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LIVING IN DOWNTOWN NEWARK

2017 Annual Report

VOLUME XIX



WELCOME

Dear NDD,



Usually I would write my welcome letter to stakeholders here, but since we'll be celebrating your 20th anniversary next year, I decided instead to write this letter to you. 20 years have passed since you opened your doors in 1998 - fresh-faced and ambitious, armed with one mission: to improve the quality of life in the central business district of the City of Newark. So many people said it would be impossible,

but if there is one thing you are known for, it's your ability to turn a deaf ear to naysayers and stay focused on your goals.

As I look back over nearly two decades, I must say — you have changed a lot. You started off with a handful of employees and a primary goal to keep the downtown streets and structures clean. After 15 years hard at work, your impact was so impressive your borders were expanded. Working with top architects and urban designers, you improved the aesthetics of our downtown from top to bottom - historic-style light poles and street-pole banners to granite curb cuts, parklets, and planters. Under the guidance of skilled landscape architects your seating areas and parklets are selectively placed to allow for extensions of tall office buildings and local businesses while your plantings change each season to give pleasure to thousands who crave a connection with nature in their daily city lives. Each intentional detail touches every block and makes it impossible to go unnoticed. Who knew you'd have such an impact on the lives of so many people?

19 years later, you have an untiring team consistently aiming to create and attain new milestones while working to maintain and improve those that have already been reached. Together they work with over 60 Ambassadors—women and men, most from right here in Newark — including Quality of Life Ambassadors, Clean Ambassadors, and Horticulture Ambassadors all of which are dedicated to making people feel safe, cared for, and proud to be a part of downtown Newark. As new residents are flooding to our downtown because of the extraordinary culture, work opportunities, transportation infrastructure, restaurants, nightlife, galleries, shopping, and personality, you are right there in the middle of the fun, ready and waiting to serve.

You have worked tirelessly to earn a reputation for excellence, dependability, and integrity, and as a result, your name has become synonymous with high quality. Today, the impact you have had on the downtown is obvious, and I have no doubt the next 20 years will be filled with innumerable accomplishments.

Most respectfully,
Anthony McMillan, CEO
Newark Downtown District

Dear Downtown Stakeholders,



It has been an honor serving as Chairman of the Board of Directors for the Newark Downtown District and ushering in its 20th Anniversary of service to our downtown.

My position has given me a front-row seat to the hard work done by the Newark Downtown District in the Central Ward.

Immense changes have taken place over the last two decades, evident to all who live, work, and visit Newark. The NDD started in 1998, concerning itself with basic cleaning, security, and bringing feet to the street. Now it is working with local partners to strategically sculpt the bright future that we all see on Newark's horizon.

The theme of this year's Stakeholders Reception is Living in Downtown Newark, which encompasses more than just moving into our community. It is about immersion. Companies like Amazon, Prudential, and Panasonic are encouraging their employees to move into the downtown, walk to work, see sporting events and concerts in our community, and take advantage of our big city amenities with our small town hospitality.

The NDD is leading in this new era by assisting in retail attraction and business growth, partnering with local organizations to improve quality of life, and focusing its attention on the many open spaces throughout the downtown. Public spaces change the physical footprint of our city by allowing those who live and work in Newark to literally stop, sit, and absorb the enjoyable sights and sounds of the city. The NDD Outdoor Cafe Seating Areas, NDD Pedestrian Mall, and NDD Parklets are catalysts for those changes. Mulberry Commons will become Newark's newest state of the art park in Fall 2018, with the NDD maintaining, securing, and programming it. These spaces are for all Newarkers to enjoy and share, and their success mirrors the success the entire downtown is experiencing.

As I pass the gavel to our new Chairman, I am content in the knowledge that our downtown is growing and flourishing. May the NDD be at the forefront of downtown Newark's development for another 20 years.

