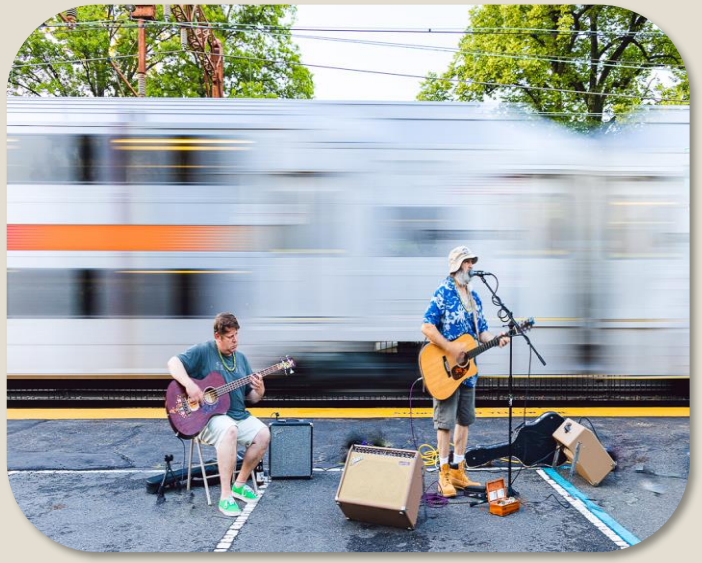
Presentation to the Millburn Township Committee
October 5, 2021
With Thanks from the Explore Millburn-Short Hills Board of Trustees for Ongoing Support

EXPLORE
MILLBURN
SHORT HILLS



QuickFacts

What is a Special Improvement District?

A private, non-profit organization where property owners and/or businesses contribute to supplemental services to

Help brand their districts, market small businesses, facilitate networking, host events and advocate for improvements by

