

# DOWNTOWN

N E W J E R S E Y

## DOWNTOWN NJ LEAGUE OF MUNICIPALITIES SESSION:

### How to Encourage and Enhance Investment in Your Downtown – From Infrastructure to Management and Marketing

Tuesday, November 17, 2015  
Atlantic City Convention Center  
3:45 pm -5:15 pm – Room 318

#### Overview

This session will introduce municipal leaders to the techniques they should consider to encourage and enhance investment in Downtowns. Panelists will address: how to create a welcoming and safe downtown environment (i.e. design guidelines, policing, Crime Prevention Through Environmental Design: CPTED); best practices of downtown management (i.e. SIDs, marketing campaigns, special events, art in the downtown, etc.); and the retailer and developer strategy to success.

#### Panelists:

Hon. Victor DeLuca, Mayor, Maplewood Township, Moderator  
Paul Camella, Director of Development, WELCO Realty, Inc.  
Marc Perel, President, ARC Properties  
Alex Fanfarillo, Chief of Police, Glassboro, NJ  
Beth Lippman, President Administrative Resources, Inc. and  
Executive Director, Livingston and Springfield BIDs  
Stuart Koperweis, Millennium Strategies

#### Panel Information:

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