



— 2019 —

Annual Report



DEAR STAKEHOLDERS...

September 18, 2019

We have a question for you.

What do you want?

Now, that's a bit misleading, because it looks like we're asking just one question, but it's a loaded question.

For the past several months, the NDD team has been gathering as much information as possible to find out what the stakeholders in Downtown Newark want. Using that information, a strategic plan will be created that will allow the NDD to focus its time, energy, and resources on what the majority of the people believe our downtown needs in order to thrive.

Much like a strong, beating heart is necessary to drive the human body, a bustling, thriving downtown is a precondition to the overall competitiveness and attractiveness of a city.

Over the course of the last decade, there has been an enormous amount of investment in Downtown Newark. Residential growth has exploded, with more downtown housing being built every day. With the variety of new downtown housing options, everyday life downtown needs to change as well. People need things to do 'round the clock. Arts and culture should be a prominent part of everyday life downtown. Restaurants, bars, street festivals, pedestrian malls—activities that make the streets vibrant and electric—need to be encouraged and embraced. Sustainability should be promoted to transform Downtown Newark into the green capital of the Northeast. Let's get Newark trending in the headlines for the right reasons.

Downtown Newark has so much to offer, so there's really only one question...

What do *you* want?

Contact us and let us know.



Anthony McMillan, CEO

Newark Downtown District



September 18, 2019

During the past two years in my role as NDD Chair, I have been involved in incredibly impactful changes taking place in our downtown. Newark has made its way into the national conversation as an important and exciting place. People are seeing Newark with new eyes, as a viable place to live and call home. People are choosing to build their lives in Newark, and as I think about the amazing transformations happening here every day, my enthusiasm for this city has never been greater.



I have been fortunate to both watch and participate in the exciting new growth in Downtown Newark. As NDD Chair, I have seen firsthand how important our work has been to the stakeholders who make this City so great. The residents, property owners, small businesses, employees, and employers depend on the NDD to keep the downtown district safe, clean, and green. These well-maintained spaces increase the vibrancy of our Downtown District, making it especially attractive to developers, students, and visitors. As new residents and businesses continue to flow into Newark, the NDD will continue to evolve and grow to serve the needs of its stakeholders.

This year, the NDD staff has spent several months conducting research to find out what is near and dear to the stakeholders in the downtown district. It is clear that the NDD Ambassadors in yellow consistently deliver the highest level of beautification services to all of our stakeholders, our landscape architect's horticultural installations continue to captivate and enhance the experience of being downtown, and our Quality of Life Ambassadors help ensure that everyone has a safe environment in which to live, labor, and leisure. Whether it's the NDD Common Greens Farmers Market, the NDD Downtown Newark Living Tour, the NDD Walking Club, or NDD Back-to-School Supply Giveaways, the NDD team constantly strives to provide innovative leadership, vision, and execution.

It has been my pleasure to serve as the NDD Chair for the past two years, and I could not be more excited to see the positive work the NDD will be doing in Newark in the years to come.

Sincerely,

A handwritten signature in black ink, appearing to read 'Gina Tokar'.

Gina Tokar, VP, Business Operations, Panasonic

Newark Downtown District Board Chair

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OUR 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.



NDD DOWNTOWN NEWARK LIVING TOUR

On May 18, 2019, we hosted the second NDD Downtown Newark Living Tour! Over 720 people attended from Newark, Jersey City, other neighboring cities, and all of New York City's five boroughs to see what it's like to live in downtown Newark.

The NDD Downtown Newark Living Tour is a district-wide open house for guests to see first-hand the hottest luxury apartment buildings alongside downtown Newark's best restaurants, bars, retail stores, arts and culture galleries, and venues. This year, seven residential developments participated, including the new Walker House and Newark's first new tower in 50 years, One Theater Square.

The tour offered residential options for all ages who crave an urban lifestyle, contemporary interior design, historic preservation, good eats, walkable public spaces, and more! While the self-guided tour encouraged walking Newark's colorful downtown, shuttle buses circled the NDD Downtown Newark Living Tour route and provided guests easy access to all 41 tour stops.

The NDD also provided information on affordable housing and the Live Local program to interested and eligible attendees. Four out of seven of the residential stops provide affordable housing and participate in the City of Newark's 80/20 program. Post-event surveys showed that the NDD Downtown Newark Living Tour was praised by attendees and business participants as well-organized, informative, and well-thought-out.



