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morristown-nj.org

DOWNTOWN MORRISTOWN WELCOMES YOU!

Morristown Partnership is a Special Improvement District and 501(c)(3) nonprofit organization established in 1994. Our longstanding initiatives and annual events are designed specifically to showcase the business community, encourage collaboration, highlight Morrilltown's vibrant downtown and increase awareness and appreciation of Morrilltown's economic, historical and cultural significance. The Partnership has continuously supported downtown Morrilltown 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 and property owners depends on information received directly from our membership. The more we know, the more effectively we can enhance the local business climate, respond to specific concerns and ultimately prosper as a community. Working in coordination with civic organizations and all levels of government, the Partnership continues to advance strategic investment, strengthen downtown vitality and steward the long-term success of Morrilltown's business district.



MEMBER BENEFITS

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

- **Our Website:** morrilltown-nj.org
Leverage our website as a strategic tool to promote your events, promotions, employment opportunities and property availability. Post updates as often as needed and keep your information current. We also encourage you to explore the site regularly to stay informed about what's happening across downtown Morrilltown.
Register Here: morrilltown-nj.org/register/
- **Social Media**
Send posts, promotions and important news for us to share with our followers on Instagram ([@downtownmorrilltown](https://www.instagram.com/downtownmorrilltown)) and Facebook ([@MorrilltownPartnership](https://www.facebook.com/MorrilltownPartnership)). Posts can be scheduled at any time.
- **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). Property managers can opt-in and share timely notifications and downtown happenings with tenants.
- **Gift Certificate Program**
Sign up to accept Morrilltown Partnership Gift Certificates at no cost to you; once customers use the GCs at your business, bring them to our office for full reimbursement.
- **Business Networking Events & Annual Meeting**
Annually we produce several business networking events open to our member businesses and property owners. The goal of these events is for you to interact with your neighbors and get to know new businesses. We encourage you to attend as often as possible to stay connected.

Interested in any of the opportunities above? Contact marketing@morrilltown-nj.org to get started.

2026 EVENTS

Morrilltown Restaurant Week	Monday, April 20 through Friday, April 24
Morrilltown Farmers Market	Sundays, June 21 through November 22 - 8:30 am to 1 pm
Morrilltown Festival on the Green	Sunday, September 27 - 12 to 5 pm rain or shine
Morrilltown Halloween Trick-or-Treat	Friday, October 30 - 3 to 5 pm
Christmas Festival at the Morrilltown Green	Saturday, November 28 & weekends thereafter through December 20, Various Times

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 - We produce a digital seasonal series (4 issues) within The Star Ledger / nj.com - advertising and advertorial opportunities are available.

Contact karen@morristown-nj.org for current opportunities

Downtown Guide - A pocket-sized guide featuring more than 200 businesses participating in the Morristown Partnership Gift Certificate Program. All participants receive a standard listing, with opportunities for enhanced advertising placements. Full-page advertising space is available to all businesses, regardless of participation. More than 5,000 copies are distributed annually with Gift Certificate purchases, at Partnership events and via select businesses and residential communities throughout Greater Morristown.

Contact karen@morristown-nj.org for 2027 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, you are required 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, at all times.
- Business listing in the Downtown Guide which is distributed with each in person GC purchase.
- The GC Program is regularly promoted in various media advertisements. The business participant list is included in select advertisements.
- 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 and tenants by providing them the gift of diverse local experiences in the thriving Morristown community. Minimum spend is required.

Contact 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 at one given time.

STAY CONNECTED



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 us in the loop!

Jennifer, Karen & Cassidy
(973) 455-1133

Jennifer Wehring, Executive Director, jennifer@morristown-nj.org
Karen Roettger, Director of Development, karen@morristown-nj.org
Cassidy Champi, Program Manager, cassidy@morristown-nj.org

ABOUT

Morristown Partnership is a Special Improvement District (SID) established in 1994 and designated as a 501(c)(3) nonprofit organization. The Partnership supports Morristown's business district by fostering private and public partnerships among business, government, civic and community stakeholders

The organization is funded in part through special assessments on commercial properties within the SID, as well as through grants, sponsorships, promotional participation and community support. The Morristown Partnership represents approximately 500 commercial properties and more than 1,000 businesses located within the SID. For additional information, business opportunities or commercial space availability in downtown Morristown, visit morristown-nj.org or call (973) 455-1133.

Follow @downtownmorristown on Instagram and @MorristownPartnership on Facebook for updates on promotions, new businesses and signature initiatives including the Gift Certificate Program, Restaurant Week, Farmers Market, Festival on the Green, Halloween Trick-or-Treat and the annual Christmas Festival at the Morristown Green.