

**M MORRISTOWN
I PARTNERSHIP**
Invest in Our Vision

14 Maple Avenue, Suite 201
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April 29, 2022

Stefan Armington
Council President

Members of Town Council
Town of Morristown
200 South Street, CN 914
Morristown, NJ 07963-0914

Dear Council President Armington and Members of Town Council:

Enclosed is the proposed 2022 Budget of the Morristown Partnership Special Improvement District (SID) submitted for Town Council approval. We respectfully request that this be introduced at the next available council meeting. This year's budget is \$1,184,992.00 of which approximately 50 percent is derived from the special assessment and 50 percent from other sources such as grants, sponsorships, collaborative advertising and event participation. The special assessment remains at \$105 for every \$100,000 of the assessed property value of each commercial property within the SID.

The Morristown Partnership remains dedicated to continuously supporting the resurgence of downtown Morristown. In 2021, our organization solicited and received a \$100,000 grant from Morris County Board of County Commissioners through the American Rescue Plan Act. As a result of this subsidy, we were able to maintain exhibitor fees for the Morristown Festival on the Green at the same level as in 2019, which otherwise would not have been possible because of significant increases in labor and operational costs.

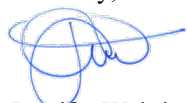
Morristown Partnership continues to increase income while reducing expenses whenever possible. As a result of the pandemic, our event-related operating costs have increased significantly. Accordingly, the budget allocations reflect the substantial increases relating to insurance, labor, and purchasing.

In response, Morristown Partnership has implemented numerous growth strategies related to community events. These strategies include expanding sponsorship opportunities within existing programs. For example, underwriting venues via sponsorships that presently have income streams via ticket sales at the Morristown Festival on the Green, adding additional rotating vendor opportunities at the Morristown Farmers Market and repackaging lower-level sponsorships items together to make a higher value sponsorships at the Christmas Festival at the Morristown Green. In 2021, we were able to stabilize and, in some cases, increase individual event revenue.

To ensure that the Partnership remains at the forefront of downtown revitalization, we invite all Council members to provide feedback.

Thank you for your continued support and cooperation.

Sincerely,



Jennifer Wehring
Executive Director

Enclosures [4]



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Morristown Partners, Inc.
Special Improvement District
Introduced Budget 2022

EXPENSES

GENERAL OPERATING

Administration Executive Staff	\$ 113,000.00
Administration Staff	\$ 15,000.00
Payroll Expenses	\$ 24,000.00
Office Expenses	\$ 100,000.00
Office Equipment	\$ 11,500.00
Insurance (Personal & Commercial)	\$ 33,500.00
Insurance (Health)	\$ 35,600.00
Insurance (Other)	\$ 1,700.00
Dental Reimbursement	\$ 3,000.00
Audit (Including Annual Report)	\$ 18,000.00
Legal	\$ 5,000.00
Interest on Loan/ Miscellaneous	\$ 6,000.00
	\$ 366,300.00

FINANCE

Fundraising Coordinator	\$ 90,000.00
Fundraising Events	\$ 500.00
Fundraising Collateral	\$ 1,000.00
Fundraising Other	\$ 500.00
	\$ 92,000.00

MARKETING

Graphic Design + Content Creation	\$ 7,000.00
Mailings + Collateral	\$ 5,000.00
Special Advertising Sections	\$ 34,600.00
Gift Certificate Production	\$ 2,000.00
General Advertising	\$ 11,000.00
Website Upgrades & Maintenance	\$ 11,000.00
Gift Certificate Reimbursements	\$ 65,000.00
Miscellaneous	\$ 500.00
	\$ 136,100.00

PROMOTIONS

Program Coordinator	\$ 48,000.00
Event Staff	\$ 16,300.00
Morristown Restaurant Week	\$ 3,000.00
Farmers Market	\$ 9,000.00
Festival on the Green	\$ 213,000.00
Christmas Festival	\$ 40,000.00
Holiday Décor	\$ 85,000.00
Niche Event Support	\$ 2,500.00
Gift Greenback Program	\$ 20,000.00
	\$ 436,800.00

SAFE AND CLEAN

Landscape Maintenance	\$ 25,000.00
Banners/Flags	\$ 3,000.00
Miscellaneous	\$ 1,500.00
	\$ 29,500.00

STREETSCAPE

Dept. of Community Affairs Loan Repayment (2022)	\$ 33,333.00
Dept. of Community Affairs Loan Repayment (2032)	\$ 13,333.00
Decorative Lighting - Purchase	\$ 44,000.00
Decorative Lighting - Maintenance	\$ 20,000.00
General Maintenance	\$ 1,000.00
	\$ 111,667.00

EXPENSES CONTINUED

COMMUNITY/GOVERNMENT RELATIONS

Sponsorships/Journal Advertising	\$ 1,000.00
Community Event Participation	\$ 1,500.00
Advocacy	\$ 6,775.00
Memberships	\$ 1,350.00
	\$ 10,625.00

BUSINESS RECRUITMENT/RETENTION

Collateral Materials + Advertising	\$ 1,000.00
Conferences + Education	\$ 500.00
Miscellaneous	\$ 500.00
	\$ 2,000.00