Points of Interest

Retail and Services

Newark Happening	Memories of Soul
Barnes & Noble	Bella Nail Lounge and Beauty Bar
Off the Hanger	Brick City Strength
European Wax Center	Source of Knowledge
Underground Skate Shop 2	Equal Space
Dan's Hats & Caps	

Bars and Eateries

Bulgogi Zip	O'LaLa Empanadas
Harvest Table	Mercato Tomato Pie
Kilkenny Alehouse	Novelty Burger & Bar
Playa Bowls	Noodle Shop
Burger Walla	Redd's Biergarten
Sugar Daddy's	Dinosaur Bar-B-Que
Hobby's Delicatessen	Don Pepe Restaurant
Tonnie's Minis	

Arts and Culture

WBGO	Paul Robeson Galleries at Express Newark
New Jersey Historical Society	GlassRoots
NJPAC	Gallery Aferro
Newark Museum	Then ANDD Now Exhibit

Apartments

Eleven80	Teachers Village
Hahne & Co.	Walker House
Halston Flats	William Flats
One Theater Square	

LIVE, LABOR & LEISURE

LIVING IN DOWNTOWN NEWARK



400,000

Approximate Daytime Population



\$1,800

Average Studio Rent



\$263,600

Median Home Value

According to Zillow, the median home value in Newark has increased by 9.6% over the past year and it will rise by 4.6% within the next year.



\$2,295

Average 1-Bedroom Rent



\$2,745

Average 2-Bedroom Rent

LABORING IN DOWNTOWN NEWARK



11.5M

**Sq. ft. of
office space**



840,000

**Sq. ft. of
retail space**



10,000

**Private
businesses**



**OVER
145,000**

**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 home.



PROGRAMS & PROJECTS

NDD COMMON GREENS FARMERS MARKET

The NDD Common Greens Farmers Market had its 19th season this year! The market is held in the former PSE&G plaza every Thursday from May until October.

The NDD Common Greens Farmers Market continues to accept SNAP, WIC, and Senior Citizen Program Vouchers, and is within the Nourishing Newark Farmers Markets Network. For the fourth 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 provides double the purchasing power to SNAP customers. By increasing every SNAP dollar used at the NDD Common Greens Farmers Market, the NDD enables participants to purchase double the amount of fresh fruits and vegetables at half the price!

For a second year in a row, the NDD partnered with NCEDC to provide a Newark Shoppes tent where local small businesses host the stand. These businesses are also selected to participate in the NCEDC's small business boot camp.

This year's vendors offered Jersey fresh and Newark-grown fresh produce, organic desserts, soul food, empanadas, Argentinian-style burgers, Mexican tamales and burritos, beauty and bath products, artisanal jewelry, cultural apparel, and more.

The Market also has live music each week and acts as a conduit for social gatherings for senior citizens in the downtown. Health screenings, cooking demonstrations, and other activities are always welcome at the market, making it the perfect place to get to know new people.

Vendor Line-Up

Food/Farms:

Afro Taco	Just Like Mom's
America's Kettle Corn	Lady G Empanadas
Belle Johns' Soul Food	Mexi Boys
The Cake Pound	O'LaLa Empanadas
Gaucha Burger Co.	Sassy Sweets Kitchen
Good Morning Newark	Sweeta Boo's Cakery
Gourmet Nuts & Dried Fruit	& Catering
	The Vegan Shawarma

Community Organizations

Greater Newark Conservancy	Top Shelf Plus
I'm So Yoga	Rotary Club of Newark
JLS Enterprises	Partnership of Maternal & Child Health
Newark CEDC	

Jewelry/Apparel/Body Products:

Fast Track Fashions	Nitjuan Designs
Love Your Self	Simple Elegance
All Natural	Accessories
Maisah's Gait	Some Sisters



NDD WALKING CLUB

In its 9th year, the NDD Walking Club continues to stride on! There are three different walks every day, each taking a distinct route. During these walks participants receive health tips from certified Walking Club instructor Tia Gist, and learn new exercises to keep their bodies in motion. The NDD Walking Club is free and open to all and has attracted a variety of members from residents to employees to students. The season runs from May through October and all participants are eligible to collect the NDD Walking Club gear, including water bottles, string backpacks, and t-shirts. As an incentive to increase the health benefits of walking, each NDD Walking Club season ends with prizes for healthy accomplishments, such as the most walks attended, most steps taken, the most weight lost, etc. The NDD Walking Club is also a wonderful way to see the beautiful architecture, horticulture, and other sights the downtown has to offer.



