

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

14 Maple Avenue, Suite 201  
Morristown, NJ 07960

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May 17, 2023

Sandi Mayer  
Council President

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

Dear Council President Mayer and Members of Town Council:

Please find enclosed the proposed 2023 budget of the Morristown Partnership Special Improvement District (SID), which is hereby submitted to the Town Council for approval. We respectfully request that this be introduced at the next available council meeting. This year's budget is \$1,241,908.00 of which approximately 48 percent is derived from the special assessment and 52 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.

As with Morristown's business community and the municipality, Morristown Partnership is experiencing significant operating cost increases. Budget allocations for interest rates, labor, insurance, and purchasing have been raised as a result of these factors. As of 2022, our \$500,000 loan repayment obligation to the State of New Jersey has been met. Thus, we were able to reallocate \$33,333 of the annual payment to those items. We have one remaining loan financed with the State due in 2030 for \$200,000. We obtained these 15-year zero-interest loans to contribute to streetscape improvements.

In addition, our organization was awarded a grant for approximately \$15,000 from the Morris County Small Business Grant Program in 2022, allowing us to upgrade our internal technology for remote meeting access. With this technology we hope our businesses will be able to communicate more effectively with each other and with the organization as a whole.

Through our programs and services, we reinvest all assessment dollars and supplemental funding back into Morristown. We are grateful for the opportunity to work with community members and organizations committed to Morristown's success. There have been a number of special projects that have been financed in part through private investments and grants. Several initiatives are underway to improve our beautification efforts in 2023. This includes refurbishing American flags and holiday decorations, as well as installing public art. These initiatives will improve the quality of life and working environment for Morristown residents and businesses.

Since its inception, the Morristown Partnership has contributed to the long-term economic and social well-being of the SID's property owners, business operators, citizens, non-profit and civic partners, and visitors. 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 2023**

**EXPENSES**

**GENERAL OPERATING**

Administration Executive Staff	\$ 115,000.00
Administration Staff	\$ 15,000.00
Payroll Expenses	\$ 24,000.00
Office Expenses	\$ 102,500.00
Office Equipment	\$ 10,000.00
Insurance (Personal & Commercial)	\$ 34,500.00
Insurance (Health)	\$ 36,275.00
Insurance (Other)	\$ 2,700.00
Dental Reimbursement	\$ 3,000.00
Audit (Including Annual Report)	\$ 18,000.00
Legal	\$ 5,000.00
Interest on Loan/ Miscellaneous	\$ 18,000.00
	<b>\$ 383,975.00</b>

**FINANCE**

Fundraising Coordinator	\$ 90,000.00
Fundraising Events	\$ 500.00
Fundraising Collateral	\$ 500.00
Fundraising Other	\$ 1,000.00
	<b>\$ 92,000.00</b>

**MARKETING**

Graphic Design + Content Creation	\$ 5,200.00
Mailings + Collateral	\$ 9,000.00
Special Advertising Sections	\$ 33,550.00
Gift Certificate Production	\$ 2,500.00
General Advertising	\$ 3,500.00
Website Upgrades & Maintenance	\$ 12,000.00
Gift Certificate Reimbursements	\$ 75,000.00
Miscellaneous	\$ 500.00
	<b>\$ 141,250.00</b>

**PROMOTIONS**

Program Coordinator	\$ 53,000.00
Event Staff	\$ 20,000.00
Morristown Restaurant Week	\$ 3,000.00
Farmers Market	\$ 10,000.00
Festival on the Green	\$ 220,000.00
Christmas Festival	\$ 43,000.00
Holiday Décor	\$ 130,000.00
Niche Event Support	\$ 2,500.00
Gift Greenback Program	\$ 20,000.00
	<b>\$ 501,500.00</b>

**SAFE AND CLEAN**

Landscape Maintenance	\$ 25,000.00
Banners/Flags	\$ 9,000.00
Miscellaneous	\$ 1,000.00
	<b>\$ 35,000.00</b>

**STREETSCAPE**

Dept. of Community Affairs Loan Repayment (2032)	\$ 13,333.00
Decorative Lighting - Purchase	\$ 44,000.00
Decorative Lighting - Maintenance	\$ 15,000.00
General Maintenance	\$ 3,000.00
	<b>\$ 75,333.00</b>

**EXPENSES CONTINUED**

**COMMUNITY/GOVERNMENT RELATIONS**

Sponsorships/Journal Advertising	\$ 1,000.00
Community Event Participation	\$ 1,500.00
Advocacy	\$ 7,000.00
Memberships	\$ 1,350.00
	<b>\$ 10,850.00</b>

**BUSINESS RECRUITMENT/RETENTION**

Collateral Materials + Advertising	\$ 1,000.00
Conferences + Education	\$ 500.00
Miscellaneous	\$ 500.00
	<b>\$ 2,000.00</b>

**EXPENSE SUMMARY**

<b>GENERAL OPERATING</b>	<b>\$ 383,975.00</b>
<b>FINANCE</b>	<b>\$ 92,000.00</b>
<b>MARKETING</b>	<b>\$ 141,250.00</b>
<b>PROMOTIONS</b>	<b>\$ 501,500.00</b>
<b>SAFE AND CLEAN</b>	<b>\$ 35,000.00</b>
<b>STREETSCAPE</b>	<b>\$ 75,333.00</b>
<b>COMMUNITY/GOVERNMENT RELATIONS</b>	<b>\$ 10,850.00</b>
<b>BUSINESS RECRUITMENT/RETENTION</b>	<b>\$ 2,000.00</b>
<b>TOTAL EXPENSES</b>	<b>\$1,241,908.00</b>

**REVENUE**

<b>2023 ASSESSMENT</b>	<b>\$ 595,333.60</b>
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**CASH BALANCE**

As of January 1, 2022	\$ 15,525.00
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**INCOME**

Insurance Reimbursement/Claims	\$ 30,000.00
Adopt-A-Light Sales	\$ 2,000.00
Morristown Engineering Lighting Fixture Contribution	\$ 44,000.00
Special Projects	\$ 6,000.00
Grants	\$ 14,500.00

