

June 11, 2025

Nathan Umbriac  
Council President

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

Dear Council President Umbriac and Members of Town Council:

Enclosed is the proposed 2025 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 proposed budget totals \$2,224,941, with approximately 70% (\$1,550,000) derived from the SID assessment and the remaining 30% from contributions, sponsorships and earned income. Following a review and vote by our Board of Trustees, it was agreed to modestly increase the SID assessment to \$1,550,000 in response to ongoing service requests and program enhancements. This amount will be proportionally disbursed among eligible properties based on their assessed values. With the proposed addition of new properties to the district, many longstanding contributors will see a benefit, specifically a reduced SID contribution compared to last year. For reference, the 2024 SID levy was \$1,404,633.

The Morristown Partnership has made strategic progress in 2024 in areas of business support, district beautification and internal development. As a result of the Town's first municipal revaluation since 2004 and the corresponding increased property values, approximately \$800,000 in new revenue was generated for the SID without raising the historical assessment rate of 0.105 percent. That increase, along with continued operational efficiencies, has positioned us to make long-term investments in district improvements while maintaining fiscal responsibility.

Key accomplishments include:

- Establishing five new standing committees to guide our strategic priorities and resource allocation, namely: Built Environment, Business Sector Engagement, Financial Strategy & Business Development, Marketing & Promotion and Public Affairs & Advocacy
- Establishing an annual meeting to enhance transparency and build on stakeholder engagement
- Increasing earned revenues by over 13%, surpassing budget projections for both sponsorship and event participation income
- Supporting over 20 new business openings in the district
- Enhancing our gift certificate program, with a 40% increase in sales
- Securing a comprehensive inventory of light poles and traffic islands, paving the way for the implementation of capital improvements and critical maintenance
- Investing in data utilization tools to analyze foot traffic patterns, inform strategic planning and support stakeholders in making informed decisions

In 2025, our budget reflects targeted investments in capital improvements, beautification, marketing and promotion and long-term maintenance, including:

- Replacement and painting of streetscape light poles
- Expanded sidewalk pressure washing
- Support for a Special Police program focused on downtown safety and visibility
- Landscape site design and beautification improvements
- Continued support for high-impact events

These initiatives represent just the first of our organization's tangible response to stakeholder feedback and our commitment to continuous improvement.

Thank you for your careful consideration of our proposed budget and ordinance amendments, including the corrected Schedule A. This Council action is a critical step toward long-term sustainability and fairness for the SID.

As previously communicated, the current structure excludes numerous eligible commercial properties, many developed in the past two decades or omitted since the last revision in 1995. Adopting the corrected Schedule A increases the number of contributing properties from 392 to 500. This adjustment reduces the individual burden on longstanding contributors and advances equity across the district.

Importantly, the 2025 budget as presented relies on this broader contributor base to responsibly meet program needs without placing an outsized burden on any one group. With these corrections in place, we are well-positioned to continue advocating for our members and delivering impactful services throughout the SID.

We welcome your questions and feedback and remain grateful for your continued support. Our efforts are focused on delivering value to Morristown's property and business owners, which in turn creates a thriving downtown that benefits residents and visitors alike.

Sincerely,



Jennifer Wehring  
Executive Director

Enclosures



# MORRISTOWN PARTNERSHIP

## Invest in Our Vision

14 Maple Avenue, Suite 201  
Morristown, NJ 07960

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info@morristown-nj.org  
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### Morristown Partners, Inc. Special Improvement District Introduced Budget 2025

REVENUE	
CONTRIBUTED REVENUE	
SID Assessment	1,550,000
Annual Appeal [Individual Giving]	8,000
<b>Subtotal Contributed Revenue</b>	<b>1,558,000</b>
EARNED REVENUE	
Restaurant Week Sponsorships	25,000
Restaurant Week Participation Fees	1,650
Restaurant Week Ticketed Fees	14,000
Farmers Market Sponsorships	15,000
Farmers Market Participation Fees	28,000
Festival on the Green Sponsorships	145,000
Festival on the Green Participation Fees	90,000
Festival on the Green On-Site Revenue	25,000
Christmas Festival Sponsorships	90,000
Christmas Festival On-Site Revenue	12,000
Downtown Guide Ad Sales	17,000
Special Advertising Sections	20,000
Miscellaneous Sales & Advertising	2,500
Gift Certificate Sales	100,000
<b>Subtotal Earned Revenue</b>	<b>585,150</b>
OTHER REVENUE	
Insurance Reimbursement Claims	30,000
Adopt-A-Light Sales	2,000
Special Projects	50,000
<b>Subtotal Other Revenue</b>	<b>82,000</b>
<b>TOTAL REVENUE</b>	<b>2,225,150</b>
EXPENSES	
COMPENSATION	
Salaries	317,500
Payroll Expenses	33,000
Retirement Matching Funds & Administration	15,000
Health & Dental Insurance	45,000
Non-Salary Contingency 5%	4,650
<b>Subtotal Compensation</b>	<b>415,150</b>
OPERATING GENERAL & ADMINISTRATIVE	
Fiscal Manager	16,000
Office Expenses (Rent, Utilities, etc.)	112,000
Office Equipment	10,000
Insurance (Personal & Commercial)	43,000
Insurance (Other)	2,500
Audit (Including Annual Report)	17,500
Legal	12,500
Interest Expense (LOC)	2,500
Contingency 5%	10,800
<b>Subtotal Operating General &amp; Administrative</b>	<b>226,800</b>
DEBT SERVICE	
Dept. of Community Affairs Loan Repayment (2030)	13,333
<b>Subtotal Debt Expenses</b>	<b>13,333</b>
CAPITAL EXPENDITURES	
Decorative Lighting - Purchase	115,000
Site Improvements	100,000
Capitalized Holiday Décor	80,000
Signage/Flag Hardware Expenses	35,000
Contingency 5%	16,500
<b>Subtotal Capital Expenses</b>	<b>346,500</b>

EXPENSES CONTINUED	
BUILT ENVIRONMENT	
Decorative Lighting - Maintenance	85,000
General Maintenance	85,000
Special Police Program	125,000
Landscape Maintenance	65,000
Contingency 5%	18,000
<b>Subtotal Built Environment Expenses</b>	<b>378,000</b>
BUSINESS SECTOR ENGAGEMENT	
Business Collateral Materials + Advertising	7,500
Conferences + Education + Events	15,000
Contingency 5%	1,125
<b>Subtotal Business Sector Engagement Expenses</b>	<b>23,625</b>
FINANCIAL STRATEGY & BUSINESS DEVELOPMENT	
Development Collateral Materials + Advertising	5,000
Development Technology + Data	20,000
Development Events	1,000
Development Other	2,500
Contingency 5%	1,425
<b>Subtotal Financial Strategy &amp; Business Development Expenses</b>	<b>29,925</b>
MARKETING & PROMOTION	
Event Staff	45,000
Morristown Restaurant Week	23,000
Morristown Farmers Market	16,000
Morristown Festival on the Green	235,000
Christmas Festival at the Morristown Green	65,000
Holiday Décor	95,000
Niche Event Support	5,000
Graphic Design + Content Creation	17,500
Mailings + Collateral	12,500
Special Advertising Sections	35,000
General Advertising	33,000
Website Upgrades & Maintenance	15,000
Gift Certificate Production	2,500
Gift Certificate Promotional Program	20,000
Gift Certificate Reimbursements	120,000
Contingency 5%	36,975
<b>Subtotal Marketing &amp; Promotion Expenses</b>	<b>776,475</b>
PUBLIC AFFAIRS & ADVOCACY	
Sponsorships/Journal Advertising	2,000
Community Event Participation	3,500
Advocacy	6,500
Memberships	2,500
Contingency 5%	725
<b>Subtotal Public Affairs &amp; Advocacy</b>	<b>15,225</b>
<b>TOTAL EXPENSES</b>	<b>2,224,941</b>
EXPENSE SUMMARY	
COMPENSATION	415,058
OPERATING GENERAL & ADMINISTRATIVE	226,800
DEBT SERVICE	13,333
CAPITAL EXPENDITURES	346,500
BUILT ENVIRONMENT	378,000
BUSINESS SECTOR ENGAGEMENT	23,625
FINANCIAL STRATEGY & BUSINESS DEVELOPMENT	29,925
MARKETING & PROMOTION	776,475
PUBLIC AFFAIRS & ADVOCACY	15,225
	<b>2,224,941</b>
<b>TOTAL REVENUE</b>	<b>2,225,150</b>
<b>TOTAL EXPENSES</b>	<b>2,224,941</b>
<b>SURPLUS (DEFICIT)</b>	<b>209</b>