NDD HIDDEN GEMS SERIES

The NDD Hidden Gems Series provides local businesses the opportunity to gain new exposure through NDD's social media platforms. Downtown is filled with so many hidden gems and underrated spots. Users submit their favorite Hidden Gem via email or direct message for the chance to be chosen and featured on NDD's page! Submissions include the business name and information, pictures of the storefront and products and/or services, and why that business is a Hidden Gem. Winners are chosen on a monthly basis.

HOLIDAY CELEBRATIONS

As soon as the Thanksgiving leftovers are wrapped up, the NDD gets the holiday season kicked off by putting up a 50-foot holiday tree in the center of the downtown. Next, our Ambassadors begin to "deck the halls" by installing LED snowflakes on the light poles throughout the district. When dusk falls, the city is transformed into a Winter Wonderland with sparkling lights creating a festive atmosphere. To keep people in the city late into the night to do their holiday shopping, NDD offers businesses free social media advertising to our thousands of friends and followers. The NDD's Annual Holiday Tree Lighting is always a fun-filled family event, with an opportunity to visit and have free photos taken with Santa himself! Adults and kids of all ages love to create their own holiday photos, using holiday props or by taking pictures with everyone from action heroes, movie stars, and even Victorian carolers!

PLACEMAKING

The NDD works hard to make spending time downtown a pleasant experience by creating places that are inviting, safe, and prioritize the needs of pedestrians.

One way of doing this is by creatively transforming spaces through the use of art, parklets, pedestrian malls, and other activations.



NDD PEDESTRIAN MALL

As cities strive to become more livable, street activations have emerged as a way to promote walkability, support local economies, and provide cultural opportunities. The 2019 NDD Pedestrian Mall, Washington Place Wednesdays, took place every week between Broad and Halsey Streets, from July to mid-August, from 11:30 am to 2:30 pm. It was the first time the NDD activated this street with activities such as information tables, free yoga sessions, a pop-up shop, food vendors, games, and live music. Twelve downtown businesses/organizations participated and the event attracted approximately 100 visitors daily. The mall created a temporary public space for the downtown community to shop, eat, play, and relax at lunchtime.

FOUR CORNERS PUBLIC ARTS

Four Corners Public Arts is a collaboration between the City via the Newark Economic Development Corporation (NCEDC), the NDD, Newark Arts, and local property owners RBH Group and Paramount Assets. The project includes the installation of murals on 10 building facades on Beaver Street and Treat Place, as well as a sidewalk mural in that same area. The goal of the project is to revitalize blighted areas at these sites and create a public space for everyone. Local artists are invited to propose concepts based on Newark history. The project is funded via public and private contributions and curated by Rebecca Pauline Jampol, co-director of Project for Empty Space.



KEEP AMERICA BEAUTIFUL

Keep America Beautiful and Philip Morris USA requested the help of the NDD to identify locations to install cigarette butt receptacles. The NDD identified 17 suitable locations, mainly located near major bus stops, the entrance to retail shops, and other Downtown destination places. This initiative aims to educate adult smokers to dispose of their cigarette butts properly, as cigarette waste can be transformed into renewable energy. These projects are part of the NDD Green Program to make the Downtown District greener, healthier, and more livable.

In 2020, we will:

Implement a new Strategic Plan that will benefit Downtown Newark and the organization for the next 5-10 years based on your feedback solicited via interviews, roundtables, and surveys.

Update the Portraits Mural at the Gateway to Newark on Route 21.

OPERATIONS



1,650,000

Pounds of trash removed



1,786

Graffiti removed



80

Hanging baskets



50,112

Trash cans cleaned



12,650

Assisted pedestrians



6,500

Business Contacts



4,905

Public fixtures cleaned



305

Planters maintained



1,020

Hours of snow removed



4,967

Stickers removed



11,366

Plants maintained



300

Light poles painted



AMBASSADORS



“I enjoy working for NDD because it is important to keep the environment clean and it also gives me the ability to communicate with a variety of people. The training that I have received from team leaders and other Ambassadors brings us all together and as a team we are making the city of Newark a better place.”