Kevin Collins
NDD Board Chairman,
C&K Properties - 2 Gateway Center

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ABOUT DOWNTOWN NEWARK

NDD MISSION

The Newark Downtown District, Newark's special improvement district of the central business area, is a privately funded 501(c)3 non-profit organization, dedicated to revitalizing downtown Newark by improving the economic viability of the central business district.

The NDD works hard to enhance the quality of life for those who live, labor, and leisure in Newark, by providing supplemental cleaning and safety services, as well as physical improvement, marketing, and event programs. The NDD is funded through a special assessment on district commercial and residential properties, billed and collected by the City's tax collection department and turned over to the NDD for operation management. The NDD is overseen by a Board of Trustees consisting of business and property owners within the District, representatives of non-profit organizations, as well as municipal officials and staff.



LIVING IN DOWNTOWN NEWARK

NEW RESIDENTIAL BUILDINGS

Last Phase of Teachers Village
Halston Flats
Hahne & Co Luxury Apartments

RESIDENTIAL DEVELOPMENT IN THE PIPELINE FOR 2018

One Theater Square
One Riverview
The Kislak Building (579 Broad Street)
869 Broad St
198 Market Street

BY THE NUMBERS

11% rise in the median home value

in downtown Newark over the last year to \$277,900
(zip code 07102)

Approximately 400,000 people

comprise the daytime population in Newark

AVERAGE RENT COSTS

Studio: \$1439
1 Bedroom: \$1774
2 Bedrooms: \$1983
3+ Bedrooms: \$2245



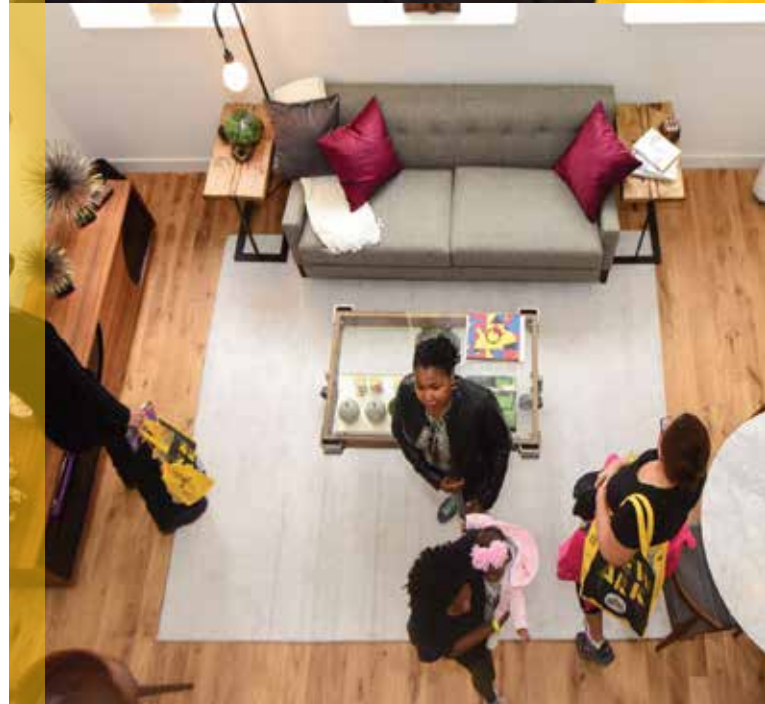
DOWNTOWN NEWARK LIVING TOUR

From Vogue.com to the New York Post, the real estate and commercial boom throughout Newark has been in the spotlight this year. Newark has a history, flavor, and unique living experience that other cities cannot duplicate. So, what is it like to live in downtown Newark? Over 700 people found out on Saturday, May 20, 2017, from 10:00 am–4:00 pm at the **Downtown Newark Living Tour**.

This free, day-long, self-guided event was an opportunity to see first hand the most exciting, affordable luxury residential developments in Newark's downtown. In addition to touring apartment homes, attendees watched cooking demos and ate tasty samples at Whole Foods Market, visited galleries throughout the downtown, had free entry into the Newark Museum, and enjoyed a free concert at NJPAC.

