

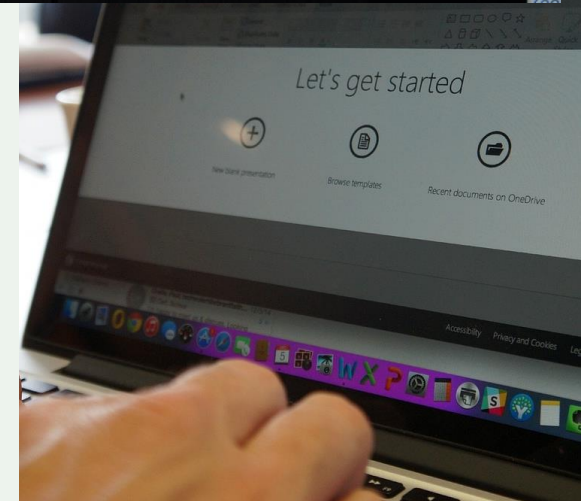
# Local Economies

## Jef Buehler

Administrator, NJDCA Neighborhood Preservation Program, Place Based Revitalization Specialist

## Courtenay Mercer

Executive Director, Downtown NJ & Principal, Mercer Planning Associates



# Announcements

More info on each initiative can be found in the rotating images at [sustainablejersey.com](http://sustainablejersey.com)

- **Certification Timeline Changes**
  - **Municipal** – Samantha, [info@sustainablejersey.com](mailto:info@sustainablejersey.com)
  - **Schools** – Veronique, [lambertv@tcnj.edu](mailto:lambertv@tcnj.edu)
- **EDF Fellows: Free Technical Assistance for Energy Initiatives** – Nancy, [quirkn@tcnj.edu](mailto:quirkn@tcnj.edu)
- **Free Municipal Tech Coaching** – Lauren, [skowronl@tcnj.edu](mailto:skowronl@tcnj.edu)
- **Census Response** – Samantha, [info@sustainablejersey.com](mailto:info@sustainablejersey.com)



# LOCAL ECONOMIES ACTIONS

- **Support Local Economies**
  - Expansion of purchasing opportunities with local businesses
  - Business promotion activities
  - Business development activities
- **Buy Local Program**
- **Green Business Recognition Program**
- **Green Jobs/Economic Development**
  - A meaningful initiative that drives investment in sustainable economic activities, stimulates demand for green labor, and/or provides green workforce training



