

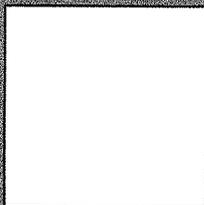
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Susan Gouveia

From: Lashway, Lisa
Sent: Monday, August 12, 2013 9:51 AM
To: Canning, Sean; Susan Gouveia
Subject: FW: Downtown New Jersey newsletter

Lisa Lashway
Mt. Olive Twp. Clerk
973-691-0900 Ext. 7291
FAX 973-691-2080
PO Box 450
Budd Lake, NJ 07828

From: Downtown New Jersey [mailto:info@downtownnj.com]
Sent: Monday, August 12, 2013 8:46 AM
To: Lashway, Lisa
Subject: Downtown New Jersey newsletter



August 12, 2013

DNJ Newsletter

JOIN DNJ!

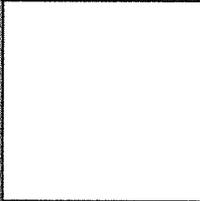
Stronger NJ Business Grant and Loan Programs

If your business was damaged by Superstorm Sandy, the New Jersey Economic Development Authority (NJEDA) can help. Stronger NJ Business Grants and Loans are still available.

The resource for those
passionate about New
Jersey downtowns

[Click here to join](#)

Join the Downtown New
Jersey discussion
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Our Thanks to

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www.theheldrich.com

The Louis Berger Group,

The Stronger New Jersey Business Grant program offers grants of up to \$50,000 to small businesses damaged by the storm.

The Stronger New Jersey Business Loan program provides loans of up to \$5 million to small businesses looking to recover from the storm or expand in an impacted community. There are no interest or principal payments for up to two years.

An SBA loan application is not necessary to qualify for the NJEDA programs and even if you have applied to SBA, they may be able to assist you. Businesses that spent money to get up and running quickly before the programs were announced may be eligible for reimbursement.

For help with your application or questions, call NJEDA's business advisers at 1-855-Sandy-BZ or visit <http://application.njeda.com/strongernjbusiness/default.aspx> to apply today.

If you would like to schedule a workshop for businesses in your group or organization contact Patience Purdy at ppurdy@njeda.com or 609-858-6924.

Help is just a phone call away.

From DNJ's President

The past few months have truly challenged my beliefs regarding downtowns and downtown organizations.

Before Sandy hit, I was painfully aware that there seems to be more than a usual level of discontent among special improvement districts in New Jersey. Executives who I would consider as outstanding leaders of their SIDs were suddenly gone. In some instances, board members have taken over the management of SIDs, even though they have no background in the discipline, other than as board members. In other instances, municipalities have injected themselves deeper into SID management than is healthy.

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for their continued support
and assistance

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In This Issue

Once Sandy hit, it became obvious that downtowns and their management organizations needed to rethink their advance preparation for disaster.

In many organizations in which I have been involved, I have seen instances where the demands of meeting expectations interfere with the growth, the learning, that needs to take place in order to achieve those expectations. While performance is certainly important, often performance can become undermined if there is not an accompanying commitment to learning how to better function. It is so tempting to not devote sufficient time to lifelong personal and organizational learning; to always being comfortable with the truth that none of us have all the answers. We can all benefit from a commitment to continuous learning and improvement.

Mike Redpath
President, Downtown New Jersey

Downtown New Jersey seeks part-time Executive Director/ Membership Director

As a next step in the ongoing re-growth of Downtown New Jersey, the organization has launched a search for a part-time Executive Director/ Membership Director. [Read more >>](#)

2013 Downtown New Jersey Excellence Awards

Downtown NJ is looking to honor and recognize municipal, non-profit and/or private projects and activities related to strengthening NJ's downtowns at this year's **Downtown NJ Excellence Awards**, scheduled for December 2, at The Heldrich Center in New Brunswick, NJ.

Please see the [announcement and application](#).

APPLICATIONS ARE DUE SEPTEMBER 17, 2013!!

If you know of a worthy project, activity, marketing/branding tool or individual that is strengthening/promoting local economic development, marketing, civic pride and/or business retention or attraction, PLEASE share this info so DNJ might receive their application!

Montclair Bike-Friendly Business Campaign

Montclair has announced the launch of its pilot Bike-Friendly Business Campaign, a partnership with local business owners to encourage customers to shop by bike. With support from Partners for Health Foundation, Bike&Walk Montclair has initiated the first phase of the campaign this summer, with plans to expand in the fall.

Customers who cycle to Bike-Friendly Businesses receive rewards for choosing a healthy, environmentally-friendly way to get around town. By showing their bike or helmet, customers receive a free item or discount at all Bike-Friendly Businesses (plus saving on gas and parking).[Read More>>](#)

APA-NJ is looking for Great Downtowns, Streets, Neighborhoods and Public Spaces

Great Places in New Jersey celebrates streets, neighborhoods, public spaces and downtowns of exemplary character, quality and planning. These places represent the gold standard in terms of having a true sense of place, cultural and historical interest, community involvement and a vision for tomorrow. Know of a street, neighborhood, public space or downtown you think merits designation as a Great Place in New Jersey? Nominate it! Nominations received by Friday, August 16 will be considered for designation in 2013. [Read More>>](#)