“Downtown Newark is the perfect place to live, labor, and leisure.”

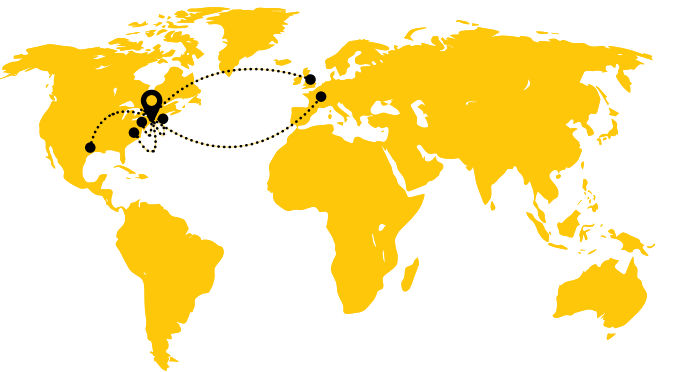
“Downtown Newark is the perfect place to live, labor, and leisure. Only minutes from Manhattan, we are home to fabulous, affordable, luxury apartments, top Fortune 500 companies, the best cultural centers in New Jersey, a vibrant art community, and delicious dining,” Anthony McMillan, CEO of the Newark Downtown District, explained. “Over 700 people converged on downtown Newark to take a peek into life in New Jersey's biggest city.”



The self-guided tour began at the Greater Newark Convention and Visitors Bureau, where attendees registered for their free all access pass. From there, registered participants from all over the United States and parts of Europe hopped on the free shuttles or started walking the downtown to visit downtown Newark's luxury apartment buildings.

TOP NJ DOWNTOWN LIVING TOUR ATTENDEES

Other Areas of Newark	Maplewood
Bloomfield	Montclair
Cranford	Millburn
East / South / West Orange	New Brunswick
Elizabeth	Princeton
Harrison	Summit
Hoboken	
Jersey City	



TRAVELED THE FARTHEST TO ATTEND

Paris	Baltimore, MD
England	Washington, DC
Houston, TX	NYC–All Five Boroughs

PARTICIPANTS



Apartments

The Hahne Building	Nevada
Halston Flats	Richardson Lofts
Halsey Street Lofts	Rock Plaza Lofts
Teachers Village	The Union Building
Broad	Eleven80



Culture

NJPAC	Index Art Center: Art & Artifacts
Gateways to Newark Portraits Mural Bus Tour	Gallery Aferro
Newark Public Library	Tonnie's Minis
Newark Museum	Barat Foundation Gallery
Glassroots	Gateway Project Spaces
Whole Foods	Newark Shoppes on Broad
Barnes and Noble	
Paul Robeson Galleries at Express Newark	



Food

27 Mix	Redd's Biergarten
BurgerWalla	Don Pepes
Edison Ale House	Tonnie's Minis



Headquarters

Greater Newark Visitors Bureau

LABORING IN DOWNTOWN NEWARK

Commuters can access downtown Newark via NJ Transit and the PATH. New York City is only 20 minutes from downtown Newark.

BY THE NUMBERS

18.1 Million sq. ft. of office space

2.6 Million sq. ft. of retail space

Over 10,000 private businesses
in the City of Newark

Over 140,000 employees in the City of Newark

\$18 Million+ in weekly employee spending

LARGEST DOWNTOWN NEWARK EMPLOYERS

Prudential Financial
Public Service Enterprise Group (PSE&G)
Panasonic
Verizon Communications
Horizon Blue Cross Blue Shield of NJ
Audible
NJ Transit
Rutgers University

LEISURE IN DOWNTOWN NEWARK

Downtown Newark is the cultural hotspot of New Jersey!