# COVID-19 Reality



**Benchmark**

**Reality?**



**SECURING SAFE PLACES FOR ISOLATION**



**ENSURING RESILIENCY**



**RESPONSIBLE ECONOMIC RESTART**



**IMPLEMENT ROBUST CONTACT TRACING**



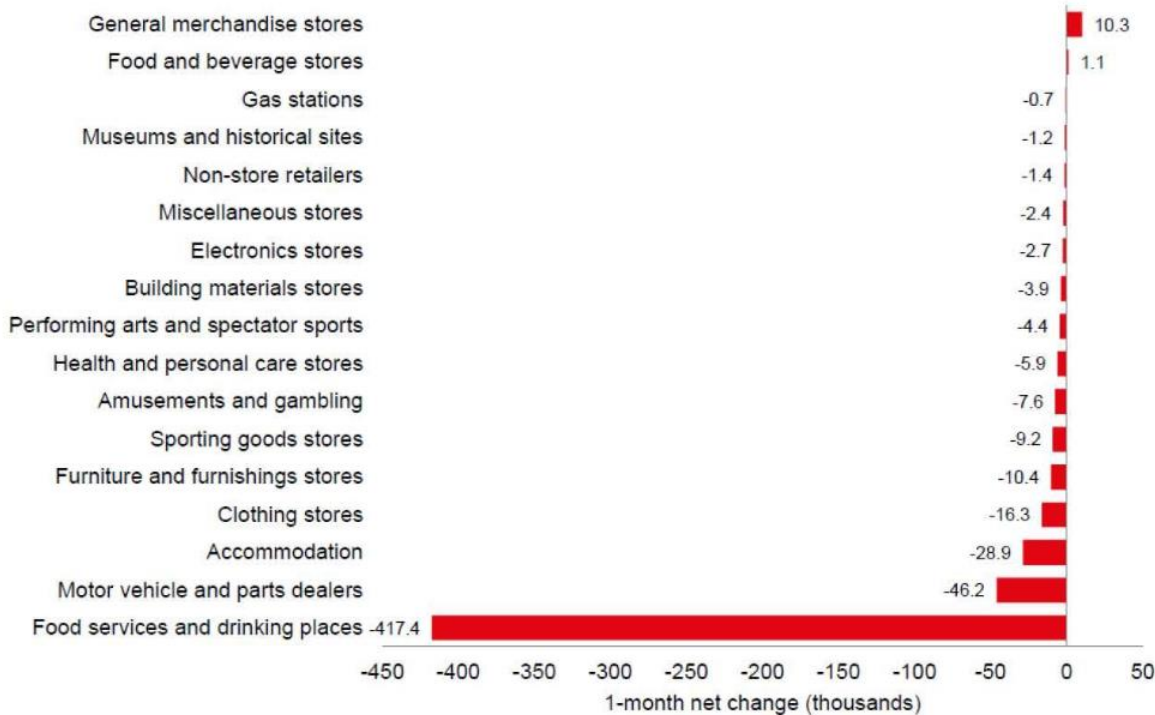
**EXPANDED TESTING**



**SUSTAINED REDUCTION IN NEW CASES**

# COVID-19 Reality

## Retail, leisure and hospitality will face the brunt of decreasing consumption



**Resilient sectors**

- Essential goods and grocery stores
- Home goods stores
- Pharmacies
- Repair shops

**At-risk sectors**

- Apparel and textiles
- Arts and in-person entertainment
- Car dealerships
- Hotels and accommodation
- Luxury retailers
- Sports and gambling

Source: JLL Research, Bureau of Labor Statistics

10



@SJ\_Program | #NJSustainabilitySummit



# Local Economies: Immediate Need, Sustainable Action

Sustainability Summit

Online, NJ

April 28, 2020



Before COVID-19



After COVID-19





# Here's What You Take Back:

- Actionable Ideas (Free/Cheap)
- Tactical Urbanist Approach (Virtual)



Get S\*\*\* Done.

Make It Easy

# Open Restaurants in The Fort Lee Town Center Takeout & Delivery



RESTAURANTS	STREET ADDRESS	PHONE	TAKEOUT	DELIVERY	GRUBHUB	DOORDASH	UBEREATS	HOURS	NOTES
Anthony Franco's	2046 Hudson St.	201-944-1440	X	X				10am - 10pm	
Aquarius	230 Main St.	201-592-8338	X	X	X	X		11am - 8pm	
Aura Thai Kitchen	210 Main St.	201-944-0009	X	X	X	X	X	11am - 9pm	
Azuma	246 Main St.	201-585-1319	X				X	11:30am - 9pm	
Baggios Pizzeria & Restaurant	212 Main St.	201-585-7979	X	X	X		X	11am - 9pm	8:30 last delivery, \$15 minimum order
Batten Ramen	2024 Center Ave.	201-461-5465	X				X	11am - 9:30pm	
BCD Tofu House	1640 Schlosser St.	201-944-2340	X		X			11am-8pm	
Blue Angel Bakery	1640 Schlosser St, C2	201-835-5555	X					7am - 7pm	
Boom Boom Chicken	240 Main St.	201-592-9700	X		X	X	X	11am - 9pm	
Boston Market	1605 Lemoine Ave.	201-944-1500	X				X	12pm - 9pm	Accepts on-line orders
Cap't Loui	210 Main St.	201-461-7080	X					11:30am - 8pm	
Chakhan Nakji and Pho21 & Shabu	1645 Lemoine Ave.	201-363-8900	X				X	10am - 10pm	
Charim	1635 Lemoine Ave.	201-302-6019	X				X	10am - 7pm	\$10 minimum order
City Perch	2023 Hudson St.	201-582-7101	X					2pm - 7pm	
Daegu Chicken	553 Main St.	201-302-0949	X					11am - 8pm	
DDM YUP DDUIL/ Yupdduk	1636 Parker Ave.	201-242-8283	X					11am - 7:30pm	Order online - Cash only accepted for pickup orders
Dong Chun Hong	144 Main St.	201-592-0450	X	X				11am - 7pm	
Dumpling Den	249 Main St.	201-482-0905	X		X		X	11:30am - 8pm	
Dunkin Donuts	2033 Lemoine Ave.	201-585-8900	X		X			Open 24 hours	
Eggy 8 Café	140 Main St.	201-947-6699	X	X	X		X	7am - 8pm	
Food For Life	1605 Lemoine Ave.	201-944-9424	X	X			X	7am - 4pm	

## Metuchen Delivers

### Latest News

Great things are happening in Downtown Metuchen



#### COVID-19 Business Resources

Find important resources on grants, low interest loans, and important legislative updates...

