



**SPECIAL IMPROVEMENT DISTRICT**

# MORRISTOWN PARTNERSHIP

## 2024 MILESTONES & MOMENTUM

- LAUNCHED 5 NEW STANDING COMMITTEES TO GUIDE STRATEGIC PRIORITIES
- HELD ANNUAL MEETING TO BOOST TRANSPARENCY AND ENGAGEMENT
- INCREASED EARNED REVENUE BY 13%+ THROUGH SPONSORSHIPS AND EVENTS
- SUPPORTED 20+ NEW BUSINESS OPENINGS IN THE DISTRICT
- INCREASED GIFT CERTIFICATE SALES BY 40%
- COMPLETED INVENTORY OF LIGHT POLES AND TRAFFIC ISLANDS TO INFORM CAPITAL IMPROVEMENTS
- EXPANDED OUTREACH EFFORTS BY PRODUCING ADDITIONAL BILINGUAL MATERIALS FOR GREATER ACCESSIBILITY
- INVESTED IN FOOT TRAFFIC ANALYTICS TO STRENGTHEN PLANNING AND STAKEHOLDER SUPPORT





## BUDGET BREAKDOWN: INVESTING IN MORRISTOWN

**TOTAL PROPOSED BUDGET: \$2,225,150**

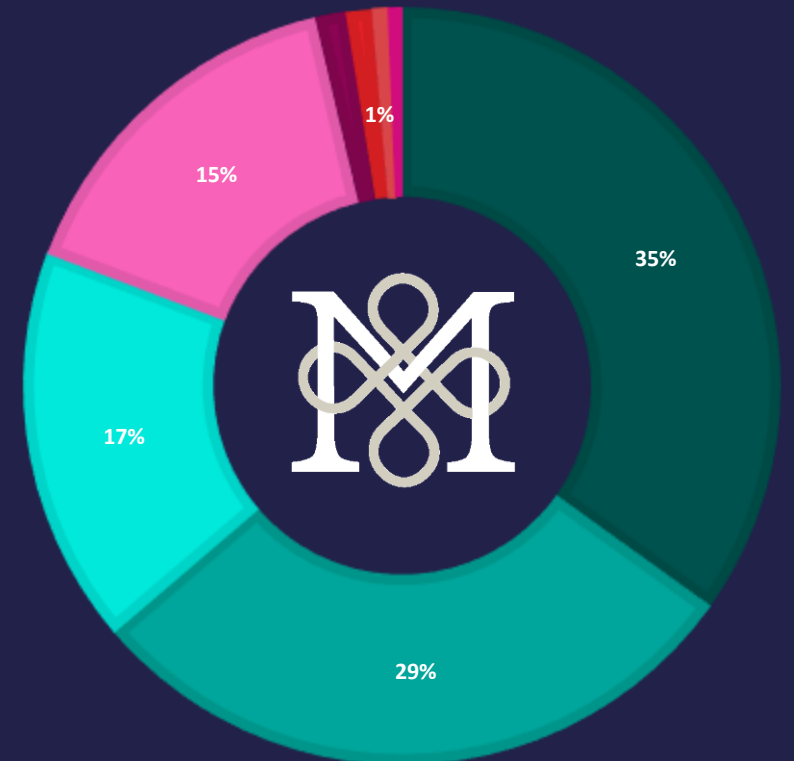
### INCOME

☐ **SID ASSESSMENT: \$1,550,000 [2025 SID LEVY] 70%**

☐ **OTHER REVENUE: \$675,150 [CONTRIBUTED: \$8,000; EARNED: \$585,150; OTHER: \$82,000] 30%**

### PROPOSED APPROPRIATIONS

- **35% MARKETING & PROMOTION: \$776,475**
- **29% OPERATING/COMPENSATION GENERAL & ADMINISTRATIVE: \$641,950**
- **17% BUILT ENVIRONMENT: \$378,000**
- **16% CAPITAL EXPENDITURES: \$346,500**
- **1% FINANCIAL STRATEGY & BUSINESS DEVELOPMENT: \$29,925**
- **1% BUSINESS SECTOR ENGAGEMENT: \$23,625**
- **1% PUBLIC AFFAIRS & ADVOCACY: \$15,225**
- **1% DEBT SERVICE: \$13,333**