**Morristown Partners, Inc.**  
**UNAUDITED: Budget vs. Actuals FY24**  
January - December 2024

	TOTAL	
	ACTUAL	BUDGET
Income		
41000 CONTRIBUTED REVENUE		0.00
41100 SID Assessments		0.00
41124 2024 SID	1,373,054.47	1,404,633.00
<b>Total 41100 SID Assessments</b>	<b>1,373,054.47</b>	<b>1,404,633.00</b>
41200 CF / Annual Appeal		0.00
41220 Annual Appeal	5,500.00	9,000.00
41250 50/50 Raffle	1,475.00	
<b>Total 41200 CF / Annual Appeal</b>	<b>6,975.00</b>	<b>9,000.00</b>
41300 Town of Morristown Lighting Cost Share		43,500.00
<b>Total 41000 CONTRIBUTED REVENUE</b>	<b>1,380,029.47</b>	<b>1,457,133.00</b>
42000 EARNED REVENUE		0.00
42100 RW Sponsorship	22,300.00	25,000.00
42150 RW Participation	1,650.00	1,750.00
42200 FM Sponsors	25,650.00	15,000.00
42250 FM - Participation Fees	25,200.00	29,500.00
42300 FF - Sponsorship	149,790.00	145,000.00
42350 FF -Participation Fees	95,891.74	90,000.00
42400 Fall Festival - On-Site	12,775.00	25,000.00
42450 Christmas Sponsors	80,000.00	90,000.00
42500 On-Site Christmas / Santa House	8,630.00	12,000.00
42550 Downtown Guide Ad Sales	20,900.00	18,350.00
42600 Special Adv Sections - Star Ledger		25,000.00
42601 Spring in Morristown	1,125.00	
42602 Summer in Morristown	1,125.00	
42603 Autumn in Morristown	22,575.00	
42604 Holidays in Morristown	4,675.00	
<b>Total 42600 Special Adv Sections - Star Ledger</b>	<b>29,500.00</b>	<b>25,000.00</b>
42650 B2B Events		2,500.00
42700 Miscellaneous Sales & Adv		2,500.00
42750 Gift Certificate Sales	119,255.00	85,000.00
<b>Total 42000 EARNED REVENUE</b>	<b>591,541.74</b>	<b>566,600.00</b>
43000 OTHER REVENUE		0.00
43100 Insurance Rebate/Reimbursem	21,730.75	30,000.00
43200 Adopt A Light		2,000.00
43300 Special Projects		30,000.00
43400 Misc. Non-Operating Revenue		8,922.00
<b>Total 43000 OTHER REVENUE</b>	<b>21,730.75</b>	<b>70,922.00</b>
<b>Total Income</b>	<b>\$1,993,301.96</b>	<b>\$2,094,655.00</b>
GROSS PROFIT	<b>\$1,993,301.96</b>	<b>\$2,094,655.00</b>
Expenses		
4785 Uncategorized		68,385.00

**Morristown Partners, Inc.**  
**UNAUDITED: Budget vs. Actuals FY24**  
January - December 2024

	TOTAL	
	ACTUAL	BUDGET
61000 COMPENSATION		0.00
61100 Salaries		345,200.00
61110 Administration Payroll	135,000.03	
61120 FR Coordinator	97,199.98	
61130 Program Coordinator	72,999.97	
<b>Total 61100 Salaries</b>	<b>305,199.98</b>	<b>345,200.00</b>
61200 Payroll Taxes / Fees		33,000.00
61220 Payroll Processing Fee	1,778.30	
61250 ER Payroll Tax	28,176.55	
<b>Total 61200 Payroll Taxes / Fees</b>	<b>29,954.85</b>	<b>33,000.00</b>
61300 401(k) ER Match	12,135.38	15,000.00
61400 Health	-587.75	48,000.00
61410 Director (Health)	11,091.16	
61420 Employees (Health)	27,390.06	
61430 Dental	2,870.00	
<b>Total 61400 Health</b>	<b>40,763.47</b>	<b>48,000.00</b>
<b>Total 61000 COMPENSATION</b>	<b>388,053.68</b>	<b>441,200.00</b>
62000 OPERATING GEN'L / ADMINISTRATIO		0.00
62100 Adm.Staff Payroll (Fiscal Mgr)	15,255.00	15,000.00
62150 Office Expenses		106,000.00
62152 Office Exps	58.71	
62154 Bank Charges	10,541.97	
62157 Parking	7.00	
62158 Rent	75,840.00	
62159 Supplies	13,779.54	
62160 Utilities	7,125.70	
<b>Total 62150 Office Expenses</b>	<b>107,352.92</b>	<b>106,000.00</b>
62200 Office Equipment		10,000.00
62210 Lease / Maintenance Contract	5,314.25	
62240 Software licenses	3,423.97	
<b>Total 62200 Office Equipment</b>	<b>8,738.22</b>	<b>10,000.00</b>
62250 Insurance (P&C)		38,000.00
62253 Commercial Umbrella	38,555.10	
62258 Worker's Compensation	2,519.50	
<b>Total 62250 Insurance (P&amp;C)</b>	<b>41,074.60</b>	<b>38,000.00</b>
62300 Other / Santa Train - Insurance	4,850.00	2,700.00
62350 Audit	550.00	17,000.00
62400 Legal Fees	10,818.00	10,000.00
62450 Interest Exp. - Line of Credit	7,000.57	13,500.00
62500 Administration (non cash)		0.00
62510 Depreciation Expense	40,758.00	
<b>Total 62500 Administration (non cash)</b>	<b>40,758.00</b>	<b>0.00</b>

**Morristown Partners, Inc.**  
**UNAUDITED: Budget vs. Actuals FY24**  
January - December 2024

	TOTAL	
	ACTUAL	BUDGET
62550 Contribution to Tax Appeal Reserve		200,000.00
62600 Contribution to Operations Reserve		100,000.00
<b>Total 62000 OPERATING GEN'L / ADMINISTRATIO</b>	<b>236,397.31</b>	<b>512,200.00</b>
63000 DEBT SERVICE (Dept of CommAffairs Loan)		13,333.00
64000 Signage/Flag Hardware Exp		
64100 Decorative Lighting - Purchase		0.00
64110 Decorative Lighting - Purchase	117,173.75	100,000.00
<b>Total 64100 Decorative Lighting - Purchase</b>	<b>117,173.75</b>	<b>100,000.00</b>
64200 Site Improvements		50,000.00
64210 Fabrizio Memorial	17,315.00	
<b>Total 64200 Site Improvements</b>	<b>17,315.00</b>	<b>50,000.00</b>
64300 Banners / Flags		70,000.00
64301 Welcome Signs	31,875.00	
64310 Flag Sets	82,341.92	
<b>Total 64300 Banners / Flags</b>	<b>114,216.92</b>	<b>70,000.00</b>
<b>Total 64000 Signage/Flag Hardware Exp</b>	<b>248,705.67</b>	<b>220,000.00</b>
65000 BUILT ENVIRONMENT		0.00
65100 Decorative Lighting - Maintenan	32,623.20	50,000.00
65200 General Maintenance	1,258.15	25,000.00
65220 Misc- Maintenance / Repairs	19,309.67	
<b>Total 65200 General Maintenance</b>	<b>20,567.82</b>	<b>25,000.00</b>
65300 Landscape Maintenance		0.00
65301 Landscape Maintenance	26,650.68	50,000.00
<b>Total 65300 Landscape Maintenance</b>	<b>26,650.68</b>	<b>50,000.00</b>
<b>Total 65000 BUILT ENVIRONMENT</b>	<b>79,841.70</b>	<b>125,000.00</b>
66000 BUSINESS SECTOR ENGAGEMENT		0.00
66100 Miscellaneous	16.00	
66200 Conferences + Education + Events	4,450.00	15,000.00
66210 Administration	1,200.51	
66240 Collateral Materials		5,000.00
66250 Misc. / Conferences,Advertising	12.00	
<b>Total 66200 Conferences + Education + Events</b>	<b>5,662.51</b>	<b>20,000.00</b>
<b>Total 66000 BUSINESS SECTOR ENGAGEMENT</b>	<b>5,678.51</b>	<b>20,000.00</b>
67000 FINANCIAL STRATEGY & BUS.DEV		0.00
67100 Development Coll Mat'l and Advertising	3,463.68	5,000.00
67200 Development Technology + Data	7,500.00	20,000.00
67300 Fin/Devel - FR Events		1,000.00
67320 Financial Strat - FR Misc		2,500.00
<b>Total 67300 Fin/Devel - FR Events</b>		<b>3,500.00</b>
<b>Total 67000 FINANCIAL STRATEGY &amp; BUS.DEV</b>	<b>10,963.68</b>	<b>28,500.00</b>
68000 MARKETING & PROMOTION		0.00