Shaliyah Banks, Clean Ambassador



“Being on a team always makes the quality of service flow smoothly. Working with the Newark Downtown District, our team always wins with all assigned tasks. The most beneficial factor for me is meeting the community that we serve.”

Charles Smith, Special Projects Ambassador



“To me, horticulture encourages natural expression. Plants bring oxygen to the airspace we walk through, which civilizes and beautifies the community. I enjoy working for horticulture because it gives me a whole different perception on life. It allows me to be a part of making my city more attractive and work with nature. Horticulture is more than just my job, it's life.”

Zaione Curry-Robinson, Horticulture Ambassador



“There are 285,154 people in Newark and Newark Downtown District chose me! NDD does more than help me provide for my family. This company also gives me the opportunity to take care of the city I am originally from and to further take care of planet Earth, put smiles on faces, and spread our message of keeping Newark clean, green, and safe.”

In'Sonjee Delva, Quality of Life Ambassador

HORTICULTURE

The Horticulture Team focuses on district beautification and maintenance. The most visible assets include hanging baskets, seasonal streetscape planters, and holiday lighting. Together these assets work cohesively with other NDD services to keep the Newark streetscape inviting and visually pleasing throughout the year.

In 2019, the NDD added 60 new seasonal streetscape planters, which now create a welcoming atmosphere on four prominent streets. In total, the NDD now has over 300 seasonal planters enhancing Newark's downtown. These planters get three different plantings over the course of the year to create year-round beautification. The Horticulture team is responsible for designing, installing, and maintaining all of the arrangements in the seasonal planters.

In addition to seasonal planters, the Horticulture Team installs 80 hanging baskets throughout our district. These baskets beautify the streets and add interest to areas that are not conducive to streetscape planters. Hanging baskets are installed around the same time as the summer planting and stay up through the fall.

Once the fall season is over the hanging baskets come down and holiday lighting is installed. The Horticulture team installs snowflakes on downtown light poles and erects and decorates the holiday tree. These holiday decorations work in tandem with the seasonal plantings to festively welcome winter to downtown.





In 2020, we will:

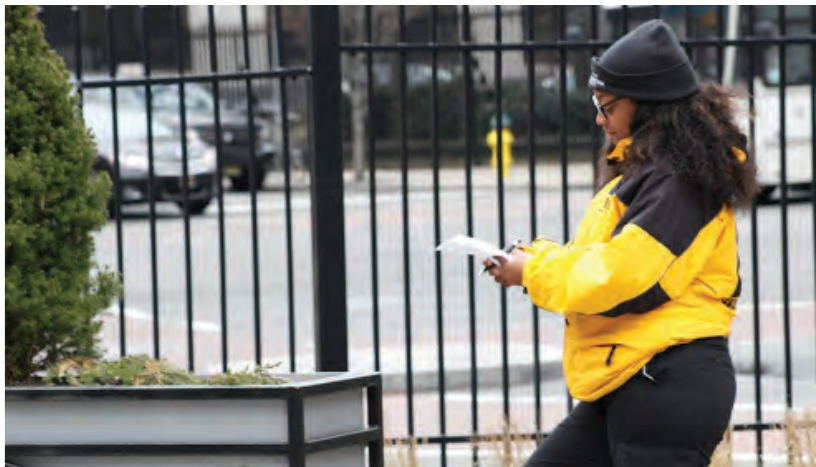
Strive for continued excellence in the Clean, Green, and Safe services provided to the City. Cleanliness is fundamental to a downtown's success and the NDD works hard to beautify Downtown Newark.

Install new decorative light poles in a collaboration with the City of Newark and PSE&G in the NDD expansion areas. As part of its capital improvement project, the NDD will be helping to improve the streetscape and provide LED lighting that is more attractive and efficient.



NDD QUALITY OF LIFE AMBASSADORS

The NDD Quality of Life team is a visible presence in the downtown. As the “eyes & ears” of the downtown, they use two-way radios to communicate with one another as well as the Newark Police Department. Their presence creates a sense of security and ensures both residents and visitors to the city have someone to turn to when they need assistance. NDD Quality of Life Ambassadors serve as Hospitality Ambassadors who are trained to provide information on everything from directions to key places to go in the City. The NDD Quality of Life Ambassadors also monitor the conditions of the downtown and NDD’s assets, and when necessary, they generate work orders for the Operations team to address. They have been on the forefront of sharing important data on homelessness with the agencies who can provide assistance, identifying street and pedestrian lighting outages for the utility company, and gathering data in the many surveys they conduct. By sharing the data it collects with the NDD Urban Planning Team, the NDD Quality of Life program is able to determine trends and evaluate what needs attention in the downtown district.