Serving as a liaison between businesses, stakeholders and government to

Provide a collective voice to help inform policy based on unique local knowledge

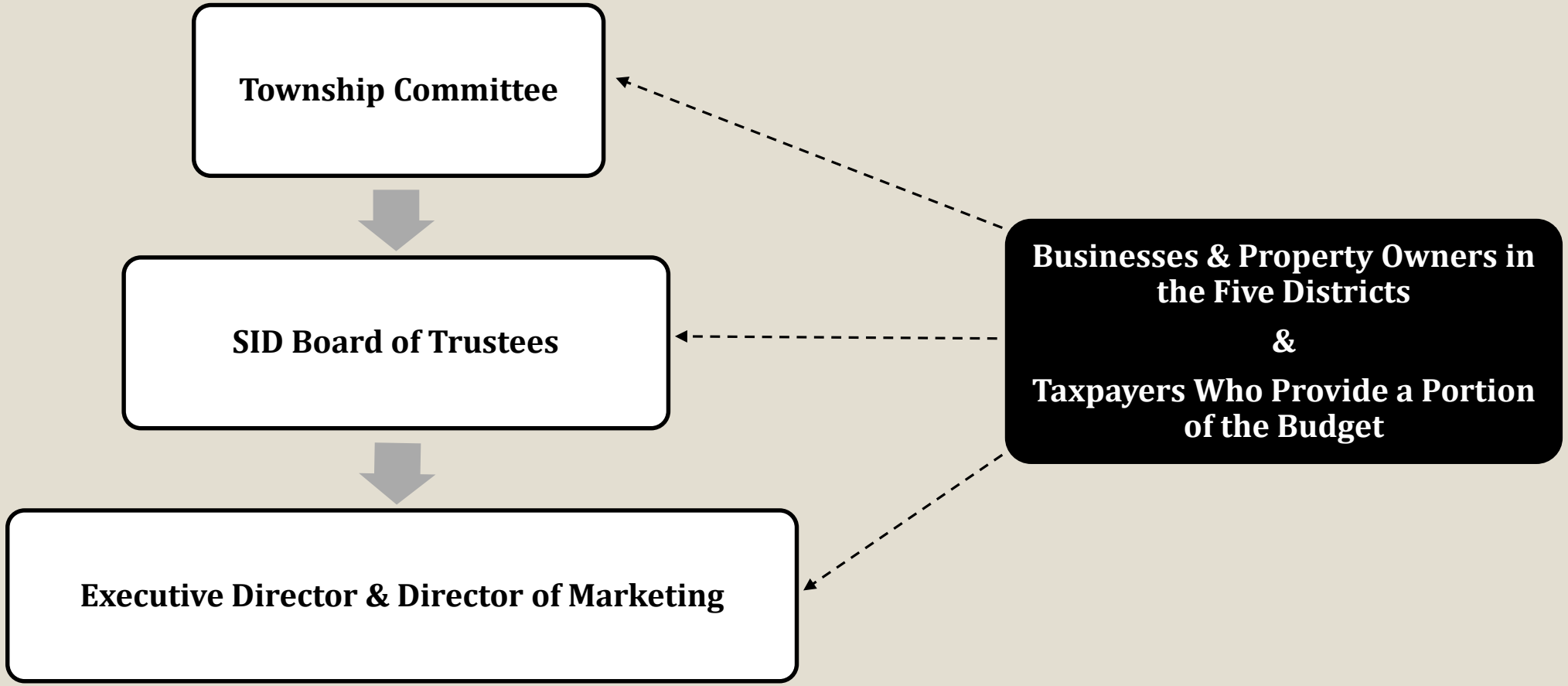
Special Assessment

The SID is funded through a Special Assessment on all eligible properties within the district boundaries

The Assessment is calculated on property valuation and percentage of retail. Exemptions are issues for tax-exempt, exclusively residential, residential portions of mixed use properties & vacant or unimproved land

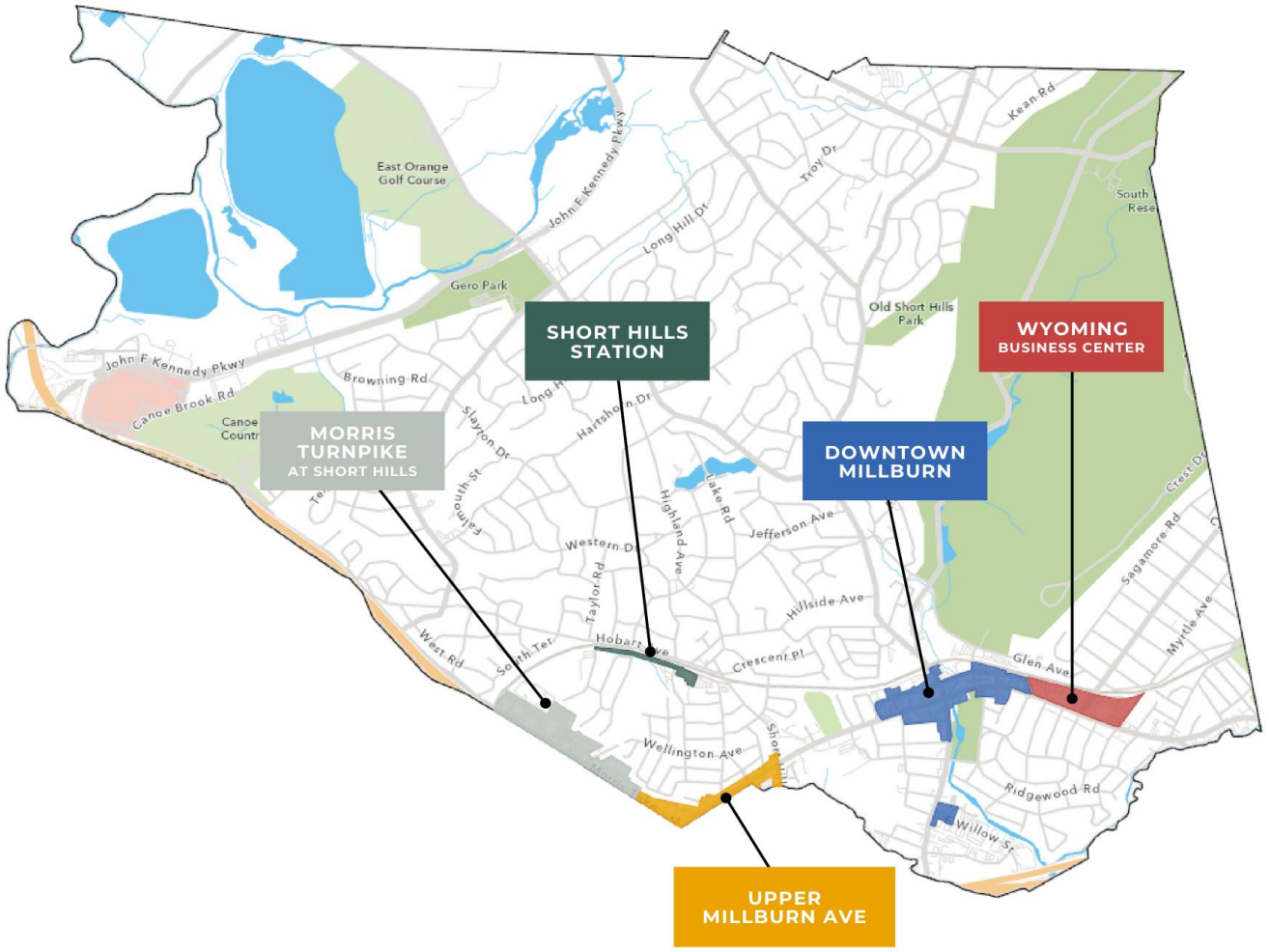
The total combined contributions to the Assessment creates the base budget for the SID

