



Small Business Saturday on the Saturday after Thanksgiving brought record numbers of shoppers downtown. This retail promotion made cash registers ring for our businesses.

2016 Annual Report

Photo credit: Isaac Kremer.



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

- **3484.5** Volunteer Hours
- **\$85,502.50** volunteer time cash value

Space Available

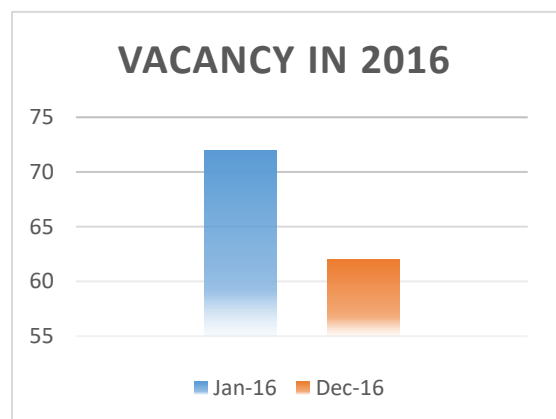
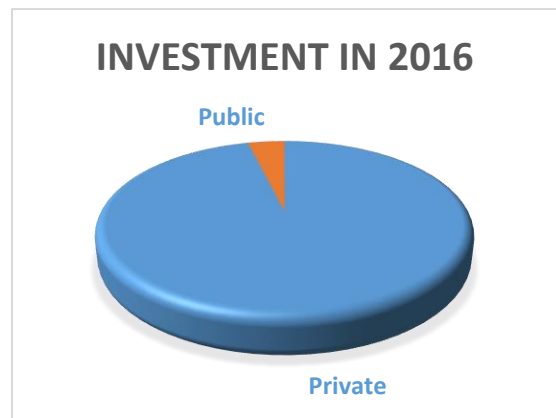
- **986,104** sqft of space in the District
- **62** vacancies in December 2016
- **24** new businesses opened
- **6** net new businesses

Investment

- **\$17,499,500** in private investment
- **\$704,500** in public investment

Impressions

- **17** Special Events/Festivals
- **12** Retail Promotions
- **888** Likes on Facebook
- **1,335,311** 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 12/31/2019

Term 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: <http://www.downtownmetuchen.org/volunteer>

Staff

Isaac D. Kremer, Executive Director, isaac@downtownmetuchen.org

Financial Statement

Revenue

SID Contribution	0	
Borough Contribution	150,000	
Contributions	250	
Grants	0	
Total Revenue		150,250

Expenses

Program Services		
Street Improvement and Maintenance	8,196	
Total Program Expenses		8,196

General and Administrative

Salaries and Related Expenses	32,750	
Contract Services	10,650	
Offices	2,293	
Rent	3,000	
Utilities	0	
Depreciation	77	
Facility and Equipment	1,806	
Travel and Meetings	6,957	
Insurance	2,136	
Dues and Membership	1,665	
Volunteer Training	0	
Website Costs	0	
Miscellaneous	10,894	
Total General and Administrative		72,228

Total Expenses 80,424

Increase (Decrease in Net Assets) 78,022

Net Assets at Beginning of Period 0

Net Assets at End of Period 78,022