

# **THE NEXT 20 YEARS**

**in Downtown Newark**

**2018 ANNUAL REPORT**



# THE NEXT 20 YEARS

## **We did it — you did it. You made it to 20 years.**

Together, we have accomplished tremendous, groundbreaking, and advanced milestones. Each and every step taken has been done in an effort to empower the downtown community to believe — to believe in change, to believe in growth, and most importantly, to believe in itself.

We've spent the entire year of 2018 taking note of all that's been done and celebrating the accomplishments of the last 7,300 days, but what matters the most is what comes next. Downtown Newark is growing at an exhilarating pace — high rises adding new silhouettes to our skyline, residential buildings welcoming a new influx of people who will call Newark "home," global businesses setting up camp, and then there's us, *you*. You, the homegrown Newarker that was born and raised. You, the one who took a chance and moved to Newark. You, the daily commuter that spends the greater part of the day in Newark. You, the visitor that found a hidden gem in Newark. You too are a part of Downtown Newark's growth, and while this may sometimes feel like it is happening *to* you, it is not — it is happening *with* you and *because* of you.

Thanks to you, the NDD is thriving like never before and ready to take on more. Our goal is to continue to activate and create public and green spaces to facilitate physical activity and provide a natural refuge for relaxation in your downtown. In the short-term we will continue to maintain our outdoor seating areas, parklets, and pedestrian malls while also expanding into the outskirts with new furniture and assets. In the long-term, we hope to create pedestrian-only streets, add year-long hanging lights, placemake in alleyways, turn city parks into destination parks, host annual outdoor events, and continue working to transform downtown into a place where people spend time 24/7.

I would be remiss to close this letter without acknowledging our amazing team and Board, without whom the NDD would be unable to create and execute all of the initiatives and programs that the NDD brings to downtown. The NDD Farmers Market is not only a market — it's a facilitator for programs like Good Food Bucks, which doubles dollars for the city's neediest populations, as well as a space for small businesses to expand their audience and improve the economic viability of the area. Outdoor seating, pedestrian malls, and parklets are all strategically placed according to pedestrian traffic, sidewalk dimensions, and urban area research. Our concerts, exhibits, and event collaborations are done in an effort to create an abundance of activation— raising property value, bringing business to local retailers, and, as always, improving the quality of life of those who live, labor, and leisure here. Each initiative and program is designed to respond to a need for our downtown—each detail helps transform downtown today into downtown tomorrow.

This ride so far has been nothing short of invigorating, inspiring, and enlightening. In 20 years, we'll look back and have a similar conversation, of all that's been done and what's to come. But for now, we're geared up with an army of men and women ready to take it all head on.

We hope to continue to improve your quality of life and we thank you for trusting us to make it all happen. Here's to 20 more years.

Most respectfully,

Anthony McMillan, Chief Executive Officer  
Newark Downtown District



Dear Downtown Stakeholders,

As a NDD Board member for the past four years, and the first Chairwoman of the Board of Directors for the Newark Downtown District, I have had the opportunity to be involved in some incredibly impactful changes taking place in our downtown. Celebrating our 20-year anniversary this year was exciting, but even more invigorating is looking ahead to what the future holds for the NDD.

Watching the Central Ward's transformation has been an amazing experience, and as the downtown swells with technology, open spaces, new development, and diversity, the NDD is needed now more than ever. From clean and safe services to cover the rapidly changing landscape, to hospitality services for our new neighbors to feel welcomed, the NDD team is always ready for any and every challenge.

In my position, I've been given the opportunity to learn and understand the work, done behind the scenes, required to create and execute all of the initiatives and programs that the NDD brings to downtown. Each initiative is designed to respond to the needs of the downtown and each detail in planning and execution incrementally transforms the downtown of today into the downtown of tomorrow. As the downtown continues its multi-directional growth, the Newark Downtown District will continue to grow accordingly as well. Above and beyond the 60 men and women consistently raising the bar for quality of life, your downtown is equipped with Urban Planners to strategize and prepare, Landscape Architects to beautify and add life, Marketers to activate and attract, Executives to adapt and lead, and a Board of Directors to make it all happen.

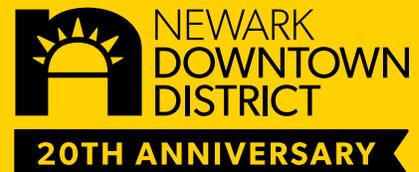
I anticipate another 20 years of extraordinary work in Downtown Newark from the NDD, and I am humbled and honored to continue serving as Chairwoman for the year of 2019.