CULTURAL CENTERS

Prudential Center
New Jersey Performing Arts Center (NJPAC)
Newark Symphony Hall
Newark Museum
Gateways to Newark: {Portraits} Mural
Aljira
Gallery Aferro
Index Arts Center
Barat Foundation Gallery
Gateway Project Spaces
Paul Robeson Galleries at Express Newark

A SNAPSHOT OF EVENTS IN DOWNTOWN NEWARK

Newark International Film Festival
Open Doors Arts Weekend
Making Strides Against Breast Cancer Walk
Sounds of the City (NJPAC)
Halsey Street Festival
Gaurd D'Avant
Dodge Poetry Festival
K-Con
State of the Black World Conference
NJ Devils Games at the Prudential Center

WELCOME TO OUR COMMUNITY!





NDD OPERATIONS

CLEAN & GREEN BY THE NUMBERS



2,802,000 POUNDS
OF TRASH REMOVED



UP 5%
FROM 2016



5,100 STICKERS
REMOVED



UP 4%
FROM 2016



2,500 HOURS
OF SNOW REMOVED



UP 143%
FROM 2016



14,080 ASSISTED
PEDESTRIANS



UP 227%
FROM 2016



1,450 GRAFFITI
REMOVED



UP 5%
FROM 2016



200 PLANTERS
MAINTAINED



UP 25%
FROM 2016



2,300 PLANTS
MAINTAINED



63 HANGING BASKETS
MAINTAINED



10 NEW TREES PLANTED
with the New Jersey Tree Foundation



109 HOLIDAY STREET LIGHTS



This year the NDD introduced the NDD garbage truck to help maintain the cleanliness of our downtown streets!



AMBASSADORS

Clean Ambassador: Bobbie Andrews

"I like being a clean ambassador because it gives me great pleasure to beautify the city in which I was born and raised in. I have learned a lot from the people that I have met as I'm working. I enjoy assisting pedestrians and it gives me motivation to keep coming to work."

QOL Ambassador: Dante Randolph

"I like being a QOL because I get to interact with the people of Newark. I also get satisfaction out of being a person Newarkers come to for help."

Special Projects Ambassador: Omar Springer

"I like working in Special Projects because we do more than one job - it's something different every day. I also like that I get to help in the set up of events that bring Newark together."

Horticulture Ambassador: Glenda Copeland

"I enjoy working with plants and learning about weeding. I work with a good team and like hearing that I have a green thumb. It's great to know that my efforts beautify our downtown."



QUALITY OF LIFE

Downtown Newark Crime Falls After 2013 SID Expansion

An analysis conducted by the NDD using crime data from the Newark Police Department showed that after the district expanded in 2013, crime rates dropped within those areas more significantly than throughout the rest of the city. While the crime rate in Newark has reached historic lows in recent years, within the new expansion areas, **overall crime in the area fell by 15.3 percent while the rest of the city saw a decrease of 4.8 percent.** Non-violent crimes experienced an even more drastic reduction: **34.6 percent in expansion areas compared to 9.4 percent throughout Newark.**

By establishing a visible caretaker of a community, SID workers provide more eyes and ears on the street, and because of this increased perception of guardianship, levels of crime tend to fall. Moreover, SIDs sponsor programs and campaigns designed to promote public safety and work with local businesses to improve coordination on crime prevention strategies. Additionally, SIDs work hard to promote economic development, tourism, and an endless variety of activities to bring people and new businesses to the downtown area. This increases the overall amount of private security, bolstering the impact of local police and adding even more eyes and ears in the community.

Security Task Force

The NDD hosts a monthly Security Task Force meeting. The purpose of these meetings is to enhance the day-to-day life in the downtown area by identifying key issues. These meetings are open to stakeholders and gain frequent attendance from the District's corporate security professionals, representatives from Newark Police Department, Newark City Schools, City Council, Charter Schools, and other stakeholders. Over time the meetings have evolved from sharing Quality of Life issues and data to an active task-driven program.

The Security Task Force meetings take place the third Tuesday, January to June and September to December. Please contact the NDD at 973.622.2002 to be put on the email notification list.

