

NEWARK  
COUPONS  
INSIDE!



# 2021 ANNUAL REPORT AND 2022 CALENDAR





# Downtown By The Numbers

## Living in Downtown Newark:



**\$373,113**

**Median Home Value  
in Newark**

20% increase since last year



**335,539**

**Approximate  
Daytime Population**

17% estimated decrease since prior to COVID



**\$1,611**

**Average Studio Rent**

15% decrease since last year



**\$1,613**

**Average One-Bedroom Rent**

16% decrease since last year



**\$1,800**

**Average Two-Bedroom Rent**

29% decrease since last year

### New Residential Buildings

Clinton Flats  
915 Broad  
60 Elm Street  
William House

### Residential Developments in the Pipeline

Kawaida Towers  
The Halo  
The Vibe

450 Broad Street  
Shaq Tower II  
193-195 Market Street

## Laboring in Downtown Newark:



**19.1M**

**Sq. Ft. of Office Space**

2% increase since last year (18.7M)



**3.4M**

**Sq. Ft. of Retail Space**

2% decrease since last year (3.3M)



**63,348**

**Residential Units**

3% increase since last year (61,000 units)



**123,988**

**Employees in Newark**

4% decrease since last year

# January 2022

SUN	MON	TUES	WED	THUR	FRI	SAT
<p><i>"Downtown Newark has emerged from the pandemic and is safer, cleaner, and more beautiful than ever before! We are open for business!"</i></p> <p>ANTHONY MCMILLAN, <i>Chief Executive Officer, Newark Downtown District</i></p>						1  New Year's Day
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22  <b>National Bagel Day</b> Get a warm and fresh one at Zaro's on Broad St.
23	24	25	26	27	28	29
30	31					



# New Businesses

In a year of unknowns, Downtown Newark showed its strength in 2021 with many new local businesses opening their doors and starting a new journey in the district.



THE BLACK HOME<sup>®</sup>  
*by Nikki Walker*



hlsy



CORNBREAD  
*Farm to Soul*



Ariya Restaurant  
& Lounge

# February 2022

SUN	MON	TUES	WED	THUR	FRI	SAT
		1	2 Groundhog Day	3	4	5
6	7	8	9 National Pizza Pie Day Grab a slice at Mulberry Pizza	10	11	12
13	14 Valentine's Day	15	16	17	18	19
20	21 Presidents Day	22	23	24	25	26
27	28	<p><i>"The Newark Downtown District plays a critical role in maintaining the character and cleanliness of our city's historic center. Their services ensure that our downtown is an inviting place to live, visit, and conduct business. As the downtown area continues to gain residents and businesses, we know that the Newark Downtown District will continue to provide outstanding service to enhance their quality of life. We look forward to their continued efforts in sustaining the downtown district's beauty and aesthetics."</i></p> <p>MAYOR RAS J. BARAKA, <i>City of Newark</i></p>				





# NDD Ambassadors

## NDD Clean Ambassadors

NDD Clean Ambassadors are easily visible in the district in their yellow and black uniforms. Armed with an arsenal of tools that keep the 110 blocks of the downtown sparkling clean, they cover comprehensive routes throughout their daily shifts, removing litter, sweeping sidewalks, and emptying and disinfecting trash receptacles. Their attention to detail shows as they wipe down pedestrian touch points, benches, planters, and trash cans, and it is clear that it is the NDD Clean Team who is responsible for keeping the downtown district so clean and pleasing to the eye.



## NDD Quality of Life Ambassadors

NDD Quality of Life (QOL) Ambassadors are the hospitality ambassadors for the downtown district, and their most vital role is to provide friendly and useful services to people living, working, and visiting downtown Newark. They are the “Eyes and Ears” of the district, available to provide personal assistance, such as help crossing a busy street, suggestions of restaurants to satisfy any culinary craving, directions to Newark’s many cultural and entertainment venues, and even parking tips! QOL Ambassadors meet regularly with NDD stakeholders and also report daily observations of district conditions in need of attention or repair. They are equipped with two-way radios and can send reports directly to the Newark Police Department for quick assistance.



## NDD Horticulture Ambassadors

NDD Horticulture Ambassadors are responsible for the Downtown District’s over 300 planters, which are adorned with lush foliage and colorful flowers. Three times a year, the NDD planters receive new seasonal installments. Daily inspections of the planters include replacing and trimming plants, and caring for plant reserves. Other beautification tasks include weeding the entire district and mulching the district tree pits, and cleaning and cutting the grass all along the manicured greenway on the southern end of McCarter Highway and the Portraits Mural going north. This team really has a green thumb!

