For 2009, a total of 13 Sunday concerts will be
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Spread the word and be sure to tell your customers to make a weekend of it!

Montclair Center

Business Improvement District

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Councilor Nick Lewis, 3rd Ward

Councilor Renee Baskerville, 4th Ward



CODE ENFORCEMENT REMINDER:

Be Sure to Obtain All Permits & Approvals Prior to Installing Your Signage

The BID wishes to remind its downtown members when planning that new sign or awning for your business or property this year, make sure that your project adheres to local code, has received all appropriate permitting and has been reviewed by the Historic Preservation Commission when required. Businesses and property owners both should be very careful about proceeding with signs and awnings that do not meet the municipal code and/or do not have MHPC approval. This even includes window signage and treatments! If cited by the Code Enforcement department, serious fines can be levied. The BID is always here to assist our downtown members with understanding the rules and regulations surrounding township construction code and is very happy to help applicants get through the process as smoothly as possible. Should you have any questions about signage or other construction code matters please don't hesitate to call Tom at the BID office at 973-509-3820.

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Spring Sidewalk Sale

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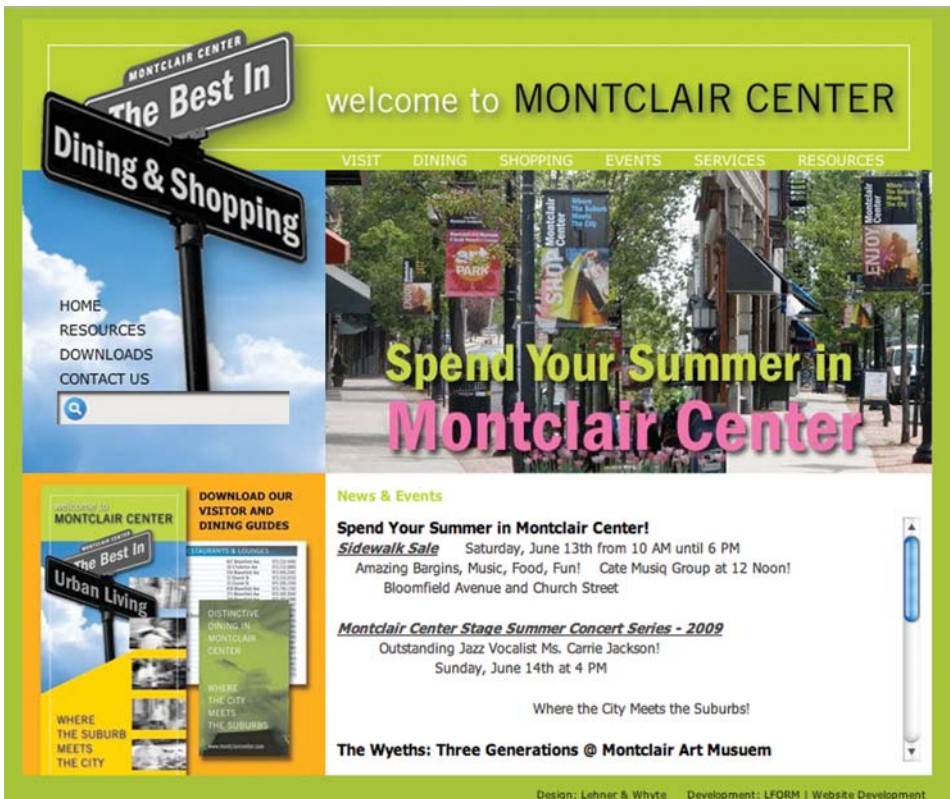
discounts. With the economy stuck in neutral and consumer confidence hanging low, shoppers this year are hunting for great deals more than ever. We need to give visitors as many and as wide a variety of browsing opportunities during their visit, meaning we need ALL of you to join us! Remember, there is NO COST to put a table out for the day (just a kind reminder to our member restaurants to secure your appropriate health permits beforehand), and businesses ONLY from Montclair Center are permitted to participate. And if you'd like to set up a table for your business at a location closer to the town center, we'd be happy to help you secure a space and get your displays in order. At noon, Cate' will rock Center Stage with another soulful live performance, and various other kids and family activities will be happening throughout the day. The BID has dedicated more than \$8,000 towards advertising the sidewalk sale, including several ads in Suburban Essex Magazine, Montclair Times, and the Star Ledger as well as online at Baristanet and Suzysaid.com. The BID strongly encourages ALL Montclair Center merchants to set up their sidewalk display tables and sale items by no later than 9:30 that morning. Sidewalk sale bargain hunters are notorious early risers as well, so be sure not to miss them by placing your merchandise out too late! If you have any questions about the sidewalk sale or require any assistance that day, please call Tom or Drina anytime at 973-509-3820. Hope to see you then!