2017 Downtown Newark Symposium on Homelessness: Follow Up

The NDD hosted a follow-up symposium on homelessness on April 5, 2017 at the Cure Club in the Prudential Center, with 75 attendees. The Spring symposium highlighted the feedback and takeaways received at our first symposium. It also provided updates to stakeholders on the City of Newark's homeless outreach strategy. Ms. Wilma Johnson from Rutgers-University Behavioral Healthcare discussed the importance of addressing the mental health needs of Newark's homeless population.



A HEALTHY AND ACTIVE DOWNTOWN

NDD Farmers Market

This was a banner 17th year for the NDD Common Greens Farmers Market—the largest and most diverse outdoor market in Newark! Each Thursday from 11:00 am to 3:00 pm between June and October, over 1,200 residents, commuters, and students flooded PSE&G Plaza for fresh, delectable food, all-natural skin care products, originally designed clothing, and unique, handmade artisan jewelry. This year, vendors had everything from Jersey Fresh fruits and vegetables, pickles, nuts, fried chicken and waffles, fresh squeezed juice, savory cheesy empanadas, fried fish, roasted pork, truffle mac and cheese, chicken dishes, kettle corn, and sweet strawberry funnel cakes.

#NDDFarmersMarket

The NDD Farmers Market partnered with City Green for the second year to offer “Good Food Bucks,” a program that doubles the value of federal nutrition benefits (including SNAP and WIC or Senior FMNP.) For every dollar of federal benefits that a shopper spent, Good Food Bucks provided a matching dollar to spend on local fruits and vegetables.

2017 FARMERS MARKET VENDORS:

Mr. Cooper's Funneland *
 O'Lala Empanadas *
 Pedal Farmers *
 Fast Track Fashions
 Oranges ACA
 Nitjuan Design *
 Rutgers SNAP Ed *
 All Sports Apparel
 Top Shelf Plus, LLC *
 Some Sisters, LLC *
 Gaucho Burger
 Off The Leash *
 Damn Good Chicken
 Gourmet Nuts & Dried Fruit & Pickles
 Matarazzo Farms
 Spice It Up
 America's Kettle Corn
 Progressive Health Care *
 Good Morning Newark *
 Tribal Gauges *
 Farmer Al's
 Simple Elegance Accessories *
 The Juice Pushers
 The Spot
 Bang Cookies
 Kamau Casual Catering

* Newark-based Business



NDD Walking Club

Downtown Newark “Walked for the health of it!” for its seventh consecutive year. More residents and commuters are looking for ways to stay healthy while taking advantage of downtown Newark’s walkable environment, and the NDD Walking Club provides both physical and mental health benefits. Walkers regularly see improvements in mood, attitude, blood pressure, resting heart rate, body fat, BMI percentages, and lung function. Our NDD Walkers reap the benefits of exercise as well as the warmth and friendliness of our community.

The NDD Walking Club is a constant reminder to our greater community that downtown Newark is not only hard-working in the office, but is equally conscientious when it comes to maintaining a healthy lifestyle. The NDD Walking Club started its daily walks on May 30, 2017 outside PSE&G Plaza, on the corner of Park Place and Raymond Boulevard, and walked every weekday, weather permitting, until October 28, 2017.

THE 2017 NDD WALKING CLUB SCHEDULE:

11:30 am to 12:00 pm; 1:00 pm to 1:30 pm (stationary walk); 12:15 pm to 1:00 pm; 1:30 pm to 2:00 pm.
The NDD Walking Club registration form can be found at www.downtownnewark.com.

#NDDWalking



2016 Downtown Holiday Celebration & Tree Lighting

Holiday spirits were high on December 6th, when the Newark Downtown District (NDD) and the New Jersey Devils hosted the 2016 Downtown Newark Holiday Celebration & Tree Lighting at the Prudential Center's Championship Plaza. Over a thousand people attended this year's celebration, which featured a free concert by R&B sensations Blu Cantrell and Sunshine Anderson.

