Proposed Hoboken
Special Improvement District

Stakeholder Meeting
April 8, 2019
Why are we here today?

SHARED INTEREST:
PROMOTING ECONOMIC GROWTH
AND IMPROVEMENT IN HOBOKEN
Is a SID feasible for Hoboken?

WE BELIEVE THIS CAN WORK

TO BE SUCCESSFUL WE NEED YOUR INPUT
Initial Steps

FULLY TRANSPARENT AND COLLABORATIVE PROCESS

• Created Mission Statement
• Considered current environment and needed change
• Framed priorities
• Selected boundaries
• Established draft budget
The Mayor and City Council are committed to a successful Main Street.

- Dedicated resources to fund study.
- Selected representative business owners.
- Committed to partnering with businesses.
Welcome and Introduction

SID Steering Committee

FOUNDATION OF THE BUSINESS COMMUNITY PARTNERSHIP

Hoboken Commercial Property Owners and Businesses

Hany Ahmed
Pegasus Partners

Jennifer Davis
Port Authority

Greg Dell Aquila
JDA Partners

Edyta Espasa
SJP Properties

Dian Fini
Maridian Properties

Mario Fini
Maridian Properties

Eugene Flinn
Property Owner

Donna Garban
Little City Books

Armando Luis
Sparrow & La Isla

Chris Mazzola
Bijou Properties

Ryan McEnerney
Property & Bus. Owner

Thorsten Meier
Property & Bus. Owner

John Nastasi
Nastasi Architects

Ricardo Roig
Roig Collection

Grant Sahag
CO.NNECT

Carol Swift
Swift Interiors

Tiffanie Fisher
Hoboken Councilwoman

Stephen Marks
Hoboken Business Admin.

Jessica Giorgianni
Hoboken Principal Planner

Jason Freeman
Dep. COS to Mayor Bhalla
How Did We Get Here?

COMMON VIEW FOR IMPROVED ECONOMIC LANDSCAPE

• Changing market environment.
• Underinvestment in economic development.
• Significant real estate development.
• Infrastructure and transportation challenges.
• Seat at the Table – You!
Today’s Agenda

• Welcome and introduction
• What is a Special Improvement District?
• Benefits of having a SID
• Services the SID provides
• Boundaries of the Improvement District
• Budget and funding sources
• SID organization process
• Next steps
• Q & A – open discussion
Our Advisor – Stuart Koperweis

- Economic Development Strategies
- 25 years experience working with governments and property and business owners
- Established 35+ SIDs in NJ and NY
- $90 million in grants, funding and projects
What is a "SID"?

- A public/private partnership.
- Property owners and businesses contribute to the maintenance, development, and promotion of their commercial district.
- Seat at the Table! Self governed and managed, coordinating with the local government.

THERE ARE MORE THAN 90 IN NJ AND OVER 1,000 ACROSS THE US
The SID Partnership: All Benefit

TO DRIVE TRAFFIC AND INCREASE COMMERCIAL BUSINESS

Commercial Property and Business Owners
- Elect Board
- Set Priorities / Budget
- Hire a SID Manager
- Direct activities

Local Government
- City Council legislates SID, approves budget annually, has seat on SID board
- Coordinates complementary activities w / SID (e.g., events, parking, HOP, planning etc.)

SID
- Maintenance, Beautification, Streetscaping, Marketing, Small Business Promotion, City and State Advocacy, Holiday Decorations, Tourism, Cleaning, Art and Events
SID and Chamber of Commerce

RECIPROCAL RELATIONSHIP

**Special Improvement District**
- Provides a steady & reliable source of **funding**
- Legislation states all property owners in SID must pay; there are **no free rides**

**Chamber of Commerce**
- Does not offer a continuous source of funding, voluntary contributions only.
- Cannot enforce the financial participation of all stakeholders.
NJ’s SID success story

- 90 SIDs in NJ.
- Support and drive award-winning, economic revitalization and growth.

