



14 Maple Avenue, Suite 201
 Morristown, NJ 07960
 P (973) 455-1133 F (973) 455-1147
www.morristown-nj.org

DOWNTOWN MORRISTOWN WELCOMES YOU!

Morristown Partnership is a Special Improvement District (S.I.D.) and 501(c)(3) non-profit organization established in 1994. Our longstanding initiatives and annual events are designed specifically to showcase the business community, encourage collaboration, highlight Morristown’s vibrant downtown and increase awareness and appreciation of Morristown’s economic, historical and cultural significance. Since 1994, the Partnership has continuously supported the resurgence of downtown Morristown through economic development initiatives in areas of communications, redevelopment, business recruitment and retention, marketing, promotions, events and capital improvement projects. Working together with other civic and community organizations, as well as local, county, state and federal government agencies, the Partnership has successfully brought together the private and public sectors in the ongoing revitalization of Morristown’s business district.



Below is a brief overview of the opportunities available via the Morristown Partnership.



MEMBER BENEFITS

We encourage all member businesses to make use of the free services below:

- Website**
morristown-nj.org
 Register and add images, your hours and promotions as often as you like. Please feel free to contact us for assistance with set-up or any issues that arise. We are always looking for ways to improve the functionality of our website, so please keep us updated on any specific website related needs for your business.
Register Here: <https://www.morristown-nj.org/register/>
- Social Media**
 Send posts, promotions and other calls-to-action for us to share with our followers on Instagram ([@downtownmorristown](https://www.instagram.com/downtownmorristown)) and Facebook ([@MorristownPartnership](https://www.facebook.com/MorristownPartnership)). Posts can be scheduled at any time.
Contact: lauren@morristown-nj.org and cassidy@morristown-nj.org
- E-newsletters**
 There are two opportunities a month to be included within our e-newsletter. First, mid-month we distribute an informational B2B e-newsletter to our members with important updates and to encourage our member businesses to provide us with promotions/calls-to-action that they would like included in our second email. Second, our general public email, with an opt in list of 5,000+, goes out the first Friday of each month. Please be sure and sign up to receive our public e-newsletter by scrolling down our website home page and inputting your email address.
Contact: cassidy@morristown-nj.org
- Gift Certificate Program**
 Sign up to accept Morristown Partnership Gift Certificates at no cost to you; when customers use the GCs at your business, please be sure to then bring them to our offices for full reimbursement.
Contact Cassidy to sign up cassidy@morristown-nj.org
- Business Networking Events**
2021 dates are yet to be determined dependent upon ongoing COVID-19 restrictions
 2x a year (Spring and Fall) we produce business networking events open to 1 representative of each of our member businesses and/or property owners. It is recommend to attend these events as often as possible to get to know new businesses, as well as to keep the lines of communication open with all your business neighbors.

In addition to the above information, below is a list of our events, most of which offer paid opportunities to get involved, and advertising options we provide to promote your business.

EVENTS

2021 dates are tentative and dependent upon ongoing COVID-19 restrictions

Morristown Restaurant Month	April
Meet Me in Morristown	Last Thursdays in May, June, July & August; rain date for each is Friday
Morristown Farmers Market	Sundays, June 20 through November 21; 8:30 am to 2 pm
Morristown Festival on the Green	Sunday, October 3; 12 to 5 pm rain or shine
Christmas Festival at the Morristown Green	Kick off Thanksgiving weekend / weekends thereafter through Christmas week



The above events offer various opportunities to participate and/or sponsor; members businesses pay a reduced participation rate in most cases.

ADVERTISING & EVENT SPONSORSHIPS

The Star Ledger / nj.com - we will produce 4 issues of our seasonal series within The Star Ledger / nj.com - *Spring, Summer, Autumn and Holidays in Morristown*. Advertising and advertorial opportunities vary by issue.