COMMUNITY PARTNERSHIPS

The NDD participated in several events, programs, and partnerships throughout downtown Newark during 2019. The NDD lent logistics and marketing support in collaboration with organizations such as the City of Newark, Greater Newark Visitors and Convention Bureau, Newark Museum, and the Newark Public Library. Other collaborations included:

MTV VMAs

This year, the Prudential Center had the honor of hosting the MTV Video Music Awards. This event brought notable celebrities to Newark and together with the City Department of Sanitation, the NDD gave Broad Street a much-needed facelift. Concrete planters that had weathered over the past decade were replaced with NDD-branded planters and a new plant design. These planters are now part of the streetscape and the plants will be changed out three times a year. In addition, NDD Ambassadors cleared weeds and mulched the tree pits on Broad Street, giving this visible entryway a lasting makeover. This is another of the ongoing examples where our municipal partnerships work!

Shop Newark

One of Newark's many economic development initiatives is Shop Newark, a program that provides an annual rebate or property tax credit when shoppers frequent local businesses. When a member shows their Shop Newark card at participating businesses, they will receive a discount and a percentage of rebate will be credited back to that person annually. Over the summer, the QOL team visited local businesses to share information about the program and encourage them to go online and sign up.

American Express Small Business Saturday

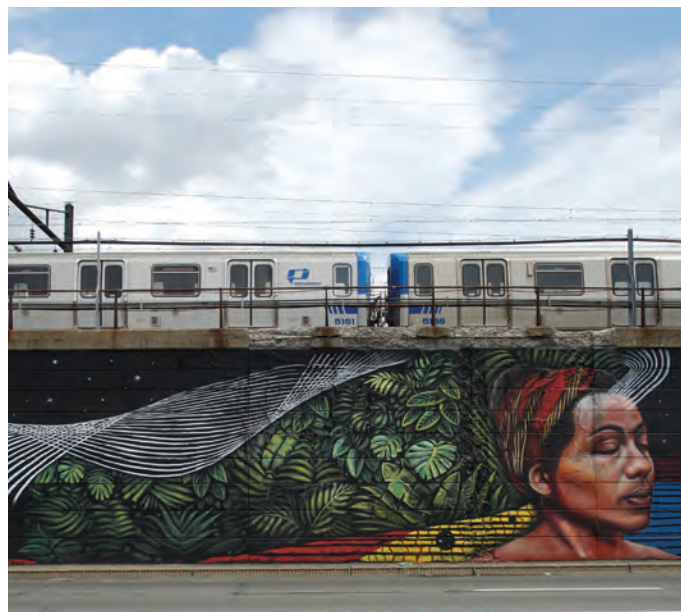
Once again the NDD will partner with American Express for Small Business Saturday on November 30. This annual holiday shopping event gathers small businesses everywhere to learn about the resources available to them through American Express while also supporting their neighborhood partners.

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, children's events and more. Partnering yet again for another successful year, the NDD provided marketing services, including social media promotions.

More 2019 NDD Community Partnerships

Afro Beats Festival
Charter School Volunteerism and Internships
College Marketing Internships
Halsey Fest
Lincoln Park Music Festival
Making Strides Against Breast Cancer Walk
Newark Homelessness Commission
Newark Museum Business & Community Council
Voice Conference



FINANCIAL UPDATE

The NDD is a Special Improvement District (SID), which is funded through a special assessment paid by private, commercial, 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 other such similar associated expenses.

In 2019, the NDD has also undertaken the first District-wide 10-Year Strategic Plan. The outcomes of this initiative will be finalized and distributed in 2020. The level of participation among community stakeholders during this process has been remarkable and is much appreciated.

General Administration Total: \$577,000

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. In 2019, the NDD refinanced its debt obligations, the proceeds of which are being used to finance numerous capital improvement projects throughout the District. As a result of this refinancing, the NDD is able to make improvements such

as upgrading all of the light posts in the expanded District to a new LED standard, reducing energy consumption and light pollution. Additionally, the NDD is working to invest additional capital to increase the deployment of planters and provide festival lighting. The NDD also replaced 15 City planters on Broad Street in preparation for the MTV VMAs.