## 2025 OPPORTUNITIES: KEY ALLOCATIONS

### CAPITAL EXPENDITURES

- REPLACEMENT LIGHT POLES
- LANDSCAPE SITE DESIGN & BEAUTIFICATION IMPROVEMENTS
- NEW HOLIDAY WREATHS DÉCOR

### MAINTENANCE & SAFETY

- SIDEWALK PRESSURE WASHING
- SPECIAL POLICE PROGRAM
- LIGHT POLE PAINTING

### COMMUNICATIONS & PROMOTION

- NEW MEDIA CONTRACTS
  - JERSEY'S BEST / NJ ADVANCE MEDIA / EDIBLE JERSEY / INVEST NJ / MORRIS COUNTY ECONOMIC DEVELOPMENT ALLIANCE & TOURISM BUREAU



# MORRISTOWN PARTNERSHIP

## BUDGET BREAKDOWN: CATEGORY HIGHLIGHTS



### Capital Expenditures

- Decorative Lighting
  - Holiday Décor
  - Site Improvements
- +\$340,000 Investment**



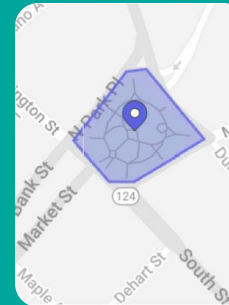
### Built Environment

- Light Pole Painting
  - Sidewalk Pressure Washing
  - Special Police Program
  - Landscape Design
- +\$250,000 Investment**



### Business Sector Engagement

- Annual Meeting of Membership & Networking
  - Business Neighborhood Banners
- +\$20,000 Investment**

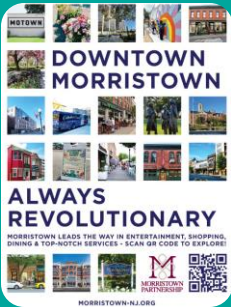


### Financial Strategy & Business Development

- Placer.ai Analytics
  - Data Reporting & Materials
- +\$25,000 Investment**

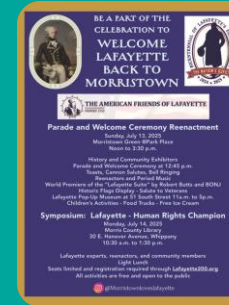
# MORRISTOWN PARTNERSHIP

## BUDGET BREAKDOWN: CATEGORY HIGHLIGHTS



### Marketing & Promotion

- New Media Partnerships
- Program Staff
- Increased Gift Certificate Sales
- +\$100,000 Investment



### Public Affairs & Advocacy

- SID Ordinance Amendments
- Community & Industry Participation
- MOA Quarterly Committee Meeting with Public Safety, Administration, Council and MP Representatives



### Compensation

- Maintain Competitive Benefits Packages
- Health 6.5% Increase
- Capacity Building Initiatives