Sincerely,

Regina Tokar  
NDD Board Chairwoman  
Panasonic

# Table of Contents

- 20th Anniversary Celebrations. . . . . 4**
  - Then ANDD Now Exhibit . . . . . 4
  - Newark-Opoly . . . . . 5
  - NDD Outdoor Concert . . . . . 6
  - 2018 Annual Tree Lighting . . . . . 7
  - #NDD20 . . . . . 8
- NDD Programs and Projects . . . . . 10**
  - NDD Farmers Market . . . . . 10
  - NDD Walking Club . . . . . 11
  - Live, Labor, Leisure . . . . . 12
  - Open Spaces . . . . . 14
- NDD Operations . . . . . 16**
  - Clean & Green by the Numbers . . . . . 16
  - Ambassadors . . . . . 17
  - Community Partnerships . . . . . 18
  - Quality of Life . . . . . 20
- Board of Directors . . . . . 21**
- Staff . . . . . 21**
- Financial Update . . . . . 22**
- NDD Mission . . . . . 24**





# 20TH ANNIVERSARY CELEBRATIONS

*Thank you to all of our partners and attendees who helped celebrate our 20th Anniversary this year. Throughout the year we danced, laughed, and most importantly, learned. Here is how we celebrated.*

## **Then ANDD Now Exhibit: The 20-Year Rise of the Newark Downtown District**

Thanks to our partner, Eleven80, the NDD's exhibit is open at 1180 Raymond Blvd, Newark, NJ! Featured installations, videos (with *sound graciously provided by Audible*), and artifacts highlight the many milestones and accomplishments that literally transformed the 110-blocks of Newark that make up the downtown district. The exhibit is a walk-through history and a journey into the future — 20 years of projects, programs, and improvements, and a look to the years ahead as our downtown continues its steady rise. Then ANDD Now provides a unique opportunity to educate the public about the wide variety of projects for which the NDD is responsible.

“Then ANDD Now: The 20-Year Rise of the Newark Downtown District” was unveiled on Thursday, October 16, 2018.

Over 500 people have visited the *Then ANDD Now* Exhibit, including commuters, students, and residents of Newark and neighboring cities. Organizations such as the New Jersey Performing Arts Center, Newark Public Schools, Newark Arts, and *Have You Met Newark?* have shown interest and created collaborations with the exhibit.



# Newark-Opoly

*Newark-Opoly* has arrived! The NDD is proud to announce the release of this community entrenched project. At its core, *Newark-Opoly* is a piece of art, providing players with an enjoyable gaming experience, while also paying respect to the past, present, and future of Downtown Newark.

This past October, the NDD had the pleasure of partnering together with Jimenez Tobacco Cigar & Cocktail Parlor (31 Liberty St, Newark, NJ 07102) to celebrate the launch of this project. To say the event was a success would be an understatement, and we'd like to thank all of our partners and guests for their continued support. This would not have been possible without all of you!

*Newark-Opoly* games are currently being sold (price: \$45.00) at our ANDD exhibit located at 1180 Raymond Blvd, Newark, NJ. Online options will be available soon.





## NDD Outdoor Concert

This past October presented the NDD with many revitalizing moments in which we were able to commemorate the last 20 years of our existence. Starting off the season was our 20th Anniversary Outdoor Concert! Presented in partnership with the New Jersey Performing Arts Center (NJPAC), this special event featured live music by Leah Jenae, Eric Benet, and The Commodores, soul and R&B hits with DJ Felix Hernandez, and appearances by radio personalities Shaila Scott (WBLS 107.5 FM) and DJ Wallah (HOT 97) as co-hosts.

Residents, commuters, and students were in awe as they enjoyed spacious outdoor seating, a variety of appetizing food trucks, NICO's Kitchen & Bar, an Open-Air Biergarten, and our NDD photo booth which proved to be a highlight for guests of all ages. The fun didn't stop there as board members and special guests of the NDD enjoyed an open bar and delicious hors d'oeuvres, all from the view of NJPAC's Sky Bridge.



# 2018 Annual Holiday Tree Lighting

On December 1, 2018, the NDD and the New Jersey Devils kicked off the holiday season with our *5th Annual Holiday Tree Lighting* at the Prudential Center's Championship Plaza. This year's celebration featured the Newark Boy's Chorus Senior choir and *The Four: Battle for Stardom* contestant and New Jersey's own Ali Caldwell!

Attendees of all ages enjoyed dancing with popular children's characters like Black Panther and Mr. Incredible; taking pictures with Santa; and singing along with Victorian carolers, R&B artist Ali Caldwell, the Newark Boy's Chorus Senior choir, and DJ Sir William. The plaza was filled with numerous carnival games, a bouncy house, a photobooth, a trackless train, and a street hockey rink along with a selection of food trucks and community partners who brought games, holiday-themed arts and crafts, and complimentary hot beverages to keep our attendees warm. Still the largest holiday celebration in Newark, this year's festivities began at 4:00 pm and at 5:30 pm Anthony McMillan, CEO of the NDD,

Hugh Weber, President of New Jersey Devils, and the Honorable Mayor,

“Our biggest tree lighting yet – over 3,000 attendees this year!”

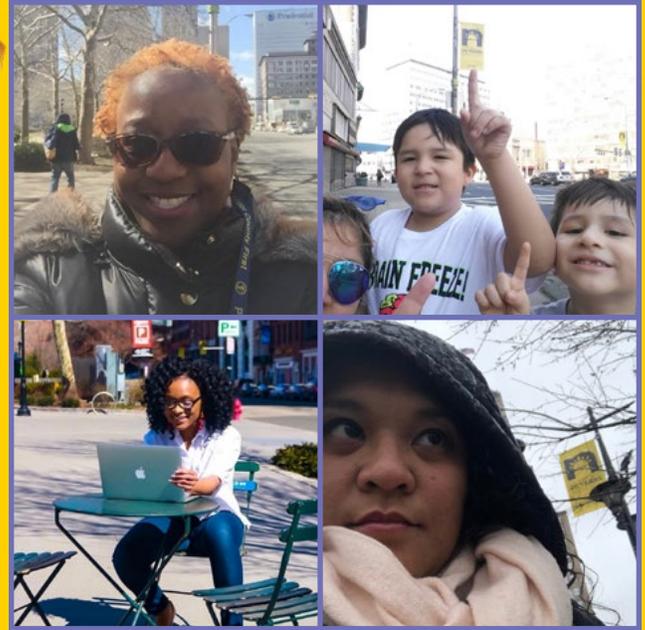
Ras J. Baraka, lit the 40-foot-tree, accompanied by a magnificent aerial fireworks show, capping off an eventful night!

