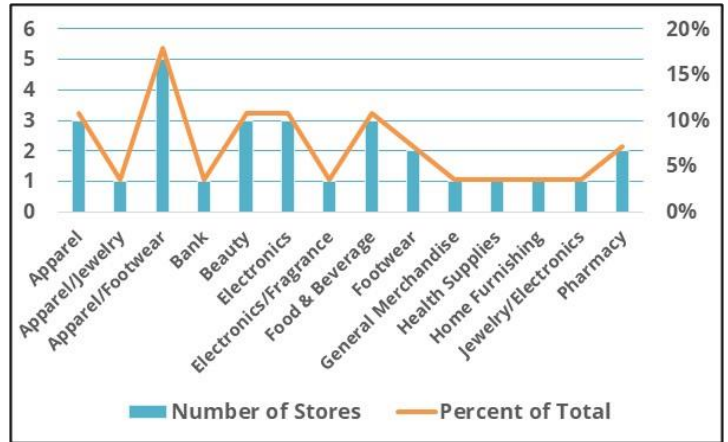


**Four Corners Retailer Survey
Broad Street & Market Street**

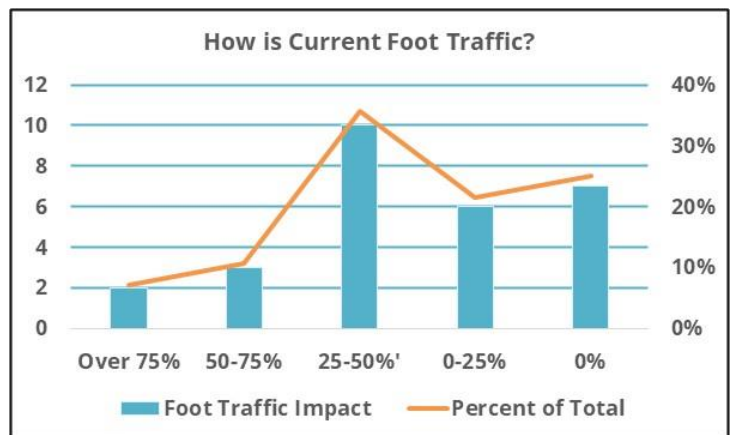
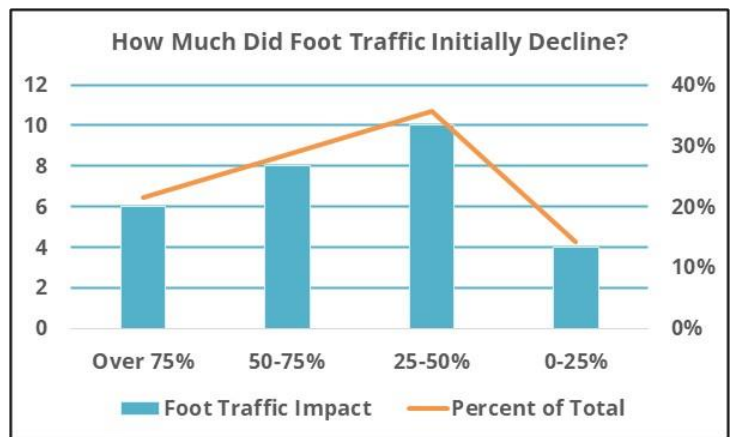


Survey Results

The Four-Corners survey includes 28 businesses, with the largest number in the categories of: apparel, apparel/footwear, and footwear, accounting for 9 retailers or 39% of the survey participants. Electronics, electronics/fragrance, and jewelry/electronics account for 5 or 18% of the survey participants. Both beauty and food and beverage account for 3 or 11%. Pharmacy accounts for 2 or 7% with the balance of categories representing one retailer. (Note: we listed surveyed businesses in the appendix of the report.)



At the onset of the pandemic, 14 of the retailers (50%) reported a drop of foot traffic of 50% or greater, 10 (36%) a drop of 25-50%, and 4 (14%) a drop of 0-25%. Currently, five (18%) reported that foot traffic remains 50% or greater than prior to the pandemic, 10 (36%) between 25%-50% lower, 6 (21%) between 0-25%, and 7 (25%) reported a full recovery in business. The results are bifurcated and retailers that currently are doing well seem to be benefiting from market share gains from businesses that did not survive and have closed.



Newark Downtown District

About the NDD:

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, and visitors. 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, and representatives of non-profit organizations, the Mayor's Office, and the Municipal Council.

The NDD defines downtown Newark as the area generally bounded by I280 to the north, the Passaic River and the New Jersey Transit and AMTRAK rail to the east, Franklin Street and Hill Street to the south, and University Avenue to the west. The adjacent map shows the specific boundaries as defined by the NDD.





Executive Summary

In October 2022, the NDD surveyed storefront businesses in Newark's primary Four Corners retail corridor to assess how businesses are recovering from the impact of the COVID-19 pandemic. The survey included questions about how the work-from-home/hybrid business model has impacted foot-traffic and their business. The target group for the survey focused on the downtown area of Broad Street and Market Street which includes businesses on Broad Street to the south of Raymond Boulevard and to the North of Edison Place and included businesses on Market Street to the west of Mulberry Street and to the East of University Avenue. A similar survey conducted in August 2022 was given to businesses located on Broad Street south of Branford Place, Branford Place, and Halsey Street south of Branford Place. We classify this area in the downtown as the South of Market Street (SoMa) neighborhood.

Four Corners is the high-volume retail corridor in downtown Newark, where heavy daily commuter traffic is served by Newark's various bus routes, which provide convenient access though out Newark and the surrounding area. Retailers benefit from the heavy foot traffic here, which is highlighted in the survey's results. Many businesses have reported that conditions have improved from the worst of the pandemic, with several reporting that foot traffic is back to pre-pandemic levels. However, the recovery is uneven, and challenges persist for close to 30% of the retailers unsure as to their ability to survive the next 12 months.

Key Takeaways

Eight Retailers Are Uncertain About Surviving the Next 12 Months

We included in the survey a question if retailers think that they have the wherewithal to survive the next 12 months. While 20 (71%) reported yes, 8 (29%) reported that they are uncertain about their businesses remaining viable for the next 12 months.

Foot Traffic Has Improved But Remains Below Pre-Pandemic Levels

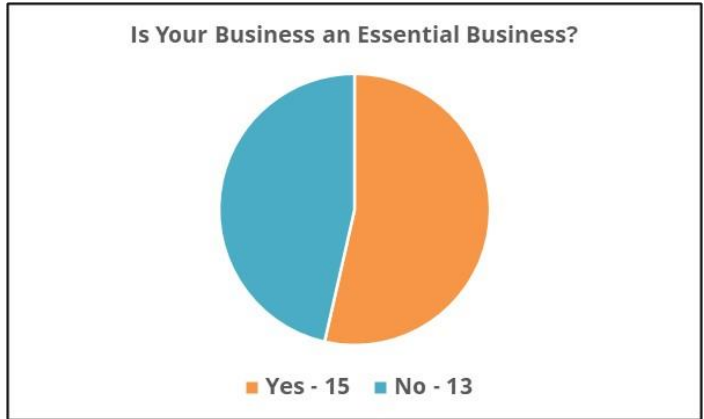
At the beginning of the pandemic, 86% of businesses surveyed reported that foot traffic declined 25% or greater than prior to the pandemic. Currently 54% of businesses reported that foot traffic is lower by 25% or more than prior to the pandemic.

Inflation is Another Headwind

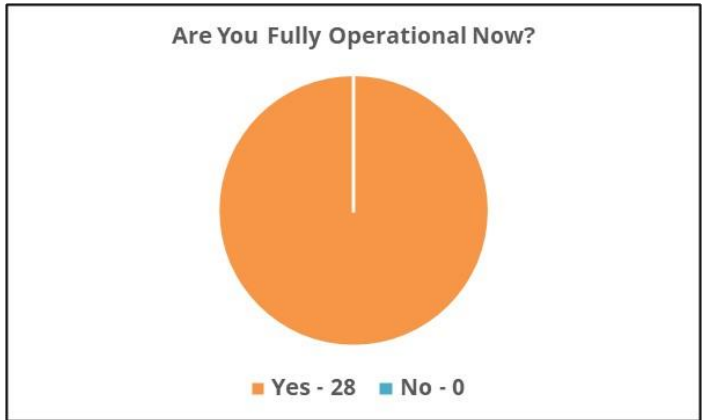
Of the 28 surveyed businesses, over 60% reported that prices for their goods have risen over 10%.

Survey Results

Slightly over half of the retailers reported that they were essential and stayed open when the pandemic began. The balance were required to close initially with several reporting opening after three months-initially with curbside pickup.

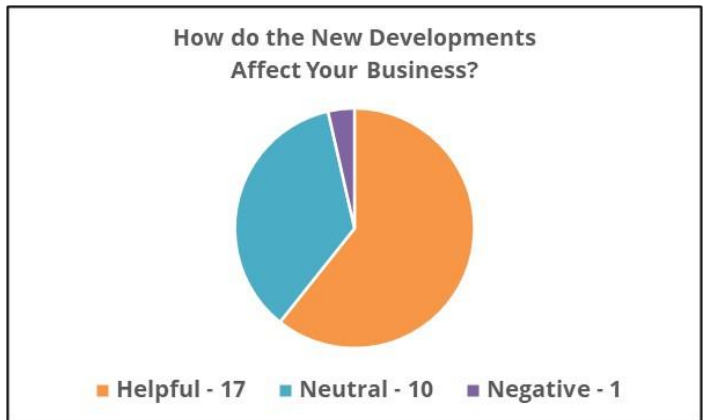


All of the businesses now are open and fully operational, despite challenging conditions.



Of the businesses surveyed, 61% viewed development of new apartment communities as helpful to their business, 36% were neutral or had no impact, and 3% viewed it as negative.

The retailers that expressed a neutral position viewed new residents as not their customers and the one negative view was related to the new developments taking away available parking for their customers.



Survey Results

Only select businesses are seeking to lease or vacate space, which may suggest that retailers are not particularly interested in relocating their stores. One retailer reported that it will expand its store into an adjacent storefront doubling its size due to the volume of business in its current location.

The recovery is uneven, and conditions overall remain challenging with 8 or 29% of surveyed retailers reporting uncertainty regarding the ability to survive the next 12 months.

Are you in the Market to Lease Space?



■ Yes - 3 ■ No - 25

Are you in the Market to Vacate Space?



■ Yes - 3 ■ No - 25

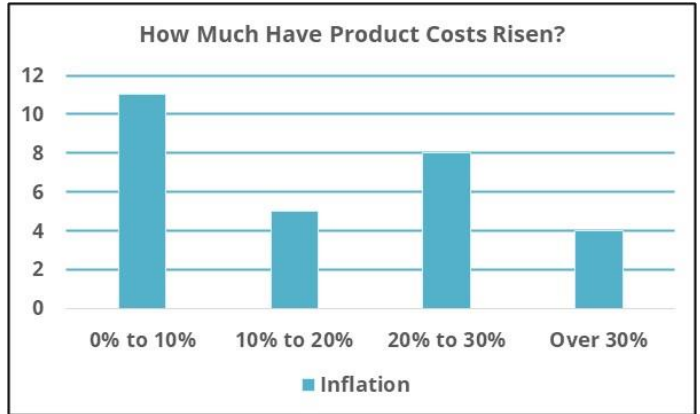
Is Your Business Profitable Enough to Survive the Next 12 Months?



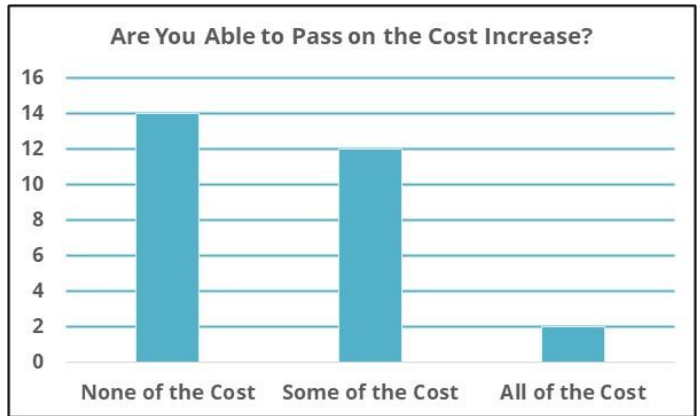
■ Yes - 20 ■ Not Sure - 8

Survey Results

Inflation is having an impact on both the consumer and the retailer, with over 50% of businesses reporting that product costs have increased 10% or higher.



Half of the retailers reported that they are not passing increased costs on to their customers with only two reporting that they are able to pass along the full costs. As a result, retailers overall have had to absorb the price increases, which affects profitability and is another headwind currently affecting their business.





Survey – Participants

Address	Business Name	Business Type
1 744 Broad Street	Regines	Apparel/Footwear
2 744 Broad Street	Wells Fargo	Bank
3 775 Broad Street	Madrag	Apparel
4 776 Broad Street	Sparx	Electronics
5 772 Broad Street	Easy Pickins	Apparel/Footwear
6 791 Broad Street	Broad Street Electronics/Best Caps	Electronics/Fragrance
7 795 Broad Street	Nohble	Apparel/Footwear
8 796 Broad Street	S&A Stores	Apparel
9 800 Broad Street	Buck N Up	General Merchandise
10 800 Broad Street	Natural Nails	Beauty
11 63 Market Street	Best Deal Discount Furniture	Home Furnishing
12 98 Market Street	Tommy's Wig	Beauty
13 104 Market Street	Wetink 104/Brick City Gold	Apparel/Jewelry
14 112 Market Street	108 Sneaker	Footwear
15 126 Market Street	Viral Kicks	Footwear
16 128 Market Street	Lounge 128	Apparel/Footwear
17 141 Market Street	Gap Factory	Apparel
18 150 Market Street	Metro by T-Mobile	Electronics
19 154 Market Street	Mega Jewelry/Newark Best Cellular	Jewelry/Electronics
20 160 Market Street	AT&T Store	Electronics
21 163 Market Street	SNIPES	Apparel/Footwear
22 179 Market Street	Nick's Drugs	Pharmacy
23 183 Market Street	Market Beauty Supply	Beauty
24 186 Market Street	GNC Live Well	Health Products
25 188 Market Street	Dunkin' Donuts	Food & Beverage
26 198 Market Street	Quick Stop Pharmacy	Pharmacy
27 216 Market Street	Krauszer's Food Store & Deli	Food & Beverage
28 1186 Raymond Boulevard	Ark Gourmet Deli	Food & Beverage

Cover photos: Market Street at the northeast corner of Broad Street
Market Street at the southwest corner of Halsey Street
Slide 7 photo: Broad Street at the southwest corner of Market Street