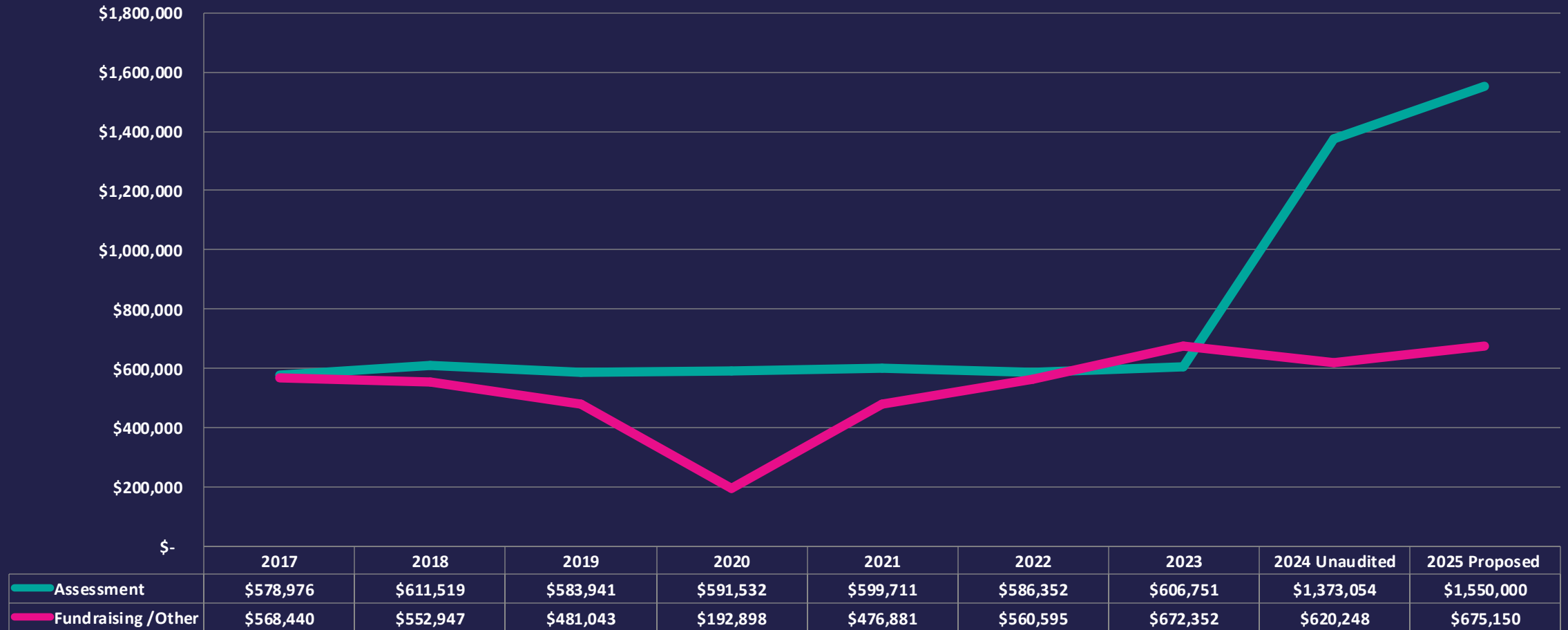
### Operating & Debt Service

- One DCA Loan remaining 2030
- Liability Insurance 12% Increase
- Line of Credit Utilization Down
- Reserve Policy Established