**Morristown Partners, Inc.**  
**UNAUDITED: Budget vs. Actuals FY24**  
January - December 2024

	TOTAL	
	ACTUAL	BUDGET
68100 Event Staff	29,001.21	16,000.00
68150 Restaurant Week	190.00	3,000.00
68200 Farmer's Market (Jun-Nov)	15,766.60	15,000.00
68250 Fall Festival(Sept)	232,419.02	235,000.00
68300 Christmas Festival		57,000.00
68310 Christmas Festival	1,598.54	
68320 Entertainment	41,675.00	
68330 Santa House	2,307.99	
68340 Supplies	21,736.42	
68345 Waltman Train	1,441.39	
<b>Total 68300 Christmas Festival</b>	<b>68,759.34</b>	<b>57,000.00</b>
68350 Christmas - Decorations	89,193.76	120,000.00
68400 Misc Promo - Other		5,000.00
5470 Raffle Promotion (deleted)	737.50	
68430 Business Exchange	169.18	
68460 Spring in Morristown	668.76	
<b>Total 68400 Misc Promo - Other</b>	<b>1,575.44</b>	<b>5,000.00</b>
68450 Graphic Design	6,000.00	17,500.00
68500 Mailings + Collateral	323.21	12,500.00
68511 Downtown Guide Book	6,057.60	
<b>Total 68500 Mailings + Collateral</b>	<b>6,380.81</b>	<b>12,500.00</b>
68550 Special Advertising Sections		35,500.00
68551 Special Advertising Sections	35,025.00	
68554 Holiday in Morristown	716.28	
68557 Summer in Morristown	634.57	
<b>Total 68550 Special Advertising Sections</b>	<b>36,375.85</b>	<b>35,500.00</b>
68600 Advertising (General/Collateral)		15,000.00
68610 Advertising (General/Collateral)	7,000.00	
68620 Business to Business	1,681.78	
<b>Total 68600 Advertising (General/Collateral)</b>	<b>8,681.78</b>	<b>15,000.00</b>
68650 Website Upgrades & Maintenance	11,833.33	15,000.00
68700 Gift Certificate Production	2,115.02	2,500.00
68750 Gift Certificate Promotions	10,020.00	
68800 Gift Certificates	107,043.54	75,000.00
68802 Revised Gift Cert. Program		20,000.00
<b>Total 68800 Gift Certificates</b>	<b>107,043.54</b>	<b>95,000.00</b>
<b>Total 68000 MARKETING &amp; PROMOTION</b>	<b>625,355.70</b>	<b>644,000.00</b>
69000 PUBLIC AFFAIRS		0.00
69100 Sponsorship/Journal Advertising	1,100.00	1,000.00
69200 Community Event Participation		3,500.00
69300 Advocacy	1,560.00	15,000.00
69400 Memberships	778.00	2,500.00

**Morristown Partners, Inc.**  
**UNAUDITED: Budget vs. Actuals FY24**  
January - December 2024

	TOTAL	
	ACTUAL	BUDGET
<b>Total 69000 PUBLIC AFFAIRS</b>	<b>3,438.00</b>	<b>22,000.00</b>
<b>Total Expenses</b>	<b>\$1,598,434.25</b>	<b>\$2,094,618.00</b>
NET OPERATING INCOME	<b>\$394,867.71</b>	<b>\$37.00</b>
NET INCOME	<b>\$394,867.71</b>	<b>\$37.00</b>





## SPECIAL IMPROVEMENT DISTRICT

1



## OUR MISSION

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

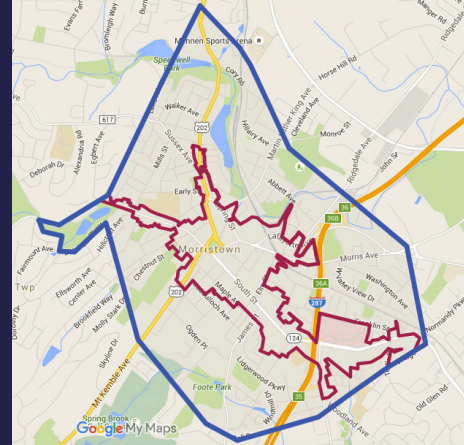


2



## DRIVING & MAINTAINING ECONOMIC REVITALIZATION

- Downtown Management
- Supporting Smart Growth and Mixed Use Development
- Streetscape Implementation and Enhancement
- Grant Programs
- Catalyst
  - Clean Communities
  - Seed Money for The Community Theatre
  - Electrical upgrades to Morristown Green
  - Design Guidelines
  - Sustainability Initiatives
  - Community Event Guidance, Fiscal Sponsorship and Enhancement

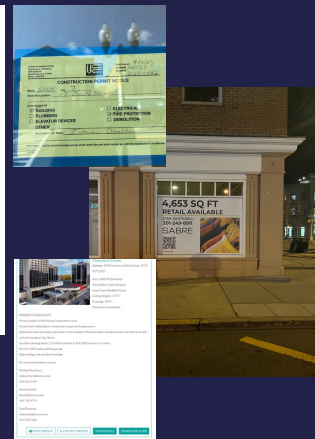
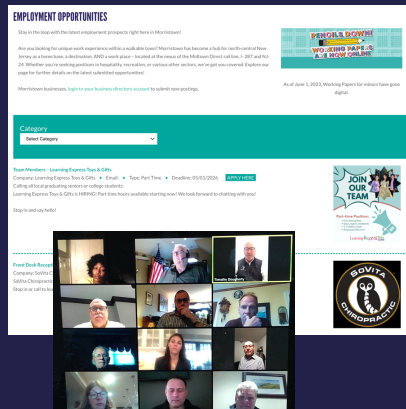


3



## DOWNTOWN MANAGEMENT: PROPERTY OWNER AND BUSINESS ENGAGEMENT FOR SUSTAINABLE GROWTH

- Available Space Database
- Employment Opportunities
- Property Owner & Real Estate Broker Conversations
- Research
- Data
  - Placer.ai
- Active monitoring
  - GSMLS/LoopNet
  - Property Transfers
  - Zonify
  - Planning Board
  - Board of Adjustment



4



# FACILITATING COMMUNICATION AND SUPPORT FOR BUSINESS OWNERS

- Concierge-level communication
- Shared Opportunities
- Policy Watch
- New Business Welcome
- Database Maintenance
- Feedback






5



# ENHANCING THE DOWNTOWN EXPERIENCE

- Streetscape
- Beautification
- Partner Organizations & Departments










6



## EVENTS AS TOOLS FOR BUSINESS EXPOSURE

- Morristown Restaurant Week
- Snack Sip Stroll
- Morristown Farmers Market
- Morristown Festival on the Green
- Downtown Business Halloween Trick or Treat
- Christmas Festival at the Morristown Green
- Business Networking Events
- Niche Event Support



7



## MORRISTOWN PARTNERSHIP GIFT CERTIFICATE PROGRAM

- 200 Business Participants and growing
- \$10 FREE Gift Certificate with every \$50 purchase
- Credit Card Processing Fee Underwriting
- Custom Branded Partnerships
- Contests & Give-A-Ways
- Guaranteed Local Spending