**PROMOTIONAL EVENTS & FUNDRAISING**

Restaurant Week Sponsorships	\$ 12,500.00
Restaurant Week Participation Fees	\$ 1,550.00
Farmers Market Sponsorships	\$ 15,000.00
Farmers Market Participation Fees	\$ 27,500.00
Festival on the Green Sponsorships	\$ 125,000.00
Festival on the Green Participation Fees	\$ 85,000.00
Festival on the Green On-Site Revenue	\$ 25,000.00
Christmas Festival Sponsorships	\$ 85,000.00
Christmas Festival On-Site Revenue	\$ 11,000.00
Annual Appeal	\$ 9,500.00
Downtown Guide Ad Sales	\$ 12,500.00
Special Advertising Sections	\$ 35,000.00
Gift Certificate Sales	\$ 85,000.00
B2B Events	\$ 2,500.00
Miscellaneous / Sales	\$ 2,500.00
<b>TOTAL REVENUE</b>	<b>\$1,241,908.00</b>

# MISSION: TO HELP MORRISTOWN ACHIEVE ITS FULL POTENTIAL AS A PREMIER COMMUNITY IN WHICH TO LIVE, WORK, PLAY, SHOP AND DO BUSINESS

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## Morristown Partnership 2022 Accomplishments Overview

### Internal/Community

- Transitioned to new insurers for general liability, workers' compensation and umbrella
  - Added Endorsement: Improper Sexual Conduct/Physical Abuse
  - Reduced P&C costs by ~7%
  - Requested to quote the D&O and EPLI coverages to the public entity program. Denied
- Adopted resolution establishing an improper sexual conduct and physical abuse reporting policy
- Amended corporation Fiscal Policies and Procedures to address electronic payments, automatic electronic payments and cash handling
- Enhanced hybrid Morristown Partnership Board of Trustee meetings (Zoom / In-Person)
  - Upgraded all office technology related to remote work access and hybrid meetings
    - Video conferencing, VOIP phone system and computers
    - Reduced monthly telecommunications expenditures by ~45%
- Morristown businesses
  - Attended grand openings and ground breakings
  - Connected with 30+ businesses that opened / relocated in Morristown this year
  - 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 interns. Projects including:
    - American Flag Retirements
    - Special Event support
- Served in an advisory capacity, supported logistics and/or communications for the following community partners: Avenues in Motion, Beats for Brynn/Heart Care International, Borough of Point Pleasant Beach, Borough of Rutherford, County of Morris, COVID Response Team, Diversity Day/ Diversity Coalition of Morris County, F.M. Kirby Foundation, First Night Morris, Hanover Township Economic Development Advisory Committee, Impact Hub Morristown, Jewish Federation of Greater MetroWest NJ, League of Women Voters, MC St. Patrick's Day Finance Committee, Morris Area Bike Share, Morris Arts, Morris County Chamber of Commerce, Morris County Economic Development Corporation, Morris County Tourism Bureau, Morris Township Environmental Commission, Morristown Creative Community, Morristown for Ukraine, Morristown Housing Authority/ ETC Companies, Morristown Jazz & Blues Festival, Morristown National Historical Park, Morristown National Little League, Morristown Rotary, Preschool Advantage, Town of Morristown (All Divisions and Bureaus) and Washington Association.

### Finance & Sponsorship

- Closed out 2007 DCA Loan for Streetscape Improvements 2000-02155-2870-04 (\$500,000.00)
  - Will reduce annual debt service payments by \$33,333.33/yr
- Solicited and awarded \$14,659.83 grant from Morris County Board of County Commissioners through the Morris County Small Business Grant Program (Jan 2023)
  - Temporary technology to establish teleworking working capabilities
- In 2022, established relationships with nine new corporate sponsors and increased commitments from 11 of the 18 returning sponsors
- Developed Adopt-A-Light plaque recognition program for sponsors meeting \$20k annual spend threshold

- Revisions to the exclusivity rules for supporting sponsor level venues (\$2500); allowing for multiple sponsors at a lower rate
- Increased revenue for each event; total promotional and event fundraising up ~12.9% overall

## Marketing

- **Website**
  - Ended maintenance contract with website design company eliminating redundancy and reducing annual hosting and development costs by ~40%
  - Continue to work with website host to repair and replace code and functionality of website built in 2018
  - Established paid advertisement revenue source for landing page and run of site pilot program for MCTB
- **Billboard Messaging**
  - **Morristown Airport**
    - General (Evergreen)
  - **Outfront: Speedwell Avenue**
    - Morristown Farmers Market (June- Nov)
    - Holidays in Morristown (Nov- Dec)
- **Downtown Guide**
  - Downtown Guide replaced former Restaurant Guide and was finalized and distributed starting in June 2021; pocket sized. New solicitation for 2023 printing
  - Features businesses currently accepting Morristown Partnership Gift Certificates (nearly 200) and their business name, category, street address, telephone and website
  - 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**
  - 3 issues in 2022: *Spring*, *Autumn* and *Holidays* (\$29,350 total revenue)
  - Digital and social campaigns to mirror print content on NJ.com and through Instagram and Facebook
  - Real Deals direct emails to transition to digital over print
  - Reproduced content in flyer format for distribution at various points of sale and places of interest
- **Gift Certificate Program**
  - Maintained 'bonus' gift certificate promotion as a year-round program
  - Morris County Tourism Bureau Walking Tour branded gift certificate
    - Enhanced visibility of GC program through branded certificate given to registered attendees of MCTB Spring and Fall walking tours.
      - As of Nov 2022: 28.7% Redemption Rate. Approximate distribution of dollars redeemed: 6% Entertainment, 67% Restaurants and Specialty Food, 20% Retail, 7% Service.
    - Custom design
  - **Morristown Airport Branded Gift Certificate**
    - Enhanced visibility of GC program through branded certificate given to VIPs and guests
      - MMU is a publicly owned, privately operated general aviation reliever airport based out of Morristown, New Jersey.
    - Custom design
- **Other**
  - Morristown named #30 on Top 100 Places to Live in the US (Livability.com)
  - Documentary interview: Frelinghuysen Middle School Small Business & COVID - Middle School interview project
  - Televised interview: NJ Morning Show (Christmas Festival / Holidays in Morristown)
  - Publication interview: Invest: North & Central Jersey 2022
  - Produced publication content for:

- Star-Ledger article on "The Holidays in Morris County"
  - Star-Ledger article on "Fall in Morris County"
  - Star-Ledger article on "Spring in Morris County"
  - Morristown/Morris Twp. Calendar.
- Produced website content for:
  - Archer Hotel Florham Park/Lodgeworks "Christmas Festival/ Holidays in Morristown"
- Produced publication for:
  - Morristown Festival of Books "Downtown Morristown Eateries & Coffee Shops"
- Advertisements:
  - Macculloch Hall Historical Museum House Tour Program "Gift Certificate Program"

## Events

### Ongoing event planning

- **Restaurant Week**
  - 30+ restaurants participated in 2022
  - Continued the Morristown Partnership \$100 Gift Certificate giveaway from 2021 and adapted it to every week in April
  - Collected gift cards from various Morristown businesses to supplement Morristown Partnership GC daily prizes
    - 20+ participating restaurants who donated gift cards - patrons were instructed to 'Dine, Post and Tag' on social media for a chance to win
  - Prize \$100 MP Gift Certificates weekly, plus additional Morristown business gift cards (varying each week); winner selected at random via social media entries posted throughout that week
  - Grand prize \$500 winner selected at random from all participants throughout the month
  - Increased online followers on both Facebook and Instagram
- **Farmers Market**
  - FM modifications implemented including layout of FM, staffing and marketing
  - Hired new support staff member as the Market Supervisor
  - Created new space for "Pop-up" vendors
  - 8 new vendors: pop-up, rotational and full-time
    - 2 new and full-time Morristown business vendors
  - Increased Morristown business and local government entities participation
    - Pure Barre (x4)
    - Blo Blow Dry Bar
    - Fred Astaire Dance Studio
    - SoVita Chiropractic (x3)
    - Morristown & Morris Twp. Library
    - Morristown Health Department (x2)
  - Provided live music every week at the market
  - Formalized Morristown Farmers Market Access Agreement with MPA
- **Meet Me in Morristown (Event Partner: Morris Arts)**
  - Modified event back to its full programming for the months of May, June, July and August
  - Worked with Morris Arts to produce event at the Morristown Green in May and July and at the Vail Mansion in June and August
- **Morristown's Egg-Cellent Adventure (Event Partner: Town of Morristown Recreation)**
  - Partnership with Morristown Recreation (created in 2021)
    - 23+ Business Participants
- **Festival on the Green**

- Successful return of this event with high participation especially in light of the inclement weather and hurricane.
  - Team was capable of adapting and succeeded
- 160+ Participants
  - 49 new exhibitors and the breakdown is as follows:
    - 17 Morristown Businesses
    - 8 Sponsors
    - 15 Morris County Non-Profit Organizations and Government Entities
    - 9 Special Exhibitors, Food Trucks and MMIM/Marketplace Vendors
- Provided (2) “Festival Lounge” tents
  - Included hand-washing stations and PPE materials
  - Worked with Cohome to provide a “Disability Safe Space” at one of the lounges
- Implemented temporary ADA accessible parking section in conjunction with MPA on Maple Avenue near event site
- **Halloween**
  - Resumed Downtown Morristown Trick-or-Treat event
    - 56 Business Participants
- **Christmas Festival at the Morristown Green**
  - Santa’s Arrival on the Green via firetruck
  - Refreshments of cookies and hot chocolate served by Hyatt Regency Morristown
  - 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, Original Music School, Tuba Christmas, MPAC Performing Arts Company and MPAC’s Theatre of Light Program
  - Implemented Morristown Green and town wide decorations
    - Updated procedures with Trustees of the Morristown Green to allow for annual wrapping of trees on Green (October-March)
      - Allowed for wrapping of additional trees on the Green
    - Refurbished and powder coated gateway arches
  - Entered into quarterly planned maintenance contract for Wattman Train

## **Streetscape/Aesthetics**

- Finalized new alternate streetscape pole design with Pacific Lighting & Standards Company
  - CAD drawings for single and double units
  - Allows Morristown Partnership, Town of Morristown and developers to have an approved alternate for ROW streetscape installations in the future
- Acquired, refurbished and facilitated logistics with DPW for 16 Victor Stanley trash receptacles
- 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)
  - Due to post-pandemic sourcing, 2022 units are of substandard quality. 2023 purchase required

## **Advocacy, Logistics & Communications**

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

- TOWN: roundabout implementation, Letters of Support: NJDOT Transit Village Application, Morristown Revaluation 2022
- PLANNING/ZONING REVIEW: M-Station Condition of review Wayfinding, Compliance review Speedwell Valley LLC
- SMCMA: water main improvements information sessions (ongoing)
- NJDOT/TOM Engineering: Sussex/Speedwell signaling issue reported by property owner

- BPU: complaint and inquiry regarding the level of responsibilities utilities should bear for general maintenance surrounding their access chambers [Telcom]
- MPA: on-going support, marketing, on-street parking restoration related to roundabout construction, LDO Parking and the TC Exemption for relevant applications to PB and BOA
- Environmental Commission / NJ State: single use plastics
- Trustees of the Morristown Green / MPD: New Jersey Non-Profit Security Grant Program (NJ NSGP), Property damage, safety

## **Government**

- Attended meetings with significance to the commercial business district:
  - Morris County Economic Development Advisory Committee
  - Morristown Town Council
  - Morristown Board of Adjustment
  - Morristown Planning Board
  - Morristown Parking Authority
  - Morristown Beautification Committee (Council, Subcommittee)