## NDD Special Projects Ambassadors

This special team of multi-talented Ambassadors are assigned to diverse work projects. For example, during the day they might tackle unwanted stickers and graffiti, while the overnight team scrubs the sidewalks of the district with a power washer, blasting away dirt and grime. Another overnight team waters the 300 planters and hanging baskets, keeping the plants strong and healthy. This team can also be seen with a paintbrush in hand, painting light poles, bollards, and trash cans. NDD Special Projects Ambassadors are also the builders of the parklets that pop up in the spring, and the production team for setting up and breaking down NDD events.



# March 2022

SUN	MON	TUES	WED	THUR	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
Daylight Saving				St. Patrick's Day		
20	21	22	23	24	25	26
27	28	29	30	31	<p><i>"As a Board, part of our goal is to be a voice for the entire central business district, and we do a great deal of outreach in an attempt to know what's important to everyone who lives and works in downtown Newark. I urge everyone to share their ideas, participate in our surveys, and serve on our committees if your schedule allows."</i></p> <p>MICHAEL JAMES, Chairman, Newark Downtown District</p>	
		<b>National Pita Day</b> Have one at Pita Square				



# Operations



**1,032,300**

Pounds of  
Trash Removed



**29,606**

Trash Cans Cleaned



**5,000**

Public Fixtures Cleaned



**2,500**

Stickers Removed



**1,005**

Graffiti Removed



**10,300**

Pedestrian Assists



**8,750**

Business Contacts



**3,000**

Hours of Snow Removal



**300**

Planters Maintained



**80**

Hanging Baskets  
Maintained



**13,986**

Plants Maintained



**900+**

Plants Donated



## Social Media

This year, the NDD's social media handles increased in content interactions and engagements that included the likes, comments, shares, and bookmarks from each post. Each month the NDD gained approximately 100 followers.

We also made our #Add2CartWednesdays into Instagram Reels and received positive feedback from business owners and followers. We highlighted new businesses such as 19B Showroom, Boss Blend Coffee Co., BrownMill Company, Midsole NYC, Method Climb, Secur by KBS, and The Black Home, reaching record high views.



# April 2022

SUN	MON	TUES	WED	THUR	FRI	SAT
<p>“As the Central Ward Council Member, I am pleased with the progress NDD has made with small businesses in the District. Our Businesses in the District have suffered over the past 2 years in the middle of a global pandemic and NDD has shown true support and compassion for our businesses and the district by serving as an anchor of good. The pop-up events, the NDD Downtown Market, the assistance to various events, and hosting a hub of webinars, as well as serving as a source of knowledge for businesses has been well received and many are happy about the efforts. I'm grateful for the efforts and the progress. Let's continue to push forward!”</p> <p>LAMONICA R. MCIVER, <i>Council Member, Central Ward, City of Newark</i></p>					1	2
3	4	5	6	7	8	9
				<div>National Burrito Day</div> <div>Enjoy one at Dario's Tex Mex</div>		
10	11	12	13	14	15	16
					Good Friday	
17	18	19	20	21	22	23
Easter					Earth Day	
24	25	26	27	28	29	30



## Horticulture

Every year the NDD Horticulture Team focuses on district beautification and horticulture maintenance. Starting in May, NDD Ambassadors install three seasonal plantings and care for over 300 district planters throughout the year. The NDD Horticulture Team is also responsible for the grass maintenance at the NDD-adopted McCarter Highway entryway, the Washington Monument, and Monsignor Doane Park.

Together the NDD Horticulture Team works cohesively with other NDD services to create a visually pleasing and inviting atmosphere on Newark streetscapes throughout the year.

In 2021, the NDD organized a number of partnerships with the City of Newark and community organizations to facilitate horticulture events and plant donations. To kick off the spring season, the NDD produced a grant-funded community tree planting event with the New Jersey Tree Foundation (NJTF) and City of Newark. During the event, 40 volunteers from the greater Newark community joined NDD Ambassadors and NJTF staff to plant 22 trees on streets near Washington Park.

The NDD then partnered with the City of Newark and Greater Newark Conservancy to start annual spring and fall community plant donation events. These events will allow the NDD to reduce plant waste by donating plant material removed from NDD streetscape planters during seasonal swap-outs. This year's donation events distributed over 700 plants to over 40 residents and community organizations from the greater Newark area.

In addition to community plant donation events, the NDD donated over 200 grow bags planted with annuals and hydrangeas received from the Fifth Avenue Partnership to the City of Newark's Parks Department. The Parks Department used the grow bags in Military Park to beautify the sword.



# May 2022

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5 Cinco de Mayo	6	7
8 Mother's Day	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28 National Hamburger Day Get a juicy one at Burger Walla
29	30 Memorial Day	31	<p><i>"The parklets have been instrumental in creating an inviting outdoor space for our customers and the surrounding residential area. We love when someone is able to sit and enjoy a book, lunch, or even a conversation. What a beautiful enhancement to the businesses and the community."</i></p> <p>PATRICE MCKINNEY, <i>Source of Knowledge</i></p>			



# NDD Downtown Market

The NDD Downtown Market returned every Thursday (weather permitting) from 11:00 am to 3:00 pm at the PSE&G/Prudential Plaza, from June 24 until September 30. The market included live music, a farm stand hosted by the Urban Agriculture Cooperative, arts and crafts vendors, physical fitness activations, and information tables highlighting local community-based organizations.

