

M Summer in MORRISTOWN

ADVERTISING FEATURE | OFFICIAL PUBLICATION OF THE MORRISTOWN PARTNERSHIP



Getting Back to Business

Stage 2 reopening begins in Morristown

By Karen Roettger | Special to The Star-Ledger

First, we had the essential businesses including local grocery stores and pharmacies adapt in record time for a safe shopping environment. Then, workers from all industries flooded Zoom and other online meeting platforms in record numbers. And commuter traffic simply disappeared.

Restaurants hustled to keep their staff employed and their regulars happy with safe and carefully orchestrated take-out and curbside delivery. Fitness studios offered a wide range of online classes and one-on-one personal training from the comfort of home – to work off all that delicious take-out food. And retailers joined in with enhanced online shopping, curbside pickup and free delivery options.

“The creativity and diligence of a wide variety of Morristown professionals, service providers and business owners to keep their doors open and/or to reopen quickly, during the most difficult of times, has been astounding,” said Jennifer Wehring, executive director of the Morristown Partnership.

Face masks, frequent handwashing and social distancing remain as important as ever for everyone. You can now add shopping local to that important list to ensure local businesses recover and that Morristown’s vibrant downtown returns for us all to enjoy.



Photo Credit: Jessie Carvelli



Thankfully, Morristown has joined the rest of the state and shifted into Stage 2 of reopening as of June 15. Outdoor seating at the restaurant-rich town offers visitors a wide variety of dining options. No longer limited to only online shopping and curbside pickup, retailers’ doors are now open, with modifications and significant safety measures in place.

Womens fashion stores including Alba, Willow St. Lauren B and The Dain Shoppe, are ready with styles to please all ages. Fitness fans can now shop in-store at Athleta and JackRabbit Morristown and local favorites, Just Jersey and 23 South Gift Boutique offer unique gifts for all occasions.

“We’re thrilled to have customers back in the store and will be proactive in implementing safety measures to make our customers feel at ease,” said Marilyn Goffin, owner of 23 South Gift Boutique. “For those not yet ready to venture out, that’s OK, too, since we will continue FaceTime, appointment and text shopping with curbside pickup.”

Looking forward, as of June 22 salons and barbershops will welcome back their clients after a long hiatus, one badly needed haircut, shave or set of highlights at a time.

Stage 1 rolled out in May and included, among other low-risk activities, elective health care needs. Over the past few weeks, medical professionals such as dentists and chiropractors have opened their doors and implemented significant safety measures.

“Our staff has been trained to follow all CDC and ADA guidelines for staff and patient safety,” said Dr. Jay S. Schuster of Metro Dental Associates LLC. in Morristown. “We provide air filtration, cover our equipment and the staff wear masks and face shields, as well as change their lab jackets between patients for safety,” he concluded.

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Love your local businesses everyday!

Remote shared office space, already a popular trend, will most certainly be in high demand and Morristown is ready to accommodate with businesses such as SkyDesk, Morristown Workplaces and EnMasse Coworking.

The slow road to normalcy in Morristown is welcome news to the community. Many residents have scheduled their first dinner reservation in months. Visitors are planning for the opening of the Morristown Farmers Market on June 21 and a stop at their favorite shop. And business owners are excited to see foot traffic returning to their sidewalks.

Stay up to date on the reopening of Morristown via the Morristown Partnership website, www.morristown-nj.org, and its social media Instagram @downtownmorristown and Facebook @MorristownPartnership.

2020 season of the Morristown Farmers Market kicks off June 21

By Karen Roettger | Special to The Star-Ledger

It’s time to welcome back one of the Garden State’s highest regarded markets, the Morristown Farmers Market. Produced by the Morristown Partnership, the 2020 season will kick off June 21 and continue each Sunday through Nov. 22. Shoppers are welcome each week between 8:30 a.m. and 2 p.m. and, new this year due to COVID-19, organizers will offer high-risk individuals, as defined by the CDC, early entry from 8 to 8:30 a.m.

The Morristown Farmers Market will once again be located in the Morristown Parking Authority Lot at Spring and Morris streets (behind the Post Office). Come by and stock up on New Jersey farms’ and specialty vendors’ very best local-grown or raised products, all Jersey Fresh.

“BASF is pleased to partner with the Morristown Partnership in supporting the Morristown Farmers Market. As Morristown reopens, it will play an important part in the return to normalcy and will provide another option for consumers to buy local foods and goods,” said Andrea J. Studwell, communications specialist for returning sponsor, BASF.

A safe environment for all visitors, vendors and staff is of utmost importance.

“This year brings some challenges to be sure, but we will continue to work closely with the Town of Morristown and the Morristown Health Department in adapting its operations to provide a safe shopping experience for everyone” said Cassidy Champi, events manager of the Morristown Partnership.



SHOPPING AND STAYING SAFE

In addition to practicing social distancing, wearing face coverings and frequent handwashing, the Morristown Farmers Market management team has specific requests and procedures in place until further notice including:

- Use designated entry and exit points.
- Only service animals will be permitted. No pets.
- Vendor instructions will be clearly posted and must be adhered to by visitors.
- Visitors are asked to limit their time at each booth to allow all shoppers access.
- Morristown Partnership on-site activities such as games and kids play area are postponed until further notice. The current focus will be on providing a safe and efficient visit.
- Please DO NOT attend the Farmers Market if you are not feeling well or have been in contact with someone who has recently tested positive for COVID-19.
- Please be patient as the organizers, staff and vendors adapt to new and changing protocols.

IMPORTANT NOTE: The Morristown Partnership anticipates procedural changes will occur over the course of the event, therefore prior to coming to the Morristown Farmers Market, it is highly recommended that visitors look for updates by checking the website and social media.

For more information on the 2020 Morristown Farmers Market, visit morristownfarmersmarket.com or call (973) 455-1133.

Morristown Partnership Website:
www.morristown-nj.org

Morristown Partnership Facebook:
@MorristownPartnership &
@morristownfarmersmarket

Morristown Partnership Instagram:
@downtownmorristown

Morristown Partnership Gift Certificates

Think Local  Shop Morristown

The perfect gift!

Morristown businesses are vital to the community in providing unique shopping choices, quality services and integral jobs to many.

Shop local via Morristown Partnership Gift Certificates, accepted at over 200 participating businesses!

Our gift to you: receive a bonus free \$10 gift certificate with your \$50 gift certificate purchase*!



*Restrictions apply, while supplies last. Limit \$100 in free gift certificates per transaction.

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Turn your car off when parked longer than 10 seconds.
Curbside spaces are provided only on an as-needed basis for a business block. Contact the MPA for more information.

Morristown Parking Authority
(973) 539-4810
14 Maple Avenue, Suite 201, Morristown, NJ 07960

Curbside Pick-Up Zones are part of Morristown Parking Authority’s ongoing efforts to support the downtown business community and its patrons.
Contact-less & pay-by-app coming soon!