## **Other**

- Provided data to Jersey's Best magazine to support Morristown as Finalist for the Jersey's Best 2023 Destination of the Year
- Research on cigar laws / indoor smoking regulations for incoming business
- Research and outreach for repair of replica cannon at Morris and Lafayette entrance triangle
  - On-going coordination with formed subcommittee and independent donors led by MP Board members R. Dawson and J. Rawding
- Research and outreach seeking images of "Morristown's Official Flag" per inquiry from S. Armington. Morris County Historical Society and Morristown National Historical Park communications
  - Provided detailed overview and resources on good flag design parameters as well as sample flag contests run by other municipalities
- Assisted Cultivate Skate Shop entrepreneurs with business establishment, site selection, and store opening
- Presentation at Morristown Rotary Jan 2022
- Represented MP at Deloitte | Morristown Volunteer Fair
- Comment for Morris County Tourism Bureau, Inc. (MCTB) and the Morris County Economic Development Alliance, Inc. (MCEDA) merger
- Advocacy for temporary suspension of 6-4.2 Sundays - on-premises consumption for FIFA World Cup Finals
- Advocacy and communications for Resolution No. R-156-2022 Resolution Opposing Special Conditions on Limited Brewery Licenses and Requesting Immediate Removal of Said Conditions
- Contest support for: Albert M. Higley Co. Construction Management Services Contest
- And more...



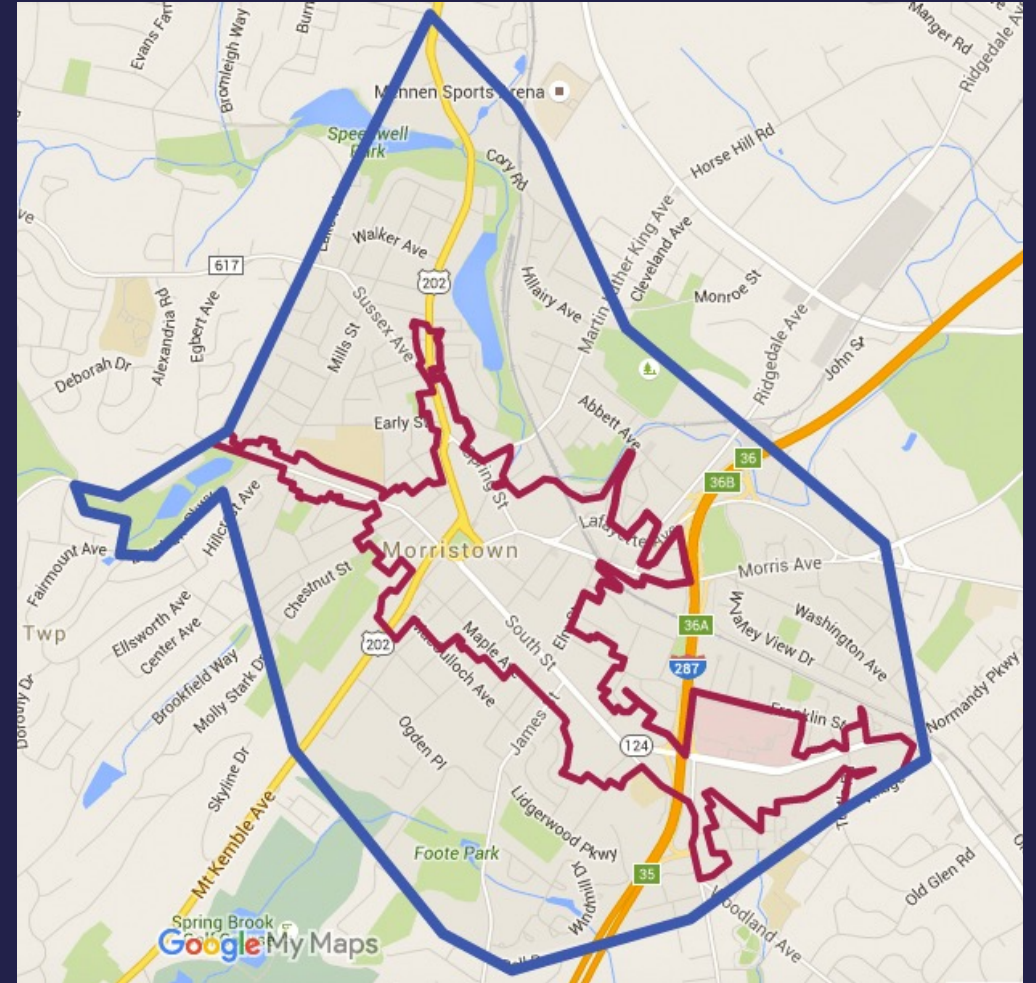
**SPECIAL IMPROVEMENT DISTRICT**



# MORRISTOWN PARTNERSHIP

## BY THE NUMBERS

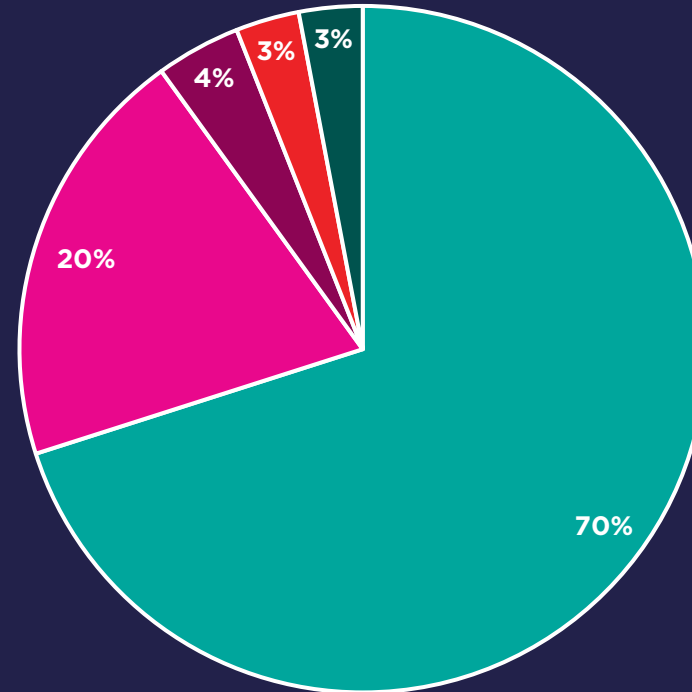
- **Approximately 400 Properties, including 1000+ Businesses**
- **18 Member Board**
  - 15 Elected by Businesses and Property Owners
  - 3 Appointed or Emeritus
- **3 Full Time Staff Members**
  - Event Support Staff and Volunteers