# MORRISTOWN PARTNERSHIP

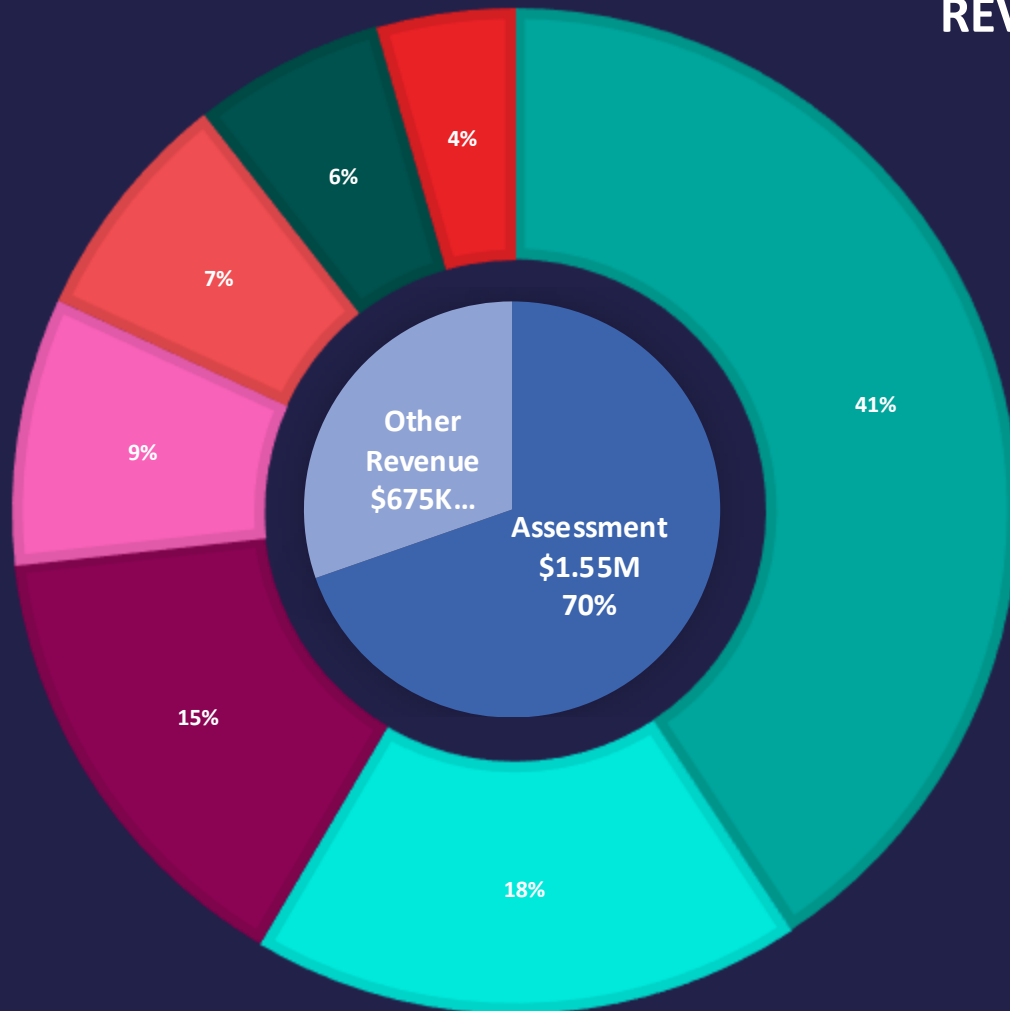
## REVENUE TRENDS (ASSESSMENTS V. FUNDRAISING)





# MORRISTOWN PARTNERSHIP

## ANTICIPATED NON-ASSESSMENT REVENUE SOURCES 2025



■ 41% Event Sponsorships: \$275,000

■ 18% Event Participation: \$119,650

■ 15% Gift Certificate Sales: \$100,000

■ 9% Individual Giving: \$58,000

■ 8% Event On-site Revenue: \$51,000

■ 6% Sales & Advertising: \$41,500

■ 4% Insurance Claims: \$30,000





## 2023 / 2024 / 2025 SID PROPERTY VALUES\*

SID Ratable	Class	2023*	2024*	2025 No Change** Schedule A	Proposed 2025** Schedule A Change
Vacant Land	1	\$ 518,000	\$ 1,113,200	\$ 864,000	\$ 119,206,000
Residential	2	\$ 1,388,300	\$ 2,902,400	\$ 1,898,200	\$ 0
Other Exempt	15F				\$ 178,368,400
Commercial	4A	\$ 567,809,500	\$ 1,327,228,700	\$ 1,237,512,800	\$ 1,523,184,300
Industrial	4B	\$ 826,600	\$ 2,515,400	\$ 2,515,400	\$ 2,515,400
Apartment	4C	\$ 25,104,300	\$ 73,165,900	\$ 68,949,500	\$ 409,347,900
		\$ 595,646,700	\$ 1,406,925,600	\$ 1,311,739,900	\$ 2,232,622,000

### PROPOSED WITH ORDINANCE AND SCHEDULE A UPDATE

**SID RATE .069%**

**RATE PER \$100 OF ASSESSED VALUATION 0.069**

[PRELIMINARY ESTIMATE — SUBJECT TO FINAL REVIEW]

\*Town of Morristown, Tax Assessor 2024/2025 Data (Non-Prorated) as of February 5, 2025 and \*\* June 26, 2025. Data is presented as received from the source. Certain errors and omissions may be present.

NOTE: Figures shown are based on current calculations and are pending codification and confirmation by the Assessor, Tax Collector and Finance Department.