# MORRISTOWN-NJ.ORG

8



## LEVERAGING MEDIA AND DIGITAL TOOLS FOR COMMUNITY CONNECTION


- Website
- Media Partnerships
- Downtown Guide
- E-Newsletters
- Social Media





# MORRISTOWN-NJ.ORG

9



## BY THE NUMBERS

**Website**

- ~255k Unique Visitors a Year (+12.8%)
- Total Visits (+13.5% YoY)
- Top traffic month: September (Festival on the Green)

**Social Media**

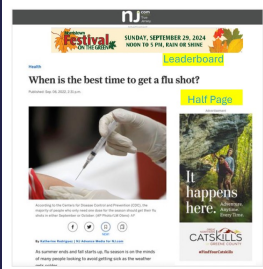
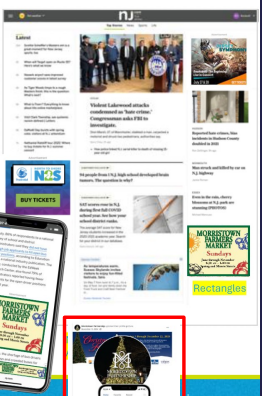

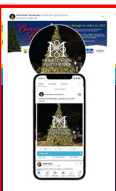
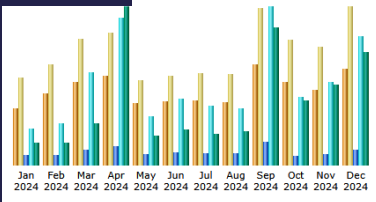
- IG/FB: 14.5K total followers (+20.7%)

**Media Partnerships & Advertising**

- NJ.com/Star Ledger
- Jersey's Best Magazine
- Edible Jersey Magazine
- Morris County Alliance

**Organization Publications**

- Downtown Guide 5k Distribution
- Spring, Summer, Autumn & Holidays in Morristown
- E-Newsletters 24+ Year
  - 44% open rate, outperforming 35% industry average

10





## MARKET METRICS

### Overview

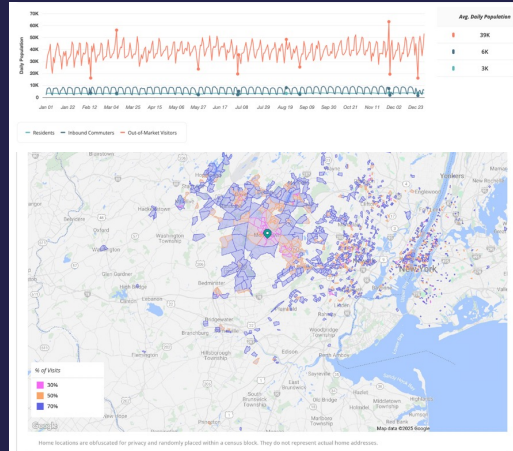
- 14.2M total visits in 2024 (+4% YoY); 5.03 visits/person
- Peak times: Fridays & Saturdays, 12–6 PM
- Avg. dwell time: 146 mins; Top zip: 07960 (24.1%)
- 30% of visitors from <5 miles; 70% from <30 miles

### Visitor & Consumer Insights

- 2.8M unique visitors; 54% female, 25–44 is largest age group
- 61% hold college degrees; 46% earn over \$100K
- 43% of visitors live within 10 miles

### Workforce Information

- 17.3K employees; 2.4M inbound commuter visits
- Median salary: \$82.4K; 55% hold bachelor's or higher
- 17.5% of employees live in 07960
- Top sectors: Healthcare, Professional, Educational Services



11



## SHAPING THE FUTURE: STRATEGIC GOALS

- Board Committees
  - Built Environment : Improving infrastructure and downtown livability
  - Business Sector Engagement: Supporting, connecting and promoting businesses
  - Financial Strategy & Business Development: Funding, growth and recruitment strategies
  - Marketing & Promotion: Campaigns, content, events, public image
  - Public Affairs & Advocacy: Policy, government and community relations
- Annual Meeting of Membership
- Stronger Partnerships & Communication
  - Town of Morristown
  - Constituency



# MORRISTOWN-NJ.ORG

12



## MEET YOUR PARTNERS: BOARD OF TRUSTEES

Ryan Dawson, President – Weichert Realtors

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

John Walsh, Treasurer – The Wealth Advisory Group

Michelle Mongey, Secretary– Mongey Management Co.

Nestor Bedoya – Chef Fredy's Table

Amanda Bowser – Learning Express Toys of Morristown

Cristina DiGiacomo – Fred Astaire Dance Studio of Morristown

Samantha Irace – The Silverman Group

Anika Joseph – Hyatt Regency Morristown

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

Bill Braunschweiger, Emeritus – Braunschweiger Jewelers

Phil DelGiudice, Emeritus – Property Owner

Steve Pylypchuk – Town of Morristown Council Liaison, Annual Appointment

Dick Tighe – Town of Morristown Mayor Liaison, Annual Appointment

**BOARD@MORRISTOWN-NJ.ORG**

13



## FOLLOW US ONLINE!

**Morristown Business Online Portal**

**News & Promotions**

**Local Happenings**

**MP Gift Certificate Online Ordering**



**@DOWNTOWNMORRISTOWN**



**@MORRISTOWNPARTNERSHIP**

**MORRISTOWN-NJ.ORG**

14

# 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 2024 Accomplishments Overview

### Internal/ Community

- Budget Planning / Municipal Revaluation: Successfully navigated the first municipal property revaluation since 2004, incorporating updated property values into budget planning.
  - Maintained Fixed Assessment Rate: Preserved the rate of 0.105% while securing an additional \$800,000 in assessment revenue due to increased property values.
  - Engaged Stakeholders:
    - Budget reviewed by Board of Trustees: April–May 2024.
    - Presented to Town Council: June 11, 2024.
    - Open House for Budget Hearing held: June 24, 2024 (2:00–6:00 PM).
- Morristown Partnership Special Improvement District Ordinance Amendments
  - Project Timeline: Presently in progress, expected to extend through 2025.
  - Key Dates and Milestones:
    - May 24: Communicated updated ordinance information to Council Representative during the budget process.
    - June 5: Shared Draft Documents with CFO and Tax Assessor
    - June 11: Reinforced Board strategy for ordinance updates during the Budget presentation.
    - October 16: Shared revised Schedule A with the Tax Assessor.
    - October 23: Worked with Counsel to review and revise proposed ordinance language, incorporating feedback from the Council Representative.
    - October 30: Met with Tax Assessor to review updated Schedule A.
    - November 4: Prepared and shared updated ordinance package, including:
      - Revised ordinance language
      - Schedule A (Word & Excel formats)
      - Map of proposed changes (PDF)
      - Rationale narrative with examples
  - No formal action taken by the Council in 2024. Action anticipated in Q1 2025, following January 15 tax list.
- Kudisch, Oster & Company, LLC Certified Public Accountants Audit
  - As of December 31, 2023, the organization had total assets of \$533,998 and a net deficit of \$68,138, an improvement from the prior year's deficit of \$154,902
- Board of Trustees
  - Hosted a Board Member Staff Get Together at Stirling Tavern in May
  - Worked closely with the Board of Trustees to align priorities and provide strategic direction.
  - Established Committees
    - Built Environment
      - Focuses on housing, planning, transportation, infrastructure, and downtown living experiences.
    - Business Sector Engagement
      - Supports local businesses through networking, collaboration, training, and employment initiatives.
    - Financial Strategy & Business Development



- Works on revenue diversification, business recruitment, and promoting Morristown as a business destination.
- Marketing & Promotion
  - Enhances brand awareness, storytelling, and event participation to engage constituents and attract audiences.
- Public Affairs & Advocacy
  - Addresses public policy, government relations, and community advocacy to represent and advance constituent interests.
- Staff
  - Implemented a retirement program for staff through Human Interest 401(k).
  - Worked with interns. Examples of projects include:
    - Light Pole Insurance Recovery: \$20,000+
    - Stuffing envelopes and Mailings
    - Reorganization of MP facilities with event supplies
    - Special Event support
    - Business Directory Information
    - Social Media
    - Monthly distribution of Downtown Guides, event posters, special publications, etc.
  - Hired Maintenance Worker - 3 days/week
    - Conducted a comprehensive inventory of all street poles, assessing their condition and planning for future improvements
    - Complete assessment of 12 traffic islands and pocket parks for site improvements, submitted to Shade Tree for their review
- Morristown Businesses
  - Translated critical documents, including the General Information Sheet and Gift Certificate Program, into Spanish
  - Participated in grand openings and groundbreaking events:
 