Cranford downtown
Be part of the scene!
1st SID est. 1985.
2018 Great Places in NJ: Best Downtown

Montclair Center BID
Est. 2002; 2012, 2013-14 and 2018 NJ Favorite Downtown Arts District; 2015 Great American Main Street Award

Downtown Westfield NJ
Est. 1993; 2004 Great American Main Street Award
Jersey City: Benchmarks for Hoboken

**Jersey City Downtown**
Driven improved vibrancy, commercial occupancy and pedestrian traffic near the intersections of Grove Street and Newark Ave. Sponsors regular events including All About Downtown and weekly Groove on Grove.

**Exchange Place Alliance**
With Mack Cali is a major stakeholder, was responsible for the 4th of July Fireworks and event headlined by Snoop Dog. The City of Jersey City paid for amusement rides and the fireworks.
SID’s across New Jersey

SID’s ACCOUNT FOR LARGER SHARE OF POPULATION/ECONOMIC ACTIVITY

- 90 NJ SID’s: most located in 3 Northeast counties.
- SID’s include 10.7% of all NJ businesses.
- 12.4% of New Jersey’s municipalities have at least one SID (69 of 565) and contain higher concentrations of people and businesses:
  - 29.7% of total NJ population (2.7M)
  - 25.0% of private sector employees (845K)
  - 30.9% of retail businesses (9,795)

Source: DCA
SID’s – The numbers

**Retail Establishments/1,000 population**

<table>
<thead>
<tr>
<th></th>
<th>BIDs</th>
<th>NJ Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.97</td>
<td>3.58</td>
</tr>
</tbody>
</table>

**Unemployment Rates**

<table>
<thead>
<tr>
<th>Year</th>
<th>BIDs</th>
<th>NJ Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-2011</td>
<td>9.8%</td>
<td>8.7%</td>
</tr>
<tr>
<td>2012-2016</td>
<td>6.5%</td>
<td>7.9%</td>
</tr>
</tbody>
</table>

- In NYC, 75 improvement districts saw 10% annual revenue growth from $5B to $9.6B (2010-2017) compared to single digit growth throughout the rest of NYC.
Full Participation - Survey

- Hand out and return.
- Will add to and collate with existing responses.
- Develop / change priorities.
- Analyze with budget.

YOUR INPUT NEEDED!
You Determine the Priorities!

PRIORITIES CAN AND WILL EVOLVE OVER TIME

- Driven by the needs of the community.
- Preliminary evaluation by steering committee includes:
  - Marketing
  - Streetscape improvements
  - Business Retention and Attraction
Mission Statement

To energize and enhance Hoboken’s business environment, maximize consumer engagement through collaborative alliances with businesses, government and community; and create a place where small businesses desire to be and thrive.
Professional management

A seat at the table

Substantial marketing campaign

Beautify streetscapes

Move Hoboken to next level
Advantages a SID Brings to Hoboken

• A cleaner, safer and more attractive business area.

• Steady, reliable and extended funding sources for supplemental services & programs.

• Ability to respond quickly to changing needs of the business community.

• Improve occupancy rates and sales.

• A partnership between businesses and government.
What This Means For Us

**HOBOKEN: THE BEST PLACE IN NJ TO LIVE, WORK, STAY AND PLAY.**

- Everyone benefits from having a cleaner, safer, and more inviting community.
- For commercial tenants, this can result in more people out on the streets and more customers.
- For residential tenants, this means a nicer community in which to live.
Who runs the SID? WE DO!

Board Represents Stakeholders: Property and Business Owners

- Board makes all decisions.
- Board decides budget allocations.
- Board hires vendors and all others.

SID is NOT Government!!!
What can a SID do?