Thanks to the collaboration of the City of Newark, Newark Police Department, Newark Public Schools, and the area charter schools, the NDD was able to successfully invite and engage Newark families, resulting in a great turnout and a night of fun-filled holiday cheer!



# #NDD20

The Newark Downtown District has worked tirelessly for 20 years to reach beyond Clean & Safe and help revitalize Newark's central business district. It is vital that we engage all who live, labor, and leisure here on a community level to celebrate our shared successes and invest together in our future. In celebration of our 20th anniversary, the NDD Marketing Team came up with #NDD20, an interactive challenge that was executed throughout the year. #NDD20 utilized social media, our website, our email mailing list, and boots on the ground to actively engage with the community around us.



Each month had a dedicated theme and challenge.

The community was encouraged to follow the instructions using the hashtag to enter for a chance to win that month's giveaway. As an extra incentive, those who entered also had a chance to win a larger prize.

## PREVIOUS MONTHS:

### **APRIL: Downtown April Showers**

We recently launched our Downtown Banner campaign by covering the district in yellow banners inviting local businesses and organizations to place "your banner here." April's challenge asked followers and subscribers to take a selfie with one of the banners using the hashtag for a chance to win an NDD umbrella.

### **MAY: May Flowers Come Downtown**

Every season, the NDD takes the responsibility of planting colorful flowers throughout the district in efforts to beautify our city. To thank the community for allowing us the honor, the NDD Ambassadors hand-delivered yellow carnations in the Hahne & Co. Atrium during Lunch on Halsey.

### **JUNE: I Spy, Downtown Edition**

To kick the summer off, the NDD decided to play a game of I Spy in our very own downtown. Every week, a game of I Spy was posted, centered around a Downtown Newark fact.

**WEEK 1:** I Spy With My Little Eye, the busiest intersection in the United States in 1926.

**WEEK 2:** I Spy With My Little Eye, a Newark sculpture created by Gutzon Borglum, the same artist who created Mount Rushmore.

**WEEK 3:** I Spy With My Little Eye, the longest mural on the East coast and the second longest mural in the nation.

**WEEK 4:** I Spy With My Little Eye, the granite curb cuts installed after the NDD's Streetscape Improvement Project in 2013.

As a fun, creative way to promote the game of I Spy, NDD branded yellow sunglasses and added them to the Ambassador uniform for the month of June.

## **JULY: #DowntownFit**

How do you stay #DowntownFit? We asked our followers and subscribers to post how they stay fit and healthy downtown, whether it be walking the downtown streets or eating a clean meal at a local restaurant. This month's prizes were gift cards to local businesses that promoted health and wellness including Whole Foods, SereniTeaz & Juice Bar, ImSoYoga, and more.

## **AUGUST: Why are you a fan of #DowntownNewark?**

As the summer came to an end and the hot weather was at its peak, the NDD handed out paper fans to keep the community cool. We took this opportunity to ask our followers and subscribers to tell us why they are *fans* of #DowntownNewark by posting pictures of their favorite landmarks, restaurants, retail stores, parks, streets, activations, and more.

## **SEPTEMBER: Happy Birthday, NDD!**

The Newark Downtown District was established on September 2, 1998. This month, we asked the community to say Happy Birthday for chance to get a sneak peek at what's to come for this year's celebrations. Those who used #NDD20 got exclusive invitations to the 20th Anniversary events.

## **Thank You for Playing Along in Our #NDD20 Challenges.**

Follow our social media accounts and subscribe to our email list to stay updated.

