

# **DOWNTOWN**

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

The Center of It All

Contents:

1. Organization Information
2. DNJ Membership Information
3. 2021 NJ Downtown Conference Information



# N E W J E R S E Y

## ABOUT DOWNTOWN NEW JERSEY

Downtown New Jersey is the organization of individuals, businesses, government agencies, and local and regional organizations that are passionate about downtowns. Downtowns provide a focal point for our communities, reflect their unique identities, provide a convenient local place of commerce, provide our communities a sense of place, and offer a place in which people gather and truly be community.

Downtown New Jersey is a resource dedicated to ensuring the vitality of our downtowns. Count on us as your resource for anything regarding downtowns in New Jersey.

## MISSION STATEMENT

Downtown New Jersey is an advocate for downtown commercial districts in New Jersey to:

- Provide information and educational opportunities for professional downtown and commercial district revitalization organizations;
- Recognize the best efforts of these organizations;
- Track judicial and legislative issues which can affect the success of New Jersey’s downtown commercial districts;
- Provide opportunities to foster communication among the business, government and professional communities concerned with the well-being of downtown and commercial districts.
- To inform and educate membership on legislative issues involving downtowns and commercial business districts.

[www.DOWNTOWNNJ.com](http://www.DOWNTOWNNJ.com)



@DowntownNewJersey



@DowntownNJ

# DOWNTOWN

## NEW JERSEY

November 2020

We know it's been rough for downtowns these past few months. Downtown New Jersey has been busy keeping up with the changing landscape for main streets and downtown communities in light of the state of emergency. Our ability to continue to advocate for New Jersey's downtowns during these especially challenging times depends on member support.

Below you'll find a partial list of our efforts over the past year. We hope you will read it and see the value in **joining our ranks**.

Here are just a few of the things you can look forward to as a member of DNJ:

- **COVID Response:** Within a week of the shutdown, Downtown New Jersey created a COVID-19 Resource Page on our website, and began hosting near weekly Downtown Management Forums via ZOOM. Forum topics have ranged from BID budgeting to a retail market overview to re-launching farmers markets. We created a Reopening & Recovery Policy Paper based on input from our members, which we shared with the legislature and the NJ Restart & Recovery Council as a member of the Main Street Committee. View all of the resources at [www.downtownnj.com/covid](http://www.downtownnj.com/covid)
- **The Center of It All:** Downtown New Jersey's quarterly e-newsletter keeps members updated on statewide developments, including policies, trends, and events. Our *Member Spotlight* features best practices in member downtowns; this year we've been highlighting the great work our downtowns have been doing to support their small businesses during the pandemic. We welcome member submissions for articles or upcoming events.
- **Downtown New Jersey online:** Visit [www.downtownnj.com](http://www.downtownnj.com) to see new articles and event postings. You can also follow us on Twitter (@downtownnj) and Facebook (@DowntownNewJersey) for the latest downtown-related news. We also started a Facebook Group where DNJ members and partners can discuss hot topics and exchange ideas. Join at [www.facebook.com/groups/DNJforum](https://www.facebook.com/groups/DNJforum)
- **Conference:** Last year's conference took place in Bloomfield Center. The event was well attended and included great discussions about downtown management and retail trends. We will be holding a virtual conference January 19-22, 2021 – stay tuned for more information at [www.downtownnj.com/conference](http://www.downtownnj.com/conference)
- **Panels & Forums:** Our quarterly "lunch and learn" round tables are proving to be a great venue for downtown managers and economic development officials to network, discuss hot topics, and share best practices. We also began a partnership with NJTOD.org to host bi-annual forums about "TOD in Your Downtown". Stay tuned for more information about the round tables and forums at [www.downtownnj.com/events](http://www.downtownnj.com/events).
- **Watching out for you:** From COVID response to SID governance to liquor licenses, we've kept an eye on what goes on in Trenton, and made sure you stay informed. To stay on top of what's happening in Trenton, check out our quarterly Policy Watch at [www.downtownnj.com/advocacy](http://www.downtownnj.com/advocacy).

DNJ members help to make all of these benefits possible. Please support Downtown New Jersey by joining today. We look forward to working with you and wish you a healthy summer.

