



**South Orange**  
Village Center Alliance

# **2018 REVIEW AND 2019 BUDGET PRESENTATION**

**South Orange Board of Trustees**  
December 10, 2018

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# BOARD OF DIRECTORS

**Steven Pedigo**, Chair

**Mark Murphy**, Vice Chair

**Mark Hartwyk**, Treasurer

**Deborah Engel**, Secretary

**Courtney Bryan**, Resident

**Michael Maza**, Resident

**Danny Harrison**, Property Owner

**Sunny Uberoi**, Property Owner

**Leslie Pogany**, Bunny's Sports Bar

**Matt Wonski**, Town Hall Deli

**Jonathan Javins**, Pet Wants

**Cat Fisher**, Sadie's & Kitchen a la Mode

**Freddy Arsenault**, SOPAC Rep

**Steve Schnall**, Trustee Rep

**Adam Loehner**, Deputy Village Admin\*

**Fahim Abedrabbo**, SHU Rep\*

**Bob Zuckerman**, Executive Director

**Melissa Hodge**, Event and Operations Associate

**Jamal Johnson**, Clean Team

**Marquis Powell**, Clean Team

Meetings every third Wednesday, 8am at 76 SOA

\*non-voting Director



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**2018 REVIEW**

# KEY ACCOMPLISHMENTS

- **11 New Businesses:**  
Jackie & Son, Miti Miti, Elitist Coffee, Verizon, Hair Force Salon, Silked the Salon, Bayleaf Indian Cuisine, The Fox & Falcon, Fast Fix Pro, My Branch Office and Fitting Room Gala Boutique.
- **Inaugural Business Summit:**  
Hosted first-ever Business Summit to bring local businesses together to share feedback to SOVCA and network with each other.
- **Downtown Beautification:**  
Renovated Spiotta Park with a beautiful mural and innovative landscaping and installed lights and a new mural under the train station viaduct.
- **Successful Events:**  
Produced highest-attended and most-profitable PlayDay ever and introduced Under Cover Music Fest on Sloan Street.



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# EVENTS AND PROMOTIONS

- Estimated 5,000 attendees in 5th year
- \$32,750 cash sponsorship
- \$19,500 in wristband sales
- Proceeds to be reinvested in general operating and beautification efforts



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# EVENTS AND PROMOTIONS



**SOUTH ORANGE HALLOWEEN FESTIVAL**

WEDNESDAY, OCT 31 | 4-6PM  
SPOOKY SPIOTTA PARK  
COSTUME CONTEST 5PM

**FEATURING:**  
Wanda the Witch  
Music & Games  
Costume Contest with Prizes  
Merchant Trick or Treating

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GHULLISHLY AND GENEROUSLY SPONSORED BY:

investorsBank  
Holly Home  
sparkhouse



**SOUTH ORANGE farmers market**

EVERY WEDNESDAY, 2-7PM  
IN THE SLOAN STREET LOT  
ACROSS FROM THE SOUTH ORANGE TRAIN STATION

JERSEY FRESH  
South Orange Village Center Alliance



SOUTH ORANGE VILLAGE CENTER ALLIANCE PRESENTS  
**DOWNTOWN AFTER SUNDOWN**  
LIVE CONCERTS IN THE HEART OF SOUTH ORANGE VILLAGE CENTER

**JAZZ SOUNDS ON SLOAN IN SPIOTTA**

Check SOVillageCenter.org for the weekly lineup

SOUTH ORANGE  
SPIOTTA PARK & SLOAN STREET  
FRIDAY & SATURDAY EVENINGS  
FROM MEMORIAL DAY TO LABOR DAY



**HOMETOWN Holiday**  
Celebrating the Season in South Orange Village Center

SATURDAY, DECEMBER 8

- Santa at the Firehouse 1:30 - 4:30pm
- Elf Parade up S.O. Ave. 5pm
- Tree lighting at 76 S.O. Ave. 5:15pm
- Live music and dance
- Cookies and hot cocoa
- Free 2 hour parking