[Read More](#)



#### Feeding the Front Line

The Metuchen Downtown Alliance is working to raise money to feed frontline...

[Read More](#)



#### Love, Love Me(tuchen) Do

In an effort to support our Downtown Metuchen businesses during this period...

[Read More](#)



Downtown Hammonton

April 17 at 7:29 AM · 🌐

How beautiful is this photo of Bruni's Pizzeria?! Jimmy Connelly's photos take home the week 2 winning giftcard for #hammontontakeout 🍕

A runner up is also featured. James enjoyed Bruni's as well!



👍❤️ 68

1 Comment 3 Shares



Downtown Hammonton



Admina

Home

Find

Eng  
Frai

Priv  
Coc  
Fac



Downtown Hammonton

@downtownhammonton

Home

About

Photos

Reviews

Join My List

Videos

Events

Posts

Groups

Community

Create a Page

👍 Liked 📡 Following 🔄 Share ⋮



April 19 at 10:15 AM · 🌐



DINNER + SANDWICH MENU,  
FAMILY MEALS + DINNERS FOR 2.  
CURBSIDE. TAKEOUT. DELIVERY  
609.704.9797

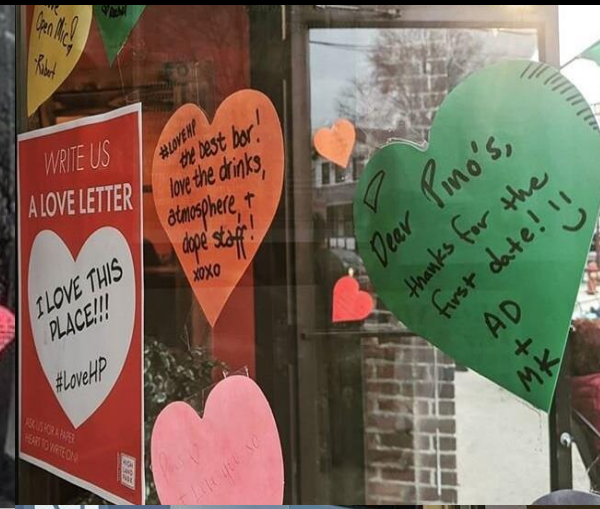
Annata Wine Bar

April 19 at 9:53 AM · 🌐

👍 Like Page

Chef Matt + Amanda, our lovely Operations Manager, haven't skipped a beat during all of this. Working hard everyday, with a smile under their masks 😊 We are very ...  
See More

Communicate  
You Care



With Highland Park's downtown businesses suffering because of the COVID-19 emergency, we want to show them a little love. Tell us about a great experience that you've had with one of our downtown businesses. [LEAVE YOUR LOVE NOTE HERE](#) so they know how much we care. Show our downtown some love!

And...don't forget to do as much online/phone ordering as possible -- many of them are still offering takeout, delivery, curbside pickup, shipping, and gift cards for future use. [CLICK HERE](#) for our business database for a list of businesses that you can use to find your favorite business and call them to see how you can help.







# AYUDA A LAS EMPRESAS LOCALES EN TU COMUNIDAD EN TIEMPO DEL CORONAVIRUS

**Necesitan nuestro apoyo.**



## Support your local small businesses!

BOONTONMAINSTREET.ORG

- Write a Review Online
- Shop Online
- Order Takeout
- Purchase a Gift Card
- Pre-pay for Services



#BOONTONSTRONG #SHOPBOONTON #VIRTUALBOONTON

SHOW YOUR **SMALL BUSINESSES** LOVE TODAY.