Cordially,



Emily Manz

Membership Committee Chair



Courtenay D. Mercer, PP, AICP

Executive Director

Robert Zuckerman

*President*

Jay S. Kruse

*Vice President*

Jonathon Tyler

*Vice President*

Vanessa Quijano

*Treasurer*

Sherry Cronin

*Secretary*

Nancy Adams

Susan Adelizzi-Schmidt

Gabe Bailor

Chris Bernardo

Jef Buehler

Michael Darcy

Julie Doran

Christina Fuentes

Deborah Hoffman

Robert S. Goldsmith, Esq

Stuart Koperweis

Beth Lippman

Emily Manz

Elayne McClaine

Robert Peluso

Michael Redpath

Michelle Richardson

Donald Sammet

Stephen A. Santola

Pamela Stefanek

Tom Strowe

Debra Tantleff

Courtenay D. Mercer, PP, AICP

*Executive Director*

Downtown New Jersey



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

**Membership Form**

Thank you for becoming a member of Downtown New Jersey!

**Membership Type** (check one)

- Corporate/Institutional (11+ employees)      \$1,000.00
- Business/Professional (2-10 employees)      \$500.00
- Sole Practitioner      \$350.00
- Government/Non-Profit      \$295.00
- Individual      \$100.00
- Retired      \$50.00
- Student      \$25.00

**Contact Information**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Twitter: @ \_\_\_\_\_

Facebook: @ \_\_\_\_\_

**Amount Enclosed:**      \$ \_\_\_\_\_

**Please make check payable and mail payment and form to:**

Downtown New Jersey, Inc.  
344 Grove Street, Suite 251  
Jersey City, NJ 07302

You can also join online at [www.downtownnj.com/membership](http://www.downtownnj.com/membership)  
Questions? Email [info@downtownnj.com](mailto:info@downtownnj.com) or call 201-472-0356.

# NJ Downtown Conference

Jan. 19 - 22, 2021



## Downtown Recovery: Survive & Thrive in 2021

The Downtown New Jersey Conference is the place to network and learn with professionals engaged in the management and revitalization of the state's downtowns.

### Agenda

#### Tuesday, January 19

- 12:00PM – 12:45PM  
Keynote: Governor Murphy  
(invited)
- 12:50PM – 1:35PM  
Virtual Exhibit Hall &  
Networking
- 1:45PM – 3:00PM  
Panel: A Different Kind of  
Economic Recovery?

#### Thursday, January 21

- 12:00PM – 1:15PM  
Panel: Placemaking for the  
Win
- 1:15PM – 1:30PM  
Placemaking Awards\*
- 1:30PM – 2:15PM: Virtual  
Exhibit Hall & Networking
- 2:30PM – 3:45PM  
Panel: Retail in the Changing  
Downtown Environment
- 4:00PM – 5:15PM  
Virtual Tour & Happy Hour

#### Friday, January 22

- 12:00PM – 1:15PM  
Panel: Disrupted  
Development
- 1:15PM – 1:30PM  
Break & Virtual  
Networking
- 1:30PM – 2:45PM  
Panel: Mayor's Round  
Table

Register by December 31st to enjoy Early Bird rates!

Interested in sponsorship and exhibiting opportunities?  
More information at: [www.downtownnj.com/sponsorship](http://www.downtownnj.com/sponsorship)

#### \* Placemaking Awards

Downtown New Jersey will recognize excellent placemaking projects and initiatives intended to help small businesses survive and thrive during the shut down and capacity limitations associated with the COVID-19 pandemic. For more information about how to submit your placemaking initiative for consideration, visit <https://www.downtownnj.com/programs/placemaking-awards/>

[www.DOWNTOWNNJ.com](http://www.DOWNTOWNNJ.com)

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

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📺 @DowntownNJ



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

# 2021 VIRTUAL CONFERENCE REGISTRATION

January 19 - 22, 2021

Downtown Recovery:  
Survive & Thrive in 2021

Looking for advertising and exhibiting opportunities at the DNJ Conference, then consider becoming a sponsor. Every sponsorship level comes with at least one (1) all-inclusive registrations, so be sure to check out Conference Sponsorship opportunities before you register. More information at: [www.downtownnj.com/sponsorship](http://www.downtownnj.com/sponsorship)

**Non-Member**

- \$65 - Early Bird Rate  
(registration received by December 31st)
- \$75 - Regular Rate

**DNJ Member \***

- \$55 - Early Bird Rate  
(registration received by December 31st)
- \$65 - Regular Rate

**Registration Information:**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Yes, I plan to stay for the virtual tour & happy hour. (We won't hold you to it, just trying to get an estimate.)