Attendees enjoyed pictures with Santa with a special holiday gift, a bouncy house, a street hockey rink, a trackless train, numerous carnival games, children's characters and Victorian carolers throughout the event. Known as the largest holiday celebration in Newark, this year the festivities began at 4:00 pm. Anthony McMillan, CEO of the NDD, and Hugh Weber, President of the New Jersey Devils, lit the 40-foot-tree. Following the tree lighting, R&B soul singers Blu Cantrell and Sunshine Anderson performed holiday classics and their chart-topping hits "Hit 'Em Up Style" and "Heard It All Before" respectively.



Through working with the City of Newark, the Newark Public Schools, and the area charter schools, the NDD successfully invited and engaged families, resulting in a fantastic turnout and a wonderful night of holiday celebration and cheer!

BrandNewark: The Smart Kiosk Pilot Program

The first smart kiosk was installed on Broad Street and Prudential Way, outside of Military Park on May 4, 2017. In partnership with the City of Newark, the BrandNewark Kiosk is a primary example of a “smart” infrastructure component. At the core, this pilot kiosk will provide users (residents, commuters, and visitors) with basic services including free high-speed internet and real-time communication / alerts (community notices, bulletin boards, maps, weather, etc.).



Ultimately, the kiosk will be a visible component of a smart Newark. BrandNewark will leverage technology and a strong visual presence to boost traffic, business, awareness, and a more robust community. Fifteen advertising partners are currently on the kiosk, establishing a direct tie with consumers.

CURRENT BRANDNEWARK ADVERTISERS:

Assurance Realty Group	Military Park Partnership
Burger Walla	Newark Arts
Central Restaurant	Newark Happening
City of Newark	Newark Museum
Cordobesas	NJIT
Dinosaur B.B.Q.	Off The Hanger
Dream Greens	Redd's Biergarten
GlassRoots	WBGO Radio
Harvest Table	Whole Foods Market
Homeland Security	YMCA

NDD Back-to-School BBQ

On Wednesday, October 4th, from 3:00 pm to 7:00 pm the NDD hosted Newark public and charter school teens at the First Annual Downtown Newark Back-to-School BBQ, in Washington Park.

A cross between a resource fair and a community bar-be-que, the business and youth communities were brought together. Teens were given vital information on how they can take advantage of the revitalization that is taking place throughout downtown Newark.

Newark Teens were treated to live music by local favorite DJ Lil Taj and food by Off the Leash and Newark's own Jimmy Johns.

OVER 20 FOR-PROFIT AND NON-PROFIT COMPANIES PROVIDED AREA TEENS WITH:

Internships

Entry Level Jobs

Mentoring Programs

Business Fashion Advice

Resume Help

Raffles & Giveaways

OPEN SPACES

Parklets

Downtown Newark now has three parklets throughout the district. Partnering with stakeholders' businesses, this program aims to encourage foot traffic and spur economic development by providing more public seating in front of ground floor retail. A parklet is a traditional city parking space converted into a mini-park that provides a public sitting area for people to enjoy. You can find these parklets on Halsey Street in front of Black Swan Espresso, on Commerce Street in front of Stars Cafe, and in Teachers Village on the corner of Halsey Street and Maiden Lane. Thank you to our partners at the Newark Community Economic Development Corporation and the Newark Parking Authority.

"The NDD values the whole community. As part of our commitment to downtown revitalization and community engagement, we are thrilled at the idea of Newark students helping make our downtown more beautiful and pedestrian friendly. This parklet provides an unexpected haven in the midst of our city's busy streets."

-Anthony McMillan,
CEO of the Newark Downtown District

Great Oaks Legacy Charter School Master Class

The Newark Downtown District (NDD) held a parklet design competition for seventh and eighth-grade students from the Great Oaks Legacy Charter School. Before the competition, the NDD taught a master-class on urban design for the students. Utilizing what they learned, the students were challenged to create a new parklet that the NDD installed in Teachers Village on April 17, 2017.