## **OCTOBER: 20th Anniversary, Outdoor Celebrations**

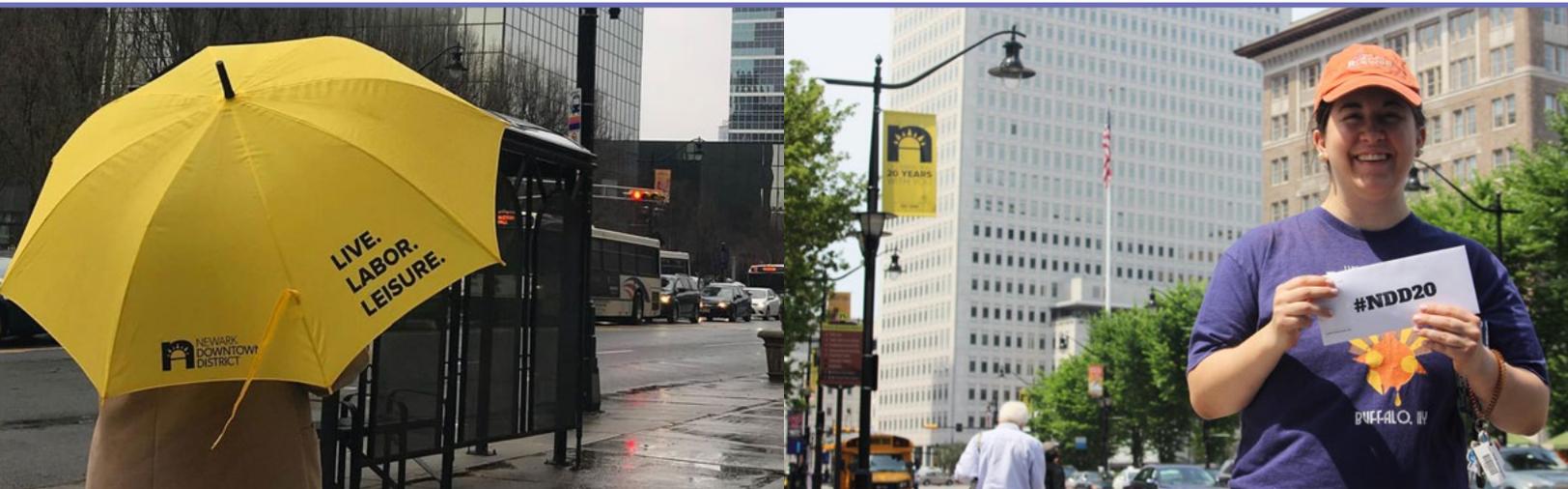
In October, we kicked off the celebrations with an outdoor concert, presented in partnership with NJPAC, featuring The Commodores, Eric Benet, and Leah Jenea. Next up was the unveiling of our Then ANDD Now Exhibit, an interactive and educational exhibition showcasing the organization's history and what the future may look like. Lastly, we launched downtown's very own Newark-opoly board game at Jimenez Cigar Lounge where all attendees received a complimentary board game.

## **NOVEMBER: ANDD Scavenger Hunt**

Show your Newark pride with our ANDD Merchandise! November was centered around a fun and short scavenger hunt at our Then ANDD Now Exhibit. By filling in a blank or finding a date, visitors were able to redeem a discount on one of our items.

## **DECEMBER: ANDD Grab Bag**

In December, we extended the holiday deals at the Then ANDD Now Exhibit with additional discounts and prizes. The ANDD Grab Bag included discounts on the Limited Edition Newark-opoly game, free t-shirts and posters from the ANDD Merchandise, and more!





# PROGRAMS AND PROJECTS

## A Healthy and Active Downtown

### NDD COMMON GREENS FARMERS MARKET

This year's season marked the 18th year for the *NDD Common Greens Farmers Market* — the largest and most diverse outdoor market in Newark! The market was held at the old PSE&G Plaza, every Thursday, until November 15th.

This year's line-up included:

#### FARMERS:

- Matarazzo Farms
- Farmer Al's
- Greater Newark Conservancy's Youth Farm Stand\*
- Project U.S.E Pedal Farmers\*

#### FOOD/DRINK:

- Empanadas by Lady G\*
- America's Kettle Corn
- SereniTeaz & Juice Bar\*
- The Cake Pound\*
- Bang Cookies
- Local 130 Seafood

#### JEWELRY/APPAREL/BODY PRODUCTS:

- Top Shelf Plus
- Simple Elegance Accessories\*
- Bjazzy Boutique
- Fast Track Fashions
- BodyGarbage\*
- Enlighten Touch S.P.A.\*
- Nitjuan Designs
- Some Sisters\*
- Newark CDC\*
- Spice It Up
- Good Morning Newark\*
- Belle John's Soul Food
- O'Lala Empanadas\*
- Mr. Cooper's Funneland\*
- From Phil, With Love\*
- Mocha Lounge\*
- Gourmet Nuts & Dried Fruit
- Webb's Worldwide Sandwiches
- Gaucho Burger Company
- Boom Boom Chicken\*

\*These vendors are Newark-based businesses.

The NDD Common Greens Farmers Market accepts SNAP, WIC, and Senior Citizen Program Vouchers, and is within the Nourishing Newark Farmers Markets network. For the third consecutive year, the NDD was approved to partner with the Garden State Good Food Network to offer "Double Bucks." Through our partnership with the program, the NDD Common Greens Farmers Market provided double the purchasing power to our SNAP customers. We increased every SNAP dollar used at the NDD Farmers Market, enabling participants to purchase double the fresh fruits and vegetables.

Additionally, we partnered with the Newark CEDC to host a new weekly vendor as a satellite location for their Newark Shoppes initiative. Each week we'd offer a small business space to test out a day at the market under the NCEDC tent. The Newark CEDC also held its Shop Newark Launch at our market, where it provided live music, guest speakers, and on-site applications for community members to join the Shop Newark program.

## NDD WALKING CLUB

The Newark Downtown District has completed its 8th annual NDD Walking Club! More and more residents and commuters looked to take advantage of downtown Newark's walkable environment, and the NDD Walking Club provided both physical and mental health benefits. Walkers regularly saw improvements in mood, attitude, blood pressure, resting heart rate, body fat, BMI percentages, and lung function. While reaping the benefits of exercise and healthy-living consultation, walkers also enjoyed the warmth and friendliness of the downtown community. This year's season operated from May 29th to October 18th, accumulating over 90 commuter and resident member sign-ups. After completing three walks, attendees received NDD Walking Club backpacks, water bottles, and t-shirts!