Please mail completed form, along with check or payment voucher to:

**Downtown New Jersey  
344 Grove Street, Suite 251  
Jersey City, NJ 07302**

Registration payments by credit card accepted online at  
[www.downtownnj.com/conference/](http://www.downtownnj.com/conference/)

\* DNJ Member Discount: Not sure if you're a member? Contact [info@downtownnj.com](mailto:info@downtownnj.com) to confirm membership standing. More information about becoming a member at [www.downtownnj.com/membership](http://www.downtownnj.com/membership)

# NJ Downtown Conference

Jan. 19 - 22, 2021

## Downtown Recovery: Survive & Thrive in 2021

*The DNJ conference perennially hosts over 100 downtown professionals, real estate experts, designers, developers, lawyers, public officials, and community organizers for three days of education, networking, and celebration of achievement. Sponsorship is an affordable way to receive enhanced exposure to this diverse group of dedicated professionals working to make New Jersey downtowns better.*

### Categories & Benefits:

#### Title Sponsor

- Pre-event messaging, including logo in DNJ advertising, emails, and 6 social dedicated media posts
- Keynote sponsorship
- Clickable banner ad on conference splash page
- Logo on opening slide before each session
- Static exhibitor page, including video ad (30 - 45 secs)
- Live exhibitor breakout room (2 over 4 day period)/ unlimited exhibit attendees
- One (1) year of advertising in DNJ Newsletter
- Six (6) month advertising on DNJ homepage
- One (1) year advertising on DNJ member page
- Eight (8) event registrations

#### Session Sponsor **(2 Sold - Only 4 Left)**

- Pre-event messaging, including logo in DNJ advertising, emails, and 3 dedicated social media posts
- Single session sponsorship
- Clickable small sidebar box ad or logo on conference splash page
- Static exhibitor page, including video ad (30 - 45 secs)
- Live exhibitor breakout room (2 over 4 day period)/ unlimited exhibit attendees
- Six (6) months of advertising in DNJ Newsletter
- Six (6) month advertising on DNJ member page
- Five (5) event registrations

**Downtown NJ members get  
25% off sponsorship! \***

#### Downtown Ally

- Pre-event messaging, including logo in DNJ advertising, emails, and one (1) dedicated social media post
- Clickable logo on conference splash page
- Static exhibitor page, including sponsored video ad (30 - 45 secs)
- Live exhibitor breakout room (2 over 4 day period)/ unlimited exhibit attendees
- Three (3) event registrations

#### Exhibitor

- Pre-event messaging, including listing in DNJ advertising, emails, and social media posts
- Static exhibitor page
- Live exhibitor breakout room (2 over 4 day period)/ unlimited exhibit attendees
- One (1) event registration

#### DNJ Booster Club

- Pre-event messaging, including logo in DNJ advertising, emails, and social media posts
- Clickable logo on conference splash page
- One (1) event registration

[www.DOWNTOWNNJ.com](http://www.DOWNTOWNNJ.com)

✉ [nfo@downtownnj.com](mailto:nfo@downtownnj.com)

☎ 201.472.0356

📘 @DowntownNewJersey

🐦 @DowntownNJ

# DOWNTOWN

NEW JERSEY

## 2021 CONFERENCE SPONSORSHIP REGISTRATION FORM

### Non-Member Sponsorship

- Title **(SOLD OUT)**
- Session - \$1,500
- Ally - \$800
- Exhibitor - \$300
- Booster Club - \$200

### DNJ Member Sponsorship\*

- Title **(SOLD OUT)**
- Session - \$1,125
- Ally - \$600
- Exhibitor - \$225
- Booster Club - \$150

### Sponsor Information:

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

### Attendees:

*Please provide names and titles according sponsorship level - Session (5), Ally (3), Exhibitor (1), Booster Club (1).*

1) Name: \_\_\_\_\_ Email: \_\_\_\_\_

2) Name: \_\_\_\_\_ Email: \_\_\_\_\_

3) Name: \_\_\_\_\_ Email: \_\_\_\_\_

4) Name: \_\_\_\_\_ Email: \_\_\_\_\_

5) Name: \_\_\_\_\_ Email: \_\_\_\_\_

### \* DNJ Member Discount:

Not sure if you're a member? Contact [info@downtownnj.com](mailto:info@downtownnj.com) to confirm membership standing.  
More information about becoming a member at [www.downtownnj.com/membership](http://www.downtownnj.com/membership)

Please mail completed form, along with check or payment voucher to:

**Downtown New Jersey**  
**344 Grove Street, Suite 251**  
**Jersey City, NJ 07302**

Sponsorship payments by credit card accepted online at [www.downtownnj.com/sponsorship](http://www.downtownnj.com/sponsorship)

Please email us at [info@downtownnj.com](mailto:info@downtownnj.com) with a scan of your form and payment so we can start gathering the necessary information to properly recognize your sponsorship/exhibitor support right away.