SOVILLAGECENTER.ORG FOR FULL INFO

SPONSORED BY: LIGHTMAN RAINES, HEARTH, SOUTH ORANGE ENERGY APPS

PRODUCED BY: SOUTH ORANGE VILLAGE CENTER ALLIANCE



**SOUTH ORANGE DAY**

SETON HALL MEN'S BASKETBALL VS. XAVIER  
Saturday, January 20 @ 2:30 PM

SETON HALL WOMEN'S BASKETBALL VS. DELFORD  
Sunday, February 25 @ 1:00 PM



**SOUTH ORANGE**

THIS SUNDAY MAY 20TH 5-8PM

**FOOD STROLL & PUB CRAWL**

EAT AT 15 VILLAGE RESTAURANTS IN ONE NIGHT!

PURCHASE ADVANCE DISCOUNT WRISTBANDS AT SOVILLAGECENTER.ORG

GENEROUSLY SPONSORED BY: Holly Home, South Orange Village Center Alliance



# BUSINESS DEVELOPMENT



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INAUGURAL  
**BUSINESS  
SUMMIT**



**OCTOBER 8**

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**Meet Other South Orange  
Business Owners**  
Make new connections to help your business and  
provide feedback for the SOVCA leadership team.

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**WHEN**  
Monday • October 8 • 2018

**WHERE**  
1 South  
1 South Orange Avenue  
(Upstairs from Ashley Market)

**REGISTRATION**  
7:00 PM

**PROGRAM AND NETWORKING**  
7:30-9:30 PM

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**Complimentary  
Wine, Beer and Hors D'oeuvres!**

- **Supported New and Existing Businesses:**
  - Assisted in bringing 11 new businesses to the district.
  - Responded to more than 100 requests for assistance from existing and prospective businesses.
  - Hosted Food Stroll to bring visitors downtown.
  - Hosted inaugural Business Summit to bring businesses together to exchange ideas and provide feedback to SOVCA.
- **Represented Business and Economic Development Needs on Various Committees:**
  - Amended Village ordinance to expand types of permitted uses.
  - Worked with Design Review Board to award 7 Storefront Grants with 3 of them in our district.





# MARKETING AND COMMUNICATIONS

- **Served as a Voice for Downtown South Orange:**
  - Built and nurtured relationships with *Village Green*, *TAP*, *News-Record*, *SOMA Living*, *NJ.com*, *Matters Magazine* and others through story placement, serving as a spokesperson and securing online and local advertisements.
- **Generated Awareness for Downtown South Orange and Local Businesses:**
  - Managed SOVCA Facebook page with more than 2,300 followers and counting.
  - Developed Instagram page and added 600 followers
  - Distributed Village Vibe eNewsletter weekly to 2,000+ people with open rate of 34%.
  - Maintained promotional kiosks and banners throughout the downtown.



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# PLACEMAKING



- Spiotta Park
- Rapid Lounge
- South Orange Parklet



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# EVERYDAY



- **Ensure a clean Downtown:**
  - Clean the Village Center 7 days a week with a special focus on Sloan Street and South Orange Avenue.
- **Represent the Village of South Orange:**
  - Act as a resource for other Village organizations for promotional, strategic or event help.
  - Operate as the Village's de facto Economic Development Office.
  - Serve as liaison to Department of Community Affairs and National Trust for Historic Preservation.



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**2019 LOOK AHEAD**

# 2019 ACTION PLAN

## 1. **Business Recruitment and Retention:**

Promote Downtown South Orange as a place for growing and opening a business.

## 2. **Placemaking and Beautification:**

Ensure South Orange Village Center remains a clean and welcoming place for stakeholders and visitors.

## 3. **Marketing and Communications:**

Brand, position and create storylines for Downtown South Orange.

## 4. **Events:**

Host a series of events to drive people into downtown and connect them with the local business community.

## 5. **Advocacy:**

Partner with government officials to address the concerns and needs— development, safety, parking, and others—of our stakeholders.

## 6. **Fundraising:**

Create and execute fundraising plan to raise funds for community events and district beautification.



