



Rahway Special Improvement District Economic Development Officer's Report Wednesday, November 9, 2022

- I. SID Business Improvement Program** – Upcoming SID initiative that aims to provide funding for new and existing businesses in the following areas. The parameters have recently changed to the following:
- Fit Out/Interior Improvements = \$2,000 per business
 - Signage = \$2,000 per business
 - Brand Marketing/Design Services = \$2,000 per business
 - MBE Certified – Minority, Women, Veteran, LGBTQ = \$1,000 per business that has or gets the certification
 - Details are being finalized with Union County Economic Development Corporation with a meeting in November.
 - Marketing would launch January 2023 and the program would open from February 1, 2023 through March 31, 2023.
 - If business closes within one year, 50% of the grant is forgivable and the rest must be repaid. If business stays open for two years or more, the grant is completely forgivable.
 - Facade improvements would be an additional \$10,000 loan available for exterior improvements.
- II. Christmas Decorating:** Phase I of the decorating for the holiday season will be completed in October by the company, Christmas Designers. Phase II will be completed before the tree lighting in November.
- III. Small Business Saturday (November 26th)** - The SID Business Committee met with the Rahway Chamber of Commerce on Wednesday, August 17th and Wednesday, September 14th 5PM to discuss ideas for a successful event. Ideas included a shop local campaign to support our local retail businesses through bag giveaways at participating businesses, a raffle for Rahway prize packages and a storefront window decorating contest.
- Participating Businesses that are offering specials on Small Business Saturday include:

Confirmed	Deal
River City Gaming	15% Off Day Passe
Wine & Design	\$10 OFF In-Studio Painting Class starting Small Business Saturday until Cyber Monday coupon Code WNDSMALLBIZ10
Millie & Joy	\$5 gift voucher towards future purchase, free gift box while supplies last, additional markdowns on clearance items
RV	25% off Vintage Tee's
Cultured Expressions	10% off African prints by the yard all day,) a \$7 quick Make'n'Take project from 1pm to 5pm Pouch Necklace (Image available in e-mail 10/17)
Sticks Cigars	Purchase a \$75 Gift Card or Merch. for \$50
Herbs 4 Life	15% off purchase or service

Gilded Lily	10% Off Purchase
Atelier Rosal	Chance to win a \$200.00 gift certificate for custom framing, Open house and an artist reception (press release available in e-mail 10/19)

- The SID will provide 125 reusable giveaway bags that will be given away at participating businesses. All businesses in the City of Rahway have been invited to send 125 promotional items that will be stuffed in these bags on Monday, November 21 at Atelier Rosal.
- The SID will also be sponsoring a raffle for those that shop at participating businesses for four prizes, a stay at the Watt, tickets to a show at UCPAC, a gift card for a restaurant of your choice and a gift card to a Rahway retailer of your choice.
- The Chamber of Commerce will handle the window decorating contest. Individuals will be able to vote at RahwayRising.com and the winning business will win a cash prize, business feature and be in the next Rahway Review.

IV. SID Mural Program – The SID’s continues to work with the Ad Hoc Arts & Culture Committee to prioritize murals that will be installed in various locations throughout the city.

- The City of Rahway & SID were awarded \$22,000 by the NJ Department of Environmental Protection and NJ State Council of the Arts to do a mural that focuses on climate resilience. Rahway was selected along with four other municipalities out of 20 that applied. In a call for artists to complete the project, 29 applied. One artist will be selected to complete the project likely in the Paseo and the project will be completed in the Spring/Summer of 2022.
- Artist selections, budgets and proposed designs are being finalized for the following locations in 2023: Train Station Plaza, Rahway Arts District Park and 2255 Elizabeth Avenue.

V. Upcoming Events

- Christmas Tree Lighting – Friday, November 25th
- Small Business Saturday – Saturday, November 26th
- Soup Stroll 2023 – January 7, 14, 21 and 28

VI. New Businesses

- Costa Rica Beauty Salon – Ribbon Cutting on Saturday, September 24th at 5PM. They are located at 2177 St Georges Avenue.
- Dreams Nail Salon – Ribbon cutting on Friday, October 14th at 3PM. They are located at 978 A St Georges Avenue.