Center Stage

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sponsored by the BID between June 14th and September 6th from 4 to 6PM, again featuring a wide variety of musical genres and styles ranging from jazz to blues to rock. To help keep the crowds coming, the full series schedule will be regularly advertised all season long in local publications and online and can be found on the BID website at www.montclaircenter.com. In addition to the Sunday afternoon shows, the BID is also preparing some Friday evening performances for July and August as well. The BID wishes to thank and recognize TD Bank and the Montclair Art Museum for their sponsorships and their generous financial support of this year's Montclair Center Stage summer concerts. We couldn't have done it without you!

BID Re-Launches Newly Designed Downtown Website



Nearly five years after launching Montclair Center's business community into cyberspace, the BID recently unveiled its newly designed downtown website. Featuring a fresh new look and user friendly design, the BID website has been reconstructed to serve as a one-stop online destination for any and all information related to business, and doing business, in Montclair Center. The brand new www.montclaircenter.com now features:

- A complete database of all retailers, restaurants and services located within the Montclair Center district. Businesses are categorized by type and are each listing is provided space for text, a photo, and link to their respective home pages at no cost.
- Downloadable copies of the BID's Montclair Mile Shoppers Guide and Downtown Dining Guide are available on the site, as well as the BID Annual Report, seasonal newsletters and the BID Business Success Kit
- Updated listings of all BID and downtown business sponsored events
- Maps and directions to Montclair Center, including public transportation alternatives
- Listing of area hotels and other regional attractions
- Inventory of all space for rent and properties for sale in Montclair Center

The new site was constructed and designed right here in Montclair by our friends at L Form Design and Lehner & Whyte. Many thanks to Ian Lowe and Donna Lehner for their wonderful work on this very important endeavor, as well as to the BID's Drina Holden for her ongoing efforts to keep the site continually updated. Remember, there is NO COST for BID members to list their businesses, any events, and properties for sale/rent within the district. Simply contact Drina at the BID office anytime at drina@montclaircenter.com and she will be happy to assist you. Hope to see you online!

Space for Rent in Montclair Center

Ground Floor Retail:

226 Bloomfield Ave
 341 Bloomfield Ave
 343 Bloomfield Ave
 401 Bloomfield Ave
 411 Bloomfield Ave
 425 Bloomfield Ave
 430 Bloomfield Ave
 446-450 Bloomfield Ave
 460 Bloomfield Ave
 493 Bloomfield Ave
 496 Bloomfield Ave
 540 Bloomfield Ave
 560 Bloomfield Ave
 570 Bloomfield Ave
 641 Bloomfield Ave
 710 Bloomfield Ave
 2-30 South Park St
 19 Church Street
 7 North Willow St
 179 Glenridge Ave
 208 Glenridge Ave
 1 Lackawanna Plaza
 4 Lackawanna Plaza
 18 Lackawanna Plaza
 26 Lackawanna Plaza

Professional/Office:

7 North Willow St
 11 South Fullerton Ave
 31 Valley Rd
 50 Church St

Properties for Sale:

26 Lackawanna Plaza
 461-465 Bloomfield Ave
 695 Bloomfield Ave

BID BRIEFS...