EXPENSE SUMMARY

GENERAL OPERATING	\$ 366,300.00
FINANCE	\$ 92,000.00
MARKETING	\$ 136,100.00
PROMOTIONS	\$ 436,800.00
SAFE AND CLEAN	\$ 29,500.00
STREETSCAPE	\$ 111,667.00
COMMUNITY/GOVERNMENT RELATIONS	\$ 10,625.00
BUSINESS RECRUITMENT/RETENTION	\$ 2,000.00
TOTAL EXPENSES	\$1,184,992.00

REVENUE

2022 ASSESSMENT	\$ 595,652.00
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CASH BALANCE

As of January 1, 2022	\$ 18,340.00
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MISCELLANEOUS INCOME

Insurance Reimbursement/Claims	\$ 20,000.00
Adopt-A-Light Sales	\$ 6,000.00
Morristown Engineering Lighting Fixture Contribution	\$ 42,000.00

PROMOTIONAL EVENTS & FUNDRAISING

Restaurant Week Sponsorships	\$ 15,000.00
Restaurant Week Participation Fees	\$ 1,500.00
Farmers Market Sponsorships	\$ 15,000.00
Farmers Market Participation Fees	\$ 29,000.00
Festival on the Green Sponsorships	\$ 120,000.00
Festival on the Green Participation Fees	\$ 80,000.00
Festival on the Green On-Site Revenue	\$ 25,000.00
Christmas Festival Sponsorships	\$ 75,000.00
Christmas Festival On-Site Revenue	\$ 9,500.00
Annual Appeal	\$ 9,500.00
Downtown Guide Ad Sales	\$ 15,000.00
Special Advertising Sections	\$ 25,000.00
Gift Certificate Sales	\$ 80,000.00
B2B Events	\$ 2,500.00
Miscellaneous / Sales	\$ 1,000.00

TOTAL REVENUE	\$1,184,992.00
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MISSION: TO HELP MORRISTOWN ACHIEVE ITS FULL POTENTIAL AS A PREMIER COMMUNITY IN WHICH TO LIVE, WORK, PLAY, SHOP AND DO BUSINESS

Morristown Partnership 2021 Accomplishments Overview

COVID 19 PANDEMIC RESPONSE Information

- Researched and distributed information on outside funding sources for businesses affected by the pandemic: NJEDA & MCEDC, Fortis Agency
- Held two informational sessions re: PPP (federal Funding round 2) with 2 business consultant presenters; information available on our website morristown-nj.org/PPP
- Provide up-to-date safety concerns and relay rules/regulations according to State and regional laws and regulations via B2B email communications
- Direct communications with SID members to gather specific obstacles and assist with individual needs
- Vaccine Incentives/ Information:
 - Coordinated vaccination incentives from local businesses for public AHS/Town events
 - Assisted Morristown's Public Safety Department with vaccine scheduling for Morristown employees

2020 - 2021 Morristown Partnership Commercial Rent Relief Grant Program ("Grant Program")

- Completion of the Grant Program achieved in January 2021
- Follow up reporting and/or data provided to Grant donors
- Participated in video "*Closed Until Further Notice*" produced by StrixMedia and shown September 26, 2021 at the Mayo Performing Arts Center; promoted 2020 Grant Program

Logistics

- Coordinated implementation of outdoor dining locations and barriers in 2021
- Coordinated scheduling and access for MPA "Facilities Use" for Morristown fitness businesses
- Implemented hybrid Morristown Partnership Board of Trustee meetings (Zoom/ In-Person)

Internal/Community

- Increased gift certificate sales approximately 45%
 - Sales ~\$55k in 2019 and 2020; ~\$79k in 2021
- Maintained 'bonus' gift certificate promotion as a year-round program
- Transitioned to new insurers for general liability, workers' compensation and umbrella
- Morristown businesses
 - Attended grand openings and ground breakings
 - Connected with 13+ businesses that opened/ relocated in Morristown in 2021
 - Reached out to / followed up with businesses that were interested in coming to Morristown
 - Contacted property owners and brokers to discuss vacancy details
- Support staff
 - Worked with Morristown High School intern projects including:
 - Verizon 5G Proposed Node Mapping
 - Online Business Directory Organization
 - Archive Organization
 - Storage Facility Organization
 - Welcomed two new interns from the Academy of St. Elizabeth in November 2021
- Served in an advisory capacity and/or supported logistics for the following community partners: Town of Morristown, First Night Morris, Morris County Chamber of Commerce/ Morris County Economic Development Corporation, Morris County St. Patrick's Day Finance Committee, Jazz Festival, Morristown Fit Fest, Morris Arts, Morristown High School Humanities Academy, Morris County Tourism Bureau, Arts District of Morristown (exploratory committee)

Streetscape & Aesthetics

- Maintained seasonal plantings and landscape maintenance of Welcome Signs, Hiker Monument, Cannon Triangle at Morris and Lafayette, Triangle at Spring and Speedwell, 287 off-ramp
- American Flag installation May - September
- Supported window art installation for Morris Arts Morristown High School Mentoring Program on Speedwell Avenue
- Coordination of back stock purchase of streetscape fixtures for MP and Town of Morristown Engineering
- Completed quarterly streetscape outage reports, including repairs and replacements as needed
- Electrical control box replacement at Elm/Morris Streets
- Restoration of up lighting at Hiker Monument on Blachley Place