Organizational Structure



DISTRICT MAP

Explore Millburn-Short Hills is the Special Improvement District (SID) for Millburn and Short Hills. The District is comprised of five unique areas (Morris Turnpike at Short Hills, Upper Millburn Avenue, Short Hills Station, Downtown Millburn and Wyoming Business Center).



*All information on this page is accurate as of September 1, 2021 and is subject to change

SID Occupancy Stats

358 Total Storefronts
322 Occupied Storefronts
36 Vacant Storefronts (10% Vacancy Rate)
226 Interior Tenants
548 Total Businesses

Portions of the town are not currently within the SID boundaries

Approximately 400 businesses have already received a direct benefit from the SID through social media, individual marketing services, events, mixers, promotional programs, grants, business advocacy and personal assistance

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Mission Statement

The purpose of a Special Improvement District is to promote, grow and support local businesses, property owners, residents and visitors. Millburn Township's SID ordinance designates a new District Management Corporation whose mission is to encourage the economic, cultural and social vitality of Millburn Township through increased marketing and visibility, improved and renewed infrastructure and local business development and engagement

Overall Goals

Strengthen Existing Businesses and Attract New Businesses through Trusted and Accessible Resources and Communications

Advance Unique Planning & Placemaking Projects, Identify Creative Opportunities and Secure Funding to Complete

Support Five Robust & Distinct Commercial Districts through Various Services including Marketing, Events and Business Advocacy