The NDD designed and produced scaled models of the parklet with modular, geometric shapes that can be arranged to create different seating formations. Teams of students then used these models to arrange parklets utilizing urban planning and design principles. After completing their parklet designs, they presented to the selection committee who decided on the winning team. Selection committee members included: Anthony McMillan, Newark Downtown District; Abdulgader Naseer, Sage and Coombe Architects; Jake Podhurst, Great Oaks Legacy Charter Schools; Kate Anderson, City of Newark; and Linda Morgan, RBH Group.





Pedestrian Mall

The NDD Pedestrian Mall on Halsey Street, between Raymond and Academy Streets, took place every Tuesday, June thru October from 11am-3pm. We succeeded in attracting more than 5,000 visitors to the area, encouraging additional economic development by promoting those businesses along the street closure through a marketing and advertising campaign.

Outdoor Cafés and Charging Stations

Each year, with the arrival of the beautiful spring weather, the NDD sets up daily outdoor seating areas complete with cell phone charging stations. Outdoor seating is located on Mulberry Street outside of the Gateway 4 building, outside of the Audible campus, and the Newark Public Library. An additional charging station is located on the Rutgers campus.





Mulberry Commons

Mulberry Commons, downtown Newark's newest park, is the proposed development of three (3) acres of open space. The proposed park will be located between Mulberry Street and McCarter Highway, over the Northeast Corridor, down to Peter Francisco Park, with connections to Penn Station.

The park is made possible through a public-private partnership between the City of Newark, the Newark Community and Economic Development Corporation,

the Newark Downtown District, Edison Properties, J&L Companies, Inc., and the Prudential Center. Sage and Coombe Architects is the project lead for the design of the park, and Supermass Studio is the landscape architect. The park broke ground in late September with construction planned to be completed by late summer 2018. The Newark Downtown District will be the entity responsible for maintenance, operations, programming, and security when the park opens.



Downtown Newark Banner Program

Your local business can now purchase street pole banners! Newark has a daily daytime commuter population of over 300,000 people, and banners are one of the most successful ways to brand and advertise your business and location to cars and pedestrians while beautifying our downtown.

The City of Newark, the City has chosen the Newark Downtown District (NDD) to manage the Downtown Banner Program. The NDD will help you choose your location(s), print, and install the banners as well as maintain them on a monthly or yearly basis.

Retailers, restaurants, non-profits, and service businesses in cities throughout the country use banners as a low-cost way to advertise. With your help, the City of Newark and the Newark Downtown District are looking forward to having the most vibrant and well-maintained downtown banners in New Jersey.



BOARD OF DIRECTORS

THE 2017 NEWARK DOWNTOWN DISTRICT'S BOARD OF DIRECTORS:

Kevin Collins, Chairman
(C&K Properties – Gateway 2)

Regina Tokar, Vice Chairwoman
(Panasonic)

Darla Stachecki, Secretary/Treasurer
(Cogswell Realty)

Arcelio Aponte
(Rutgers University)

Larry Barnes
(Massey Insurance Agency)

Ron Beit
(RBH Group)

Michael Bright
(Newark YMCA)

Geoffrey Campbell
(The Nightingale Group)

Honorable Council President Mildred C. Crump
(City of Newark)

Brian Duddy
(Audible)

Michael Greene, Esq.
(Asst. Business Administrator, City of Newark)

Sarah Jones, Esq.
(Horizon Blue Cross/Blue Shield)

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(New Jersey Transit)

Allan Marcus
(Edison Properties)

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(New Jersey Performing Arts Center)

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Executive Assistant & Office Manager

Matthew Pietrus
Urban Planner / Data Analyst

Nicole Lobo
Marketing Assistant

Zuri Hadi
Administrative Assistant

Joshua Gachette
Intern



FINANCIAL UPDATE

NEWARK DOWNTOWN DISTRICT MANAGEMENT CORP. 2017 BUDGET NARRATIVE

The Newark Downtown District has formulated its annual budget for 2017, and we are respectfully submitting it for review and decision on approval by the City of Newark Administration and Municipal Council.