### SPEND LOCAL SAFELY.

- Buy a gift card
- Shop over the phone
- Put an item on hold
- Shop online
- Leave a review
- Promote on social media
- Maintain subscriptions
- #SUPPORTLOCALSAFELY



## STAY HOME & SHOP SMALL®



### → COMPRA LOCAL.

Te sorprenderá la cantidad de empresas locales que venden en sus propios sitios web. Muchos también ofrecen entregas a domicilio. No solo obtendrás tus productos más rápido que si los ordenarías en una tienda masiva en línea, sino que también ayudarás a las pequeñas empresas que amas a mantenerse en negocio.

### → SE FLEXIBLE.

Ordena de tus restaurantes locales favoritos en línea, luego recógelo en la acera. Toma tus clases de ejercicio con Zoom. No importa cómo tus negocios favoritos están ofreciendo bienes y servicios ahora, sigue apoyándolos con tus compras.

### → SE GENEROSO.

Deja una propina generosa. Deja comentarios positivos en línea (los propietarios de pequeñas empresas realmente podrían usar algo de amor). Difunde las noticias (de forma segura) sobre el excelente servicio que obtienes de tus negocios locales. Dona a tu negocio local favorito a través de plataformas de recaudación de fondos.

### ↓ UTILIZA TU VOZ.

Las pequeñas empresas necesitan subvenciones rápidas del gobierno. El costo de mantener a flote a las empresas locales es una fracción de lo que podría costarnos más adelante si no actuamos ahora. Llama a tus representantes elegidos.

Únete a nosotros en la defensa de economías locales fuertes.

Aprende más sobre la Iniciativa de Negocios Independientes en el Instituto para la Autosuficiencia Local.

[www.ilsr.org/independent-business](http://www.ilsr.org/independent-business)





**Robin's Nest Restaurant**

1 hr · 🌐



**DOWNTOWN  
METUCHEN**

[News](#)

[Events](#)

[Photos/Videos](#)

[Public Art](#) ▾

[Business D](#)

The hard working staff that runs the lab at Virtua will be getting their boxed lunches and dessert tray from Robin's Nest shortly compliments of Mount Holly Rotary Club. A Mount Holly service organization supporting the front line workers by supporting a local small business. A win-win-win.



## Feeding the Front Line

The Metuchen Downtown Alliance is working to raise money to feed frontline first responders, hospital healthcare workers, Metuchen Food Pantry (located at the First Presbyterian Church on Woodbridge Avenue), and, in general, address a variety of needs in our community during this time of health crisis.



[How It Works](#)

[Where Can I Use It?](#)

[Check Balance](#)

[For Businesses](#)

## Digitally Send a Mason, OH Gift Card

### Come Together Mason Card

The Come Together Mason Card has many of your favorite retailers, restaurants, services and entertainment in one place. Use the Mason, OH gift card at all participating locations in the city — there is truly something for everyone!








# Tactical Action



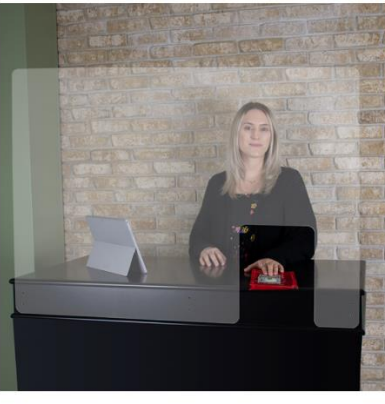
Home > Janitorial Supplies > Skin Care & Personal Hygiene > Hand Sanitizers & Dispensers > Sanitizers - Dispensers/Refills

## Sanitizers - Dispensers/Refills

Sort Order: Default

				
SKU: GOJ9621	SKU: DIA03226	SKU: CLO01753CT	SKU: CLO30242CT	SKU: GOJ272012
Purell 800 Series Bag-in-Box Dispenser - White	Flex 800 Liquid Soap Dispenser - White - 800-mL	Instant Hand Sanitizer Dispenser Refill - (6) 1000 ml Pouches	No-Touch Hand Sanitizer Dispenser, Adjustable Sensor - 4 Pack	Purell TFX Instant Hand Sanitizer Touch-Free Dispenser - 1200 ml
\$21.95	\$10.95	\$84.95	\$154.95	\$59.95
1	1	1	1	1
Add to Cart	Add to Cart	Add to Cart	Add to Cart	Add to Cart

Home > Sneeze Guards | Plexiglass Shields | Retail Barriers > Clear Acrylic Cashier Checkout Shield Barrier with Access Hole - Screw Mount