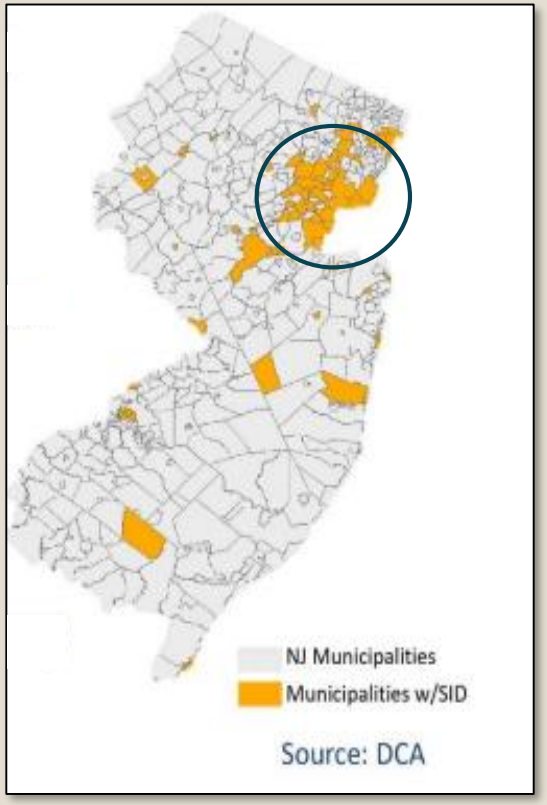
2021 Total Budget

$204,000 with $11,800 of 2020 unexpended funds = **$215,800**

Township pays entire budget

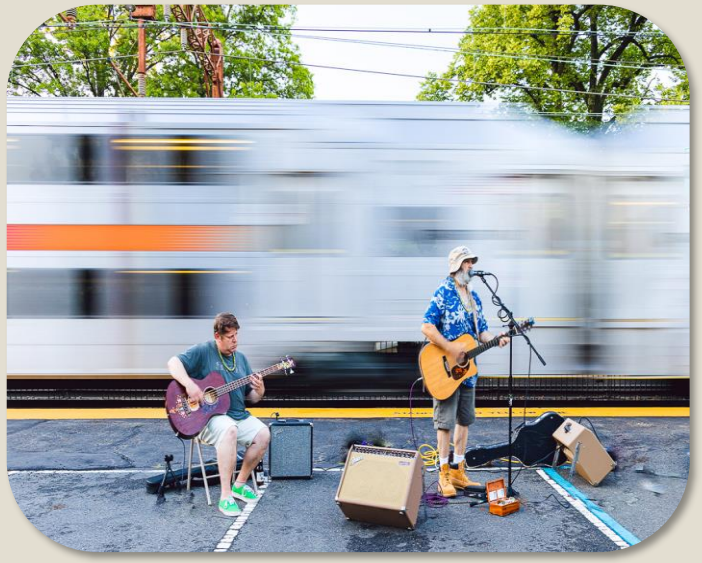
2022 Total Budget

$204,000 Assessment with $12,000 of 2021 unexpended funds (est.) and $53,000 from Township for 50% of Executive Director's salary = **$270,000**



Regional Communities with SIDs

Cranford, Westfield, Summit, Newark (Multiple)
Maplewood, South Orange, Livingston
Montclair, Morristown

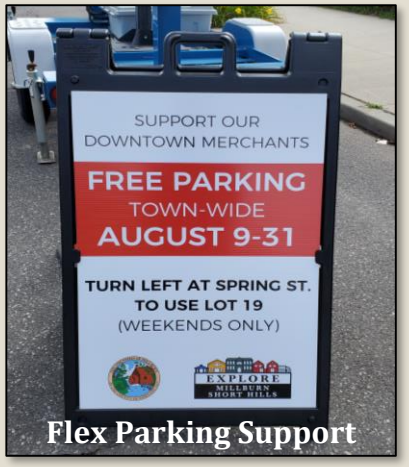


Progress Report

A Busy 5 Months

Meet Executive Director, Steve Grillo

Exec. Director Hired



Critical Strategies

Marketing, Branding & Placemaking

Promote businesses through multi-media efforts with a tangible impact, develop a network of strategic partners, initiate capital projects and studies that enhance business development

Planning & Events

Create community recognition with high quality, diverse, value-added events focused on business development and which actively recruit business and property owners as SID supporters and participants