Finance & Sponsorship

- Solicited and received \$100,000 grant from Morris County Board of County Commissioners through the American Rescue Plan Act
 - Maintained exhibitor fees at the same level as in 2019, which otherwise would not have been possible because of significant increases in labor and operational costs
- Obtained full forgiveness for PPP loan in the amount of \$55,041.50
- In 2021, established relationships with four new corporate sponsors and increased commitments from seven of 21 event sponsors

Marketing

- **Downtown Guide**
 - Downtown Guide replaced former Restaurant Guide and was finalized and distributed starting in June 2021; pocket sized
 - Features business name, category, street address, telephone and website of all businesses currently accepting Morristown Partnership Gift Certificates (nearly 200)
 - Supplied to select local businesses for display and/or distribution
 - Began practice of distributing Downtown Guide with all MP Gift Certificate sales
- **The Star Ledger / NJ.com Media Partnership**
 - 3 issues in 2021: Summer, Autumn and Holidays
 - Distribution of high-quality reprints through community partners and at local events
- **MHS Project Graduation Branded Gift Certificate**
 - Enhanced visibility of GC program through branded certificate gift for 400+ MHS graduates
 - Custom design
- **General Gift Certificate Program and Event Advertising (ongoing)**

Events

Ongoing event planning and COVID related modifications, as well as communications updating vendors, sponsors and participants (past and potential) throughout 2021

- **Restaurant Week** - replaced for 2021 only with **Restaurant Month**
 - Morristown Partnership \$100 Gift Certificate giveaway every day in April
 - Collected Gift Cards from various Morristown businesses to supplement Morristown Partnership GC daily prizes
 - 25+ Participating restaurants - patrons were instructed to 'Dine, Post and Tag' on social media for a chance to win
 - Prize \$100 MP Gift Certificates daily, plus an additional Morristown business gift cards (varying each day); winner selected at random via from previous days social media entries
 - Grand prize \$500 winner selected at random from all participants throughout the month
 - Increased online followers on both Facebook and Instagram
- **Farmers Market**
 - Proceeded with event - full schedule of dates, with modified COVID protocols for 2021
 - FM modifications implemented including layout of FM, staffing and marketing
 - Hired two new support staff members
 - 14 new vendors: rotational and full-time

- **Meet Me in Morristown**
 - Worked with Morris Arts to produce event in July and August at the Vail Mansion
 - First event back in Morristown since COVID 2020 hiatus
- **Morristown's Egg-Cellent Adventure**
 - Partnership with Morristown Recreation Division, new for 2021
 - 22 Business Participants
- **Festival on the Green**
 - Successful return of this event included pre-COVID vendor participation, sponsor support and attendance
 - 118+ Participants
 - Created (4) "Festival Lounge" Tents
 - Added multiple hand washing stations and signage encouraging social distancing
 - Mandatory display and use of hand sanitizer at each tent space
 - Created "History Corridor" with the Morris County Tourism Bureau
 - Welcomed Governor Murphy to the event
- **Halloween**
 - Resumed Downtown Morristown Trick-or-Treat event
 - 56 Business Participants
- **Great Morristown Pumpkin Hunt "2.0"**
 - Partnership with Morristown Recreation Division as was developed in 2020
 - 26 Business Participants
- **Christmas Festival at the Morristown Green**
 - Resumed Santa's Arrival on the Green as developed in 2019 via firetruck
 - Added snow machine to be used over Santa's House
 - Refreshments of cookies and hot chocolate served by Hyatt Regency Morristown
 - Implemented mask policy for non-vaccinated visitors over the age of 12
 - Santa visits provided Friday, Saturday and Sunday for 3 weekends in December
 - Coordinated community partner participation for holiday activities: Goryeb, MOMI Museum of Imagination + Innovation, Macculloch Hall Historical Museum, Preschool Advantage, Original Music School, MPAC Performing Arts Company
 - Implemented Morristown Green and town wide decorations

Advocacy, Logistics & Communications

Advocated for business district and/or coordinated logistics and communications:

- TOWN: Outdoor dining expansions timing extensions, Morristown Design Standard Details PDF/CAD with Engineering
- SMCMA: Water main improvements information sessions (ongoing)
- VERIZON: 5G Discussions
- MPA: COVID related programs, ongoing marketing support and PayByPhone launch

Town of Morristown/ Morristown Parking Authority

- Member of Council Cannabis Committee
- Funding Request for Morristown Parking Authority Lot 10 Parking Garage Project - Letter of Support to Morris County COVID-19 Strategic Planning Advisory Committee
- Attended Town Meetings with significance to the commercial business district:
 - Town Council
 - Board of Adjustment
 - Planning Board
 - Subcommittees

Other

- Panel presentation at 2021 New Jersey Planning and Redevelopment Conference
 - How Next-Gen Office Space Can Help Downtowns Recover Post-Pandemic (M-Station, Spring Street Redevelopment)