The 2021 NDD Downtown Market featured a seating area dedicated to food delivery services from downtown restaurants and a pop-up vaccination clinic run by the City of Newark Health Department, Partners in Health, and the North Jersey Community Research Initiative.

To encourage shopping at multiple vendors, the NDD launched a new marketing promotion at the NDD Downtown Market—the Frequent Shopper Card. Each shopper received a punch card, and for every \$5 purchase they made, shoppers were able to get their card punched. Once they received five punches, they brought the card to the NDD kiosk and redeemed it for a prize. All submitted cards became part of a raffle to win a gift basket.

To show support for the NDD Downtown Market vendors, the NDD purchased items from all participating vendors and used the merchandise to create the gift baskets raffled at the end of the market season.



## Vendors:

America's Kettle Corn	Love Your Self All Natural by Dominican Formula
Amerigroup Healthcare	My Loss, Your Gain
The Cake Pound	New Jersey Clean Energy Program
Chu Homemade Blessings	Nitjuan Designs
Community Food Bank of NJ	North Jersey Community Research Initiative
Creative Candies & Things	Partnership for Maternal & Child Health
DIY Kitchen Diaries Cooking Classes	Queen Pizza
Essence of Zuri	Rutgers Cancer Institute of NJ
Fast Track Fashions	SAVE of Essex County
feh	Some Sisters
Fern & Fossil	Sweetwaters Coffee & Tea
I'm So Yoga Newark	Top Shelf Plus
Karima's Paparazzi Jewelry	Urban Agriculture Cooperative
Kickerfeast	Wellness on Wheels
LivFit	

# June 2022

SUN	MON	TUES	WED	THUR	FRI	SAT
<p><i>"The NDD has helped I'm So Yoga with marketing and community building through their social media cross promotions and by allowing me to be a vendor at The NDD Downtown Market. The NDD also assisted me in developing my own marketing through their social media webinars"</i></p> <p>LESLIE HERNANDEZ Founder/Lead Instructor at I'm So Yoga</p>			1	2	3 National Doughnut Day Grab one at Method Cafe	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
Father's Day Juneteenth						
26	27	28	29	30		