Let's Noodle - 26 Washington Street, February 15, 2024

Empowerment Studio at South Street Yoga and Nutrition - 40 Mills Street, March 16, 2024

Rumble Boxing Morristown - 89 Morris Street, April 12, 2024

Proud Moments ABA - 55 South Park Place, April 20, 2024

Slate MedSpa - 161 South Street, May 17, 2024

Pastrami House Delicatessen - 82 Speedwell Avenue, May 11, 2024

Shaka Kitchen - 62 South Street, June 21, 2024

Sweetgreen - 110 Morris Street, Suite 1, June 25, 2024

Caffe India - 79 Washington Street, July 9, 2024

The Book Nook at Learning Express Toys of Morristown - 158 South Street, September 20, 2024

Ship Morristown - 44 Washington Street, October 1, 2024

Paris Baguette - 10 Lafayette Avenue, October 5, 2024

Dublin Pub - 4 Pine Street, October 10, 2024

Parkside Tavern - 9 Speedwell Avenue, October 16, 2024

Sushi Lounge - 9 Speedwell Avenue, October 16, 2024

Ethos Aesthetics + Wellness - 15 Maple Avenue, October 16, 2024

The Address Greek - 20 South Street, October 23, 2024

Infiniti Fitness - 40 W Park Place, November 2, 2024
  - Connected with 20+ businesses that opened / relocated in Morristown this year
  - Initiated contact through cold emails and followed up with businesses that showed interest in establishing a presence in Morristown
  - Contacted property owners and brokers to discuss vacancy details
- Served in an advisory capacity, supported logistics and/or communications for the following firms & community partners:

22 Maple Avenue LLC  
 Día de los Muertos Celebration Committee  
 FHI Studio  
 Friends of Lafayette  
 First Night Morris  
 Grow it Green Morristown

Hometown Heroes Committee  
 JCP&L  
 JPM Washington LLC  
 JLL  
 MC St. Patrick's Day Committee  
 Morris Arts

Morris County Art Association  
 Morris County Chamber of Commerce  
 Morris County Economic Development Corporation  
 Morris County Tourism Bureau  
 Morris Educational Foundation

Morristown Airport  
 Morristown High School Life Design Lab  
 Morristown Jazz & Blues Festival  
 Morristown Marketplace  
 Morristown Morris Township Library  
 Morristown National Historical Park  
 Morristown Rotary  
 Morristown Women in Business  
 MPAC: Theater of Light

Newmark  
 New Jersey Monthly  
 NJ Highlands Commission  
 NJ Department of Community Affairs  
 NJEDA  
 Preschool Advantage  
 Rarified  
 Rising Kitchen

Sankofa Heritage Collective of Morris County  
 Town of Morristown (All Divisions and Bureaus)  
 South Street Creamery & Red Sea Cafe  
 Washington Association  
 Winfield Properties  
 Various individuals, as well as community stakeholders.

## Finance & Sponsorship

- In 2024, established relationships with seven new corporate sponsors and two returning sponsors; increased commitments from 3 of the 18 returning sponsors
- Revisions to the exclusivity rules for supporting sponsor level venues (\$2,500); allowing for multiple sponsors at a lower rate
- Increased total sponsor event revenue from \$245,700 in 2023 to \$279,700 in 2024 up ~13%
- Exceed 2024 budget projections for event sponsorship by ~1%
- Exceed 2024 budget projections for event participation and on-site revenue by ~9%

## Marketing

- **Downtown Guide**
  - Downtown Guide 2024 finalized in January and distribution started in February 2024; pocket sized. New solicitation for 2025 printing started in November 2024 and is ongoing; to be distributed by the end of January / early February 2025.
  - 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
  - Continued distributing Downtown Guide with all MP Gift Certificate sales
- **The Star Ledger**
  - 4 issues in 2024: *Spring, Summer, Autumn* and *Holidays* (\$26,600 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 flier format for distribution at various points of sale and places of interest
  - Business feature stories produced in 2024:
    - Spring - Dismal Harmony Distilling opening
    - Holidays - The Frog Restaurant 25th Anniversary
- **Gift Certificate Program**
  - Sustained the year-round 'bonus' gift certificate promotion, boosting sales by 40.32% from \$86,527 in 2023 to \$121,415 in 2024.
  - Developed internal protocols, including establishing guidelines for donation requests through the Morristown Partnership Gift Certificate Program.
  - Onboarded approximately 10 new business participants
  - Custom Branded Certificates & Volume Purchasing
  - Gift Certificate Social Media Giveaways
    - Continued Morristown Partnership Gift Certificate Giveaway for the month of April to coincide with Restaurant Week and support restaurant businesses
- **Website & Technology**
  - Obtained Placer.ai, allowing for detailed data collection and reporting on event attendance and downtown traffic patterns
  - Continue to work with website host to repair and replace code and functionality of website built in 2018

- **Billboard Messaging**
  - Morristown Airport: General (evergreen)
- **2024 Morris County Tourism Sustaining Supporter**
  - Back Cover Ad in Visitor Guide (12,000 Print Distribution in 4 States)
  - Morris County Tourism Website Home Page Recognition
  - Email Marketing Recognition (Tourism Newsletter) (Distribution 7,500 Plus)
  - Inclusion in All Four Joint Marketing Campaigns:
    - Morris County Tourism Map (Distribution in DE, MD, and PA, including Philly, Plazas)
    - Seasonal Rack Card (Distribution in Valley Forge & King of Prussia Turnpike Plazas in PA)
    - Logo: Billboard/TV Ad
    - Holiday Campaigns (Memorial Day, 4th of July, Winter Holidays, etc.)
  - Featured Supporter Profile MorrisTourism.org
  - Logo recognition as a Sustainable Supporter at Start of Joint Member, Partner, Supporter Meetings (at least 6 Annual)
  - Complimentary invitation to Joint Member, Partner, Supporter Meetings (at least 6 Annual)
- **Media**
  - February 16: Facilitated News 12 Business Spotlight Day, showcasing local businesses with the Mayor
  - July 11: Facilitated News 12 Segment with Meteorologist Mike Rizzo
  - Edible Jersey Holiday Destination Guide and QR Landing Page
  - Worked with MHS Theater Program on a trade agreement to include Gift Certificate advertisement (Full Page, Color) in Fall/Winter 2024 ShowGram and Spring 2025 ShowGram for a space at the Morristown Festival on the Green
  - Partnered with media outlets like the Bergen Record to secure press coverage for businesses during major events, such as the solar eclipse.
- **Other**
  - Morristown Named:
    - #2 Happiest Town in NJ, Homesnacks.com
    - #61 Best City In NJ For A Career Switch, careerminds.com
    - #9 "Best Place to Live for Families", Fortune.com
  - 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.
    - Visit NJ PR Request
  - Updated publication for:
    - Morristown Festival of Books "Downtown Morristown Eateries & Coffee Shops"

## Events

Ongoing event planning

- **Restaurant Week**
  - Sponsorship total of \$25,000 in 2024
  - Presenting Sponsor for 1st time - Morristown Airport (\$15,000)
  - 40+ restaurants participated in 2024
  - Continued the Morristown Partnership Gift Certificate Giveaway for every week in April
    - Collected gift cards from various Morristown businesses to supplement daily prizes
      - 26 participating restaurants who donated gift cards