The NDD Walking Club introduced nearly 100 participants to health and wellness activities!

New this year, the NDD Walking Club partnered with local health and fitness businesses to introduce members to new and effective ways of staying in shape. During the month of August, club members visited *I'm So Yoga Newark* and *Sereniteaz & Juice Bar* to tour their facilities, partake in demo yoga classes, and try out some nutritional beverages. To close this year's NDD Walking Club, an end-of-season lunch was held, also at *Sereniteaz & Juice Bar*, to congratulate walkers on their consistency and consciousness of health and wellness. Gift card awards were presented for the most steps, weight-loss, goals reached, and attendance.



# Live, Labor, Leisure

## LIVING IN DOWNTOWN NEWARK

### New Residential Buildings

One Theater Square  
William Flats  
Hahne & Co Luxury Apartments

### Residential Development in the Pipeline for 2019

One Riverview  
NJ Bell Tower Restoration  
Newark's Paramount Theater

### By the Numbers



**400,000**

Approximate Daytime Population



**\$1,495**

Average Studio Rent



**\$245,000**

Median Home Value

*According to Zillow, the median home value in Newark has increased by 28.9% over the past year and it will rise by 13.2% within the next year.*



**\$1,865**

Average 1-Bedroom Rent



**\$2,275**

Average 2-Bedroom Rent

## LABORING IN DOWNTOWN NEWARK

### By the Numbers



**18.2M**

Sq. ft. of office space



**2.5M**

Sq. ft. of retail space



**9,250**

Private businesses



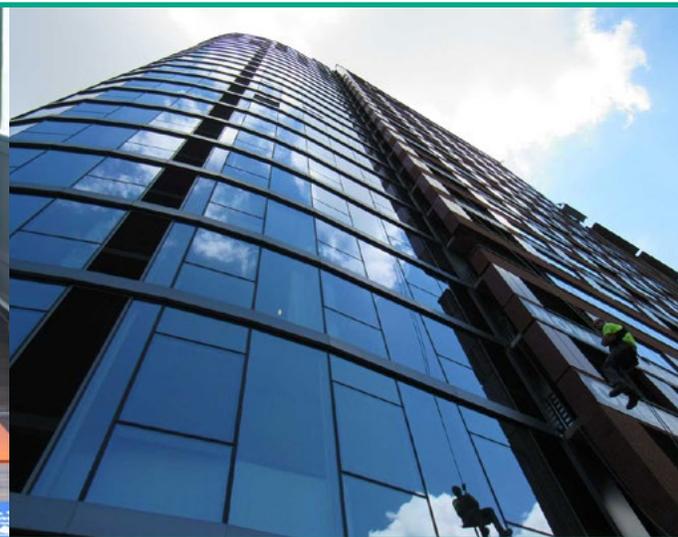
**OVER 140,000**

Employees in Newark

## NEW BUSINESSES IN NEWARK

Newark offers a history, flavor, and unique experience that other cities simply cannot duplicate. So, what does that result in for downtown Newark? A myriad of businesses are looking to invest in Newark and make our community their home.





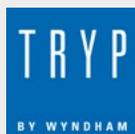
## LEISURE IN DOWNTOWN NEWARK

### Cultural Centers

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

### A Snapshot of Events in Downtown Newark

- ANDD Exhibit Grand Opening
- NDD 20th Anniversary Outdoor Concert
- Amazon Voice Conference
- Newark Tech Week
- Newark International Film Festival
- Open Doors Arts Weekend
- Taste the Season: Newark
- Making Strides Against Breast Cancer Walk
- Sounds of the City (NJPAC)
- Halsey Street Festival
- AfroBeat Festival
- Dodge Poetry Festival
- K-Con
- My Brother's Keeper Alliance
- St. Patrick's Day Parade
- Events at Prudential Center



# Open Spaces

## PARKLETS 2018

After two successful years, the NDD is continuing its parklet program. This season, three parklets were placed in different parts of the district, each one having a different look and story. Partnering with stakeholders' businesses, the program aims to encourage foot traffic and promote economic development by providing more public seating in front of the district storefronts. This year a new location has been selected to help spread out parklet locations throughout different areas of the district. The 2018 parklets were placed on Halsey Street in front of Black Swan Espresso, on Commerce Street in front of Cafe Airlie, and at a new location on University Avenue in front of Boom Boom Chicken. Thank you to our partners at the Newark Parking Authority and the Division of Traffic & Signals.

“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 NDD

## OUTDOOR CAFES AND CHARGING STATIONS

Every year, the NDD sets up daily outdoor seating areas with cell phone charging stations. Outdoor seating areas are located on Mulberry Street outside of the Gateway 4 building, outside of the Audible Campus, and at the Newark Public Library. There is an additional charging station located on the Rutgers campus. Outdoor seating areas are providing inviting instant seating places where the public can feel comfortable, socialize, and enjoy the warm weather. This program aims to support local businesses by developing an active street life.