New Sidewalk Banners Installed by BID Throughout Montclair Center

Continuing our ongoing efforts to promote and rebrand Montclair Center as the region's premier downtown destination, the BID recently installed over 100 newly designed lamppost banners. These boldly styled banners feature a new tagline, colorful photography and encourage passers-by to "Eat", "Shop" and "Enjoy" all that our Montclair Center community has to offer. The banners are attractive, eye-catching and complement the BID's other ongoing general marketing initiatives in support of the downtown business community. Also, the BID has been working with local not-for-profit organizations to design and install additional banners to promote upcoming cultural events. In April, the BID partnered with the Montclair Cooperative School to create 20 added banners in support of their Art in the Park event. We are currently partnering with the Montclair Art Museum and are preparing to install 25 striking new banners designed to market their upcoming Cezanne exhibit. The banners were designed by Donna Lehner of Lehner & Whyte and installed entirely by BID personnel.

Has Your Business Joined the Shop Local Montclair Campaign Yet?

If not, you really should! Created, maintained and operated by Semplice owner Kelly DelRosso, SLM has blossomed from a small grassroots cooperative ad initiative among a handful of retail neighbors into a town wide campaign which now includes over 60 Montclair businesses and has become one of the country's most well known and mimicked "shop local" programs. Retail ads budgets are being squeezed tighter than ever before, but the need to continually market your product will always remain critical. From print ads to routine e-blasts highlighting sales and specials being offered by Shop Local members, SLM provides local businesses with one of the most affordable and effective marketing opportunities available today. If you would like any additional information or wish to get involved with the Shop Local Montclair initiative please visit www.shoplocalmontclair.com.

BID Springtime Landscaping Projects Spruce Up Montclair Center

Spring is upon us, and the BID is once again undertaking a number of landscape and beautification projects aimed at sprucing up our downtown district. Over the past several weeks, the BID and volunteers from the Montclair Garden Club have replanted the 50 sidewalk planters along Bloomfield Avenue and Church Street/6 Corners plant beds with attractive colorful vegetation. Additionally, BID staff installed mulch in over 300 tree pits throughout the downtown area, cleaned the public trash receptacles and repainted the corner intersection poles. Sadly, vandals destroyed nearly 2/3 of all of the initial plantings installed earlier in the season. Fortunately, we were able to apprehend the person responsible for the damage and he has since been arrested. While one culprit may temporarily be off the streets, our downtown planters will always be susceptible to random acts of vandalism. The BID invests a lot of time and resources into keeping these planting areas attractive and vibrant, but it is impossible for us to watch them at all times. For that reason, we are kindly asking our downtown businesses to help us keep an eye on the planters always and to PLEASE report any acts of vandalism to the BID office as soon as you see it. Thanks in advance for your vigilance! And on behalf of the entire downtown business community, the BID would like to thank Kathy Parsons, Jamie Chase and the terrific volunteers from the Montclair Garden Club for their tireless efforts to help beautify Montclair Center each and every May. You always make us look good!

Valuable Retailing Webinars Available at No Cost for BID Businesses

Thanks to Montclair Center's recent designation as a Main Street NJ Community, all downtown businesses are entitled to access a very valuable series of online retailing webinars AT NO COST. The seminars are topical, typically run about one hour and can be viewed at your leisure. Destination University® is the first online training library designed exclusively for small business owners. Jon Schallert, President of The Schallert Group, Inc., is an internationally-recognized speaker and small business expert who teaches businesses and communities how to turn themselves into Consumer Destinations. Schallert speaks to thousands annually on his proprietary 14-step "Destination Business" processes, which he developed over twenty years of working with small business owners. We encourage our members to take advantage of this helpful and free resource. His most recent session, Tips and Tactics to Increase Customer Traffic Today, is currently available for viewing online at www.destinationuniversity.com. If you are interested in learning more about these webinars, please contact Drina at the BID office anytime at 973-509-3820.

BID Rolls Out New Green Machine

With the downtown's first and only street sweeper nearing its 5 year life expectancy and maintenance costs continuing to rise, the BID recently purchased a replacement Green Machine. Operated by BID staff, the Green Machine has proven itself to be a very effective and affordable way to keep the downtown streets and sidewalks maintained on a daily basis. The new machine is the same basic model as the original and will continue to be operated every Monday through Friday between 9AM and 5PM.