Bylaws & Governance

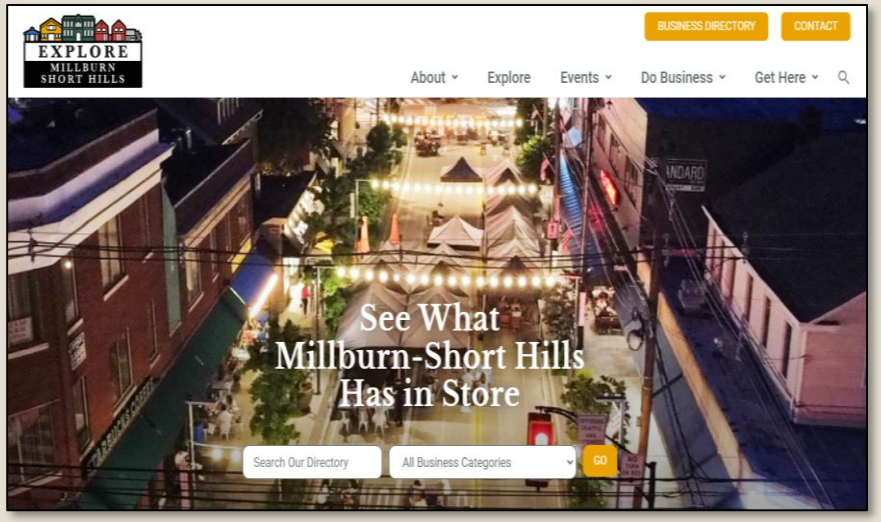
Establish good governance procedures for long-term organizational health including non-profit and municipal compliance, fiscal responsibility and grant funding

Business Advocacy

Serve as a policy advocate and support system for businesses, reduce commercial vacancies, create relationships with businesses and property owners and aid in new business attraction

Marketing, Branding & Placemaking

Accomplishments Thus Far	• Expanded/Launched Facebook, Instagram, LinkedIn, Website & Weekend Warm Up • Launched “Meet the Merchants” Commercial Program & YouTube Channel • A-Frame Sign Donation Program & Business-Oriented Directional Signs Downtown • “The Excitement is Coming” Campaign • Coasters for Bars and Restaurants with Logo • Streetpole Banners throughout District
Planned for 2021	• Gift Card Program • “Small Business Season” Marketing Campaign • Morris Turnpike Beautification Project • Website Update to Include Testimonials
Potential Projects for 2022	• Create Public Art Fund & Open Competition • Install Attraction Signs, Intersection Art, Street Murals, Canopies at Pedestrian Malls • Improve Treepits, Planters, Seating, Lighting, Decorations, Walkability & Wayfinding • Upper Millburn Avenue Pedestrian Mall & Streetscape Plan • Install Window Clings at Parking Kiosks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BUSINESS DIRECTORY
CONTACT
About
Explore
Events
Do Business
Get Here
See What
Millburn-Short Hills
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Search Our Directory
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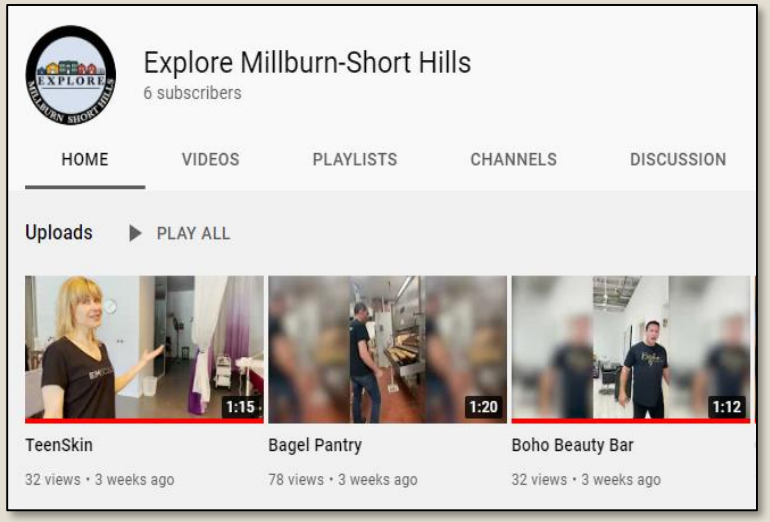
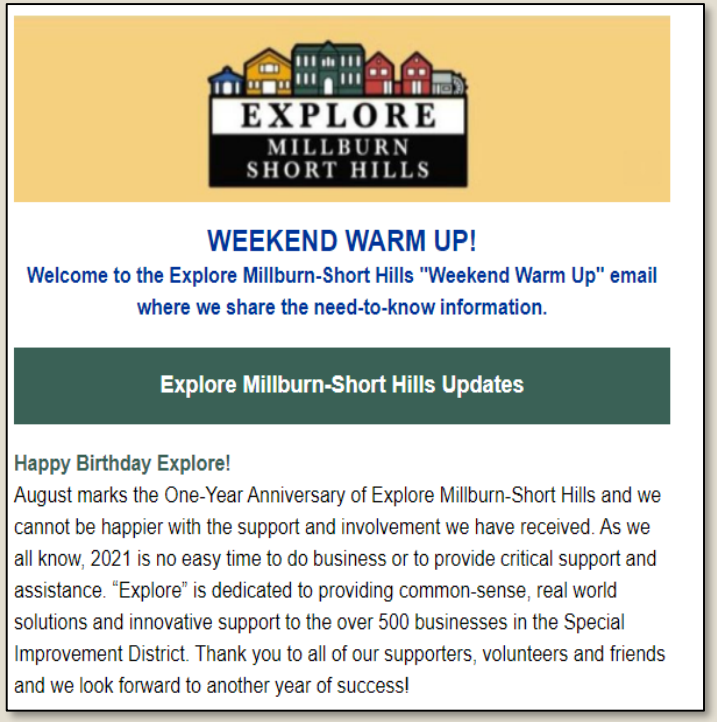