- Prize \$100 MP Gift Certificates daily (Monday - Friday, Saturday and Sunday not included) plus additional varying Morristown business gift cards; 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
- **Farmers Market**
  - Sponsorship total of \$25,000 in 2024 - NEW in 2024 Title Sponsor Sanofi (\$10,000)
  - FM modifications implemented, including layout of FM, staffing and marketing
  - Created a new space at the market for vendors who wanted to extend their footprint - “Extended Space”
  - General Modifications
    - Implemented new staff procedures for handling litter, garbage, etc. before, during and after the market
    - Installed lights on the market shed to deter littering and damage
    - Implemented new procedures for business parking
      - New signs to designate parking for Morristown businesses only during market hours in Lot 10J
  - Marketing Modifications
    - Continued to grow Morristown Farmers Market Instagram Page
      - Posted every week for the entire season
      - Currently over 1k followers
    - FM Only Public Email Blast sent out throughout the season
      - Included vendors, rotational schedules, music performers, special attendees and any special events happening
  - 32 vendors this year with 8 new vendors: pop-up, rotational and full-time
    - Added cupcakes and sweet treats, baked goods, guacamole, crackers, granola, peanut butter and more
  - 3 full-time Morristown business vendors
    - Coniglio’s Old Fashioned
    - Feasty Vegan
    - Oldwick Soup Co.
  - Continued to offer 1-complimentary attendance date to Morristown Businesses at the FM
  - Increased Morristown business and local government entities participation
    - Crunch Fitness
    - Edward Jones (x2)
    - Fred Astaire Dance Studio
    - Kitchen Magic (x4)\*
    - Radiant Waxing (x2)
    - SoVita Chiropractic (x6)
    - Sweetgreen\*
    - Unity Charter School\*
    - Produce Pete

\*Farmers Market Sponsors
  - Produce Pete joined us this season and featured us on his special on NBC
  - Continued to provide live music and entertainment
- **Festival on the Green**
  - Sponsorship total of \$149,700 in 2024
  - Presenting Sponsor: Valley Bank at a cost of \$25,000; returned from 2023
  - Bayer (Title Sponsor) unable to attend in 2024 but maintained Title sponsorship level (\$17,500)

- Reintroduced Supporting Sponsor level at \$3,000 - drew 4 new sponsors: Fox Rothschild, Porzio Bromberg, Sweetgreen & Top 10 General Contractors
- Kids Place Sponsorship Package continued for schools (began in 2023) at a cost of \$3,000.
  - \$2,400 applied to Festival on the Green for Kids Place co-sponsorship
  - \$600 applied to Open House Listing in the Autumn in Morristown feature
  - 3 participants (2 returning): Unity Charter School, Oak Knoll & NEW: The Learning Experience (received small ad in lieu of open house listing)
- 180+ Participants
  - Experience annual growth in participation
  - 49 new exhibitors and the breakdown is as follows:
    - 15 Morristown Businesses
    - 6 Sponsors (including 1 returning sponsor)
    - 13 Morris County Non-Profit Organizations and Government Entities
    - 7 Special Exhibitors
    - 5 Food Trucks
    - 2 Artist/Entrepreneur Exhibitors
- 6 Live Performance Areas / Stages
  - Main Stage, Sound Stage, Concert on the Green, Beer Tent Music, Family Jam at Kids Place and Festival Fitness
- Additional Venues: Beer Tent, Kids Place, Carnival Games, Festival Lounges, Festival Fitness
  - Brought back Festival Fitness on the Morristown Green
    - Worked with 3 Morristown businesses: Powerflow Yoga, TB Yoga House and BeWell
  - Beer Tent
    - Continued our partnership with the Famished Frog and worked with Glenbrook Brewery to sell their local beer/product inside the tent
  - Kids Place
    - Continued 'Family Jam' Platform for family centered entertainment with the intention of more direct interaction with kids and their families (performances included sing-a-longs, dancing, live animal show, etc.)
  - Provided (4) "Festival Lounge" tents
    - Included hand-washing stations and marketing materials
    - 3 tents for Presenting Sponsor, Valley Bank
    - 1 tent for Disability Safe Space
      - Worked with Cohome to provide a "Disability Safe Space" at one of the lounges
  - Renamed the Meet Me in Morristown / Morristown Marketplace Shared Venue to
- An ADA-accessible parking section was provided in conjunction with MPA on Maple Avenue near the event site
- **Halloween**
  - Downtown Morristown Trick-or-Treat event
    - 60+ Business Participants
- **Christmas Festival at the Morristown Green**
  - Sponsorship total of \$80,000 in 2024 - new in 2024, BJs Wholesale Club (\$15,000 Title Sponsorship)
  - Santa's Arrival at the Morristown Green continued with a rooftop arrival via 1776 on the Green rooftop
    - Coordinated with Vision Properties, 1776 on the Green, Morristown Police Bureau, Morristown Fire Department, Morristown Department of Public Works, NJDOT & MP Event production vendors
    - Santa came off the roof of 1776 via the MFD's bucket truck and made a safe landing on the corner of East Park Place at North Park Place

- Santa visits and photos from 6 to 8pm with refreshments of cookies and hot chocolate served by Hyatt Regency Morristown and live performance by Mayo Performing Arts Center
- Santa visits provided Friday, Saturday and Sunday for 3 weekends in December
- Coordinated community partner participation for holiday activities: Goryeb Children’s Hospital, Macculloch Hall Historical Museum, Tuba Christmas and MPAC Performing Arts Company
- Implemented Morristown Green and town wide decorations
  - Continued with 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 For the first time ever, numerous additional trees within the Green were successfully wrapped.
- **Business Networking Event & Annual Meeting**
  - 2 Networking Events
    - Valley Bank, Tuesday, June 4, 2024: 5:30 to 7pm
    - Hyatt Regency, Monday, November 18, 2024, 5:30 to 7:30pm (Annual Meeting)
  - First Annual Meeting held at Hyatt Regency
    - Collaborated with Core Creative Placemaking to develop interactive feedback boards for gathering input from constituents.

## **Streetscape/Aesthetics**

- Purchased ~\$100k in streetscape fixtures for replacements and backstock
- 80+ Streetscape lights repaired and/or replaced
- Coordinated the resolution of significant damage incidents and subsequent follow-up actions
  - Conduit Breaks: Notable breaks at North Park Place, Cattano (Shade Tree) Lafayette Avenue, and Staples
  - Photocells: Photocells requiring troubleshooting, particularly at Speedwell Avenue
- Streetscape Insurance Claims (Ongoing)
- Powerwashing
  - Washington’s Headquarters Cannon Refurbishment Complete
  - Hiker Monument and Bus Stop
- 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
- Request to Remove Flyers in Morristown - Compliance with Local Ordinances Communications
- New Banner Bracket Equipment purchased in 2024 100 Units \$35k
- American Flag installation (May – September)
  - New Flag Equipment purchased in 2024 200 Units \$36k

## **Advocacy, Logistics & Communications**

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

- TOWN: Anti-Litter Campaign / Keep Morristown Beautiful, Trash / Recycling Receptacles placement, Tree Well Root Ball and Soil Replacement Letters of Support: NJDOT Transit Village Program
- PLANNING/ZONING REVIEW: Streetscape Details, Municipal Ordinance Information: Land Development Ordinance Updates, Compliance review for applicant engineer 34 Morris Street
- Advocacy and communications for
  - [Ordinance No. O-9-2024] Extended Stay
  - removal of mid sidewalk JCPL cobra 250S at Morris and Elm
  - Council Meeting 7/9: Draft Language on Sunday On Premise Consumption for Discussion
  - Federal Reporting Requirement for Beneficial Ownership Information (BOI)

## **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
- AHS Hospital Expansion
- Stakeholder discussions about the MLK Bridge project.
- Advised the town on property maintenance and lighting upgrades for non-partnership-managed areas.
- Supported local initiatives, such as the Whippany River Flooding Task Force, by gathering data and engaging with affected property owners.

## **Other**

- Provided input for a strategic plan as part of a MPAC stakeholder interview.
- Advised Gensler Morristown Intern Program
- License Agreement: Metropolitan Piazza
- Represented local businesses at events like the Economic Development Awards and Transit-Oriented Development Conferences
- Attended various community events
- And more...