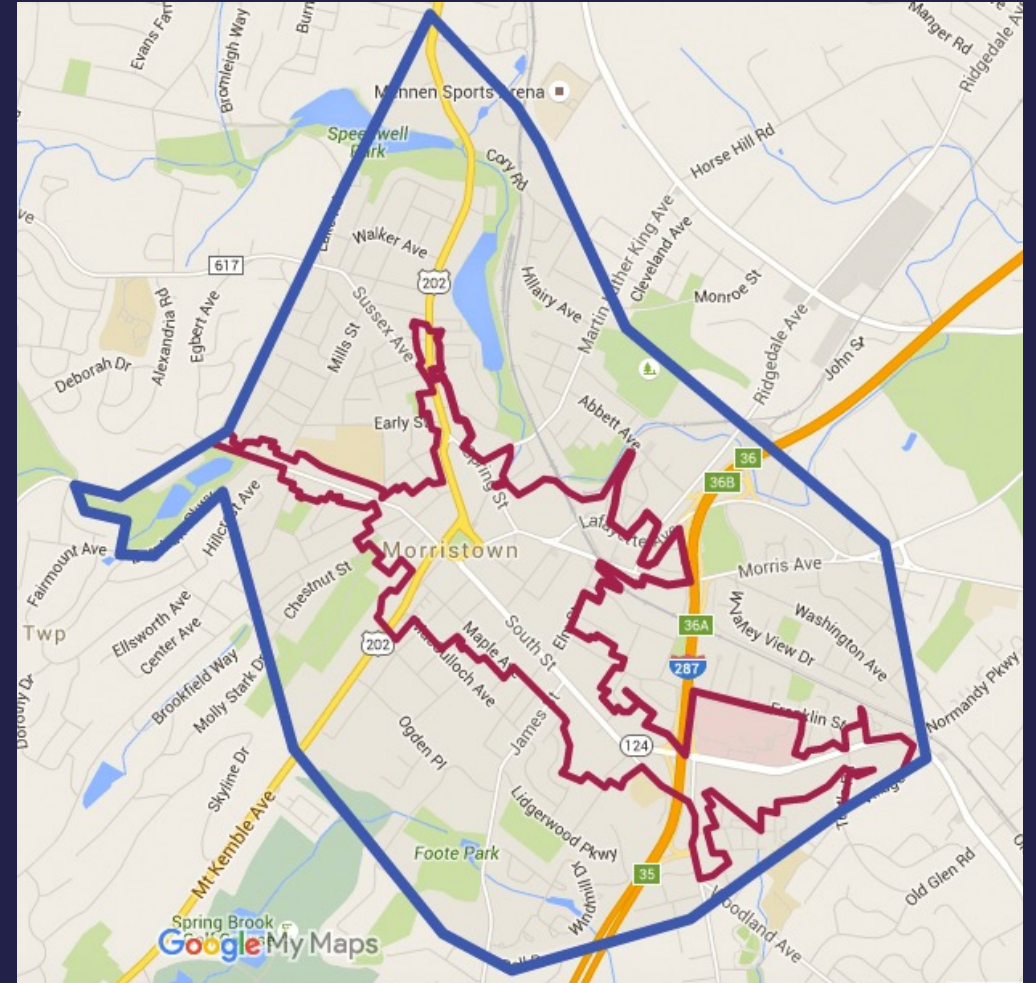


SPECIAL IMPROVEMENT DISTRICT



BY THE NUMBERS

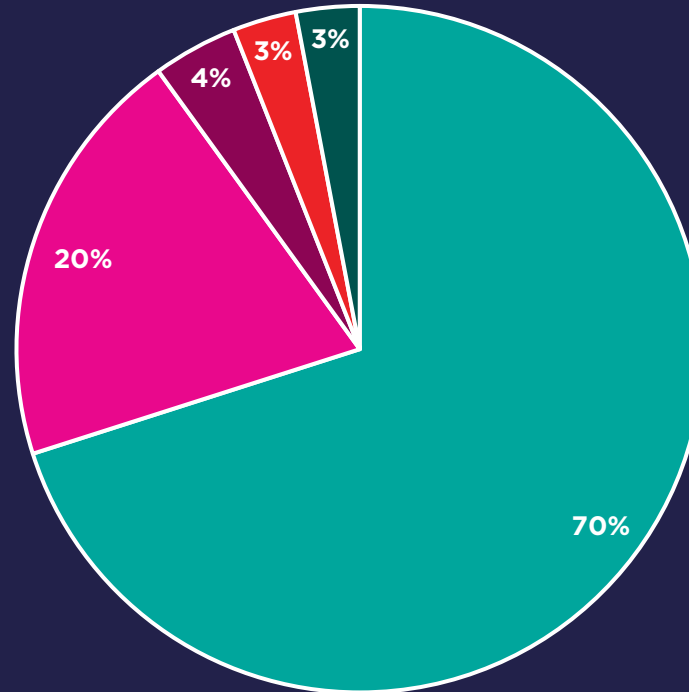
- **Approximately 400 Properties, including 1000+ Businesses**
- **18 Member Board**
 - 15 Elected by Businesses and Property Owners
 - 3 Appointed or Emeritus
- **3 Full Time Staff Members**
 - Event Support Staff and Volunteers





2021 Q3/Q4 AND 2022 Q1/Q2 SID BILLING CYCLE DATA

- Total SID Billed: \$595,692.50*
- Current Billed Properties: 401
 - \$105 for every \$100,000 in commercial property value
- Average commercial property value: \$1,513,316.46
- Average annual SID contribution: \$1,485.52