## 2022 Q3/Q4 AND 2023 Q1/Q2 SID BILLING CYCLE DATA

- Total SID Billed: \$595,333.60\*
- Current Billed Properties: 401
  - \$105 for every \$100,000 in commercial property value
- Average commercial property value: \$1,512,638.65
- Average annual SID contribution: \$1,484.62



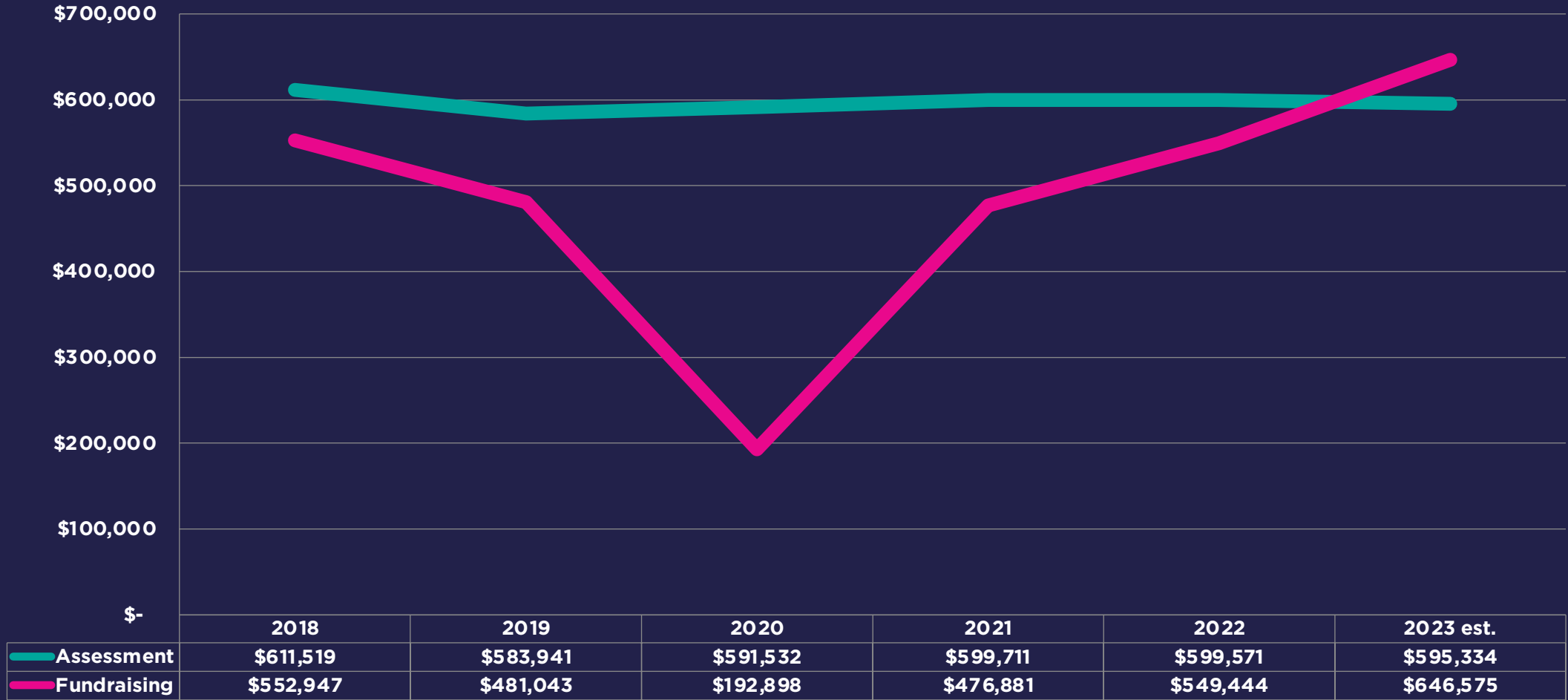
Current Annual SID Payment Range		
< \$1,000	70%	[281]
\$1,001 - \$2,500	20%	[80]
\$2,501 - \$5,000	4%	[16]
\$5,001 - \$10,000	3%	[12]
> \$10,001	3%	[12]