Explore Millburn-Short Hills
6 subscribers
HOME
VIDEOS
PLAYLISTS
CHANNELS
DISCUSSION
Uploads
PLAY ALL
1:15
1:20
1:12
TeenSkin
32 views • 3 weeks ago
Bagel Pantry
78 views • 3 weeks ago
Boho Beauty Bar
32 views • 3 weeks ago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WEEKEND WARM UP!
Welcome to the Explore Millburn-Short Hills "Weekend Warm Up" email where we share the need-to-know information.
Explore Millburn-Short Hills Updates
Happy Birthday Explore!
August marks the One-Year Anniversary of Explore Millburn-Short Hills and we cannot be happier with the support and involvement we have received. As we all know, 2021 is no easy time to do business or to provide critical support and assistance. "Explore" is dedicated to providing common-sense, real world solutions and innovative support to the over 500 businesses in the Special Improvement District. Thank you to all of our supporters, volunteers and friends and we look forward to another year of success!

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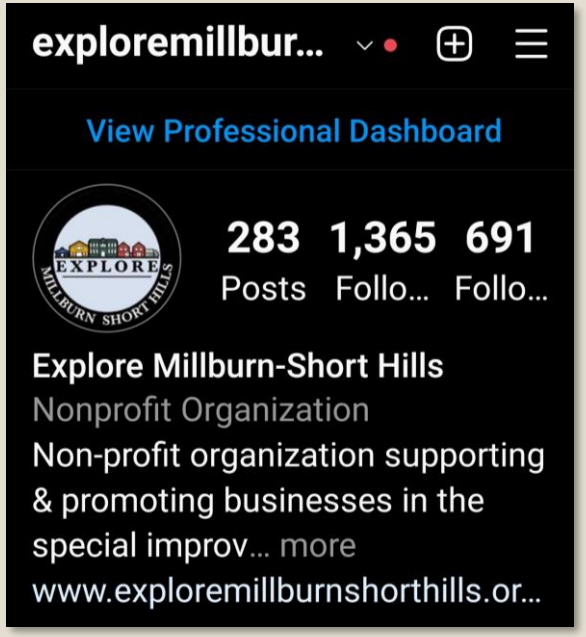
Explore Millburn-Short Hills
Non-profit organization supporting and promoting businesses throughout the Special Improvement District.
Non-profit Organization Management · Millburn, NJ · 105 followers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View Professional Dashboard
283
Posts
1,365
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Explore Millburn-Short Hills
Nonprofit Organization
Non-profit organization supporting & promoting businesses in the special improv... more
www.exploremillburnshorthills.or...