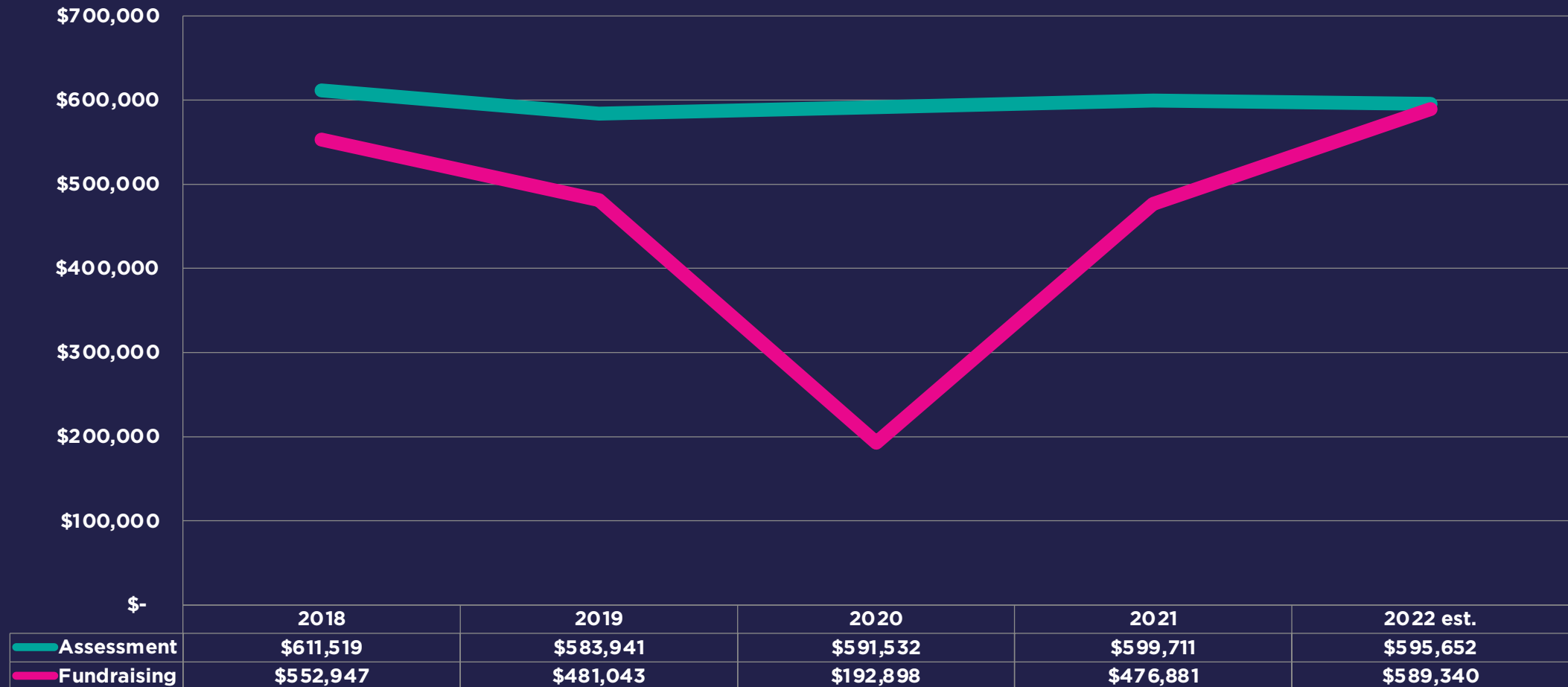
Current Annual SID Payment Range		
< \$1,000	70%	[281]
\$1,001 - \$2,500	20%	[80]
\$2,501 - \$5,000	4%	[16]
\$5,001 - \$10,000	3%	[12]
> \$10,001	3%	[12]

EXAMPLE: A property valued at 1M would pay \$1,050.00 annually (or \$262.50 quarterly). SID Rate: .105%
Land Value: \$500,000.00 + Improvement Value: \$500,000.00 = Net Taxable Value: \$1,000,000.00
Annual SID Payment: 1,000,000.00 x .00105 = \$1,050.00



