



South Orange
Village Center Alliance

2020 ANNUAL MEETING

JANUARY 30, 2020

BOARD OF DIRECTORS

Mark Murphy, Chair

Deborah Engel, Vice Chair

Mark Hartwyk, Treasurer

Michael Maza, Secretary

Courtney Bryan, Resident

Sunny Uberoi, Property Owner

Leslie Pogany, Bunny's Sports Bar

George Constantinou, Miti Miti

Matt Wonski, Town Hall Deli

Jonathan Javins, Pet Wants

Cat Fisher, Sadie's & Kitchen a la Mode

Maurice Blackwell, Resident

Dee Billia, SOPAC Rep

Steve Schnall, Trustee Rep

Adam Loehner, Deputy Village Admin*

Fahim Abedrabbo, SHU Rep*

Julie Doran, Executive Director

Melissa Hodge, Event and Operations Associate

Meetings every third Wednesday, 8:30am at 76 SOA

*Non-voting Members



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AGENDA

7:00 – Arrival

7:10 - Welcome and introductions

7:15 - SOPAC: "Partnering with the Business Community" & Q&A

7:35 – SOVCA: "What's ahead in 2020" & Q&A

- Placemaking & Beautification
- Business Recruitment & Retention
- Marketing & Communications, Events and Advocacy
- 2020 Budget and Sponsor Opportunities

8:00 – Census 2020: Trustee Hilton

8:15 - Network/Mingle



2020 ACTION PLAN

1. Placemaking and Beautification:

Develop new place-making initiatives around public art and beautification efforts to ensure South Orange Village Center remains a welcoming place for stakeholders and visitors.

2. Business Recruitment and Retention:

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

3. Marketing and Communications:

Review branding, streamline communication graphics 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, environmental 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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PLACEMAKING & BEAUTIFICATION

A Look Back at
2019



Photo Credit : J Meier, Live Love Lens Photography

PLACEMAKING & BEAUTIFICATION

Ensure downtown South Orange remains a clean, vibrant and welcoming place for stakeholders and visitors.

Beautify and enhance district with a wide range of visual amenities with continued enhancement of the appearance of the downtown:

1. Art installations
2. Lamppost painting and banners
3. Holiday décor
4. Plantings
5. Streetscape Improvements



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PLACEMAKING & BEAUTIFICATION

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

Maintain and beautify the downtown through daily cleaning and maintenance of the sidewalk and street furniture.

- Monitor contracted cleaning services.

Keep Downtown South Orange clean awareness campaign – Phase 2

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



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BUSINESS RECRUITMENT AND RETENTION

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

- Ongoing in-person meetings with SOVCA businesses and property owners
- Communication outreach with second floor businesses
- Host resource workshops for downtown businesses
 1. Cash Flow for Small Businesses – Thu Feb 27 6pm at Papillon, sponsored by Investors Bank
 2. Window Displays and Visual Merchandising – Date, TBA
 3. Others topics: Social Media, Changing Tax Code ...



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BUSINESS RECRUITMENT AND RETENTION

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

- Activate each of the 4 business corridors and/or industry segments with targeted programming
 1. Block Captains
 2. #SoHealthySelfie Campaign
- Educate business and property owners on the Storefront Improvement Grant Program
- Coordinate with Seton Hall to have businesses participate in the Student Involvement and Career Fair
 - Career Fair - \$25 special rate Wed, March 18th from 5:00 pm to 7:00 pm
- Issue semi-annual business communication newsletter



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BUSINESS RECRUITMENT AND RETENTION

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

- Create a “Helpful Hints” one sheet for businesses and finalize the “How to Do Business in South Orange” guide as internal process at Town Hall is finalized
- Maintain a database of potential businesses with contract info and business requirements



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MARKETING AND COMMUNICATIONS

Branding, positioning and storylines for Downtown South Orange.

Promote businesses via various media channels

- Promote individual businesses' events and promotions
- Ongoing social media to promote district and individual businesses
- Create a series of retail-focused promotions by industry, business category and/or location

Raise awareness of SOVCA by leveraging local media outlets

- Create communications plan for all SOVCA events
- Create an annual calendar for all 2020 activities
- Identify and place PR stories in support of business district

Review SOVCA's brand identity

- Discuss and define messaging for Downtown South Orange
- Apply new brand positioning statement to creative assets
- Transition website for improved navigation and easy content management



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EVENTS AND PROMOTIONS

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

Produce downtown events:

- PlayDay – Sept. 13th, rain date Sept 20
- Under Cover Music Festival – June 6, rain date June 7
- Downtown After Sundown summer concert series – Begins May 22
- Halloween Festival – October 31
- Hometown Holiday – TBA
- The Annual Farmers Market



EVENTS AND PROMOTIONS

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

1. Trial a “Paint-the-Town Blue” celebration on SHU family weekend
2. Trial a new fundraising event – An art and community based participatory event
3. Holiday Round-ups - Promotion of individual merchant specials for Valentine’s Day, Mother’s Day, etc.
4. Vertical promotions based on industry - #SoHealthySelfie, etc.



