

Downtown New Jersey, Inc.

154 S. Livingston Ave. Suite 207 Livingston, New Jersey 07039
973-992-8800 fax 973-992-8024 email DNJcenter@aol.com

Downtown Business Assistance Teams

Downtown New Jersey is a statewide organization which is concerned with the economic and cultural well being of New Jersey's commercial districts. The membership of Downtown New Jersey is comprised of commercial district leaders, developers, planners, and professionals in the field of commercial district revitalization. As part of the Downtown Business Assistance Teams Program through Downtown New Jersey, these commercial district leaders, and professionals lend their time and expertise to the leadership of towns in New Jersey who would like their assistance.

A Downtown Business Team assembled by Downtown New Jersey to relate specifically to the problems identified by the leaders of a town's commercial district. There are between 3 and 5 professionals who make up a Downtown Business Assistance Team (DBAT). Issues which DNJ Downtown Business Assistance Teams have addressed for New Jersey commercial district leadership:

*Organizing for Commercial District Revitalization
Formation of Special Improvement Districts
Compiling a Commercial District Plan of Action
Streetscape/ Facade / Signage Redevelopment
Marketing the Commercial District
Commercial District Business Retention and Attraction*

The cost to the town for this service is \$2,500. Each Downtown Business Assistance Team spends a day (usually 9:30 am to 3:30 pm) in the town evaluating the identified issues and informally interacting with the leadership of the group that is sponsoring our visit. As part of the package, the town will receive a written report addressing the issues covered with recommendations on how to meet the goals as presented to the team. The report is usually delivered within one month of the DBAT.

Who brings a Downtown New Jersey DBAT to town?

Chambers of Commerce
Retail Merchants' Assoc.
Volunteer Groups

Government Officials
Special Improvement Districts
Downtown Development Corp.

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Downtown New Jersey Business Assistance Team (DBAT)

To schedule a Downtown Business Assistance Team please fax the following information to DNJ at the fax number above. *(There is a \$2500 fee for a DNJ Downtown Business Assistance Team and an additional \$2500 match from a Downtown Sponsor is requested). This includes a Give us a call to discuss finding funding for this program in your town.)*

City Name _____

Contact _____ Title _____

Organization _____

Address _____ City, State, Zip _____

Phone, Fax, e mail _____

____ Yes, I would like to have a group of DNJ professionals come to my city for a site inspection and presentation panel.

The organizations in our town that are currently involved in commercial district revitalization issues are:

- Chamber of Commerce Municipal Government Retail Merchants Assoc.
 Special Improvement District Volunteer Citizens Group Other _____

Areas of Concern: (Please rate on a 0 > 5 basis.)

- | | |
|--|--|
| <input type="checkbox"/> image building | <input type="checkbox"/> SID start up |
| <input type="checkbox"/> Board of Directors development (organization issue) | <input type="checkbox"/> business attraction & retention |
| <input type="checkbox"/> organization management | <input type="checkbox"/> marketing & image building |
| <input type="checkbox"/> traffic congestion/ traffic calming | <input type="checkbox"/> storefront improvement |
| <input type="checkbox"/> cleanliness/ maintenance | <input type="checkbox"/> parking programs |
| <input type="checkbox"/> funding mechanisms | <input type="checkbox"/> retail promotion |
| <input type="checkbox"/> government relations | <input type="checkbox"/> security |
| <input type="checkbox"/> streetscape beautification | <input type="checkbox"/> local loan pools |
| <input type="checkbox"/> historic preservation vs economic development | <input type="checkbox"/> public transit issues |
| <input type="checkbox"/> business application process (zoning & licensing) | <input type="checkbox"/> vacant storefronts |
| <input type="checkbox"/> pedestrian issues | <input type="checkbox"/> downtown residential issues |
| <input type="checkbox"/> redevelopment agencies & authorities | <input type="checkbox"/> other issues of concern: |
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THANKS FOR CALLING DOWNTOWN NEW JERSEY -- WE LOOK FORWARD TO WORKING WITH YOU.