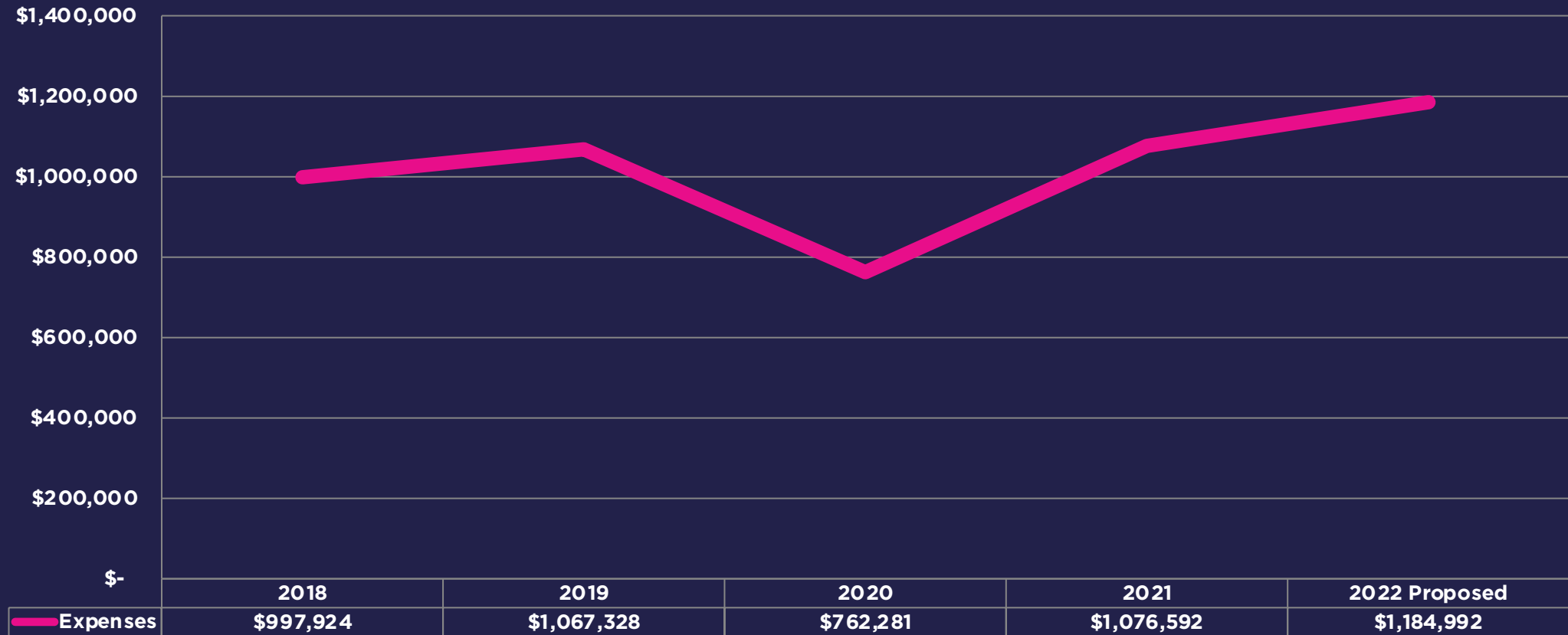
MORRISTOWN PARTNERSHIP

REVENUE TRENDS (ASSESSMENTS V. FUNDRAISING)