Supplemental, Adding or Creating

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing &amp; Research</td>
<td>Retail market studies, public relations, promotional materials, holiday decorations, and events</td>
</tr>
<tr>
<td>Cleaning &amp; Maintenance</td>
<td>Street/sidewalk cleaning, and graffiti removal</td>
</tr>
<tr>
<td>Business Development</td>
<td>Commercial vacancy, business mix improvement</td>
</tr>
<tr>
<td>Streetscape &amp; Capital Improvements</td>
<td>Custom trash receptacles, street signage, art installations, custom news boxes, flower boxes</td>
</tr>
<tr>
<td>Community Services</td>
<td>Fundraising, charitable events, homeless and youth services... Partnerships!</td>
</tr>
</tbody>
</table>
Marketing and Promotions

THERE HAS BEEN MINIMAL INVESTMENT IN MARKETING HOBOKEN

- Centralized business directory
- SID **branded marketing** for all Hoboken businesses
- Shopping/retail incentives
- **Expanded** Hoboken events that coordinate with businesses
Business Retention and Attraction

HOBOKEN SHOULD BE THE FIRST CHOICE FOR BUSINESSES TO LOCATE

• “One Stop Shop” - central point of information.
• Streamline business set up.
• Primary contact for economic development agencies.
• Link business opportunities.
Capital and Visual Improvements

- Street and sidewalk cleaning, graffiti removal, tree branches removed, etc.
- Artistic & cultural expressions that generate excitement, revenue, and a memorable experience.
- Seasonal decorations that light up the streets, celebrate each season and support businesses during all annual holidays.

A SID DOES NOT OFFSET MUNICIPAL COSTS, IT ADDS MORE SERVICES.
What Makes Up a SID?

BOUNDARIES OF THE IMPROVEMENT DISTRICT

Special Improvement District = WHERE Geographic Boundary + WHO Property Types
Where: What Makes Sense for Hoboken?

Entire City?  Single Corridor?  Region/Area?

ENTIRE CITY

• Small, compact size
• Operates as one market
• Eight sub-areas reflect varying needs and opportunities
• All can and should benefit
• None should be excluded
One Market – Eight Sub Areas

- Different needs, uses and opportunities
  - All benefit from a Marketing Study
    - Not all benefit from flowers and cleaning
  - Contributions will differ across areas
### Who Is Included In a SID?

**MOST SIDS INCLUDE ALL COMMERCIAL PROPERTIES**

<table>
<thead>
<tr>
<th>Tax Class</th>
<th>Property Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>4A</td>
<td>Commercial:</td>
</tr>
<tr>
<td></td>
<td>- Commercial Only</td>
</tr>
<tr>
<td></td>
<td>- Mixed-Use – Commercial w/ rental Apartments</td>
</tr>
<tr>
<td>4B</td>
<td>Industrial</td>
</tr>
<tr>
<td>4C</td>
<td>Residential Rental Properties with 5+ units</td>
</tr>
<tr>
<td>15F</td>
<td>Certain Tax Exempt Properties with above classified uses (such as those within Urban Renewal / PILOTs)</td>
</tr>
</tbody>
</table>
**Total SID footprint**

**APPROXIMATELY 1,292 PROPERTIES WILL BE INCLUDED**

<table>
<thead>
<tr>
<th>Sub Areas</th>
<th>4A</th>
<th>4B</th>
<th>4C</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hybrid</td>
<td>380</td>
<td>13</td>
<td>309</td>
<td>702</td>
</tr>
<tr>
<td>Washington St</td>
<td>302</td>
<td>-</td>
<td>20</td>
<td>322</td>
</tr>
<tr>
<td>First St</td>
<td>76</td>
<td>-</td>
<td>12</td>
<td>88</td>
</tr>
<tr>
<td>Terminal &amp; Waterfront S.</td>
<td>56</td>
<td>-</td>
<td>9</td>
<td>65</td>
</tr>
<tr>
<td>Gateway South</td>
<td>37</td>
<td>4</td>
<td>3</td>
<td>44</td>
</tr>
<tr>
<td>Fourteenth St</td>
<td>40</td>
<td>-</td>
<td>-</td>
<td>40</td>
</tr>
<tr>
<td>Waterfront North</td>
<td>14</td>
<td>-</td>
<td>5</td>
<td>19</td>
</tr>
<tr>
<td>Gateway North</td>
<td>9</td>
<td>3</td>
<td>-</td>
<td>12</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>914</td>
<td>20</td>
<td>358</td>
<td>1,292</td>
</tr>
</tbody>
</table>