## MULBERRY COMMONS

The NDD continues to participate in defining elements that would make Mulberry Commons a successful park. The three (3) acres of open space broke ground in late September 2017. Currently, the park amenities are being placed and include benches, game tables, play equipment, an interactive water fountain, and a variety of plantings.

The Park's artwork has been chosen and it will be a piece created by Antonio Pio Saracino from APS Design, Inc. The name of the piece is New "Arc," a name paying tribute to the City of Newark. The piece will be about 20 to 30 feet tall with a base that could serve as a sitting element for visitors who want to capture the perfect shot (see photos above).

## RECYCLING PROJECT

The NDD is partnering with the City Department of Public Works (DPW) in a recycling project. The project will help the City assess the use of recycling bins by the Downtown population. The NDD will place 22 recycling bins at major destinations such as universities, transit stations, downtown parks, and employment centers. Once a week the trash will be collected by our clean Ambassadors and then transferred to the Newark Recycling Center. The NDD will record the recycling data efforts. The project is a way to reduce the Central Business District ecological footprint and help keep our streets clean and healthy.



### **NEW RECYCLING BINS IN DOWNTOWN NEWARK**

*22 total within the Newark Downtown  
District boundaries*

# OPERATIONS

## Clean & Green by the Numbers

↓  
**DOWN 21%**  
from 2017



**2,200,000** POUNDS OF TRASH REMOVED;  
**93,000** TRASH CANS CLEANED



**10,100** PUBLIC FIXTURES CLEANED

↑  
**UP 14%**  
from 2017



**5,820** STICKERS REMOVED

↑  
**UP 52%**  
from 2017



**2,200** GRAFFITI REMOVED

↑  
**UP 22%**  
from 2017



**17,200** ASSISTED PEDESTRIANS



**7,500** BUSINESS CONTACTS



**938** LIGHT POLES PAINTED



**2,050** HOURS OF SNOW REMOVED

↑  
**UP 30%**  
from 2017



**260** PLANTERS MAINTAINED

↑  
**UP 50%**  
from 2017



**10,313** PLANTS MAINTAINED

↑  
**UP 27%**  
from 2017



**80** HANGING BASKETS MAINTAINED



# Ambassadors



“I like being a **Clean Ambassador** because it not only gives me the chance to interact with my community, but I also get to help keep my city clean. I take pride in my downtown and I’m very pleased to be part of the progress being made within it.”

*Clean Ambassador: Dawniqua Bailey*



“I like working in **Special Projects** because there is always something new and interactive to do. From removing graffiti to painting light poles and trash cans to setting up for events, we’re always on the move. Special Projects consistently provides solutions and I’m part of a team that builds each other up.”

*Special Projects Ambassador: Alexander Cubano*



“I enjoy working and being a part of the **Horticulture Team** because I’m beautifying the city that I live in. I help maintain the plants that give the downtown a more inviting look. My team motivates me to wake up every day and keep helping our downtown.”

*Horticulture Ambassador: Brenda Torres*



“I like being a **Quality of Life Ambassador** because of the relationship with the public and the store owners. The events and programs that we get to partake in are amazing. I find joy in the smiles on pedestrians’ faces when they see us walking the district.”

*QOL Ambassador: Andrew Michaels*



## Community Partnerships

The NDD participated in several events, programs, and partnerships throughout downtown Newark during 2018. The NDD lent logistical and marketing support in collaboration with organizations such as the City of Newark, The Greater Newark Visitors and Convention Bureau, Making Strides Against Breast Cancer, and the Newark Public Library. Other collaborations included:

The NDD serves as a connector between the public and private sector.

### AMAZON HQ 2 AND VOICE CONFERENCE

As part of the Amazon HQ 2 bidding, Alexa's Voice Conference chose Downtown Newark this year! The NDD's Ambassadors assisted in surveying the downtown community. The NDD's Marketing Department helped brand the area with Voice Conference street pole banners. The Voice Conference is an annual tech summit sponsored by Amazon's Alexa.

### AMERICAN EXPRESS: SMALL BUSINESS SATURDAY

This year the NDD had the opportunity to partner with American Express once again for its Small Business Saturday. Small Business Saturday is an annual holiday shopping event that gathers small businesses everywhere out to learn about the resources available to them through American Express while also supporting their neighboring partners. Always supportive of the community Sereniteaz & Juice Bar partnered with us this year to host Small Business Saturday. Guests enjoyed complimentary hot chocolate and 15% off of menu items while educating themselves on American Express' Shop Small Initiative.

## HALSEY FEST 2018

Halsey Fest was back for its third year, bigger and better than ever. From Central to New Streets, Halsey Street is activated with tons of activities, arts, games, food, drinks, mascots, and more. On Thursday, September 6, the streets closed to offer a safe street festival for students, residents, visitors, and more. As partners, the NDD provided Clean & Safe services along with public seating and trash receptacles.

## NEWARK ARTS FESTIVAL

Open Doors has changed its name and is now known as the Newark Arts Festival. This city-wide, open-to-the-public art crawl celebrates the rich diversity of the city's expanding art scene and welcomes Newarkers and the rest of the world to experience an exciting array of artist exhibitions, forums, studio tours, performances, mural excursions, screenings, and children's events and more. Partnering yet again for another successful year, the NDD provided marketing services including social media promotions and kiosk ad space.