FREE APA WEBCASTS

Beyond LID: Density and Form-Based Zoning Codes for Watershed Health (CM | 1.5)

Friday, August 16, 1:00 PM - 2:30 PM |

This presentation will demonstrate a small historic Connecticut town's efforts to create a form-based code that enables a significant amount of context-sensitive development within the existing town center. The town also established innovative storm water management regulations and design guidelines integrated with the adopted form-based code. Issues common to many smaller towns will be discussed as will the approach taken to establish compact, walkable development patterns as a framework for watershed health. [Register Now](#)

Success Stories in Sustainability: The Common Ground Program (CM | 1.5)

Friday, August 23, 1:00 PM - 2:30 PM

The Common Ground Program is a community gardening and urban agriculture program created by the city of Lawrence, Kan. In the winter of 2011, the city surveyed its vacant and underutilized properties, identified appropriate sites for agriculture and made these sites available through an application process for citizens. During the 2012 growing season, five pilot sites were opened to the public through partnerships with neighborhood associations, nonprofit organizations and schools. The five sites include two neighborhood community gardens, a youth-focused garden in a city park, a community orchard for free picking, and a market farm coordinated by college and middle school students. This webinar will provide an overview of the Common Ground Program, an outline the goals of the project goals, community benefits and lessons learned. The webinar will also provide insight on funding sources and potential partnerships that other communities or

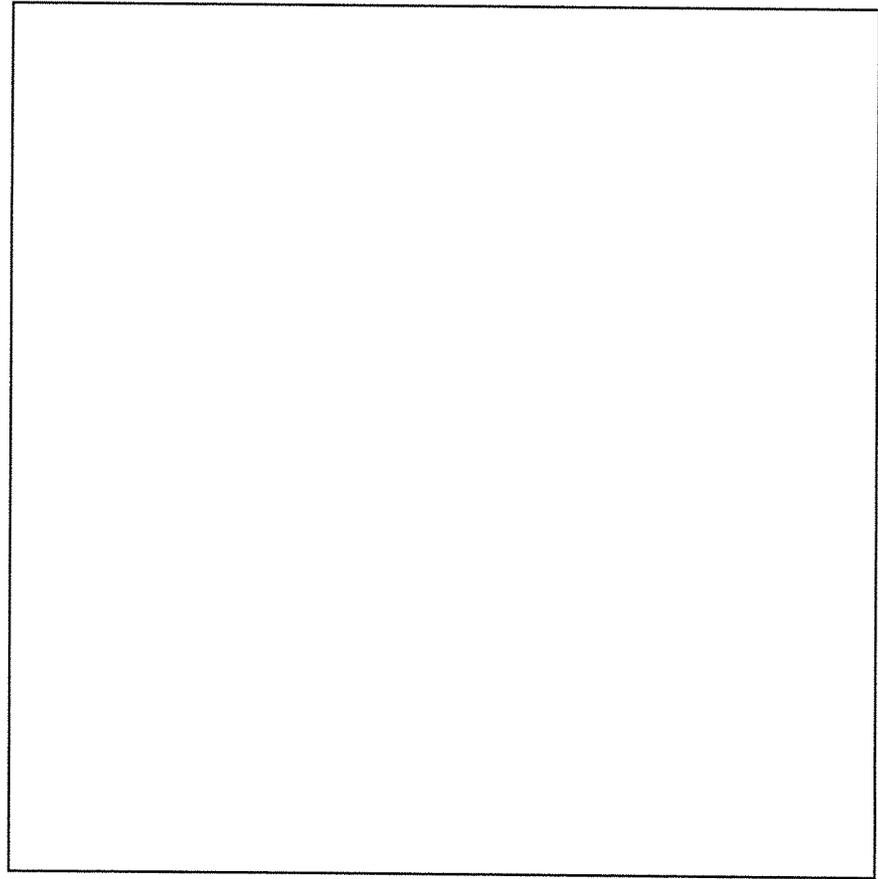
organizations may utilize in pursuing similar efforts.
[Register Now](#)

September 5: Webinar: Learn How To Implement a Municipal EcoChallenge

Get Sustainable Jersey Points; Show How Small Actions Can Create Real Change

For the second year, Sustainable Jersey is partnering with the Northwest Earth Institute (NWEI) to offer municipalities, schools or individuals the opportunity to prove that small actions create real change. By participating in this webinar you will learn how to implement the action.

[Download the flyer here \(PDF\).](#)



[Click here to register](#)

[DNJ Members click here for discount code](#)

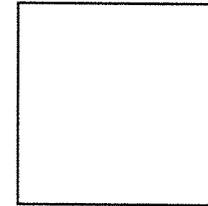
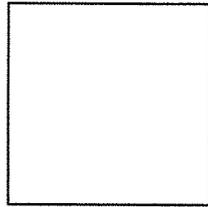
**DEADLINE: September 10: FY2013 NOFA for Choice
Neighborhoods Implementation Grants**

The NOFA makes available approximately \$109 million for Choice Neighborhoods Implementation Grants. Individual grant awards may be for up to a maximum of \$30,000,000. The NOFA and

application package are available through the www.grants.gov website. The CFDA number is 14.889. Additionally, the NOFA document (not the application package) is available on the HUD Funds Available webpage and will be shortly on the Choice Neighborhoods webpage.

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