*Includes reclassified 1SF properties*
Retail Ground Floor/Residential Above - Examples

**4A-Commercial/Mixed Use**
- 1400 Willow Ave.
  Commercial w/ Rental Apts.
- Commercial
  621 Washington St.

**4B-Industrial**
- Industrial
  1501 Adams St
- Industrial
  1012 Grand St

**4C-Residential Rental (5+)**
- 1401 Shipyard Lane
  Rental Apt. Building
- 819-821 Park Avenue
  Rental Apt. Bldgs. 5+ units

**15F-Reclassified**
- 1118 Adams
  PILOT – Treated as 4C
  Residential Rental
- W Hotel (hotel only)
  PILOT – Treated as 4A
  Commercial
Budget = Services To Be Rendered

- $1.325 million budget equals approximately 1.8% of the taxes paid by properties in the SID.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>$</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETING</td>
<td>572,000</td>
<td>43%</td>
</tr>
<tr>
<td>Branding / Media, Shopping Guide, Web / Public Relations, Stakeholder relations, Calendar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CAPITAL / VISUAL</td>
<td>360,000</td>
<td>27%</td>
</tr>
<tr>
<td>Seasonal Plantings, Cleaning, Public Spaces, Arts, Street Furniture, Place Making</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUSINESS ATTRACTION</td>
<td>294,000</td>
<td>22%</td>
</tr>
<tr>
<td>Retail Market Analysis, Promotions, Events, One Stop Shop, Retail Programs, Networking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADMINISTRATION</td>
<td>99,000</td>
<td>8%</td>
</tr>
<tr>
<td>Staffing, Rent, Insurance, Office Expenses, Professional Services, other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL EXPENSES</td>
<td>1,325,000</td>
<td>100%</td>
</tr>
</tbody>
</table>

2/3 of budget is for marketing and visual improvements
Who pays for a SID?

PROPERTY ASSESSMENTS PROVIDE MOST STABLE SOURCE OF FUNDING

SID property owners receive an assessment on their tax bill each year.

- Allocations differ and should align with benefits.
- Formulas based upon assessed value, location, etc.; determined in the formation process.

Additional potential sources are available

- Municipal government
- State level grants and funding sources
- Third party fundraising and events
Assessment Rates: Eight Areas

AREA RATES BASED ON EXPECTED SERVICES TO BE DELIVERED

- Highest assessments areas align with Hoboken’s main commercial areas that may benefit most from the budget categories.

- Lowest assessments are the areas that will benefit primarily from marketing and promotions

<table>
<thead>
<tr>
<th>Sub Areas</th>
<th>Weighting Multiple</th>
<th>% of Taxes Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington St</td>
<td>1.85x</td>
<td>3.33%</td>
</tr>
<tr>
<td>Waterfront S. &amp; Terminal</td>
<td>1.75x</td>
<td>3.15%</td>
</tr>
<tr>
<td>First St.</td>
<td>1.55x</td>
<td>2.79%</td>
</tr>
<tr>
<td>Fourteenth St.</td>
<td>1.40x</td>
<td>2.52%</td>
</tr>
<tr>
<td>Waterfront North</td>
<td>1.25x</td>
<td>2.25%</td>
</tr>
<tr>
<td>AVERAGE</td>
<td>1.00x</td>
<td>1.80%</td>
</tr>
<tr>
<td>Gateway North</td>
<td>0.45x</td>
<td>0.81%</td>
</tr>
<tr>
<td>Gateway South</td>
<td>0.45x</td>
<td>0.81%</td>
</tr>
<tr>
<td>Hybrid</td>
<td>0.45x</td>
<td>0.81%</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>
Area Contributions Based on Service to be Delivered

**AREA CONTRIBUTIONS BASED ON EXPECTED SERVICES TO BE DELIVERED**

- Total varies due to number and size of properties and expected services.

