



John Donio

President, Wildwood BID

dooww.com



Ollyn Lettman

Director, Bloomfield Center Alliance

bloomfieldcenter.com



Emily Manz

Principal, EMI Strategy

emilymanz.com



Reinventing Events

July 29, 2020

www.DowntownNJ.com

DOWNTOWN

NEW JERSEY

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.



www.DowntownNJ.com

Upcoming Forums:

- *None planned yet. Stay tuned...*
- Send us your suggestions for future forums...
info@downtownnj.com

Past Forums:

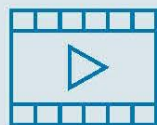
- June 26: Commercial District Recovery
- June 19: Re-entry for Retailers
- June 12: Digital Resources for Downtowns
- May 29: NJEDA Phase 2 Small Business Assistance Grants
- May 22: Is Your Downtown Ready to Re-Open for Business?
- May 13: Farmers Markets in the New Normal
- May 8: Getting Back to 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

**Important
updates in NJ
since our
last meeting**

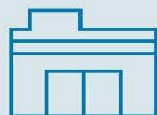
- **Reopening activity since our last session:**
 - June 22: Outdoor pools & other recreational activities; limited personal care services
 - June 29: Indoor shopping malls and MVC road tests
 - July 1: Limited in-person instruction at higher education institutions and trade schools
 - July 2: Casinos, 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**

Comfort with
out-of-home
activities

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)

Comfort with
out-of-home
activities



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



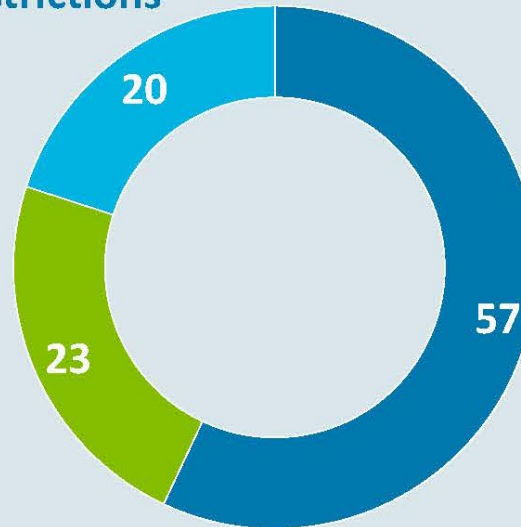
>50% report intent to continue with new at-home entertainment habits adopted during the crisis, such as watching e-sports and online gaming

Comfort with out-of-home activities

73% Americans reported that they were still waiting for milestones ¹

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

Government **lifts** restrictions



Only once there's a **vaccine or treatment**

Government lifts restrictions + **additional requirements are met**

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 rebased to exclude those already participating in these activities and those who do not deem any figures may not sum to 100% because of rounding

SOURCE: McKinsey & Company COVID-19 the US Consumer Pulse survey 6/15-6/21/2020, n=2006, sampled and weighted to match the US general population 18+ years; McKinsey Qualitative digital diaries 5/26/7/2020





Bloomfield Center Restaurant Week

Restaurant Specials

Entertainment Schedule

Media



Aki Asian House

Free Side Salad with Lunch or Dinner

Pick-Up & Delivery
Address: 70 Washington Street
Phone: (973) 337-5246
Order Online: [GrubHub](#)



Bucco

3 Course Meal - Appetizer, Entree, Dessert for \$30

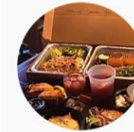
Special Restaurant Week Menu
Outdoor Seating, Pick-Up, & Delivery
Address: 61 Washington Street
Phone: (973) 566-6100



Tacos La Gringa

60 Tacos for \$60

Pick-Up & Delivery
Address: 334 Bloomfield Ave
Phone: (862) 245-4700
Order Online: [GrubHub](#), [Seamless](#)



Bloomfield Steakhouse

Thank You Box for \$25 + \$30 Specials

Special Restaurant Week Menu
Outdoor Seating, Pick-Up, & Delivery
Address: 409 Franklin Street
Phone: (973) 680-4500
Website: [www.eatbeefgethooked.com](#)



JUST OFF THE BOARDWALK!



≡ DOWNTOWN WILDWOOD, NJ • 3400 PACIFIC AVENUE ≡

SOMETHING TO DOO DOWNTOWN EVERY DAY!



FARMERS MARKET

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



Mon. - Wed. - Fri.
BOOT CAMP
CIRCUIT TRAINING \$10

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

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*



FRI, SAT & SUN
7PM & 9PM
3501 PACIFIC AVE.
KID'S \$15
ADULTS \$17

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

Friday Nights

Arts & Music

SIP, SHOP & STROLL,
6 to 9pm

Featuring

Wine, Art Vendors & Music

July 17th - Sip, Shop & Stroll

August 7th - Sip, Shop & Stroll

August 14th - Sip, Shop & Stroll

September 4th - Sip, Shop & Stroll

FREE
ORCHESTRA CONCERTS,
7 to 9pm

July 24th - Cape Shore Jazz Orchestra

July 31st - John Walter Community Band

August 21st - John Walter Community Band

August 28th - Cape Shore Jazz Orchestra





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