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ADVOCACY

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
- Support Township's reusable bag ordinance education program
- Communication liaison on development projects: attend relevant BOT and Planning Board Meetings and various committee meetings and keep constituents apprised



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FUNDRAISING & SPONSORSHIPS

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

- Develop Strategic Fundraising Plan to meet 2020 goal of \$65,500
- Host annual fundraising event for SOVCA
- Sponsorship Opportunities Abound



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FUNDRAISING & SPONSORSHIPS

Public Art Opportunities



FUNDRAISING & SPONSORSHIPS

Public Art Opportunities



Photo Credit : J Meier, Live Love Lens Photography

FUNDRAISING & SPONSORSHIPS

LAMPPOSTS, GAZEBO & KIOSKS



FUNDRAISING & SPONSORSHIPS

PLANTING & STREETSCAPES



2020 PROPOSED BUDGET

INCOME:

Assessment Revenue	\$ 102,000
Village Contribution	\$ 150,000
Sponsorship Income	\$ 35,000
Event Income	\$ 13,000
Beautification Fundraising	\$ 15,000
Farmers Market Income	\$ 7,000
Donations	\$ 2,000
Village Reimbursemet	\$ 10,000
Interest Income	<u>\$ 50</u>
2020 Proposed Total Income	\$ 334,500

Non-cash Income:

Village in-kind (office space)	\$ 16,532
Village in-kind (support staff)	<u>\$ 21,775</u>
Total in-kind services	\$ 38,307

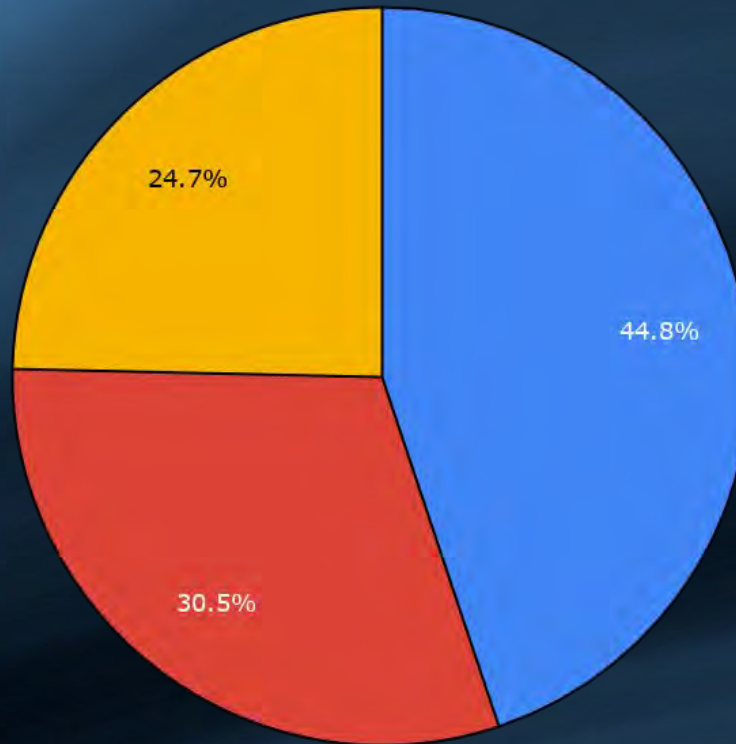


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2020 PROPOSED BUDGET

2020 Income Summary



● Village Contribution ● Assessments ● All Other Sources



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2020 PROPOSED BUDGET

EXPENSES:

Beautification and Placemaking	\$ 120,550
Events & Fundraising	\$ 73,650
Marketing and Communications	\$ 50,852
Business Recruitment & Retention	\$ 44,150
General and Administrative	\$ 31,345
Advocacy	<u>\$ 14,002</u>
2020 Proposed Total Expense:	\$ 334,550

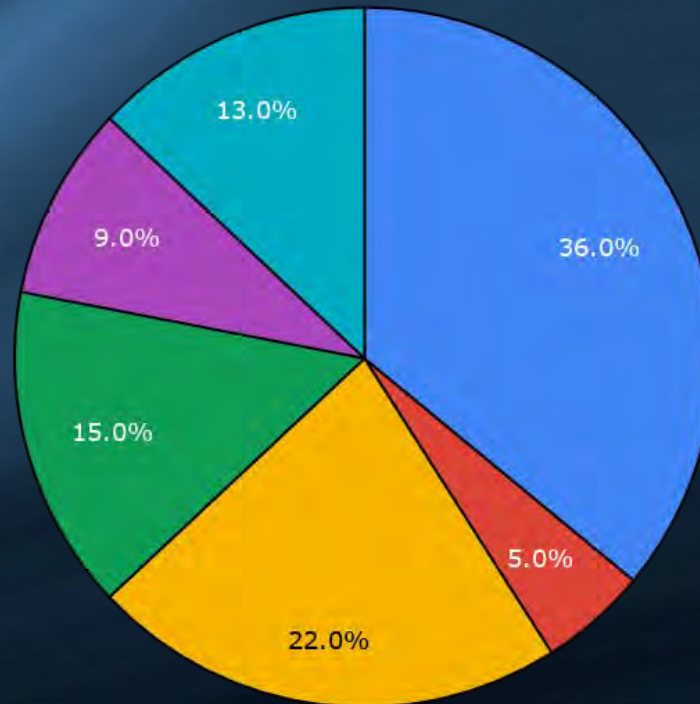


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2020 PROPOSED BUDGET

2020 Expense Summary



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



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QUESTIONS?