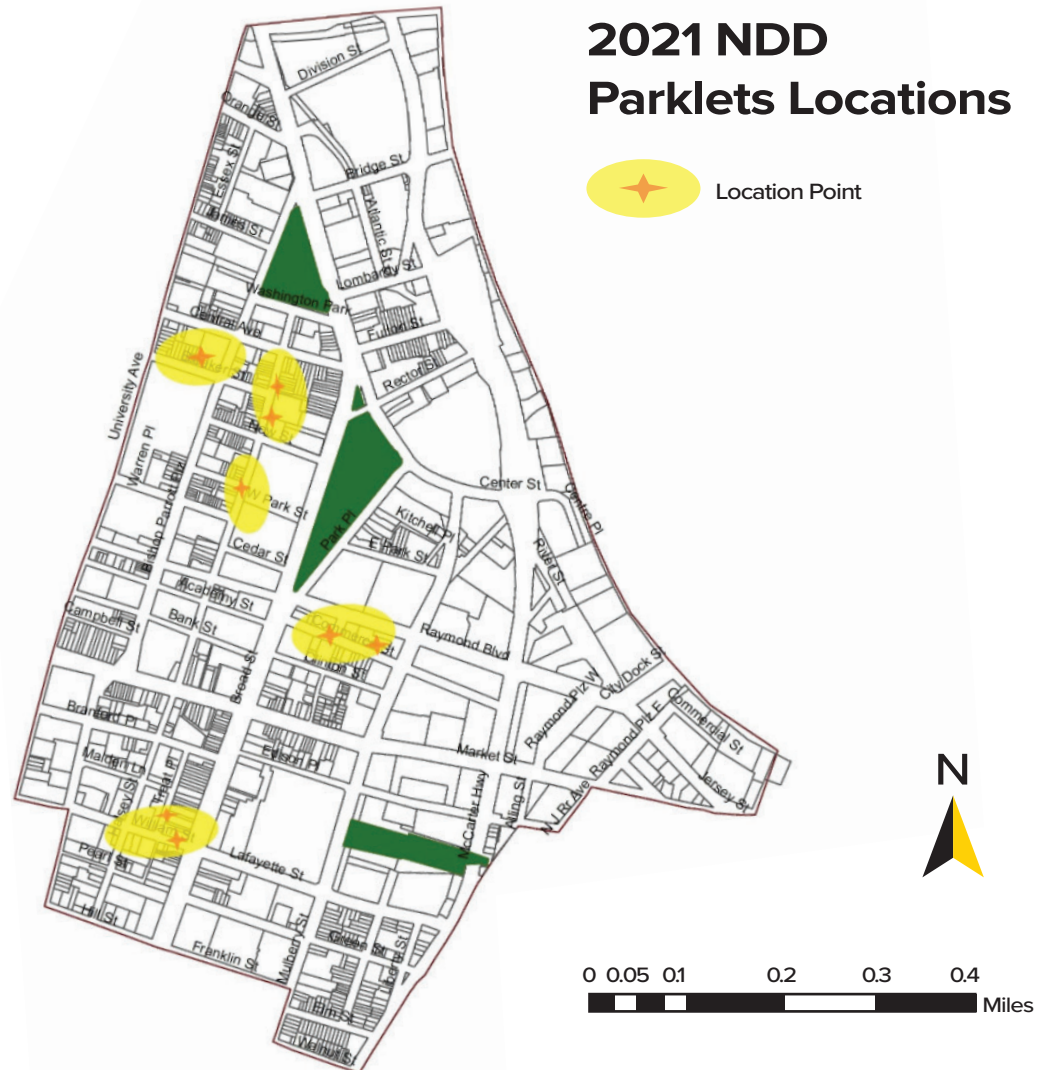




# NDD Parklet Program

The NDD Parklet Program enjoyed its fourth successful year in 2021. A parklet is an extension of the sidewalk into the street, exchanging curbside road space for an additional public gathering space. The NDD expanded the Parklet Program this year to aid downtown businesses and provide extra outdoor seating areas. Six pop-up parklets were built in addition to the four traditional wooden structures, adding 10 new outdoor spaces for pedestrian activities and al fresco dining. Each of the NDD parklet structures was designed to comply with CDC guidelines and included hand-sanitizing dispensers, social distancing signs, ADA ramps, outdoor furniture, and most importantly, shade structures such as umbrellas or gazebos.

To attract more visitors to the parklets and encourage passing shoppers to visit local businesses, the NDD hosted a pop-up-concert series. These mini-concerts took place every other Tuesday at different parklet locations during lunchtime hours and featured different local artists offering a variety of music styles.





# July 2022

SUN	MON	TUES	WED	THUR	FRI	SAT
<p><i>"Although the NDD is the improvement district of the business community, its work impacts not only businesses, but families as well. The two together are an example of the great things that can be accomplished when businesses come together to help their neighbors. I've seen the direct impact of NDD's thoughtful and meaningful efforts touch our families and I am very thankful for that!"</i></p> <p>STEVEN LERNER, Board Chairman, "I Have A Dream" Foundation—NJ</p>					1	2
3	4	5	6	7	8	9
	Independence Day					
10	11	12	13	14	15	16
			National French Fry Day Indulge with some at McGovern's Tavern			
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



# Programs and Projects

## From the Heart

The NDD's From the Heart program continued into 2021 to deliver fresh meals to people in need throughout Newark. When COVID-19 hit and the long-term effects of the pandemic became apparent, the NDD worked quickly to begin this two-part program, which supported local restaurants and eateries and aided residents experiencing food insecurity. Donations were collected from generous individual and corporate donors eager to help the Newark community. The NDD then contacted restaurants to prepare fresh meals, which the NDD Ambassadors delivered to families, senior homes, and shelters around Newark.

## Grow with Google

In the spring of 2021, the NDD hosted a four-part webinar series called Grow with Google. Grow with Google is a free service that provides complimentary training to help small businesses adapt, grow, and better serve the community. The NDD partnered with the Newark Public Library, Newark Regional Business Partnership, Forward Ever Sustainable Business Alliance, Makerhoods, SCORE-Metro NJ, and Invest Newark to host training webinars for local businesses. The webinar topics included "Reach Customers Online with Google," "Get Your Local Business on Google Search and Maps," "Using YouTube to Grow Your Business," and "Make Your Website Work for You."

## Social Media Training for Small Businesses

At the request of the Downtown community, the NDD co-hosted a free webinar with NJ.com to teach small businesses basic knowledge about social media and its importance. Some of the topics covered included types of social media networks, how to get started, how to engage your audience, how using social media can help to enhance your business, and how to make social media work best for you. To help promote the webinar, the NDD partnered with Invest Newark, Newark Regional Business Partnership, the Newark Public Library, Forward Ever Sustainable Business Alliance, and Makerhoods.

## NDD Fall Festival

This year we launched our first annual NDD Fall Festival. It was a day of entertainment and celebration for everyone to enjoy. Taking place in Military Park, the NDD Fall Festival brought out people of all ages—from families with small children, to teenagers and senior citizens. Attractions included pony rides with a petting zoo, a pumpkin patch with pumpkin decorating, face-painting, a Halloween costume contest, a photo booth, free games, live music, food, and more! The NDD Fall Festival was a great day of community fun for everyone and we can't wait until next year!