**Example top 3:**

1. Waterfront S. & Terminal total driven by higher rate / more services and large property size.
2. Washington St. total driven by highest rate / most services.
3. Hybrid total driven by large number of properties (700+) but a lower rate.
### Example Assessments By Area – Order of Magnitude

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
<th>Details</th>
<th>Annual</th>
<th>Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Washington St. (3.33%)</strong></td>
<td></td>
<td>4A – 1 Commercial, 4 Units 124-126 Washington St. $1,312 yr/$109 mo</td>
<td>$489</td>
<td>$41 mo</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4C – 5 Units 1029 Washington St.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Waterfront S./ Terminal (3.15%)</strong></td>
<td></td>
<td>4A: 1 Commercial, 3 Units 44 Newark $514 yr/$43 mo</td>
<td>$19,866</td>
<td>$1,656 mo</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4C: 215 Units 224-232 River / 235 Hudson</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>First St. (2.79%)</strong></td>
<td></td>
<td>4A: 1 Commercial, 2 Units 259 First St. $533 yr/$44 mo</td>
<td>$573</td>
<td>$48 mo</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4C: 8 Units 653 First St.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fourteenth St. (2.52%)</strong></td>
<td></td>
<td>4A: 4 Commercial, 16 Units 109 Fourteenth St. $953 yr/$79 mo</td>
<td>$5,221</td>
<td>$435 mo</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4A: 1 Commercial, 35 Units 1405 Clinton St.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Example Assessments By Area – Order of Magnitude

### Waterfront N. (2.25%)

<table>
<thead>
<tr>
<th>Property</th>
<th>Address</th>
<th>Annual Cost</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>4A – 11 Comm., Garage</td>
<td>1125 Maxwell Ln.</td>
<td>$8,415</td>
<td>$701</td>
</tr>
<tr>
<td>4A – 2 Comm., 93 Units, Garage</td>
<td>1401 Hudson St.</td>
<td>$11,505</td>
<td>$959</td>
</tr>
</tbody>
</table>

### Gateway N. (0.81%)

<table>
<thead>
<tr>
<th>Property</th>
<th>Address</th>
<th>Annual Cost</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>4A – Comm., 1 Antenna</td>
<td>1422 Grand St.</td>
<td>$766</td>
<td>$64</td>
</tr>
<tr>
<td>4B – Garage</td>
<td>1520-1530 Jefferson</td>
<td>$180</td>
<td>$15</td>
</tr>
</tbody>
</table>

### Gateway S. (0.81%)

<table>
<thead>
<tr>
<th>Property</th>
<th>Address</th>
<th>Annual Cost</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>4B – Industrial</td>
<td>38 Jackson St.</td>
<td>$1,183</td>
<td>$99</td>
</tr>
<tr>
<td>4C – 8 Units</td>
<td>510 Observer Highway</td>
<td>$152</td>
<td>$13</td>
</tr>
</tbody>
</table>

### Hybrid (0.81%)

<table>
<thead>
<tr>
<th>Property</th>
<th>Address</th>
<th>Annual Cost</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>4A – 1 Commercial, 2 Units</td>
<td>743 Park Ave.</td>
<td>$100</td>
<td>$8</td>
</tr>
<tr>
<td>4C – 15 Units</td>
<td>210 Jefferson St.</td>
<td>$472</td>
<td>$39</td>
</tr>
</tbody>
</table>
How is a SID formed?