## Morristown Business District Investment Overview 2024

New	Description	Address
Retail - Clothing	2nd Street Clothing	45 Market Street
Food	Chakra Indian Cuisine	5 Elm Street
Professional Service - Performing and Visual Arts	DEA Music & Art	103 Washington Street
Beverage	Dismal Harmony	77 Morris Street
Food	El Encuentro Centro Americano	91 Morris Street
Personal Service - Fitness	Empowerment Studio at South Street Yoga and Nutrition	40 Mills Street
Personal Service - Beauty	Ethos Aesthetics + Wellness	15 Maple Avenue
Food	General Coffee Co	21 South Street
Professional Service - Consumer Products	Helen of Troy	14 Maple Avenue
Food	Il Laboratio Del Gelato	64 South Street
Food	Kalimera Gyro	30 Morris Street
Food	kirshenbaum baking co.	22 Schuyler Place
Food	Let's Noodle	26 Washington Street
Food	Masseria Italian Steakhouse	88 Headquarters Plaza
Food	Paris Baguette	10 Lafayette Avenue
Food	Parkside Tavern	Headquarters Plaza
Food	Pastrami House Delicatessen	82 Speedwell Avenue
Personal Service - Beauty	Plush Vanity Bar	139A Morris Street
Professional Service - Maritime Transportation	Ports America	Headquarters Plaza
Professional Service - Health Care	Proud Moments ABA	55 S Park Place
Food	Rey Sol Coffee	140 Morris Street
Personal Service - Fitness	Rumble Boxing Morristown	89 Morris Street
Food	Shaka Kitchen	62 South Street
Professional Service - Shipping & Business Services	Ship Morristown	44 Washington Street
Personal Service - Beauty	Slate MedSpa	161 South Street
Food	Sweetgreen	110 Morris Street
Food	Tasty	63 Morris Street
Food	Tasty & Go	96 Elm Street
Food	The Address Greek	20 South Street
Retail [Expansion] - Books & Educational Toys	The Book Nook at Learning Express Toys of Morristown	158 South Street
Professional Service - Law	Tucker Ellis LLP	67 E Park Place
Other of Note	Description	Address
Award/ Grant/ Incentive	2024 NJBIZ Leaders in Real Estate, Construction, and Design Awards	
	Project M Station: Recognized as a Top Project for its transformative impact on Morristown's downtown area.	Morris Street
	Project Valley Bank Headquarters: Honored for its innovative design and contribution to the local economy.	Speedwell Avenue
Award/ Grant/ Incentive	M Station – 30-Year PILOT & \$2.5M Affordable Housing Contribution	100 Morris Street
Brand Transition	Infiniti Fitness	40 W Park Place
Commercial Real Estate Transaction > 1M	\$30,250,000.00	11-13 DeHart Street [Epstein's Lofts]
Commercial Real Estate Transaction > 1M	\$2,845,000.00	29 Elm Street
Commercial Real Estate Transaction > 1M	\$1,900,000.00	26 Franklin Place
Commercial Real Estate Transaction > 1M	\$1,400,000.00	Lackawanna Place
Commercial Real Estate Transaction > 1M	\$6,150,000.00	22 Maple Avenue
Commercial Real Estate Transaction > 1M	\$1,950,000.00	60 Maple Avenue
Commercial Real Estate Transaction > 1M	\$15,650,000.00	40 Park [Retail]
Commercial Real Estate Transaction > 1M	\$3,250,000.00	237 South Street
Commercial Real Estate Transaction > 1M	\$62,210,000.00	95 Madison Avenue
Development Under Construction	M Station West - Mixed Use Office/Retail (Sanofi)	100 Morris Street
New Ownership	Caffe India	79 Washington Street
New Ownership	Ridgedale Commons	68-74 Ridgedale Avenue
Relocation	Sushi Lounge	9 Speedwell Avenue
Renovation	Dublin Pub	4 Pine Street
Renovation	Dunkin	Morris Street
Renovation	Headquarters Plaza Concourse Renovation	Headquarters Plaza





14 Maple Avenue, Suite 201  
Morristown, NJ 07960  
P (973) 455-1133 F (973) 455-1147  
[morristown-nj.org](http://morristown-nj.org)

#### DOWNTOWN MORRISTOWN WELCOMES YOU!

Morristown Partnership is a Special Improvement District 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:** [morristown-nj.org/register/](http://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 office for full reimbursement.  
**Contact:** [cassidy@morristown-nj.org](mailto:cassidy@morristown-nj.org)
- **Business Networking Events**  
2x a year we produce business networking events open to our member businesses and/or property owners. The goal of these events is for you 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)

#### 2025 EVENTS

Morristown Restaurant Week	Monday, April 21 through Friday, April 25
Morristown Farmers Market	Sundays, June 15 through November 23 - 8:30 am to 1 pm
Morristown Festival on the Green	Sunday, September 28 - 12 to 5 pm rain or shine
Downtown Morristown Halloween Trick-or-Treat	Friday, October 31
Christmas Festival at the Morristown Green	Saturday, November 29 & weekends thereafter through December 21

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



**The Star Ledger / [nj.com](http://nj.com)** - We produce a digital seasonal series (4 issues) within The Star Ledger / [nj.com](http://nj.com) - Spring, Summer, Autumn and Holidays in Morristown. Advertising and advertorial opportunities are 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 Morristown Partnership events and at select businesses, hotels, medical offices, theatres, apartment 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 2026 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** to participate 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. Hold onto the GC(s) and bring them to our office in person or send by 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.
- The business participants list is posted on our website, [morristown-nj.org](http://morristown-nj.org), at all times.
- Business listing in the Downtown Guide which is distributed with each GC purchase.
- The GC Program is regularly promoted in various media advertisements in which our business participant list could be included.
- Our bonus GC promotion offers all GC purchasers \$10 free for every \$50 purchase. This enables purchasers 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.

#### Co-Branding Opportunities

Elevate your brand by co-branding with Morristown Partnership Gift Certificates. Reward employees or clients by providing them the gift of diverse local experiences in the thriving Morristown community. Minimum spend is required.

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

#### How do you redeem Morristown Partnership Gift Certificates?

Mail 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 approximately 500 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, Morristown Farmers Market, Morristown Festival on the Green, Halloween Trick-or-Treat and our month-long Christmas Festival at the Morristown Green.



## EL CENTRO DE MORRISTOWN LE DA LA BIENVENIDA!

Morristown Partnership es un Distrito de Mejoramiento Especial y una organización 501(c)3 sin fines de lucro que fue establecida en el año 1994. Nuestras iniciativas y eventos están diseñados para específicamente resaltar la comunidad de negocios, promocionar la colaboración, hacer énfasis en el centro vibrante de Morristown y aumentar el conocimiento y aprecio de la importancia económica, histórica, y cultural del pueblo de Morristown. Desde nuestro comienzo, nuestra organización ha apoyado el centro de Morristown a través de iniciativas de desarrollo económico en áreas de comunicaciones, reclutamiento y retención de negocios, mercadeo, promociones, eventos, y proyectos de desarrollo y mejoramiento capital. Nuestra meta constante de crecimiento económico y apoyo para la comunidad local de negocios depende de la información que recibimos directamente de nuestros miembros. Entre más sabemos, más podemos mejorar el ambiente de los negocios locales, adaptarnos a dudas específicas, y finalmente prosperar como una comunidad. Trabajando juntos con otras organizaciones cívicas y comunitarias, en adición a agencias gubernamentales a nivel local, estatal y federal, nuestra organización ha podido juntar los sectores privados y públicos en apoyo a la revitalización del distrito de negocios del pueblo de Morristown.

Abajo hay una descripción de las oportunidades disponibles a través de The Morristown Partnership.