- S11 PROPERTIES 2024: 395

- S11 PROPERTIES 2025: 392

- List of properties provided annually by Tax Assessor [S11]

- PROPOSED ASSESSMENT: \$1,550,000

- SID Rate without added properties: .115%

- Rate per \$100 of assessed valuation: 0.115

- PROPOSED PROPERTIES 2025: 500

- Updated Schedule A

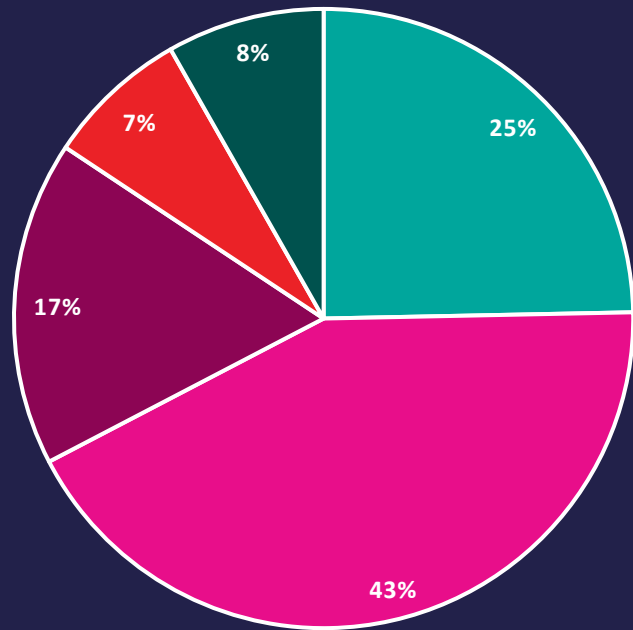
- PROPOSED ASSESSMENT: \$1,550,000

- SID Rate with added properties: .069%

- Rate per \$100 of assessed valuation: 0.069

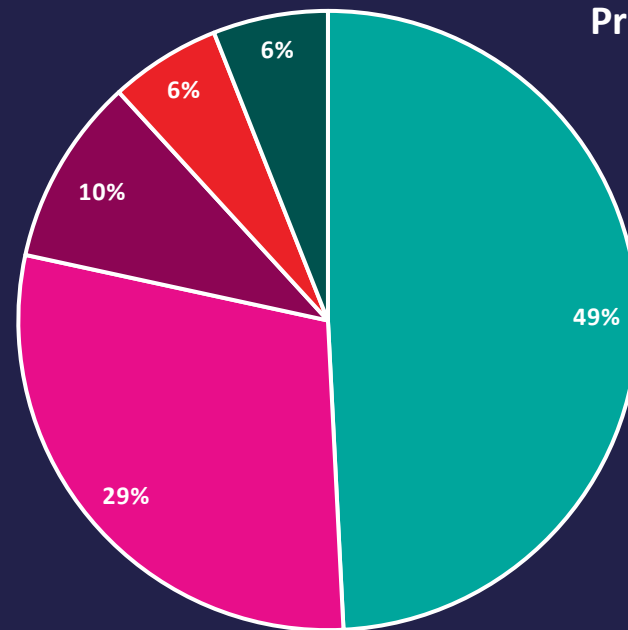


## 2025 SID BILLING ESTIMATION RANGES



**SID S11 Properties [392]  
NO CHANGE**

- < \$1,000: 25% [96]
- \$1,001 - \$2,500: 43% [166]
- \$2,501 - \$5,000: 17% [66]
- \$5,001 - \$10,000: 7% [29]
- > \$10,001: 8% [32]



**Proposed SID Properties [500]  
SCHEDULE A CHANGE**

- < \$1,000: 49% [246]
- \$1,001 - \$2,500: 29% [146]
- \$2,501 - \$5,000: 10% [49]
- \$5,001 - \$10,000: 6% [29]
- > \$10,001: 6% [30]

**2025 EXAMPLE NO CHANGE SCHEDULE A:** The average property valued at 3.5M would pay \$4,025 annually (or \$1007 quarterly).  
[Land Value: \$1M] + [Improvement Value: \$2.5M] = [Net Taxable Value: \$3,500,000]  $3,500,000 \times .00115 = \$4,025$