Code: P\_Shield002  
Clear Acrylic Cashier Checkout Shield Barrier with Access Hole - Screw Mount

Select Shield Size:

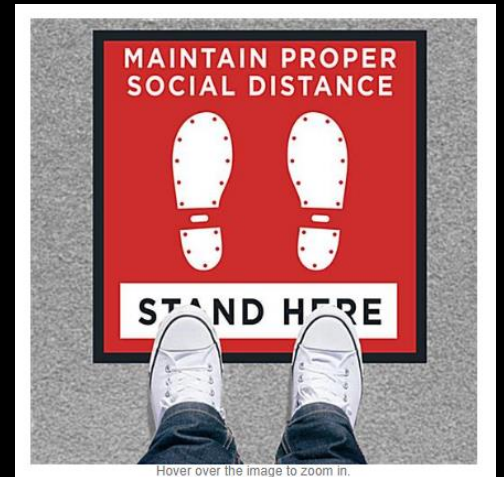
35.5"H x 35.5"W     35.5"H x 47.5"W

QTY: 1    price: \$189.70 each

[Add to Cart](#)    [Contact to Customize](#)

*Item ships in 3 to 5 business days.*

[Additional Product Options](#)



Hover over the image to zoom in.

LIVE VIDEO > On the Road with Jason Davis

## Downtown Improvement District deploys handwashing stations in Minneapolis



Photo: Mpls Downtown Improvement District.

KSTP

Updated: March 24, 2020 05:01 PM









## Contactless Online Gift Cards

- Community/District eGift Cards
- Business eGift Cards



**MainStreet Vineland Buys \$1000 Worth of Gift Cards To Support Local Restaurants**



*Giving Away \$1,000 in Restaurant Gift Cards to The iAve*  
DOWNTOWN VINELAND

Forty lucky individuals will have the opportunity to each win a \$25 card to any of 18 restaurants in the "Dine The Ave" Restaurant Gift Card Giveaway, organized by Main Street Vineland in cooperation with New Jersey's Heartland and with sponsorship by Century Savings Bank.

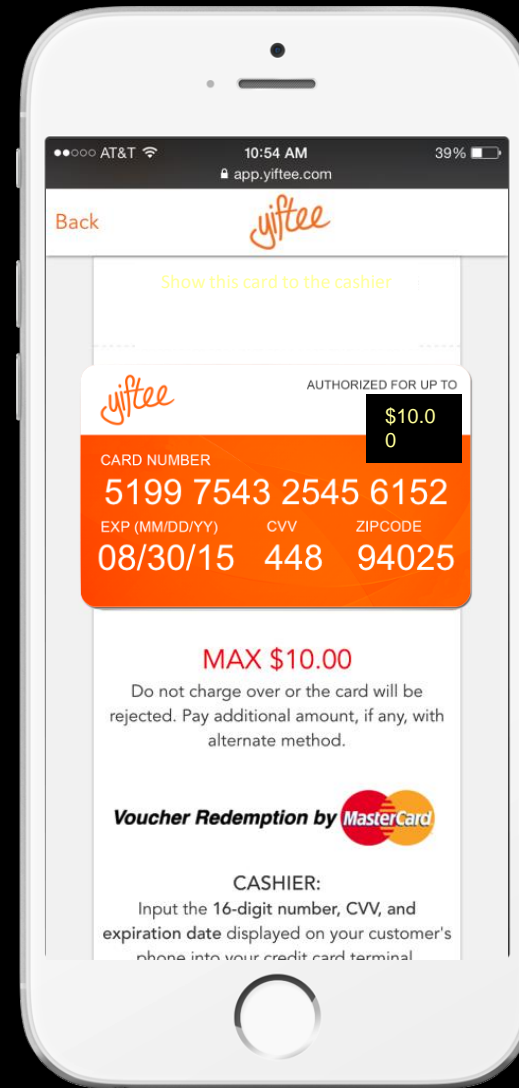
[Enter Giveaway](#)



## Redeeming Your eGift Cards

Multi-use, unique-to-this-gift digital MasterCard, redeemable only at participating merchants

- Any merchant that takes MasterCard can participate. Key in codes to redeem (like a phone order)
- Reconciled by normal MC bank. CNP interchange fees apply on redemption.
- No App required on phone to redeem, Yiftee sends monthly reminders. Gifts can be printed



**eGifts Cards are a unique solution that goes directly to business cash flow each week**



## E-Gift Cards

### 2 Chicks with Chocolate



Chocolate, coffee, tea, cupcakes, caramels, milkshakes & related products.