Contact karen@morristown-nj.org for current opportunities

Downtown Guide – a pocket size guide including an alphabetical listing of all businesses accepting the Morristown Partnership Gift Certificates (nearly 200!). Full page ad space is available to all businesses, regardless of participation in the Gift Certificate program. 5,000+ copies of the Downtown Guide will debut in Summer 2021 and be distributed with all MP Gift Certificate purchases, at all Morristown Partnership events and available at select restaurants, hotels, retailers, tourism destinations, salons, fitness centers and apartment buildings. Thereafter, the Downtown Guide will be published every December beginning in 2022.

Contact karen@morristown-nj.org for current opportunities



MORRISTOWN PARTNERSHIP GIFT CERTIFICATES

The Morristown Partnership Gift Certificate Program, in existence for over 25 years, is one of the best and free marketing tools available to your business. Gift Certificates are ideal gifts for employees, volunteers, teachers, coaches, relatives and friends, service providers and more!

How do they work?

There are no fees associated with a business' participation in the Morristown Partnership Gift Certificate program.

When your business accepts Morristown Partnership Gift Certificates (GC) they are treated similar to cash. For purchases less than the face value of the GC, we encourage you to offer change to the purchaser or issue a credit for use in your store at a later date. Regardless, hold onto the GC for reimbursement. Once received, please bring GC(s) to our office in person or deliver to us via mail, for a full face-value reimbursement via check.

What are the marketing benefits?

- Each GC purchaser/recipient receives a list containing all current business participants; your business name will be included. Beginning Summer 2021 purchasers will receive the Downtown Guide.
- The business participants list is posted on the Morristown Partnership website, www.morristown-nj.org, at all times.
- We regularly promote our GC program in various media advertisements in which our business participant list could be included.
- Our *Gift Greenback* bonus GC promotion, launched in 2009, offers all GC purchasers \$10 free for every \$50 purchase. This enables purchasers, your customers, to spend 20% more in your business! The Gift Greenback program is underwritten entirely by the Morristown Partnership via a \$20,000 allocation in our annual budget. The program runs year-round as of 2020, while supplies last!
- GCs valuing at the tens of thousands are sold annually; money that can only be spent at our participating businesses.
- The Morristown Partnership does its utmost to educate the public about the value of shopping local. Our ongoing "Think Local, Shop Morristown" campaign is at the core of ensuring an economically sustainable and vibrant downtown business district.



How do you redeem our Gift Certificates?

We invite you to mail them to: Morristown Partnership, 14 Maple Avenue, Suite 201, Morristown, NJ 07960 (Mailed Gift Certificates are processed once a week) or come by our office on any weekday to receive a check for 100% face value reimbursement.

Please do not bring an amount exceeding \$500.00 at one given time.

Please feel free to contact our office with any questions regarding the above information.

Here to help!

Jennifer, Karen & Cassidy
(973) 455-1133

ABOUT

Morristown Partnership is a Special Improvement District (SID) created in 1994, designated as a 501(c)3 nonprofit organization. It supports Morristown's vibrant business district by developing private/public partnerships among business, government, civic and community members. It is self-funded partly through special assessments on commercial properties located in the SID, foundation and/or government grants, promotional participation, sponsorships for community events and financial & in-kind donations.

The Morristown Partnership consists of more than 400 commercial properties and 1,000+ businesses physically located in the SID. If you would like more information on the Morristown Partnership, please visit the website at www.morristown-nj.org or call at (973) 455-1133 for business opportunities, as well as commercial space for lease and sale, in downtown Morristown.

Follow the Morristown Partnership on Instagram @downtownmorristown and Facebook @MorristownPartnership throughout the year for developing news related to special promotions, new businesses and information on all we do including: Morristown Partnership Gift Certificate Program, Morristown Restaurant Week, Meet Me in Morristown, Morristown Farmers Market, Morristown Festival on the Green, Halloween Trick-or-Treat and our month-long Christmas Festival at the Morristown Green.