# August 2022

SUN	MON	TUES	WED	THUR	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	<p><b>National Waffle Day</b> Enjoy one at Deluxe Diner Newark</p> <p><i>"NDD has been very supportive of Go!Go! Curry Newark when we opened our restaurant in the middle of the pandemic last year! We truly appreciate your effort in promoting our business in the community! Thank you to all the Ambassadors who keep downtown Newark clean!"</i></p> <p>PATRICK AND JOY LUMBRES Go!Go! Curry Newark</p>		





# Community Partnerships

## Rotary Club of Newark

In the summer of 2021, the NDD had an opportunity to partner with the Rotary Club of Newark, who donated thousands of books as part of its Read4Life project. The NDD accepted many of these books for our “Little Free Library” program, started in 2013 to add to the District’s amenities, and is based on the donation and sharing of books with the public. This generous book donation will enable the NDD QOL Ambassadors to easily keep the Little Free Library stocked with books.

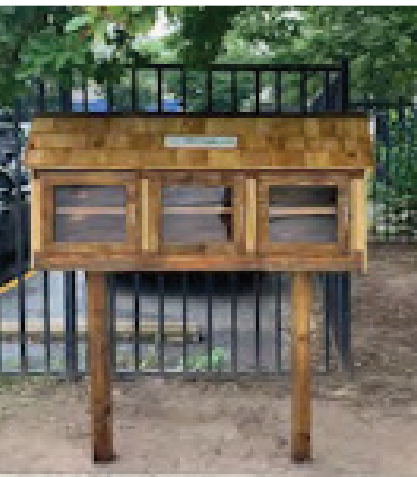


## COVID-19 Vaccines

The NDD partnered with several organizations to provide COVID vaccines at the NDD Downtown Market during the summer of 2021. Working with the City of Newark Department of Health, the Partners in Health and the North Jersey Community Research Initiative provided information and staff to administer the vaccines. During select weeks, a van was on site providing a mobile vaccine station as well. The pop-up vaccine services provided an a convenient opportunity for the community to receive their COVID vaccines.

## HalseyFest

NDD partnered with HalseyFest for their annual community festival full of entertainment, arts, games, food, and more! We promoted the event through our social media and emails, and the NDD Red Urban Bears visited multiple businesses on Halsey Street during the week leading up to the event to generate excitement about the festival. The NDD also provided in-kind Ambassador production and cleanup services, and had a presence at the event sharing information about the organization and joining in on the fun with NDD flair.



## Additional 2021 NDD Community Partnerships



- |  |                                      |
|--|--------------------------------------|
| =Space   | Greater Essex Counseling Services    |
| A Day at a Time NJ                                     | I Have a Dream Foundation - NJ       |
| AIDS Resource Foundation for Children                  | Invest Newark                        |
| Brick City Run Club                                    | Launch Pad Newark                    |
| City of Newark Department of Health                    | Makerhoods                           |
| City of Newark Councilwoman McIver's Office            | Newark Liberty International Airport |
| City of Newark Council President Crump's Office        | Newark Museum of Art                 |
| City of Newark Councilman Crump's Office               | Newark Public Library                |
| Forward Ever Sustainable Business Alliance/Shop Newark | Newark Regional Business Partnership |
| Four Corners Public Arts                               | Newark Social                        |
| GlassRoots   | New Hope Village (City of Newark)    |
|  | NJ.com                               |
|  | People's Prep Charter School         |
|  | Score NJ                             |

# September 2022

SUN	MON	TUES	WED	THUR	FRI	SAT
<p><i>"The most rewarding part about being a Quality of Life Ambassador is interacting with the community that I grew up in. I like to provide assistance to those who need it, whether it be a store owner or pedestrian."</i></p> <p>DAWNIQUA BAILEY, QOL</p>				1	2	3
4	5 Labor Day	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28 National Drink Beer Day Enjoy a cold one at Bello's Pub and Grill	29	30	



# NDD Red Urban Bears

## Who are they?

The red bears were created by six cutting edge artists who utilized recycled plastics to create the animal sculptures, and each sculpture conveys a specific meaning for the urban environment. The bears symbolize nature because they are created from recycled material, thus leaving a minimal carbon footprint—this is to inspire people to re-examine existing perceptions of urban life, and rejuvenate them into more healthy and vibrant environments.

## What is their message?

The philosophy behind the traveling art is that it gives people the opportunity to play with the city in order to rebuild it ideally and mentally. The NDD chose the bear because it symbolizes both power and resurgence: following the bear's season of introspection, it emerges—undeniably dynamic and fiercely energetic- just like the City of Newark. The bears are meant to send a message of spirit and strength, confidence and victory, and, because they prefer peace and tranquility, bears symbolize harmony and balance.