THE
EXCITEMENT
IS COMING
Another new business is opening!

Downtown Directional Signage, A-Frame Sign Promotion & Streetpole Banners

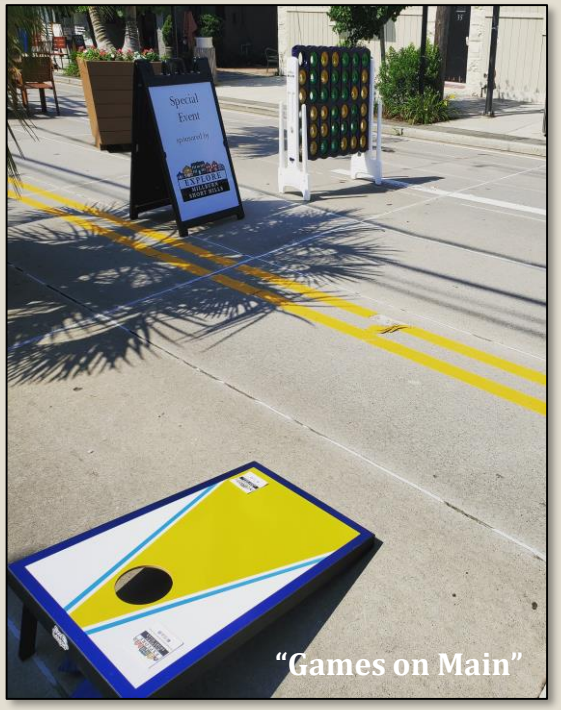
Planning & Events

Accomplishments Thus Far	• FAME Event • Main St. Closure Programming including Summer Music Series, "Games on Main," Musicians for Summer Sales and Fall Brunch Music Series • Morris Turnpike Merchant Mixer • Upper Millburn Avenue Sidewalk Stroll • Morris Turnpike Block Party
Planned for 2021	• Upper Millburn Ave/Short Hills Station Merchant Mixer (October) • Halloween Event (October) • Wyoming Business Center Merchant Mixer (November) • Winter Windows/Winter Walk Event (December)
Potential Projects for 2022	• Downtown Merchant Mixer (January) • Community Clean Up in Non-Downtown Districts • Night Market Restaurant Event & Restaurant Week/Month • Mother's Day Health & Wellness Crawl & Father's Day Beer Garden • Vacant Storefront Art Walk • Artists Doing Live Painting – "Street Scenes" Program

FAME Festival at Taylor Park

1 Year Anniversary Mixer

Live Music Program



"Games on Main"

Upper Millburn Ave Sidewalk Stroll

Bylaws & Governance

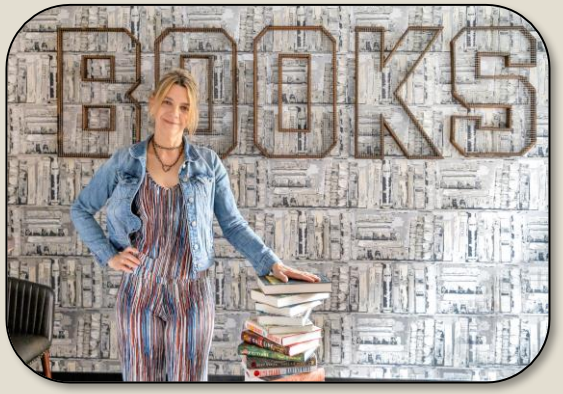
Accomplishments Thus Far	• Fully Staffed with Executive Director, Marketing Director and Interns • Secured 501c3 Designation from IRS • Hired Attorney to Attend Meetings and Respond to OPRA Requests • Consolidated Bylaws and Human Capital Committees into “Bylaws & Governance” • Streamlined Monthly Budget Review & Increased Transparency
Planned for 2021	• Submit Improvements to Bylaws to Township Committee for Approval • Finalize 2022 Budget, Board Membership & Assessment • Hosting a Board Training inc. Financial Reporting & Budgeting, OPRA & Legal Requirements, Records Retention, Banking Procedures and Committee Management
Planned Actions for 2022	• Successfully Complete Audit • Acceptance into Main Street NJ Program • Create New Committees including Real Estate and Visioning & Funding