• Formation of a SID is based on the support of property & business owners in the district.
• Most Important: You as Stakeholders
• A SID is created when there is widespread partnership and all are fully informed.
• Three categories in the formation of a SID:
  One – Planning/Outreach
  Two – Legislative Authorization
  Three – Board of Trustees/Budget
SID Governance

- District Management Corporation is established as the OPERATING ENTITY
- All property owners in SID are MEMBERS
- BOARD is established in accordance with Bylaws.
  - Comprised of property and business owners, civic leaders, public officials and others.
  - You are the Stakeholders – Seat at the Table.
  - The majority of Trustees must be property owners.
- MANAGER is hired for day-to-day management of SID.
CONCLUSION

• A SID is one of the most qualified mechanism’s to encourage local property and business owners to work together with the local government.

• It is self determination for the future.

• Makes it possible for members of the community to control the revitalization of their area.
VI. Stakeholder Q&A

**Presentation on a Special Improvement District for Hoboken**

**Stakeholder Meeting Q & A**
**April 8, 2019**
**Stevens Institute -6:00pm**

**Question/Concern:**

Anthony-Freeholder

How do we get Riverview Jazz Festival?
How do we get streets closed in the summer?
How do we resolve the ongoing issue of the emotionally disturbed people on the street that are scaring women?

**Response:**

We have never had a seat at the table. With a S.I.D we are Pro-active. We can voice our concerns and they will be heard; and we can partner with the City on all issues.

**Question:**

Longtime Resident/Business Owner

Seat at the Table… What does that mean?

**Response:**

One of the members of the City Council will be on the Board. Improvement District’s act as a liaison between Board & Governing Body.

**Question:**

Business Owner

How long does a S.I.D go for usually?

**Response:**

Some last 20+ years, some last 2-3 years. Depends on the City and what they are looking to accomplish. We are looking to establish benchmarks based on the responses on the surveys handed out. Please complete them and return back to us.
Question:
Assessment is it a tax increase that will show up as a line item on our tax bill? Is that correct? Does that mean it is not an option?

Response:
S.I.D is not a Tax as known to be with property taxes, as it cannot be appealed as based upon property assessments. A SID assessment utilizes the instrumentality of government, thus it must be paid or a lien will be placed on the property. The assessment will only exist as long as there is an Improvement District. The S.I.D Board is in control of budget. They will make adjustments as needed. The budget must be approved each year by Council.

Question:
Property Owner
I have had a property empty for 5 years and another empty for 3 years. How will S.I.D help me in renting my spaces? Also would like to comment on the issue we have with the emotional disturbed people in alley ways. Problem.

Response:
We as owners have not had a voice. The goal is for the S.I.D to help with that. I myself (owner of La Isla and Sparrow Wines) will be paying approximately $1,312 per year. I am going to put it under my Marketing/Advertising line item. And when we complete the Retail Market Analysis that should assist us all in understanding what retail is needed.

Question:
Megan Lukan Owner of Washington General Store

Who do we contact to volunteer for the Board?
How are we reaching out to other business owners letting them know that S.I.D opportunities are available?
How do we get more businesses involved?

Response:
Letters were sent out to all the Property Owners and most Business Owners. This was the first community outreach. We have Council Members here, the Mayor was here, as other elected officials. Our goal is for economic revitalization of Hoboken and for the businesses to thrive. We ask that everyone help spread the word and encourage everyone to attend meetings and get involved, ask questions, voice their concerns. We will review your input adjust our recommendations accordingly.
Question:

Michael, Property Owner

Branding is a projected concept. I do not feel branding is where the majority of the budget should be going. We should focus more on infrastructural things. People will come to Hoboken. That’s not the issue…. Millennials like himself are moving out of Hoboken because cost of living is going up and salaries are frozen.

What will help the Parking Issues on Washington? People come for a quick sandwich and come out to a big ticket. We should not have to pay towards a S.I.D in order to be heard.

Response:

We are not getting anything for free. We need to hear concerns. The board will be in control of Budget. Budget can be rearranged if need be. Branding is something we believe should be coordinated. We need our colleagues here to give feedback. We need to unify our voices in order to assist property owners in renting stores. S.I.D will give everyone a place to go to speak and be heard and get results. Branding is just one aspect of creating an image for economic growth.