**2025 EXAMPLE PROPOSED SCHEDULE A CHANGE :** The average property valued at 4.5M would pay \$3,105 annually (or \$776 quarterly).  
[Land Value: \$1.5M] + [Improvement Value: \$3M] = [Net Taxable Value: \$4,500,000]  $4,500,000 \times .00069 = \$3,105$



## **SID ORDINANCE & SCHEDULE A UPDATE: OUTREACH & NOTIFICATION**

### **Regulatory Steps**

- **Ordinance & Budget introduced: June 12**
- **Certified mailing: June 25**
  - Public Notice, Ordinance and Schedule A
  - Mailed to all properties on Schedule A using Assessor provided address list (June 18)
- **Legal notice published in Daily Record: July 3**
  - Full text of ordinance, Schedule A & hearing notice
- **Public notice and documents posted online**

### **Additional Engagement**

- **MP Overview Webpage: Posted June 13**
  - Public Notice, Ordinance and Schedule A
  - Map
  - Memo to property owners with rationale & examples
- **Open House Sessions: June 26 & July 1**
- **Email notice in B2B newsletter: July 3**
- **Public Board Meeting: July 9**
- **Remote meetings available by request**
- **Dedicated email address for questions**

**MORRISTOWN-NJ.ORG/OVERVIEW**



## WHY UPDATE THE SID ORDINANCE & SCHEDULE A

- Original SID ordinance & Schedule A last updated in 1995
- Reflects changes in zoning, redevelopment and property classifications
- Corrects outdated block and lot info to ensure accurate assessment
- Clarifies eligibility by property class, excluding certain residential, exempt and institutional uses, and includes PILOTs
- Aligns with the Land Development Ordinance and ongoing use changes
- Ensures fair, consistent contributions based on real property values set by the Assessor





## WHAT WAS DONE & HOW

- Conducted a parcel-by-parcel analysis across Morristown
- Created uniform criteria based on zoning and property classes of paying SID properties
- Identified over 100 eligible parcels, including formerly assessed properties that had dropped off due to changes or errors
- Added Subfield Qual Code and 'X' marker to flag PILOT 15F parcels
- Key examples: Epstein's Rehabilitation, 62 Elm former Cornerstone and M Station PILOT sites





# MORRISTOWN PARTNERSHIP

## EXAMPLE: DEVELOPMENT

### Epstein's Rehabilitation

Block: 6004	Lot:1	1 SOUTH STREET [1995-2009]
Block: 6004	Lot: 9	11 DEHART STREET [1995-2017]
Block: 6004	Lot:16	28-32 MARKET ST [1995-2006]



Block: 6004	Lot: 1	40 PARK [2010- Present]
	1.01-1.08	RETAIL UNITS 4A
Block: 6004	Lot: 9	11-13 DEHART STREET [2018-Present] 4A
Block: 6004	Lots: 16	40 MARKET STREET [2010 – Present] 4A
	16.01-16.07	



# MORRISTOWN PARTNERSHIP

## EXAMPLE: CLASSIFICATION CHANGE

62 Elm Street [Cornerstone >  
Office]



### Deed Information

District:  
Block: 4701  
Lot: 10  
Qualification Code:  
Book/Page: [23395/575](#), 2018-07-18  
Date Entered: 2018-09-05  
Date Recorded: 2018-08-09  
RT Fees: \$61,000.00  
Sales Price: \$5,250,000.00  
Exempt:

### Property Description

Year Constructed: 0  
Property Class Code: 4C  
Property Location: 62 ELM ST  
Additional Lots: 9  
Ratio: 0.26  
Sq Ft Area: 8000  
Class 4 Type:  
Condo: N  
Comments: CHARITABLE, RELIGIOUS ORGANIZATION

### Owner's Information

Property Owner:  
D&H DEVELOPMENT-62 ELM STREET LLC  
1 GEOFFREY WAY  
WAYNE NJ 07470  
Bank Code: 00000  
Deduction Amount: 0  
Number of Owners: 0  
Senior Citizens: 0  
Veterans: 0  
Widows: 0  
Surviving Spouse: 0  
Disabled Persons: 0