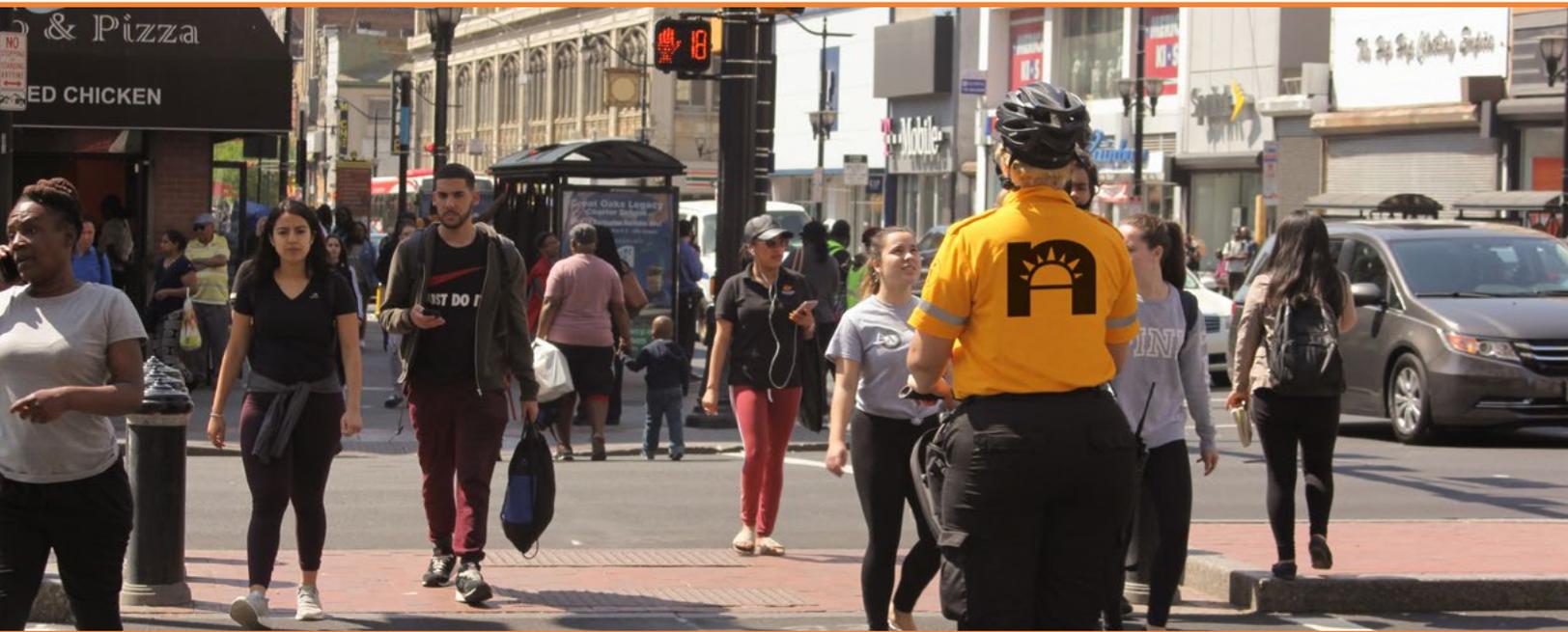
## NEWARK TECH WEEK

As sponsors, the NDD's Urban Planner was part of the panelists to engage in a community conversation about technology's impact in an urban environment. The NDD also held an informational booth about our initiatives with USBs as giveaways on October 16, the first day of Tech Week.

## EVEN MORE 2018 NEWARK DOWNTOWN DISTRICT COMMUNITY PARTNERSHIPS

- Barat Foundation Annual Peace Parade
- Hot Chili + Cold Brew, Newark Museum
- Bozzuto, Hahne & Co. Building: Lunchtime On Halsey
- Gallery Aferro and Artfront Galleries
- Halsey Merchants Meeting





## Quality of Life

The Newark Downtown District's Quality of Life team interacts with the public on many different fronts. The main mission is to keep a pulse on activity and report observations to the proper department or agency responsible for remediation. The Quality of Life team member's role extends to also being a goodwill ambassador to the many people who pass through the District. They are ready to lend a hand to pedestrians crossing our busy streets, to recommend places to eat to visitors, and to help with the throngs of people who descend on the downtown in May during graduation season. These very visible uniformed Ambassadors interact daily with our local businesses and project a level of safety to the general public. The Quality of Life Ambassadors maintain open lines of communication with the Newark Police Metro Unit by sharing statistics that help develop anti-crime strategies.

### SECURITY TASK FORCE

The NDD hosts monthly Security Task Force meetings. 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 and law enforcement representatives from Newark Police, Rutgers University Police, NJ Transit Police, and NJIT Police. Members come from Newark Public Schools, City Council, Charter Schools, and other stakeholders. Over time these meetings have acted as a catalyst to connect stakeholders with common goals and address quality of life issues in the downtown. The many observations made by the Quality of Life Ambassadors are used in discussions regarding trends in the Downtown area.

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 notification list.

