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Ollyn Lettman
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Reinventing Events
July 29, 2020
www.DowntownNJ.com
Education
• Technical Assistance
• Quarterly Newsletters
• Quarterly Round Tables
• Webinars & ZOOM Exchanges
• Annual Conference

Advocacy
• Quarterly Policy Watch
• Real Time Policy Advisories
• Legislative Testimony

Recognition
• Annual Awards
• Quarterly Member Spotlights
• Social Media Shares

www.downtownnj.com

Downtown New Jersey is a member-supported non-profit organization.
Upcoming Forums:
- None planned yet. Stay tuned...
- Send us your suggestions for future forums...
  info@downtownnj.com

Past Forums:
- June 26: Commercial District Recovery
- June 19: Re-entry for Retailers
- June 12: Digital Resources for Downtowns
- May 29: NJEDA Phase 2 Small Business Assistance Grants
- May 22: Is Your Downtown Ready to Re-Open for Business?
- May 13: Farmers Markets in the New Normal
- May 8: Getting Back to Business Safely
- April 28: Supporting Local Economies Webinar
- April 24: Downtown Budgeting Now
- April 17: What’s next for the Retail Real Estate Market?
- April 4: Survival Marketing Workshop
- March 27: State & Federal Relief Programs
- March 20: Downtown Manager Exchange

www.DowntownNJ.com
Important updates in NJ since our last meeting:

- Reopening activity since our last session:
  - June 22: Outdoor pools & other recreational activities; limited personal care services
  - June 29: Indoor shopping malls and MVC road tests
  - July 1: Limited in-person instruction at higher education institutions and trade schools
  - July 2: Casinos, outdoor amusement parks, and some indoor recreation facilities
  - July 6: Youth summer camps, in-person summer learning, and libraries
  - July 7: MVC licensing and permit issuing
- Outdoor gathering limit rose to 250 people on 6/22; 500 people on 7/3
- NJ adopted a travel advisory requiring travelers from 19 states to isolate for 14 days upon arrival
- Face masks are now required in outdoor public spaces when social distancing is not possible
- NJ Transit returned to a full weekday schedule for all rail services on 7/6 and released the "Ride to Recovery" Guidelines
NJ survey respondents’ comfort with resuming out-of-home activities without a vaccine or treatment

- 23% would consider visiting a movie theater
- 45% would consider visiting an indoor mall
- 51% would consider visiting a personal care service business (e.g., hair services, massages)
- 59% would consider visiting a restaurant (including those offering outdoor dining)

SOURCE FDU Public Health, NJ phone survey results (June 18 – June 30) [https://www.fdu.edu/publichealth/2020/06/07/index.html]
73% Americans reported that they were still waiting for milestones before they engage in out-of-home activities as of June 21 (*detail on next page*).

>50% consumers reported being worried about engaging in out-of-home shared services like public transport, airplane travel, and ride sharing on June 21.

>50% report intent to continue with new at-home entertainment habits adopted during the crisis, such as watching e-sports and online gaming.

73% Americans reported that they were still waiting for milestones

Among respondents waiting for milestones, % of respondents awaiting each milestone before engaging

- Government lifts restrictions
  - 20%
- Government lifts restrictions + additional requirements are met
  - 57%
- Only once there's a vaccine or treatment
  - 23%

Additional requirements most frequently cited by respondents

- Medical authorities deem the activities safe
  - 28%
- Stores, restaurants, and other indoor places start taking safety measures
  - 19%
- I see other people returning to the activities
  - 10%

1 Q. Which best describes when you will regularly return to stores, restaurants, and other out-of-home activities? Chart relabeled to exclude those already participating in these activities and those who do not deem any figures may not sum to 100% because of rounding.

JUST OFF THE BOARDWALK!

FREE PARKING FOR EVENTS

BYRNE PLAZA
DOWNTOWN WILDWOOD, NJ • 3400 PACIFIC AVENUE

SOMETHING TO DOO DOWNTOWN EVERY DAY!

FARMERS MARKET
SATURDAYS, 8AM 12:30PM
Memorial Day to Labor Day

FITNESS
JUNE 22nd - AUG. 28th
8:30AM to 9:30AM

BOOT CAMP
CIRCUIT TRAINING $10

TUES. & THURS.
Yoga $5
BRING YOUR MAT
Tuesday Nights

FREE MOVIES
AT SUNSET

July 14th
Toy Story 4

July 21st
The Star

July 28th
Abominable

August 11th
The Incredibles 2

August 18th
Pinocchio

August 25th
The Secret Life of Pets 2

MAGIC SHOWS

Friday Nights

FREE ORCHESTRA CONCERTS,
7 to 9 pm

July 24th - Cape Shore Jazz Orchestra
July 31st - John Walter Community Band
August 21st - John Walter Community Band
August 28th - Cape Shore Jazz Orchestra

Thursday Nights

FREE CONCERTS
7:30PM TO 9PM

July 9th
Beat Tells

July 16th
Jamison Celtic Rock

July 23rd
The Best of the Eagles

July 30th
Animal House

August 6th
A.M. Radio Tribute Band

August 13th
40 North

August 20th
Bell Bottom Blues

Eric Clapton Tribute Band

August 27th
Chatterband

September 3rd
Stellar Mojo

Arts & Music

SIP, SHOP & STROLL,
6 to 9 pm

Wine, Art Vendors & Music
July 17th - Sip, Shop & Stroll
August 7th - Sip, Shop & Stroll
August 14th - Sip, Shop & Stroll
September 4th - Sip, Shop & Stroll

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