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# BUSINESS RECRUITMENT AND RETENTION

1. Promote downtown South Orange as a place for opening and growing a new business.

**Objective 1.1: Develop relationships with downtown businesses and provide them with resources to grow their enterprises.**

- Conduct in-person meetings with SOVCA businesses.
- Create an inventory of second floor businesses.
- Create a Business Council to advise on retention and expansion efforts.
- Launch Business Resource page on SOVCA website.
- Host three resource workshops for downtown businesses.



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# BUSINESS RECRUITMENT AND RETENTION

1. Promote downtown South Orange as a place for opening and growing a new business.

**Objective 1.1: Develop relationships with downtown businesses and provide them with resources to grow their enterprises.**

- Educate business and property owners on the Storefront Improvement Grant Program.
- Identify commercial zones within the district and activate each corridor with targeted programming.
- Coordinate with Seton Hall to have businesses participate in the Student Involvement Fair.
- Host the annual SOVCA Business Summit.
- Host a property owner breakfast roundtable.



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# BUSINESS RECRUITMENT AND RETENTION

1. Promote downtown South Orange as a place for opening and growing a new business.

## Objective 1.2: Actively recruit new businesses to Downtown South Orange.

- Complete and promote an "Open a Business Here" guide.
- Offer new businesses a seamless approach to opening business in the downtown.
- Develop a process to track open commercial permits in the district.



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# BEAUTIFICATION

**2. Ensure downtown South Orange remains a clean and welcoming place for stakeholders and visitors.**

**Objective 2.1: Maintain and beautify the downtown through daily cleaning and maintenance of the sidewalk and street furniture.**

- Manage in-house cleaning staff to fully execute district cleaning plan.

**Objective 2.2: Beautify and enhance district with a wide range of visual amenities.**

- Enhance the appearance of the downtown with seasonal banners, lighting, art-installations, holiday décor, murals, plantings, streetscape improvements and other visual amenities.

**Objective 2.3: Keep Downtown South Orange clean awareness campaign.**

- Educate the community including local schools and business owners on their roles and responsibilities in helping keep Downtown South Orange clean.



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# MARKETING AND COMMUNICATIONS

## 3. Branding, positioning and storylines for Downtown South Orange.

- Create the identity for SOVCA 2.0.
- Review marketing assets and streamline communication process.
- Improve communications with SOVCA businesses.
- Set up system for SOVCA to better promote businesses via various media channels (The Vibe, FB, IG, website, etc.).
- Build relationships with local media outlets and raise awareness for SOVCA.



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# EVENTS

## 4. Host a series of events to drive people into the downtown and introduce them to the local business community.

- Plan and execute PlayDay South Orange.
- Plan and execute the Under Cover Music Festival.
- Promote existing businesses and build their customer base through the annual Food Stroll.
- Produce a series of free outdoor summer concerts to liven the downtown (Downtown After Sundown).
- Create and host a series of retail focused events for the four district zones.
- Coordinate annual Farmers Market.
- Host Hometown Holiday.
- Host annual Halloween Festival.



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# ADVOCACY

## 5. Partner with government officials to address the concerns and needs— development, safety, parking, and others—of our stakeholders.

- Host bi-annual briefing sessions with the Board of Trustees.
- Meet regularly with government officials and attend various committee meetings to voice the concerns and needs of the business community.
- Evaluate SOVCA's roll in the new co-retailing space as part of the Lustbader redevelopment.
- Lead SOVCA and its stakeholders through the Master Plan process on behalf of the Village.



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# FUNDRAISING

## 6. Create and execute fundraising plan to raise funds for community events and district beautification.

- Host annual fundraising event for SOVCA.
- Launch banner sponsorship program.
- Create development plan for all events.
- Develop a three year revenue plan for SOVCA which will include evaluating Village contributions, business assessments, sponsorships, grants and launching new individual fundraising opportunities.