# 2018 Board of Directors

**Regina Tokar, Chairwoman**

*Panasonic*

**Geoffrey Campbell, Vice-Chairman**

*The Nightingale Group*

**Darla Stachecki, Secretary/Treasurer**

*Cogswell Realty*

**Arcelio Aponte**

*Rutgers University-Newark*

**Larry Barnes**

*Massey Insurance Agency*

**Ron Beit**

*RBH Group*

**Anthony Borelli**

*Edison Properties*

**Michael Bright**

*Newark YMCA*

**Kevin Collins**

*C & K Properties (Gateway 2)*

**Honorable Councilwoman Mildred C. Crump**

*City of Newark*

**Michael Greene, Esq.**

*City of Newark*

**Michael James**

*Downtown Property Owner*

**Monique Jones**

*Audible*

**Sarah Jones, Esq.**

*Horizon Blue Cross/Blue Shield*

**John Leon**

*NJ Transit*

**Gabe Lopez**

*J & L Companies*

**James Rhatican, Esq.**

*Hartz Mountain Corp.*

**Jeffrey Thomas**

*Prudential Financial*

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## Staff

**Anthony McMillan**

*Chief Executive Officer*

**Thomas Goletz**

*Vice President*

**Kimberly Heelan**

*Executive Assistant/Office Manager*

**Zuri Hadi**

*Administrative Assistant*

**Laura Burgess**

*Project Manager*

**Stephen Lasser**

*Controller*

**Nicole Lobo**

*Senior Marketing Associate*

**Tokz Gabriel**

*Marketing Associate*

**Mbacke Faye**

*Urban Planning Associate*

**Robert Garcia**

*Landscape Architect*



# FINANCIAL UPDATE

## Newark Downtown District Management Corp.

### REVENUE

The NDD is a Special Improvement District (SID) 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: \$ 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: \$ 1,626,750**

#### Capital Improvement Project

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

**Capital Improvement Program Total: \$ 670,000**

#### Marketing and Promotions

One of the NDD's primary goals is promoting everything the City of Newark has to offer people, and reinforcing the many advantages of living, working, and going to school in Newark. The NDD's mission also includes finding ways to attract new visitors and increase the quality of life for current residents by creating and sponsoring events and programs that are pleasurable, healthy, and entertaining. Marketing materials such as business

directories, cultural guides, maps of the area, banners, and the NDD website all promote Newark events and businesses.

In celebration of its 20th Anniversary, the NDD launched a street-pole banner campaign with yellow banners all over downtown with short statements in efforts to encourage businesses to place their banner on empty street poles. A social media campaign, #NDD20, was also launched in April to be carried out throughout the year with each month centered around a theme and giveaway.

On top of its staple events like the NDD Farmers Market and Annual Tree Lighting, the NDD also hosted a 20th Anniversary Outdoor Concert, featuring The Commodores, Eric Benet, and Leah Jenea. Other activations included a 3-month standing exhibit, Then ANDD Now: The 20-year Rise of the Newark Downtown District. The NDD also launched its first merchandise line including Gateways to Newark: Portraits coasters, umbrellas, and keychains, Then ANDD Now t-shirts, hoodies, posters, and postcards, a Limited Edition Newarkopoly game board, and the Newark Awakening: A Downtown Rises Coffee Table Book. In addition, the NDD will continue to showcase the many enhancements and improvements taking place in downtown Newark by providing updates in the form of press releases, multi-media presentations, and website articles.

**Marketing and Promotions Total: \$ 805,500**

## Operations

The Operations portion of the NDD's budget includes a horticulture plan for the seasonal plantings, irrigation, and other horticulture needs, as well as funding for the maintenance of the Capital Project streetscape elements. The NDD is also updating its G.I.S. system (Geographical Information System), to ensure that the NDD Capital Project elements can

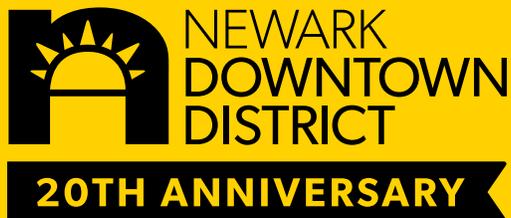
be kept in the best condition possible, and repairs and replacements needed downtown are resolved in a timely matter. The NDD has partnered with the City of Newark's 4311 System, which will ensure an effective way of reporting and solving problems between all agencies (i.e. Port Authority, NJ Transit, City of Newark's Engineering Department, Sanitation Department, Newark Police Department, etc.).

The NDD Operations budget also includes our highly commended Clean Ambassadors, Quality of Life Ambassadors, Horticulture Ambassadors, and Special Projects Ambassadors. The team successfully cleans the BID on a daily basis. NDD Ambassadors are highly visible in their bright yellow and black uniforms, and they carry 2-way radios with them to report problems and to create a sense of safety and security throughout the downtown. 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. Our QOLs are trained to offer guidance to anybody in the community that may have any questions or concerns, assist anyone in need, and address and/or report various maintenance and Quality of Life related issues including panhandling, unlicensed vendors, disorderly conduct, illegal dumping, etc.

Also included in the Operations budget are Security Task Force (STF) meetings, which are held the third Tuesday of each month. The mission of the STF is to serve as the clearinghouse for security related information for the merchants, property managers and corporations of Newark, and work together to help come up with ways to empower the business community to prevent, detect, and report crime in the downtown district.

**Operations Total: \$1,969,000**

**TOTAL EXPENSES: \$ 5,071,250**



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## **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.