Online Store

E-Gift Cards



\$0.00 | 0 items

### CHOOSE CARD

(amounts reflect card minimum value)



2 Chicks with Chocolate





NEXT UP



Rockaway Township mayor says officials are working 'around ...  
ROCKAWAY TWP. - Officials are working round the clock to slo...



# Closed, but really not: These Boonton retailers are open virtual services

Apr 20, 2020 0

BOONTON - Need your glasses or computer fixed, or just want to stretch out those social distance anxieties?

## downtown somerville BINGO

PURCHASE CLOTHING ONLINE	TAKE AN ONLINE FITNESS CLASS	SIGHTSEE A HISTORIC SITE DOWNTOWN	COMPLETE AN ART PROJECT
ORDER CURBSIDE PICKUP	FIND A SCULPTURE DOWNTOWN	WRITE 3 REVIEWS FOR OPEN BUSINESSES	PURCHASE A GIFT CARD
FOLLOW 3 SOMERVILLE BUSINESSES ON SOCIAL MEDIA	ORDER DELIVERY	SMILE	SHOP LOCAL ONLINE
TAKE A PHOTO IN FRONT OF A MURAL DOWNTOWN	WRITE 3 REVIEWS FOR TEMPORARILY CLOSED BUSINESSES	ORDER A MEAL FOR A FRONTLINE HERO	ORDER A TAKEOUT DRINK

COMPLETE 4 IN A ROW! ALL TILES MUST BE COMPLETED SPECIFIC TO DOWNTOWN SOMERVILLE BUSINESSES ONLY

## Welcome to Boonton Main Street Inc.'s Virtual Friday

### ALL DAY Specials

CLICK an IMAGE to learn more



## Virtual Events

CLICK IMAGE TO JOIN

12pm

Facebook Live



Time's Tin Cup

Join Laurel:

Noon Facebook Live "Selling on Etsy Demo"

1-3pm

1-3 pm Facebook Live Selling Event  
Join us for this live selling event of 30 new gift items, vintage collectibles and antique treasures. Price fixed (no bidding) first to contact us gets item. Contact free, curbside pickup.

5pm

Zoom Meeting



Balance Acupuncture Center

Acupuncturist Susannah Pitman will teach you acupressure self care techniques to help you relieve stress. If you prefer a private session, contact Susannah at [balance.acupuncture.center@gmail.com](mailto:balance.acupuncture.center@gmail.com).

Acupressure for Stress Relief

Zoom meeting ID:



## Sustain Summit Fund to Help Businesses

April 7, 2020

COVID-19 has been devastating for Summit's small businesses. These independently owned businesses help give our City the vibrancy and sense of community that we all cherish. Let's come together to help them survive this health & economic disaster.

The Sustain Summit Fund will provide emergency assistance grants to our City's small businesses and their employees facing COVID-19 related hardships. The Fund was established by Summit Downtown, Inc. and The Summit Foundation under the leadership of Mayor Radest.

# **Bordentown City, Mount Holly work to save business districts amid outbreak closures**

---



# Short Term: Technical Assistance





**DOWNTOWN**

**N E W J E R S E Y**



**COVID-19 Resource**

[www.DowntownNJ.com/covid](http://www.DowntownNJ.com/covid)



[www.DowntownNJ.com/covid-forums](http://www.DowntownNJ.com/covid-forums)