Business Advocacy

Accomplishments Thus Far	• "Explore Refresh" Storefront Beautification Grant Program • Business Success Kit Publication Distribution • Curb Efficiency Assessment for Downtown • Commercial Vacancy Assessment • In-Person Support inc. Sign Ordinance Guidance, Flex Parking & Grant Opportunities • Support for New Businesses through Marketing, Networking and Regulatory Guidance
Planned for 2021	• Property Owner Roundtable Discussion • Real Estate Broker Roundtable Series • Local Business Speaker Series (Professional Services inc. Accounting, Legal, Marketing) • Expand Partnerships inc. League of Municipalities, Regional SIDs and Downtowns
Potential Projects for 2022	• Expand Website to inc. Open Jobs Board and Grant Opportunities • "Access to Capital" Programs w/ Town

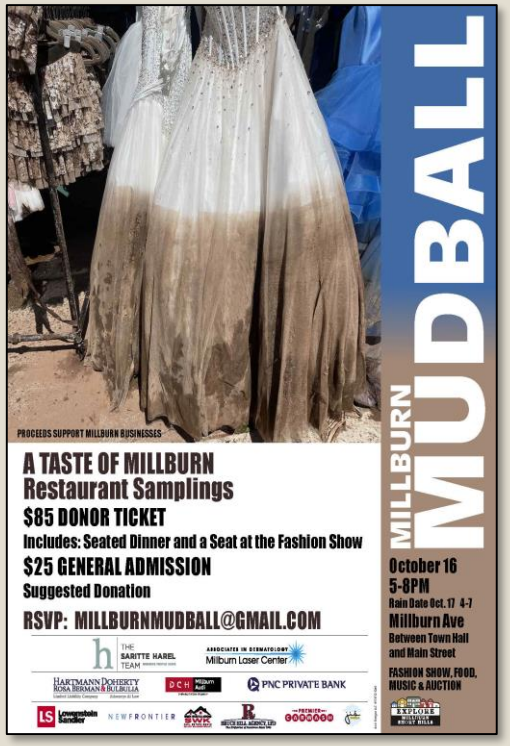
Business Advocacy –

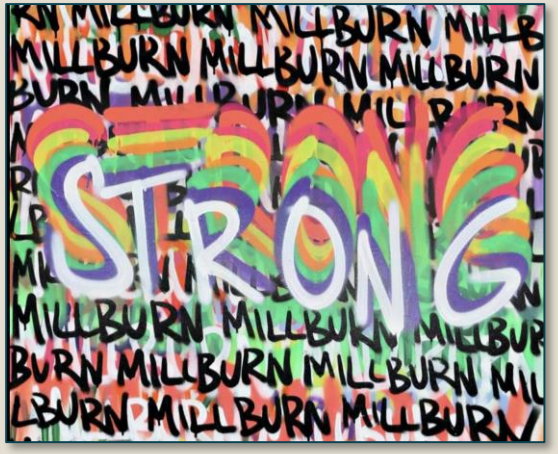
Some of Our Favorite Shots



Hurricane Ida Work

- Helped organize volunteer efforts in immediate aftermath
- Distributed township information related to information hotline, basement pumping and trash collection to over 100 businesses within 16 hours of the storm
- Created donation page within 24 hours and raised over $140,000
  - Reviewed and approved nearly 70 applications with a total request amount of over $400,000
  - Received over 825 individual donations
- Hosted webinars for small business guidance and developed a team of “Navigators” to assist with funding program enrollment including NJEDA, SBA and FEMA
- Working with various groups for additional fundraising programs including Paper, Ribbon & Wrap, The Book House, Footnotes, Paper Mill Playhouse, Deerfield School, J. Nunez Gallery, SwimQuest and Millburn Mud Ball (Oct. 16)





EXPLORE MILLBURN-SHORT HILLS

The Special Improvement District for Millburn-Short Hills

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