WORK PLAN

Final

OVERALL STATEMENT

It was agreed upon that the City should be providing and or improving the following: Street Conditions - paving, Parking Program, Traffic Congestion, Vacant lots, Homelessness, Streetscape – signage – crossings – lighting.

VISUAL IMPROVEMENTS

Visual Impact to attract people and businesses to City

Goals:

a) Facades – set up guidelines for improvements – cleaned and maintained storefronts
b) Commercial Signage/way finding – create new, fix old, set up grant program for retail
c) Clean/maintenance- provide additional support – Clean Team
d) Seasonal plantings, decorations, trees light – warmer impact
e) Transportation Centers – cleaning (Path, NJT, NY Waterways)
f) Use of Arts/Public Spaces – support – showcased – visual standards – Street furniture – Place Making
g) Kiosks – location finder – How to
h) Historical Buildings – maintained and supported

BUSINESS RETENTION/ATTRACTION - EVENTS

Make it easier to do business in City – Support Mom and Pop operations, lowering costs to be here

Goals:

a) Business Attractions and Retention – Incentives to Landlords
b) Retail Market Analysis (RMA) – Where are our customers – ongoing reports – foot traffic counts
c) Zoning– vacancy upkeep plan
d) One Stop Shop tool
e) Retail Promotions– Maps, Guides, Directories, Calendar
f) Creation of New Major Event Festivals – Wine/Food, etc.
g) Existing events - Holiday / Seasonal (Fix retailer storefront priority location use for festivals - garner out of state consumers – extension of off premises licensing)
h) Transportation alternatives for employees – shuttle system
i) Redevelopment Plans/Parking – assist municipality (SID connection regarding retail & commercial design)
j) S.A.F.E. – Specialty; Arts; Food; Entertainment – Retail
k) Mentorship/Training Program – Networking and Resources matching up
**MARKETING/ECONOMIC DEVELOPMENT**

Image building of City creating new vibrancy, perception of business creation

Goals:

a) Theme/branding/ Public Relations – develop advertising program (all media)
b) Build unified image/ getting message out – cohesive: who, what; family friendly
c) Zoning/licensing – review and recommend new revisions -
d) Partnerships – coordinate – Government Relations – Redevelopment – Liaison - Advocate
e) Website – social media, City connection
f) Network/data gathering — resident surveys (BRM) – retail data (RMA) – Worker Surveys - Reporting
g) Business recruitment/creation/retention — record of businesses in pipeline, if applying new business

**ADMINISTRATION**

Goals:  

a) Budget – review and set up
b) Bylaws – review and recommendations
c) Finances/Grants – develop to supplement activity
d) Office – set up, computer, phones, etc.
e) Non – profit application (501c-3)
f) Management – Staffing

See next page for priority scheduling
TIMELINE: Priority Schedules

**SHORT TERM (3-6 months)**

Web Site - social media, City connection  
Bylaws  
Budget  
501c3 file Office  
Staffing  
Clean/Maintenance program  
Existing Events-Holiday/Seasonal-retail storefront policy  
Seasonal Plantings  
Theme/branding/ Public Relations – advertising program (all media)  
   Build unified image/ getting message out –cohesive: who, what; family friendly  
Network/data gathering—resident surveys (BRM) – Retail Market Analysis (RMA) – Worker Surveys

**MID TERM (6-18 months)**

Commercial Signage/Wayfinding  
Transportation Centers – cleaning  
Vacancy up-keep  
One Stop Shop  
Use of Arts/Public Spaces  
Retail Promotions  
S.A.F.E  
Zoning/licensing – review and recommend new revisions  
Business attraction/retention — record of businesses in pipeline, if applying new business

**LONG TERM (18 – 30 + Months)**

Facades  
Kiosks  
Historical Buildings  
Business Attractions and Retention  
Creation of Major Event Festivals  
Transportation Alternatives for Employees  
Redevelopment Plans/Parking  
Ordinances and Policy review/recommendations

COMMENTS/NOTES: