



## Metuchen Downtown Alliance 2016 Annual Report

### Activities and Accomplishments

- Ordinance establishing the MDA approved by the Borough Council in May 2016
- Several local people attended the Main Street Now conference in Milwaukee
- Pearl Street Parking Garage completed
- Partnered with Borough on enhanced street and sidewalk cleaning
- MDA office renovated and established at Forum Theater
- After performing national search Executive Director hired and started in September 2016
- Strategic planning process started with Donna A. Harris of Heritage Consulting paid by a grant
- Holiday decorations and lights added throughout the downtown along streets and mews
- Market analysis started with Kennedy Smith from CLUE Group
- Small Business Saturday and Holiday Passport generated record sales for many businesses
- Collaborated with Metuchen Area Chamber of Commerce on multiple projects and events

### Key Facts

- **256** District Businesses
- **89** District Property Owners

### Volunteer hours

- **3496.5** Volunteer Hours
- **\$81,892.50** volunteer time cash value

### Space Available

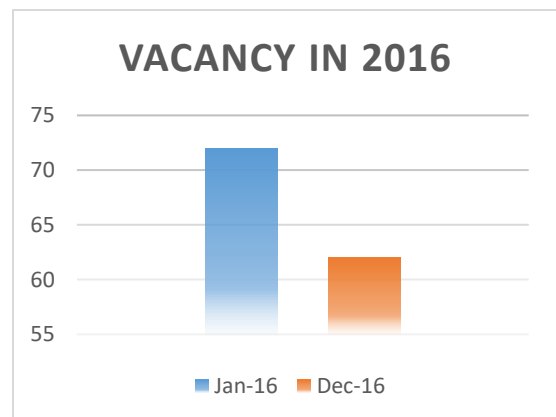
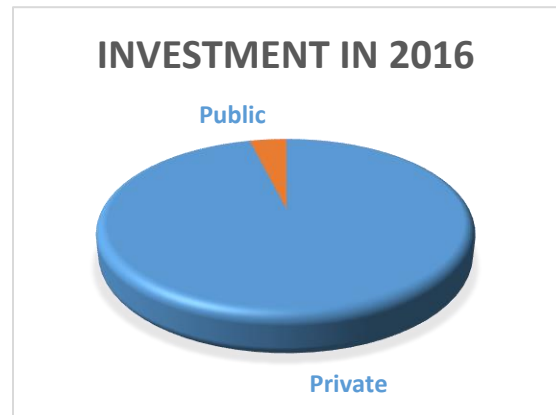
- **836,346** sqft of space in the District
- **62** vacancies in December 2016
- **16** new businesses opened
- **10** net new businesses

### Investment

- **\$18,128,000** in private investment
- **\$724,500** in public investment

### Impressions

- **11** Special Events/Festivals
- **12** Retail Promotions
- **888** Likes on Facebook
- **994,139** Media Impressions



**Board of Trustees**

The Metuchen Downtown Alliance Board of Trustees has 13 seats, comprising 4 District Property Owners, 4 District Business Owners, one Borough Council Member, one Arts Council Member, one Chamber Member, one Parking Authority member, and one resident.

Term Ending 12/31/2017

Jay Muldoon	Borough Council
Dottie Winhold	Chamber of Commerce
Grace Shackney	Arts Council
Anthony Campisi	Parking Authority

Term Ending 12/31/2018

Eric Berger	District Owner
Margaret Inglese	District Owner
Chris Flynn	District Business
(Vacant)	District Business

Term Ending 12/31/2019Term Ending 12/31/2020

Joe Bernheimer	District Owner
Gary Tilbor	District Owner
Leon Schwartz	District Business
Diana Callinan	District Business
Bobbie Theivakumaran	Resident

**Organization Team**

Builds partnerships with civic, social and other groups committed to the economic vitality of Metuchen's downtown district.

**Promotion Team**

Coordinates the marketing of the business district's unique character, history and activities to attract shoppers, investors, potential new businesses and visitors.

**Design Team**

Gets the business district into an appealing atmosphere of storefronts, signage, parking, public art, landscaping, window displays and promotional materials.

**Economic Vitality Team**

Works to strengthen current economic assets while developing a balanced commercial mix of businesses in the district and maintaining the community's unique character.

To become a volunteer give us a call at (732) 515-9660 or complete this online form: <https://goo.gl/forms/V15IHudQanugOnI23>

**Staff**

Isaac D. Kremer, Executive Director, [isaac@downtownmetuchen.org](mailto:isaac@downtownmetuchen.org)