# Long Term: Re-entry





# Long Term: Vacancy Mitigation



# ONE STOP SHOP

**DOWNTOWN**  
NEW JERSEY



# Leasing plan

## LEGEND

- LEASED
- AVAILABLE

SHOPS	TENANT	FLOOR AREA
1	Available	6,500 SF
2	Available	1,645 SF
3	Available	1,068 SF
4	PRX	3,977 SF
5	Available	3,825 SF
6A	SEE SAW	2,259 SF
6B	Available	1,844 SF
7A	CITY PERCH	5,257 SF
7B	IPIC THEATERS	33,892 SF
8A	BEAN AND BEAN	1,811 SF
8B	Available	1,615 SF
8C	PARIS BAGUETTE	3,508 SF
9	CAPITAL ONE	3,800 SF
10	Available	4,300 SF
11	Available	1,500 SF
12A	CYCLE BAR	3,267 SF
12B	Available	1,971 SF
13	GAYEON	6,462 SF
14A	Available	2,681 SF
14B	European Wax	2,102 SF
14C	TUTTI NAILS & SPA	1,720 SF
15	ANTHONY FRANCO'S PIZZA	3,168 SF
16/17	TANG TWO RESTAURANT	6,926 SF
18	Available	5,369 SF
19	LINWOOD WINES	7,161 SF
20	NEW BANK	2,003 SF
21	COLDWELL BANKER	5,500 SF
22	CVS	13,494 SF







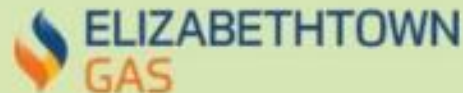
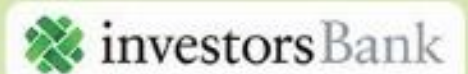
Other Topics/Needs?  
+ Q & A



# PROGRAM UNDERWRITERS



# SUMMIT SPONSORS



# More Virtual Sustainability Summit events to come!

List of VSS events & to register -  
[bit.ly/NJVirtualSustSummit](https://bit.ly/NJVirtualSustSummit)

Recordings of VSS events –  
[www.sustainablejersey.com](http://www.sustainablejersey.com) > Resources  
> Presentations > Sustainability Summit



@SJ\_Program | #NJSustainabilitySummit

Register

**Protecting Drinking**  
Friday, April 24, 11:00

Register

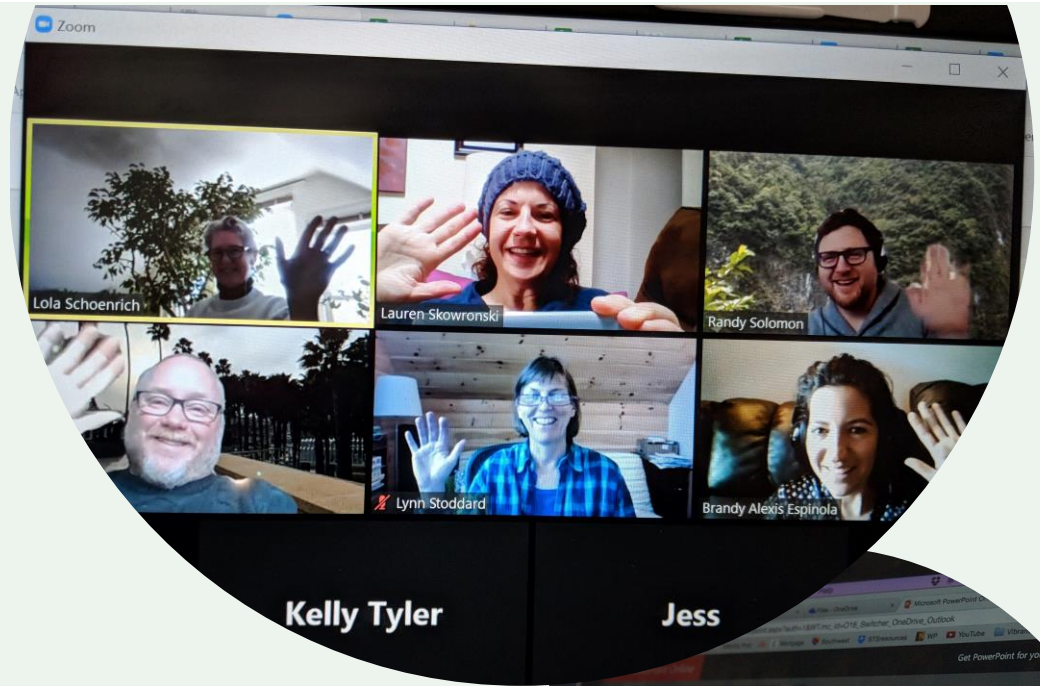
**Asbury Park Dinner**  
Monday, April 27, 4:00

Register

Sustain

ay, April 23, 3

cal



[Jef.Buehler@dca.nj.gov](mailto:Jef.Buehler@dca.nj.gov)

[info@downtownnj.com](mailto:info@downtownnj.com)