**MORRISTOWN**  
ALWAYS REVOLUTIONARY

 REGISTER YOUR BUSINESS

 BUSINESS DIRECTORY

 GIFT CERTIFICATES

## BENEFICIOS PARA LOS MIEMBROS

Nosotros recomendamos que los negocios que son miembros utilicen estas opciones abajo:

- **Nuestro Sitio Web:** [morristown-nj.org](http://morristown-nj.org)  
Inscríbase para agregar fotos, sus imágenes y promociones cuando quiera; contáctese con nosotros si necesita ayuda. **Inscríbase aquí:** [Google Translate Page: morristown-nj.org/register/](http://Google Translate Page: morristown-nj.org/register/)
- **Redes Sociales**  
Envíe publicaciones, promociones y noticias importantes para que nosotros podamos compartirlas con nuestros seguidores en Instagram ([@downtownmorristown](https://www.instagram.com/downtownmorristown)) y Facebook ([@MorristownPartnership](https://www.facebook.com/MorristownPartnership)). Los posts pueden ser publicados cuando desee.  
**Contacto:** [cassidy@morristown-nj.org](mailto:cassidy@morristown-nj.org)
- **E-Newsletters (Boletines Electrónicos)**  
Comparta sus noticias con nosotros! Envíen promociones o noticias importantes para poder incluirlas en nuestras comunicaciones al público general (más de 5,000 personas reciben estos boletines). Inscríbase en nuestro sitio web para recibir comunicaciones de otros negocios y para empezar a recibir nuestro e-newsletter (boletín electrónico) a través de nuestra página principal (desliza para abajo).  
**Contacto:** [cassidy@morristown-nj.org](mailto:cassidy@morristown-nj.org)
- **Programa de Certificados de Regalo**  
Inscríbase para aceptar los certificados de regalo de Morristown Partnership completamente gratuita; cuando un cliente los usa en su negocio, solo tiene que llevar el certificado a nuestras oficinas y nosotros le daremos un reembolso para el costo completo del certificado.  
**Contacto:** [cassidy@morristown-nj.org](mailto:cassidy@morristown-nj.org)
- **Eventos para Colaborar con otros Negocios**  
dos veces al año (en la primavera y en el otoño) realizamos un evento para que los miembros puedan conocer y colaborar con miembros de otros negocios. Estos eventos están disponibles a una persona de cada negocio que forma parte de los miembros de nuestra organización. El objetivo de estos eventos es interactuar con sus vecinos y conocer nuevos negocios.  
**Contacto:** [karen@morristown-nj.org](mailto:karen@morristown-nj.org)

## EVENTOS DE 2025

**Morristown Restaurant Week**

**Morristown Farmers Market**

**Morristown Festival on the Green**

**Downtown Morristown Halloween Trick-or-Treat**

**Christmas Festival at the Morristown Green**

Lunes, abril 21 al viernes, abril 25

Los domingos, junio 15 al noviembre 23 - de 8:30am a 1pm

Domingo, septiembre 28 - de 12pm al 5pm

Viernes, octubre 31

Sábado, noviembre 29 y los fines de semana de diciembre 21

*Los eventos mencionados ofrecen varias oportunidades para participar, promociones, y/o patrocinar; los miembros normalmente reciben un descuento para participar*



**The Star Ledger / [nj.com](http://nj.com)** - Publicamos 4 ediciones al año en el periódico The Star Ledger / [nj.com](http://nj.com) - Primavera, Verano, Otoño y Las Fiestas Decembrinas en Morristown. Diferentes oportunidades para publicidad y comunicación están disponibles.

**Contáctese con [karen@morristown-nj.org](mailto:karen@morristown-nj.org) para oportunidades disponibles**

**"Downtown Guide"** - Una guía pequeña que incluye una lista de todos los negocios que participan en el Programa de Certificados de Regalo Morristown Partnership (Casi 200 negocios!). Un anuncio de una página está disponible a todos los negocios, aunque no participen en el Programa de Certificados de Regalo. Más de 5,000 copias de esta guía están distribuidas cada año con todas las compras de los Certificados de Regalo de Morristown Partnership. También se distribuyen estas guías durante todos los eventos de Morristown Partnership, y están disponibles en ciertos negocios, hoteles, oficinas médicas, teatros, apartamentos, etc. en el área de Morristown. Esta guía está publicada una vez al año, al principio del año.

**Contáctese con [karen@morristown-nj.org](mailto:karen@morristown-nj.org) para 2026 oportunidades**

## LOS CERTIFICADOS DE REGALO DE MORRISTOWN PARTNERSHIP

El Programa de Certificados de Regalo de Morristown Partnership que ha existido por más de 30 años es una de las mejores herramientas de mercadeo para su negocio, los Certificados de Regalo son un regalo ideal para empleados, voluntarios, profesores, entrenadores, familiares, amigos, proveedores de servicios, etc.

### ¿Cómo funcionan?

**No hay ningún costo la participación en el programa de Certificados de Regalo de Morristown Partnership.**

Los Certificados de Regalo de Morristown Partnership pueden ser aceptados en su negocio como si fuera efectivo. Si la compra vale menos del valor del certificado, es requerido darle al cliente el cambio en efectivo o un crédito que puede ser usado en su tienda en otra fecha. Los negocios deben guardar los certificados para recibir un reembolso. Favor de llevar los certificados a nuestra oficina para recibir un cheque del reembolso completo del valor del certificado.

### ¿Cuáles son los beneficios?

- Cada persona que compre o reciba un certificado de regalo de Morristown Partnership recibirá una lista de los negocios actuales que participan en el programa.
- La lista de los negocios participantes está siempre publicada en el sitio web de Morristown Partnership, [morristown-nj.org](http://morristown-nj.org).
- Su negocio aparecerá en la guía anual Downtown Guide, que es incluido con cada compra de un certificado de regalo.
- Nosotros regularmente promocionamos nuestro programa de certificados de regalos a través de diferentes anuncios en los que los nombres de nuestros participantes pueden ser incluidos.
- Tenemos una promoción anual que ofrece los clientes pueden recibir un certificado de \$10 gratis para cada certificado de \$50 que compren. Esto permite que estos clientes puedan comprar 20% más en su negocio! Este programa es parte de un presupuesto anual de \$20,000 que Morristown Partnership tiene para dar este bono a los compradores de los certificados de regalo. Los clientes pueden recibir esta promoción mientras duren las existencias.
- Decenas de miles de certificados de regalos son vendidos cada año. Este dinero sólo puede ser usado en los negocios que participan en nuestro programa.



### Oportunidades de "Co-branding"

Usa los Certificados de Regalos de Morristown Partnership para elevar tu marca y colaborar con otros negocios. Usa los Certificados de Regalos para premiar o recompensar empleados o clientes con darles un regalo que permita que tengan experiencias diversas en nuestra propia comunidad de Morristown.

**Contáctese [karen@morristown-nj.org](mailto:karen@morristown-nj.org) para oportunidades disponibles**

### ¿Cómo recibir el reembolso de los Certificados de Regalos?

Correo a: 14 Maple Avenue, Suite 201, Morristown, NJ 07960 (Certificados de regalo recibidos por correo son procesados una vez a la semana) o puede venir directamente a nuestra oficina de lunes a viernes de 9am a 5pm para recibir un cheque con un reembolso de 100% del valor de los Certificados de Regalo.

Favor de no traer un total de certificados de más de \$500.00 a la vez.

Trabajemos juntos para garantizar un distrito de negocios vibrante y sostenibilidad económica para nuestros negocios. No dude en contactarse con nuestra oficina con cualquier pregunta que tenga sobre la información dada.

¡Estamos en contacto!

Jennifer, Karen & Cassidy

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)

## INFORMACION SOBRE MORRISTOWN PARTNERSHIP

Morristown Partnership es un Distrito de Mejoramiento Especial y 501(c)3 organización sin fines de lucro que fue establecido en el año 1994. Ofrece apoyo al centro vibrante de negocios de Morristown con crear oportunidades de colaboraciones privadas/públicas entre miembros empresariales, gubernamentales, cívicos y comunitarios. Es autofinanciado parcialmente por evaluaciones en propiedades comerciales localizadas en el Distrito de Mejoramiento Especial (SID), subsidios y subvenciones del gobierno y/o fundaciones, participación promocional, y patrocinadores de eventos comunitarios, y donaciones financieras.

The Morristown Partnership consiste en aproximadamente 500 propiedades comerciales y más de 1.000 negocios localizados dentro de la zona SID. Si le gustaría saber más información sobre the Morristown Partnership, por favor visite el sitio web: [morristown-nj.org](http://morristown-nj.org) o llame (973) 455-1133 para oportunidades de negocios y también para información sobre espacios comerciales de venta y para alquilar en el centro de Morristown.

Siga the Morristown Partnership en Instagram @downtownmorristown y Facebook @MorristownPartnerships durante el año para noticias e información con respecto a promociones especiales, nuevos negocios, e información sobre todo lo que hacemos, como: Morristown Partnership Gift Certificate Program, Morristown Restaurant Week, Morristown Farmers Market, Morristown Festival on the Green, Halloween Trick-or-Treat y Christmas Festival at the Morristown Green.