**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**



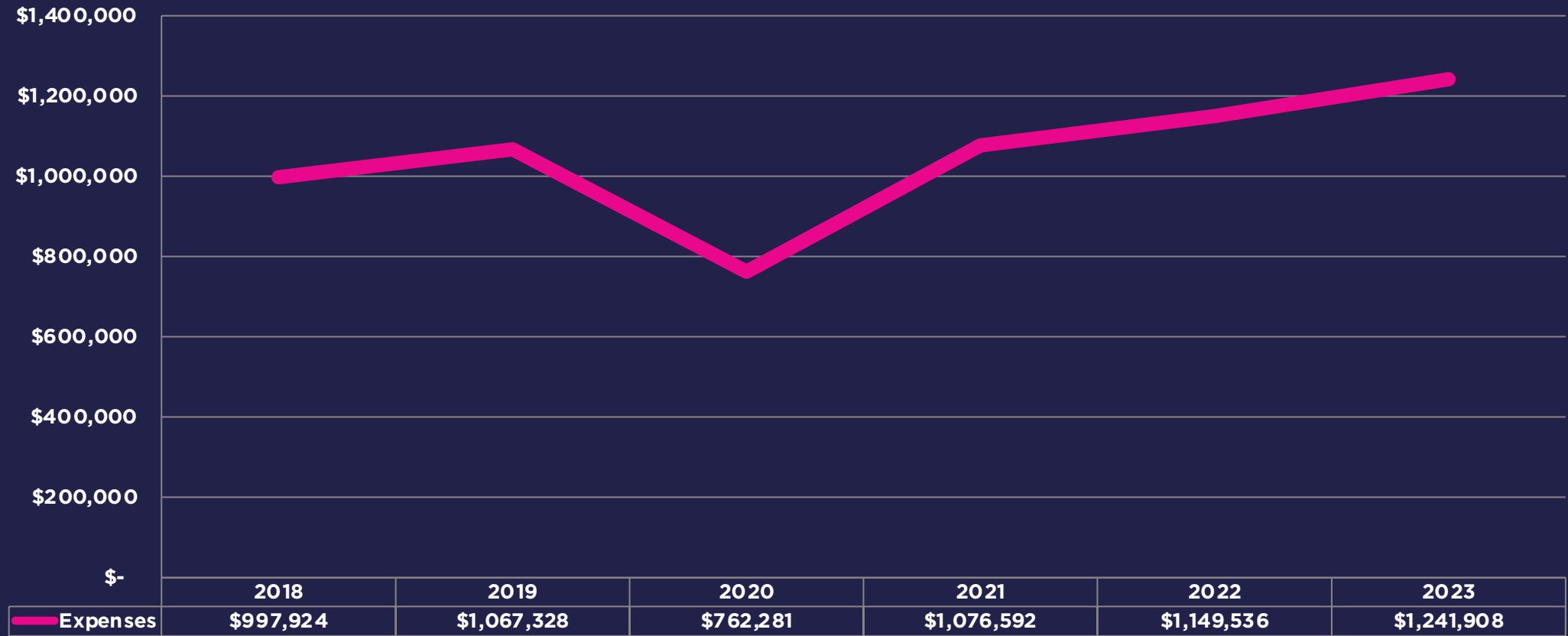
# MORRISTOWN PARTNERSHIP

## REVENUE TRENDS (ASSESSMENTS V. FUNDRAISING)



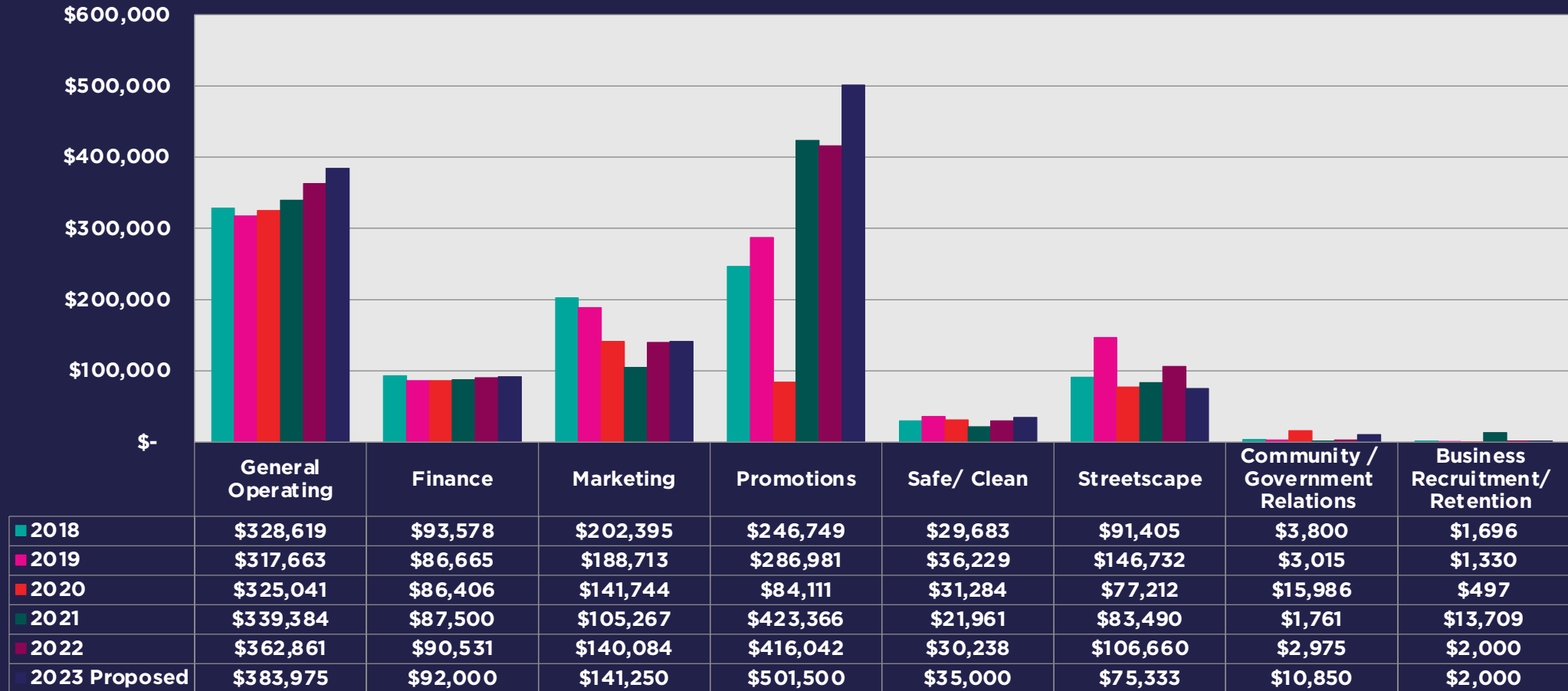