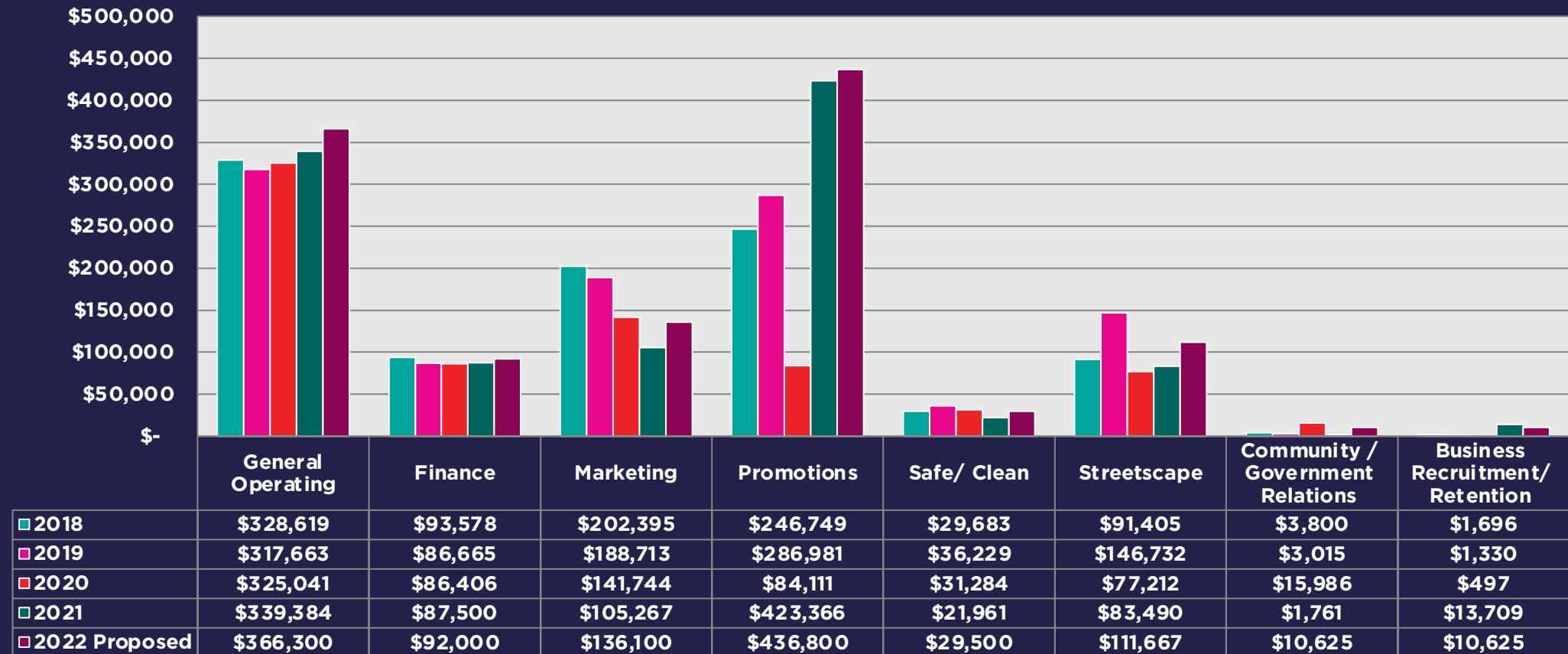


EXPENSE TRENDS





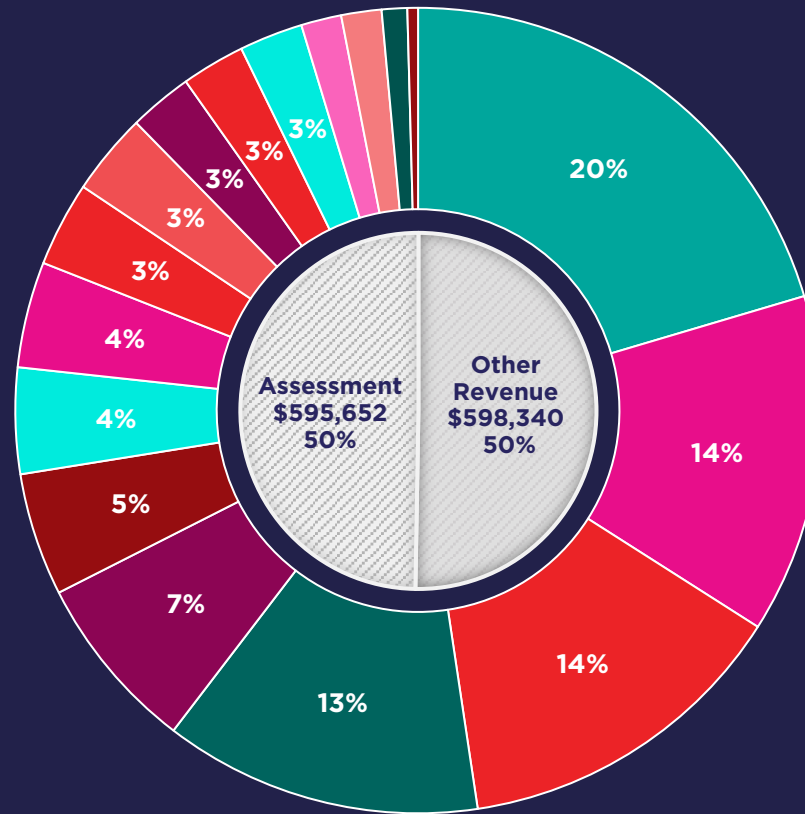
LINE ITEM EXPENSE TRENDS



MORRISTOWN PARTNERSHIP

ANTICIPATED NON-ASSESSMENT REVENUE SOURCES 2022

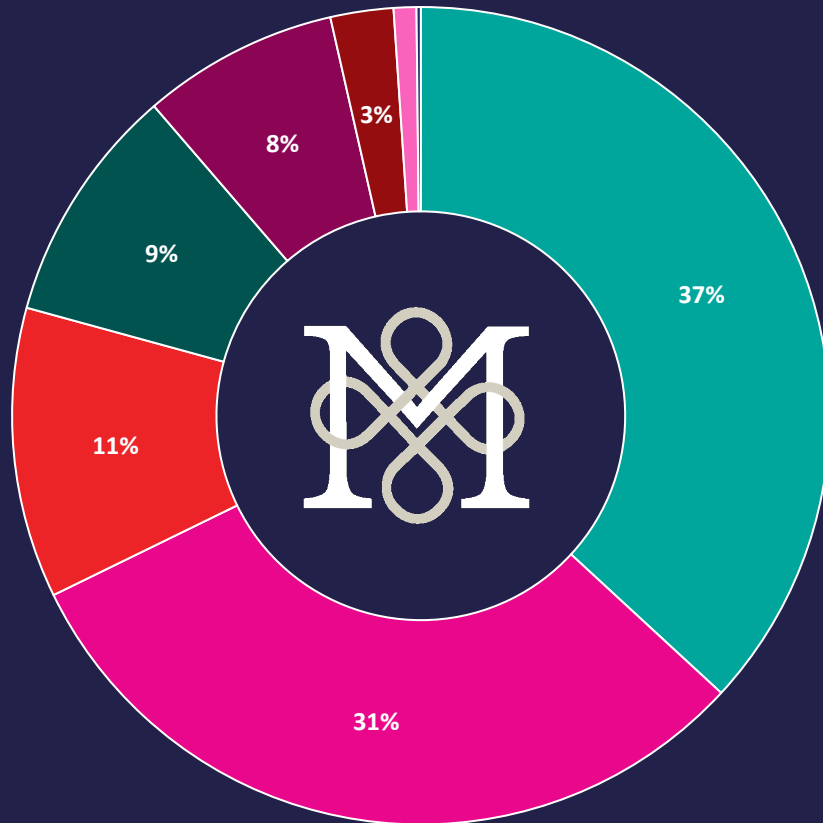
- **\$1.1 M Operating Budget**
- **50% Tax Assessment**
 - \$105 for every \$100,000 in commercial property value
- **50% Fundraising**
 - Sponsorships
 - Participation Fees
 - Advertising Supplements
 - Annual Appeal



- 20% Festival on the Green Sponsorships: \$120,000
- 14% Festival on the Green Participation Fees: \$80,000
- 14% Gift Certificate Sales: \$80,000
- 13% Christmas Festival Sponsorships: \$75,000
- 7% Morristown Engineering Lighting Fixture Contribution: \$42,000
- 5% Farmers Market Participation Fees: \$29,000
- 4% Special Advertising Sections: \$25,000
- 4% Festival on the Green On-Site Revenue: \$25,000
- 3% Insurance Reimbursement/Claims: \$20,000
- 3% Miscellaneous + Cash Balance: \$19,340
- 3% Farmers Market Sponsorships: \$15,000
- 3% Downtown Guide Ad Sales: \$15,000
- 3% Restaurant Week Sponsorships: \$15,000
- 2% Christmas Festival On-Site Revenue: \$9,500
- 2% Annual Appeal: \$9,500
- 1% Adopt-A-Light Sales: \$6,000
- <1% B2B Events: \$2,500