### Property Information

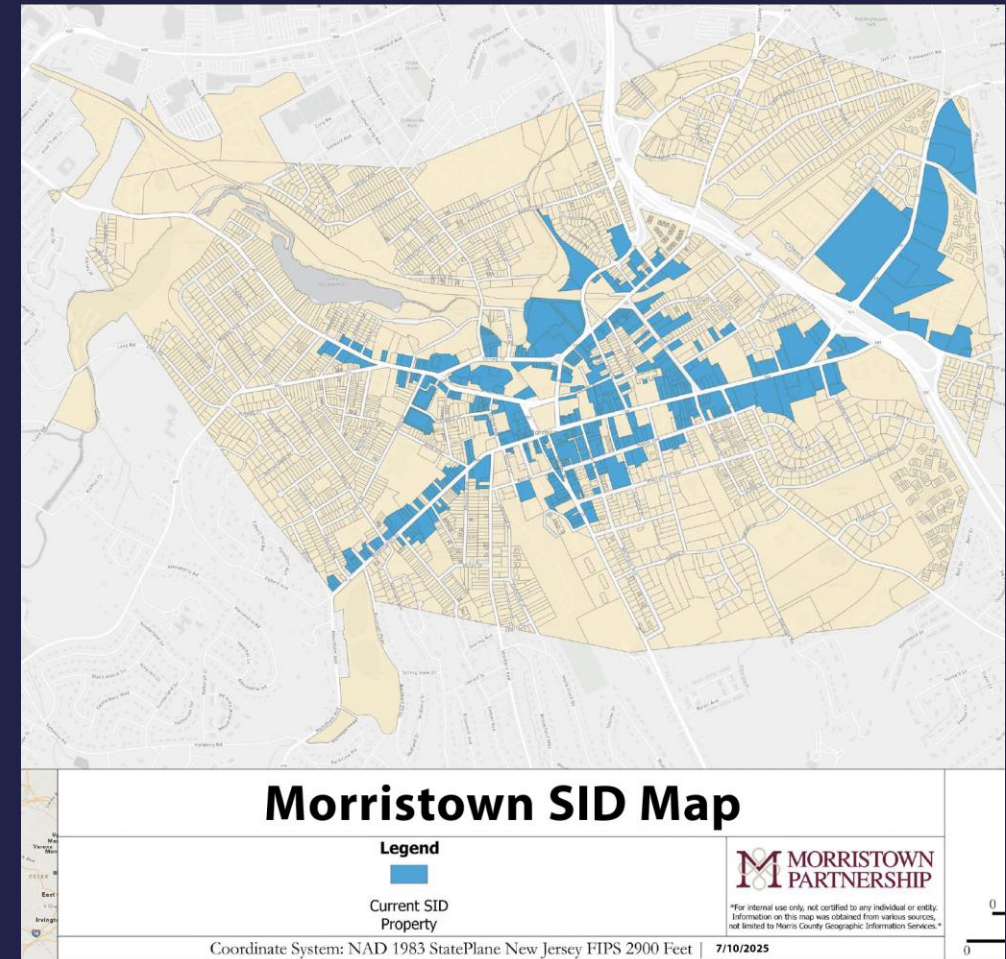
Property Location: 62 ELM ST  
Land Description: 36900 SQ FT  
Acreage: 0.8471  
Property Class Code: 4A  
Zone: M-1  
Building Description: 2S BR BLDG  
Tax Map Page:  
Deed: , 2018-07-18  
Year Constructed:  
Building Square Feet: 8000  
Additional Lots: 9





## OUTCOME UPON ADOPTION

- Current assessment rate decreases from 0.105% → 0.069%
- Existing payers will see a reduced annual fee, in most instances
- Required ongoing review to reflect zoning and development changes
- New contributors added fairly, improving equity and SID sustainability
- Ability to sustain and expand services





QUESTIONS/ FEEDBACK

**THANK YOU!**

**Engage with us! Stakeholder feedback encouraged!**



**MORRISTOWN-NJ.ORG/SURVEYS**