Each bear has a personal mission connected to their name. Please click the red bear on the [downtownnewark.com](http://downtownnewark.com) homepage to find out their story.

## NDD Red Urban Bears Takeover

### Social Media and Local Business Support

The NDD Red Urban Bears were sighted all over Downtown in 2021! The NDD ran a social media campaign featuring the bears, where each week a different one was featured standing in front of a Downtown landmark that served as a visual representation of their meaning. They also made a tour around town visiting different local businesses and foundations. They stretched out at I'm so Yoga on Raymond Blvd, enjoyed a summer visit at GlassRoots on Bleeker Street, nibbled sweet treats at PJ's Coffee on Center Street, and had many more adventures.

### Newark Liberty International Airport Terminal B Jersey Jams

The NDD Red Urban Bears were invited to join in on the fun at the Jersey Jams concert series at the Newark Liberty International Airport in July, so they packed their bags for a day trip. They received lots of attention and made friends along the way. The NDD Red Urban Bears took pictures with many travelers and airport staff, and their visit was promoted on social media with photos and special hashtags to commemorate the day.



# October 2022

SUN	MON	TUES	WED	THUR	FRI	SAT
<p><i>"Over the years Newarkers have experienced a marked difference in the aesthetics of our downtown, beautiful planters festoon with flowers, cleaner streets and parks, public spaces that are programed with activities for all, and a new sense of community. The city could ask for no better partner than the Newark Downtown District and the excellent work they do to make this happen. The city salutes you for all that you have contributed to Newark, and look forward to reinforcing the bridges we have created to ensure our resolve through our work is for a better brighter Newark. Moving Newark Forward Stronger."</i></p> <p>CHRISTOPHER A. WATSON, <i>City Planning Officer, City of Newark, New Jersey</i></p>						1  <b>National Coffee Day</b> Enjoy a cup at Boss Blend
2	3	4	5	6	7	8
9	10  Indigenous People Day Columbus Day	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31  Halloween					



# NDD Holiday Celebration

The NDD kicks off the holiday season downtown by putting up a 40-foot holiday tree in the center of Downtown Newark, bringing holiday cheer and an extra special glow to the community. NDD Ambassadors then transform the city by installing beautiful LED snowflakes on the light poles to sparkle throughout the district. As the sun sets, the city is lit up with glittering lights creating a festive atmosphere that turns the Downtown into a magical winter wonderland. The NDD's Annual Holiday Tree Lighting is always a special event, for both adults and children to enjoy.

To help small businesses and encourage people to come downtown and do their holiday shopping, the NDD wants to remind all of our stakeholders that you can advertise for free on our social media! Reach out to our thousands of friends and followers and help people know where to go to eat, drink, and shop Newark!

## Happy Holidays from the Newark Downtown District!

The Newark Downtown District team would like to extend a heartfelt "Thank You," to all of the downtown district neighbors who have worked together to lift one another up during the past year.

# November 2022

SUN	MON	TUES	WED	THUR	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
Daylight Savings		Election Day			Veterans Day	
13	14	15	16	17	18	19
				National Baklava Day Have some at The Green Chicpea		
20	21	22	23	24	25	26
				Thanksgiving		
27	28	29	30	<p><i>"There's no way to thank the team at Newark Downtown District for partnering with our Newark Rotary Club, in distributing 40,000 new books to the residents, schools, and community organizations in Newark. The 'Read 4 Life' Book Program could never, ever have been achievable without their phenomenal support. Thanks NDD for being the difference that's the difference maker in Newark."</i></p> <p>MICHAEL MINOR Executive Partner, Vera United Holdings</p>		





# Financial Update

## Revenue

The NDD is a Special Improvement District (SID) that is funded through a special assessment paid by private and residential property owners. The Revenue portion of this budget is from those SID assessments, which are billed and collected by the City's Tax Collection department and turned over to the NDD for operation management.

**Total Revenue:**  
**\$5,071,250**

## Expenses

### General Administration

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

**General Administration Total:**  
**\$1,755,200**

### Capital Improvement Project

The NDD has partnered with the City of Newark in a Capital Project to improve the overall streetscape of the entire SID. This comprehensive project incorporates decorative street furniture, signage, pedestrian-scale lighting, landscaping, trash receptacles, planters, and tree pits.

**Capital Improvement Project Total:**  
**\$651,050**

### Marketing and Promotions

One of the primary goals of the NDD is to promote and reinforce the many advantages of living, working, and going to school in Newark. The NDD mission also includes finding ways to attract new visitors and increase the quality of life for current residents through events and programs. Marketing materials such as banners, collateral pieces, social media, and the NDD website all promote Newark events and businesses.