## EXPENSE TRENDS





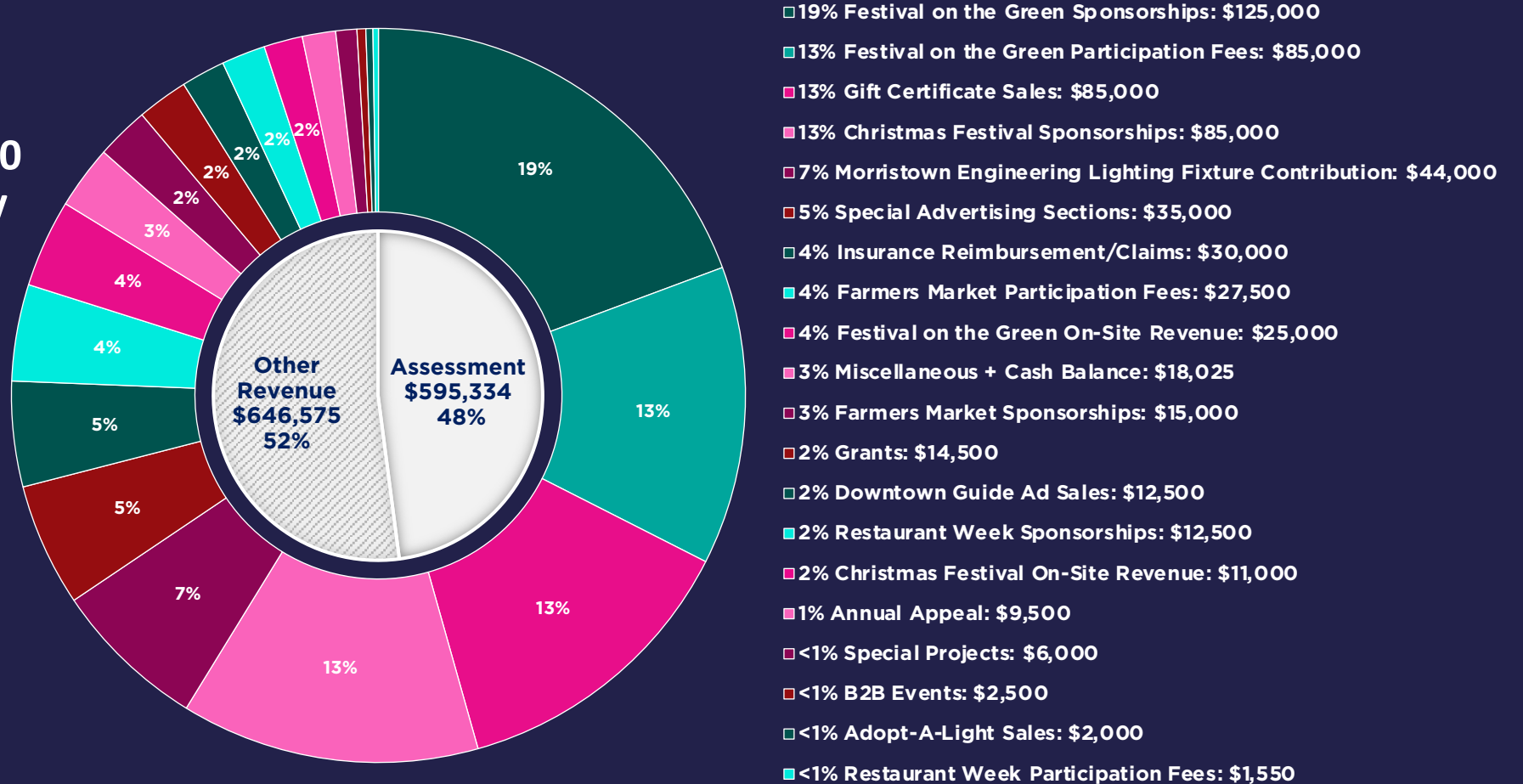
## LINE ITEM EXPENSE TRENDS



# MORRISTOWN PARTNERSHIP

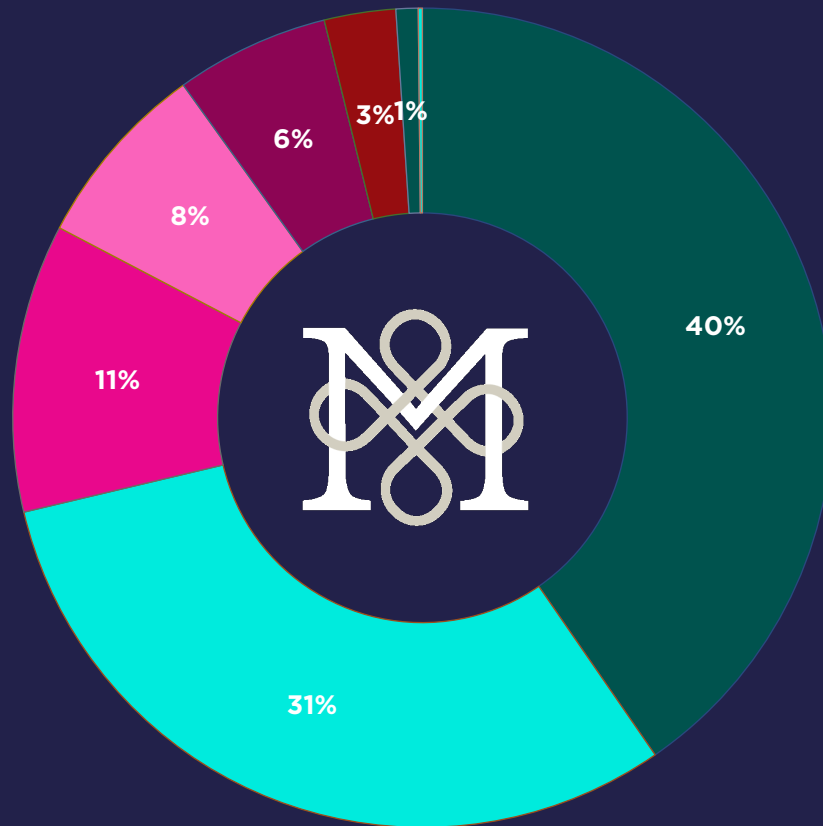
## ANTICIPATED NON-ASSESSMENT REVENUE SOURCES 2023

