

Mission Statement
Objectives
Goals

Mission: *The SID's mission is to energize and enhance Hoboken's business environment and to maximize consumer engagement through collaborative alliances with businesses, government and community; to create a place where small businesses desire to be and thrive.*

Objective: *Create a beautiful, art filled, safe, accessible and prosperous business district which attracts all of our citizens and visitors to shop, eat, play and stay in Hoboken.*

Goals: *Physical commercial transformation – resulting in clean, aesthetically charming commercial buildings with curb appeal and landscaping that serve as a market brand for stores offering unique goods and services.*

Business attraction and retention – helping new and diverse quality businesses join what they view as a solidly established and viable commercial community.

Visual Improvements and Events – impacting everyday experiences in public spaces with Arts, Culture and creative place-making.

By meeting these goals the SID shall build a City which attracts a wide audience to live, work and play.

With this in mind the SID should begin its work with three projects:

THE THREE PROJECTS ARE:

- 1. Brand Theme**
- 2. Retail Market Analysis (RMA)**
- 3. Current Events/Art Work-public spaces/Cleanliness**