Capital Improvement Total: \$830,002

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 includes finding ways to attract new visitors and increase the quality of life for current residents by creating and sponsoring a variety

of events and programs that are pleasurable, healthy, and entertaining. Marketing materials such as business directories, cultural guides, maps of the area, social media campaigns, and the NDD website all promote the many events and businesses here in Newark.

Marketing and Promotions Total: \$549,000

The limited-edition Newark-Opoly board game was launched in the first quarter of 2019. This integrated marketing piece allowed for Downtown Newark stakeholders to collaborate in this old-time board game to memorialize Newark's history, present-time, and growth. The game includes businesses that have been around over 100 years and those that are beginning their Newark journey.

Games are being sold at the Greater Newark Convention and Visitors Bureau, as well as through NDD's online eBay store at: <http://bit.ly/NEWARKDD>.

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, multimedia presentations, social media blasts, and website articles.

OPERATIONS

The Operations portion of the NDD's budget includes a horticulture plan for three seasonal plantings, irrigation, and other horticulture needs, as well as funding for the ongoing upkeep and maintenance of the Capital Project streetscape elements. The NDD continues to update its Geographical Information System database to ensure that the NDD Capital Project elements are kept in the best condition possible and repairs and replacements needed downtown are resolved in a timely matter. This includes asset management on the NDD website to encourage reporting from the community and ensure timely repairs and responses. New in 2019, the NDD received its license from the NJ DEP to commence operations as a waste hauling organization. This will allow the NDD to both transport larger amounts of collected waste for disposal, as well as improve the level of service provided to stakeholders.

The NDD Operations budget also includes the highly visible Clean Ambassadors, Quality of Life (QOL) Ambassadors, Horticulture Ambassadors, and Special Projects Ambassadors. The team successfully cleans the entire District on a daily basis. NDD Ambassadors

are easily identifiable in their bright yellow and black uniforms and they carry two-way radios with them to report any identified issues, as well as 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. NDD QOLs are trained to offer assistance to anybody in the community who may have questions or concerns, assist anyone in need, and address and/or report various maintenance and QOL-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 strategies to empower the business community to prevent, detect, and report crime in the District.

Operations Total: \$2,145,000

NDD TEAM

Anthony McMillan
Chief Executive Officer

Thomas Goletz
Vice President

Stephen Lasser
Chief Financial Officer

Laura Burgess
Project Manager

Mbacke Faye
Urban Planning Associate

Robert Garcia
Urban Landscape Manager

Kimberly Heelan
*Executive Assistant
& Office Manager*

Zuri Hadi
Administrative Assistant

Susan McKay
Operations Manager

Jessica Quintanilla
*Operations Administrative
Assistant*

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Larry Barnes
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City of Newark

Michael Greene, Esq.
City of Newark

Linda Harrison
Newark Museum

Dwight Ihling
*Onyx Equities, LLC**

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Downtown Property Owner

Monique Jones
Audible

Sarah Jones, Esq.
*Horizon Blue Cross/Blue Shield**

Celia King
Leadership Newark

Gabe Lopez
J & L Companies

James Rhatican, Esq.
Hartz Mountain Corp.

Jeffrey Thomas
*Prudential Financial**

Martin Weber
The Green Chicpea

*Executive Committee

NEWARK-OPOLY IS FOR SALE!

Newark-Opoly, NDD's community entrenched game that highlights the best of Downtown Newark, is currently for sale! Visit the NDDs online store at eBay.com (<http://bit.ly/NEWARKDD>) to purchase your copy for \$35. The holidays will be here soon and this unique game makes a perfect gift!

Newark-Opoly may also be purchased at the Greater Newark Convention and Visitors Bureau at 58 Park Place, Newark, NJ 07102 at a discounted price.



THANK YOU!

The Newark Downtown District Team would like to extend a heartfelt “Thank You” to all of the individuals who have contributed to the NDD’s success in the downtown district. You help us grow and motivate us to find new ways to improve the Newark Downtown District.





In 2020, we will:

The NDD serves a diverse array of stakeholders within the downtown and therefore, communication and marketing are very important. The NDD will collaborate to promote a cohesive and collective marketing message throughout the downtown.

Horticultural plantings beautify the downtown and are important for all living things. Based on the success of the new planters the NDD debuted on Broad Street this year, additional combinations will be tested for 2020.