- \$1.2 M Operating Budget
- 48% Tax Assessment
  - \$105 for every \$100,000 in commercial property value
- 52% Fundraising
  - Sponsorships
  - Participation Fees
  - Grants
  - Advertising Supplements
  - Annual Appeal





## PROPOSED APPROPRIATIONS 2023



- 40% PROMOTIONS
- 31% GENERAL OPERATING
- 11% MARKETING
- 7% FINANCE
- 6% STREETScape
- 3% 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

Meet Me in Morristown +

*Program Partner*

Morris Arts +

Morristown Partnership Gift Certificate Program & Promotions

Business Networking Events

Seasonal Series within Star Ledger / NJ.com

Member Portal via [www.morristown-nj.org](http://www.morristown-nj.org)

Adopt A Light Campaign

Special Projects

*2023 Partnerships Supporting Business District Promotion*

Morris County Tourism Bureau

- Special Event and Gift Certificate Program Cross Promotion







## WHAT'S NEXT?

- Move to amend SID ordinance and member properties List
  - Amendments have not been made since 1995
- Address debt – line of credit utilization
- Establish a cash reserve policy
- Support team members and build institutional capacity
- Improvement punch list: Short-term items
  - Address deferred maintenance and capital expenditures (light poles, beautification item repair)



# 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**

**Ryan Dawson – Weichert Realtors**

**Leia Gaccione – south + pine american eatery**

**Ori Kasneci – Pomodoro Ristorante & Pizzeria**

**Michelle Mongey – Mongey Management Co.**

**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**

**Nathan Umbriac – 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.



#### MEMBER BENEFITS

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

- **Our Website:** [morristown-nj.org](http://morristown-nj.org)  
Register to add images, your hours and promotions as often as you like; contact us for assistance with setup.  
**Register Here:** <https://www.morristown-nj.org/register/>
- **Social Media**  
Send posts, promotions and 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](mailto:cassidy@morristown-nj.org)
- **E-Newsletters**  
Share your news with us! Send promotions or calls to action for inclusion in our general public communications (an opt-in list of 5,000+). Register your business on our website to receive business-to-business email communications, and opt-into our public e-newsletter via our homepage (scroll down).  
**Contact:** [cassidy@morristown-nj.org](mailto:cassidy@morristown-nj.org)
- **Gift Certificate Program**  
Sign up to accept Morristown Partnership Gift Certificates at no cost to you; once customers use the GCs at your business, bring them to our offices for full reimbursement.  
**Contact:** [cassidy@morristown-nj.org](mailto:cassidy@morristown-nj.org)
- **Business Networking Events**  
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. The goal of these events is to interact with your neighbors and get to know new businesses. Attend as often as you can to stay in touch.  
**Contact:** [karen@morristown-nj.org](mailto:karen@morristown-nj.org)

#### 2023 EVENTS

Morristown Restaurant Week	Monday, April 24 through Friday, April 28
Morristown Farmers Market (FM)	Sundays, June 18 through November 19 – 8:30 am to 1 pm
Meet Me in Morristown	Thursdays, July 20 & August 17
Morristown Festival on the Green (FOG)	Sunday, October 1 – 12 to 5 pm rain or shine
Downtown Morristown Halloween Trick-or-Treat	Tuesday, October 31
Christmas Festival at the Morristown Green (CF)	Sunday, November 25 and weekends thereafter through December 17

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



## ADVERTISING & EVENT SPONSORSHIPS

**The Star Ledger / [nj.com](http://nj.com)** - We produce a seasonal series (4 issues) within The Star Ledger / [nj.com](http://nj.com) - *Spring, Summer, Autumn and Holidays in Morristown*. Advertising and advertorial opportunities available.

Contact [karen@morristown-nj.org](mailto:karen@morristown-nj.org) for current opportunities

**Downtown Guide** – a pocket size guide including a 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 businesses, hotels, medical offices, theatres, apt. buildings, etc. throughout Greater Morristown. The Downtown Guide is published once a year in the first quarter.

Contact [karen@morristown-nj.org](mailto:karen@morristown-nj.org) for 2024 opportunities

## MORRISTOWN PARTNERSHIP GIFT CERTIFICATES

The Morristown Partnership Gift Certificate Program, in existence for nearly 30 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.

Accept Morristown Partnership Gift Certificates (GC) in your business just as you would cash. For purchases less than the face value of the GC, we require 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(s) and bring them to our office in person or deliver to us via mail, for a full face-value reimbursement via check.

### What are the benefits?

- Each GC purchaser/recipient receives a list containing all current business participants; your business name will be included.
- The business participants list is posted on the Morristown Partnership website, [morristown-nj.org](http://morristown-nj.org), at all times.
- Business listing in the annual Downtown Guide, which is distributed with each GC purchase.
- The Morristown Partnership does its utmost to educate the public about the value of shopping local. We regularly promote our GC Program in various media advertisements in which our business participant list could be included.
- Our 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 bonus GC promotion is underwritten entirely by the Morristown Partnership via a \$20,000 allocation in our annual budget. The program runs year-round, while supplies last!
- GCs valuing at the tens of thousands are sold annually; money that can only be spent at our participating businesses.

### How do you redeem Morristown Partnership 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.

**Let's work together to ensure an economically sustainable and vibrant downtown business district.**

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

### Keep in touch!

Jennifer, Karen & Cassidy

(973) 455-1133

Jennifer Wehring, Executive Director, [jennifer@morristown-nj.org](mailto:jennifer@morristown-nj.org)

Karen Roettger, Director of Development, [karen@morristown-nj.org](mailto:karen@morristown-nj.org)

Cassidy Champi, Program Manager, [cassidy@morristown-nj.org](mailto:cassidy@morristown-nj.org)

## 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 [morristown-nj.org](http://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.