PROPOSED APPROPRIATIONS 2022



■ 37% PROMOTIONS

■ 31% GENERAL OPERATING

■ 11% MARKETING

■ 9% STREETSCAPE

■ 8% FINANCE

■ 2% SAFE AND CLEAN

■ 1% COMMUNITY/GOVERNMENT RELATIONS

■ <1% BUSINESS RECRUITMENT/RETENTION

MORRISTOWN PARTNERSHIP

ANNUAL EVENTS & INITIATIVES

Morristown Restaurant Week

Morristown Farmers Market

Morristown Festival on the Green

Downtown Business Halloween Trick or Treat

Christmas Festival at the Morristown Green

Morristown's Egg-cellent Adventure *

The Great Morristown Pumpkin Hunt *

Meet Me in Morristown +

Program Partners

Town of Morristown Division of Recreation *

Morris Arts +

Morristown Partnership Gift Certificate Program & Promotions

Business Card Exchange & Socials

Seasonal Series within Star Ledger / NJ.com

Member Portal via www.morristown-nj.org

Adopt A Light Campaign

2022 In-Kind Partnerships Supporting Business District Promotion

Morristown Airport Outdoor Billboard

Macculloch Hall Historical Museum: Historic District House Tour Guidebook Ad

Morristown Festival of Books: Co-branded Dining Info Sheet





WHAT'S NEXT?

- Return to Regular Event Calendar
- Stabilize Revenue Sources
- Complete Audit of Commercial Properties
- Morristown Partnership Gift Certificate Program
 - Increase Participants
 - Enhance Advertising & Promotions
 - Continue Bonus Certificate Program



MORRISTOWN-NJ.ORG



BOARD OF TRUSTEES

Bill Braunschweiger, President – Braunschweiger Jewelers

Jeff Rawding, Vice President – F.J. Rawding AIA

Kim Ryan, Treasurer – Lakeland Bank

John Walsh, Secretary – The Wealth Advisory Group

Jeff Babcock – Hyatt Regency Morristown

Nestor Bedoya – Chef Fredy's Table

David Bernat – Cambridge Wines

Ryan Dawson – Weichert Realtors

Leia Gaccione – south + pine american eatery

Ori Kasneci – Pomodoro Ristorante & Pizzeria

Joseph Loboza Jr. – Property Owner

Robert Nish – Nish & Nish LLC Attorneys

Biagio Scotto – Villa Restaurant Group

Mark von Bradsky – Structure Studio, NK Architects

Michael Witko – Chilmark Real Estate Services, LLC

Phil DelGiudice, Emeritus – Property Owner

Toshiba Foster – Council Liaison, Annual Appointment

Dick Tighe – Mayor Liaison, Annual Appointment



**MORRISTOWN PARTNERSHIP
GIFT CERIFICATE PROGRAM**



**ADOPT A LIGHT
PROGRAM**



**BUSINESS
NETWORKING**



**MORRISTOWN PARTNERSHIP
COMMERCIAL RENT RELIEF
GRANT PROGRAM**



FOLLOW US ONLINE!

**Morristown Business Online Portal
News & Promotions
Local Happenings
MP Gift Certificate Online Ordering**



@DOWNTOWNMORRISTOWN



@MORRISTOWNPARTNERSHIP

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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 our inception, the Partnership has continuously supported downtown Morristown through economic development initiatives in areas of communications, business recruitment and retention, marketing, promotions, events, redevelopment and capital improvement projects. Our ongoing pursuit of economic growth and support of the local business community relies and thrives on information received directly from our membership – the more we know, the more we can enhance the local business climate, adapt for specific concerns and ultimately prosper as a community. 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.



REGISTER YOUR BUSINESS



BUSINESS DIRECTORY



GIFT CERTIFICATES

MEMBER BENEFITS

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

- **Our 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: cassidy@morristown-nj.org
- **e-newsletters**
There are 2 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. This is also a call to action for any businesses to provide us with promotions or news that they would like included in our second email - which goes out to the general public (an opt in list of 5,000+) approximately 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 to submit information 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**
2022 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. I recommend attending 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.

2022 EVENTS

Morristown Restaurant Week

Meet Me in Morristown (MMIM)

Morristown Farmers Market (FM)

Morristown Festival on the Green (FOG)

Downtown Morristown Halloween Trick-or-Treat

Christmas Festival at the Morristown Green (CF)

Monday, April 25 – Friday, April 29

Last Thursdays in May 26, June 30, July 28 & August 25; rain date for each is the following Friday

Sundays, June 19 through November 20; 8:30 am to 1 pm

Sunday, October 2; 12 to 5 pm, rain or shine

Monday, October 31; 3 to 5 pm

Sunday, November 27 and weekends thereafter through December 18



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 signed up in the Morristown Partnership Gift Certificate program (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 are distributed annually 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. 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 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. Downtown Guide exclusively lists all current business participants and is distributed with every GC purchase.
- 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.

We are 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.