**Marketing and Promotions Total:**  
**\$194,000**

## Operations

The Operations portion of the NDD's budget includes a Horticulture plan for seasonal plantings, irrigation, and other horticulture needs, as well as funding for the maintenance of the Capital Project Streetscape Elements. It also includes the highly commended Clean Ambassadors, Quality of Life (QOL) Ambassadors, Horticulture Ambassadors, and Special Projects Ambassadors. In addition to their daily cleaning tasks, NDD Ambassadors also complete special projects such as painting, pruning, weeding, power washing of sidewalks/buildings, and Snow/Ice-removal, Urban Planning, and the Security Task Force.

**Operations Total:**  
**\$2,471,000**

**Total Expenses:** **\$5,071,250**

# December 2022

SUN	MON	TUES	WED	THUR	FRI	SAT
<p><i>"The NDD has added so much value to us as a small business, from sharing about our business on social media platforms to always being just a phone call away when we have a question. The NDD cares about the small businesses in Newark."</i></p> <p>FLY, Boss Blend Coffee Co.</p>				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
				<b>National Cupcake Day</b> Get a sweet treat at Tonnie's Minis		
18	19	20	21	22	23	24
						Christmas Eve
25	26	27	28	29	30	31
Christmas Day						New Year's Eve

# NDD Team

**Anthony McMillan**

CHIEF EXECUTIVE OFFICER

**Thomas Goletz**

VICE PRESIDENT

**Amanda Ceravolo**

CONTROLLER

**Laura Burgess**

PROJECT MANAGER

**Kimberly Rodriguez**

EXECUTIVE ASSISTANT & OFFICE MANAGER

**Mbacke Faye**

URBAN PLANNING ASSOCIATE

**Robert Garcia**

URBAN LANDSCAPE MANAGER

**Rebecca Stolcz**

MARKETING & COMMUNICATIONS MANAGER

**Robert Belzer**

COMMUNITY DEVELOPMENT  
& BUSINESS ASSISTANCE MANAGER

**Zuri Hadi**

ADMINISTRATIVE ASSISTANT

**Susan McKay**

OPERATIONS MANAGER

**Jessica Quintanilla**

OPERATIONS ADMINISTRATIVE ASSISTANT

**Allison Gordon**

OPERATIONS ADMINISTRATIVE ASSISTANT

# Board of Trustees

**Michael James**

CHAIRMAN, DOWNTOWN PROPERTY OWNER\*

**Joseph Dabbah**

VICE-CHAIRMAN, EMERITA USA\*

**Michael Bright**

SECRETARY/TREASURER, NEWARK YMCA

**Matt Blaszkiewicz**

THE NIGHTINGALE GROUP\*

**Larry Barnes**

MASSEY INSURANCE AGENCY

**Sam Chapin**

L & M DEVELOPMENT PARTNERS

**Kyleesha Wingfield-Hill**

CITY OF NEWARK

**Deborah Kasindorf**

NEWARK MUSEUM OF ART

**Roseann Smith**

ONYX EQUITIES, LLC\*

**Sarah Jones, Esq.**

HORIZON BLUE CROSS/BLUE SHIELD\*

**Celia King**

LEADERSHIP NEWARK

**Lynette Lashawn**

OFF THE HANGER

**DJ Luccarelli**

SWEETWATERS COFFEE

**Honorable Councilwoman LaMonica McIver**

CITY OF NEWARK

**Linda Morgan**

RBH GROUP

**James Rhatican, Esq.**

HARTZ MOUNTAIN CORP.