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# 2019 PROPOSED BUDGET

## INCOME:

Assessment Revenue	\$ 94,890
Village Contribution	\$150,000
Sponsorship Income	\$ 37,000
Event Income	\$ 25,000
Reserves for Beautification	\$ 17,963
Farmers Market Income	\$ 8,000
Donations	\$ 6,000
Street Banner Program:	\$ 2,500
Village Reimbursement DAS	\$ 10,000
Village in kind (office space)	\$ 16,532
Village in kind (support staff)	\$ 21,775
Interest Income	\$ <u>60</u>

**2019 Proposed Total Income: \$389,720**

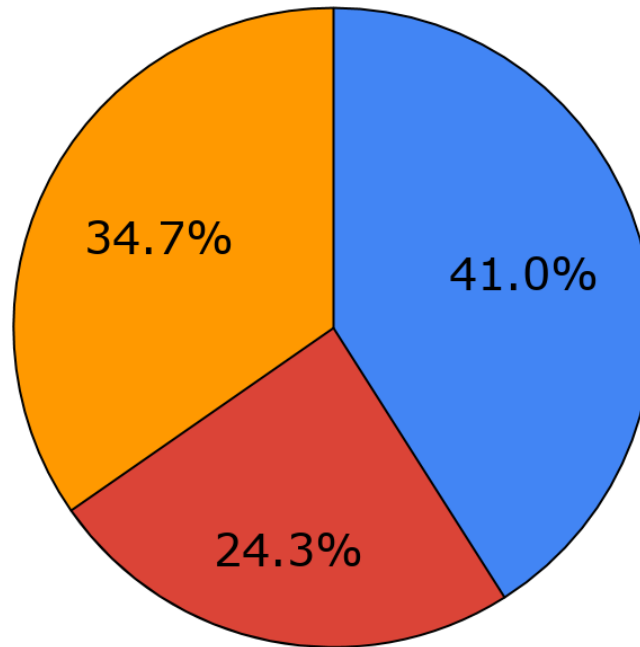


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# 2019 PROPOSED BUDGET

## 2019 Income Summary



● Village Contribution ● Assessments ● All Other Sources



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# 2019 PROPOSED BUDGET

## EXPENSE:

Beautification and Placemaking	\$ 149,201
Business Recruitment and Retention	\$ 38,545
Marketing and Communications	\$ 36,872
Events	\$ 68,983
Advocacy	\$ 20,907
Fundraising	\$ 28,076
General and Administrative	<u>\$ 47,136</u>
<b>2019 Proposed Total Expense:</b>	<b>\$ 389,720</b>



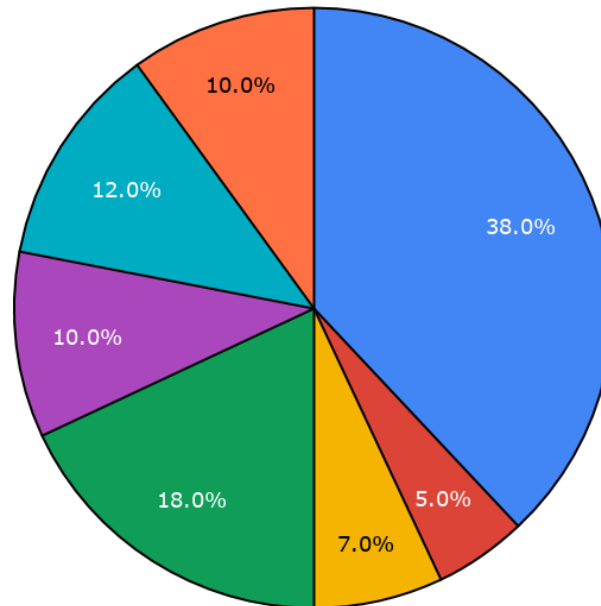
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# 2019 PROPOSED BUDGET

## 2019 Expense Summary



- Beautification & Placemaking
- Administration
- Marketing & Communications
- Advocacy
- Fundraising
- Events
- Retention & Recruitment



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**QUESTIONS?**

**South Orange Board of Trustees**  
December 10, 2018