Revenue

The NDD is a Special Improvement District, which is funded through a special assessment paid by private and residential property owners. The Revenue portion of this budget is from those Special Improvement District assessments, which are billed and collected by the City's Tax Collection department.

TOTAL REVENUE: \$ 4,221,960

Expenses

General Administration

The General Administration and Overhead portion of the budget includes typical corporate operating expenses: rent, utilities, computer equipment and supplies, accounting services, legal services, office supplies, telephone service, conferences, management staff salaries, health benefits, and associated expenses.

GENERAL ADMINISTRATION TOTAL: \$ 1,467,660

Capital Improvement

The NDD partnered with the City of Newark in a Capital Project to improve the overall streetscape of the entire Special Improvement District. This comprehensive project incorporated new street furniture, signage, pedestrian scale lighting, landscaping, trash receptacles, planters, tree-pits, and some curb and sidewalk improvements. The proposed budget includes maintenance, repairs, debt service, and consultation fees for the Capital Improvements.

CAPITAL IMPROVEMENT PROGRAM TOTAL: \$ 450,000

Marketing and Promotions

One of the NDD's primary goals is marketing both the Special Improvement District and the City of Newark, promoting a positive image for those who live and work in the area, and finding ways to attract new visitors and businesses. Marketing materials such as business directories, cultural guides, maps of the area, banners, and the NDD website all promote Newark events and businesses. In 2017, the NDD will continue to bring energy and fun to the downtown district with activities such as concerts, outdoor seating areas with solar phone-charging stations, weekly Farmers Markets, the NDD Walking Club, Annual Holiday Tree Lighting, and the annual Stakeholders Celebration to inform the community about the work being done to further revitalize the downtown district.

MARKETING AND PROMOTIONS TOTAL: \$ 267,000

Operations

The NDD's annual horticulture plan and a maintenance plan for the street elements is included in the Operations portion of the NDD's 2017 budget. The funds allocated will be used for colorful seasonal plantings, irrigation, and other horticulture needs, as well as funding for the maintenance of the Capital Project streetscape elements. The NDD's international award-winning Geographical Information System (GIS) allows people to submit a "real-time" report which is sent directly to the NDD. This process ensures that repairs, replacements, and other identified needs downtown will be resolved in a timely manner, either by the NDD or by another responsible party. This sophisticated system also helps to keep the NDD Capital Project elements in the best condition possible, year after year. The GIS system is also used to easily locate parking, restaurants, educational facilities, historic areas, arts and entertainment, transit, municipal and office buildings, and hotels. The NDD has partnered with the City of Newark's 4311 System, which will ensure an effective way of reporting and solving problems between all agencies (i.e. Port Authority, NJ Transit, City of Newark's Engineering Dept., Sanitation Dept., NPD, etc.). Currently under construction, the NDD GIS system is being updated to work seamlessly with the new NDD website interface.

NDD Operations is comprised of the Ambassador Staff, Horticultural Team, NDD Clean Team, and the Special Projects Team. Our staff members maintain clean streets, report quality of life issues, set up for events, as well as detail the entire downtown by power washing all the sidewalks and removing graffiti. The Operations Team participates in daily roll call with Quality of Life Ambassadors and the Newark Police Department. The NDD Operations Team works hard to develop relationships with agencies to promote a vibrant business climate and a safe environment. The NDD Public Safety Program is designed to have a cohesive working relationship with its law enforcement partners, the NPD and NJ Transit Police. The NDD hosts a Security Task Force meeting the third Tuesday of every month, which is open to the public. At these meetings, information is exchanged and projects are identified that continue the progress of safety and security in downtown Newark.

OPERATIONS TOTAL: \$1,955,000

Total Expenses: \$4,221,960