**Jeffrey Thomas**

PRUDENTIAL FINANCIAL\*

**Regina Tokar**

PANASONIC

**Martin Weber**

THE GREEN CHICPEA

**Edward Zazzali**

PSE&G

\*DENOTES EXECUTIVE COMMITTEE MEMBER



**\$2  
OFF**  
Anything  
Over \$4



**Boss Blend Coffee**

25 Halsey St, Newark, NJ 07102  
973-732-0407  
bossblendcoffee.com

Exp. 12/31/22

**10%  
OFF**  
Any Purchase



**Burger Walla**

47 Halsey St, Newark, NJ 07102  
862-259-2552  
thewalla.com

Exp. 12/31/22

**20%  
OFF**  
Any Purchase



**Closet Savvy  
Consignment**

37 Maiden Ln, Newark, NJ 07102  
973-844-6100  
closetsavvyconsignment.com

Exp. 12/31/22

**15%  
OFF**  
All Packages

Includes an extra session  
to be gifted to a family,  
friend or partner

PURCHASER CANNOT USE EXTRA  
SESSION FOR THEMSELVES



**LivFit Fitness Personal  
Training & Wellness Studio**

562 Broad St, Newark, NJ 07102  
973-705-0069  
livfitfitness.com

Exp. 12/31/22

**1  
Free  
Topping**



**Go!Go! Curry**

1 William St, Newark, NJ 07102  
973-982-5555  
gogocurryamerica.com

Exp. 12/31/22

**10%  
OFF**  
Any Purchase



**Pita Square**

95 Halsey St, Newark, NJ 07102  
973-991-3300  
pitasquare.com

Exp. 12/31/22

**\$1 OFF**  
Your Next Purchase

**BUY ONE  
GET ONE  
FREE**  
Original Cold Brew  
Iced Coffee



**PJ's Coffee of  
New Orleans**

2 Center St, Store #176, Newark, NJ 07102  
862-240-1127  
locations.pjscoffee.com/nj/newark

Exp. 12/31/22

**10%  
OFF**  
Any Purchase

**Queen Pizza**

**Queen Pizza**

122 Halsey St, Newark, NJ 07102  
973-624-7322  
queenpizzanewark.com

Exp. 12/31/22



**25%  
OFF**  
Any Hot  
Beverage



**Sweetwaters  
Coffee & Tea**  
52 Halsey St, Newark, NJ 07102  
973-430-2240  
sweetwaterscafe.com

Exp. 12/31/22

**10%  
OFF**  
Any Purchase



**Source of Knowledge**  
867 Broad St, Newark, NJ 07102  
973-824-2556  
sourceofknowledgebookstore.com

Exp. 12/31/22

**10%  
OFF**  
Any Purchase



**The Yard**  
55 Park Pl, Military Park, Newark, NJ, 07102  
973-273-0033  
theyardnewark.com

Exp. 12/31/22

**\$1 OFF**  
Any Regular  
Combo  
OR  
**\$1 OFF**  
Any Large  
Smoothie at Surf  
City Squeeze



**Blimpie**  
150 Halsey St, Newark, NJ 07102  
973-596-1661  
blimpie.com/stores/11881

Exp. 12/31/22

**\$10  
OFF**  
Your Entire  
Purchase  
On purchases  
over \$30



**Off The Hanger**  
12 Linden St, Newark, NJ 07102  
973-841-7770  
off-thehanger.com

Exp. 12/31/22

**ONE**  
Free Class  
for all new  
students

Text number (right) with  
your name and email to  
claim offer



**I'm So Yoga**  
1186 Raymond Blvd 4<sup>th</sup> FL, Newark, NJ 07102  
862-236-3376  
imsoyoganewark.com

Exp. 12/31/22

PRE-ORDER ONLY  
**6 COUNT  
MINI**  
Complimentary with  
order \$30 or more

PRE-ORDER ONLY  
**12 COUNT  
MINI**  
Complimentary with  
order \$60 or more



**Tonnie's Minis**  
228 Halsey St, Newark, NJ 07102  
973-799-0034  
tonniesminis.com

Exp. 12/31/22

**10%  
OFF**  
One  
Newarkopoly  
Game



**Newark Downtown  
District**  
60 Park Pl, Suite 2100, Newark, NJ 07102  
973-622-2002  
downtownnewark.com

Exp. 11/1/22 - 12/31/22



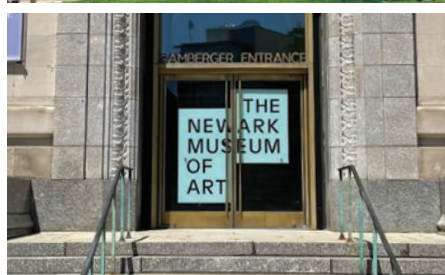
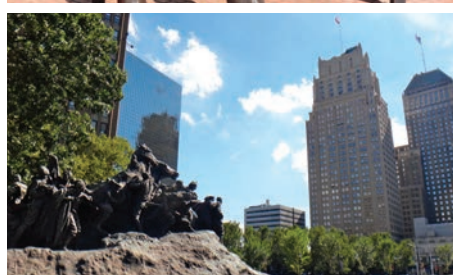




**The Newark Downtown District (NDD), Newark's special improvement district (SID) of the central business area, is a privately funded 501(c)(3) non-profit organization, dedicated to enhancing cleanliness, safety, and beautification in Downtown Newark, while preserving and enriching culture, commerce, and community.**

**NDD works hard to enrich the quality of life for those who live, labor, and leisure in Newark by providing supplemental cleaning and quality of life services, as well as physical improvements, marketing, and event programs. These efforts make downtown Newark attractive to residents, businesses, students, tourists, and shoppers.**

**The NDD is funded through a special assessment on district commercial and residential properties, and 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.**







## MAP LEGEND

### Land-Use/ Corridors

- Parks
- Education
- Cultural & Public
- Transportation
- Office Building
- Residential/ Mix - Use
- Shopping Corridors

### Transit & Commuting

- NLR - Grove St. line
- NLR - Broad St. Station
- NJT Rail Road
- Covered Bus Stops
- Parking Lots
- Hotels

### Newark Light Rail Stops

- Penn Station
- Broad Street Station
- NJPAC / Center Street
- Atlantic Street
- Riverfront Stadium
- Washington Park
- Military Park
- Washington Street



973-622-2002  
[www.downtownnewark.com](http://www.downtownnewark.com)