



Rahway Special Improvement District Economic Development Officer's Report Monday, February 13, 2023

I. 2023 Committee Meeting Schedule & Times

SID Mayor Advisory Committee	SID Ad Hoc Committees
Monday, February 6 – 5PM	Tuesday, February 7 – 5PM
Monday, April 3 – 5PM	Tuesday, April 4 – 5PM
Monday, June 5 – 5PM	Tuesday, June 6 – 5PM
Monday, August 7 – 5PM	Tuesday, August 8 – 5PM
Monday, October 2 – 5PM	Tuesday, October 3 – 5PM
Monday, December 4 – 5PM	Tuesday, December 5 – 5PM

II. **SID Business Improvement Program** – Forgivable loans for new and existing Rahway businesses for the following areas:

- 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
 - Maximum given to one business is \$7,000.
 - Businesses must stay in operation for one year to have it be 50% forgiven and two years to have it be 100% forgiven.
 - Marketing to businesses will begin in February and continue for the rest of the month.
 - Applications will open on March 1st and businesses can visit RahwayisHappening.com/grant for more information and application link.

III. **Rahway Taste of Spring 2023 – 20th Anniversary, Friday, April 14th from 5:30-9PM**

- Event returns to the Rahway Recreation Center after a two-year hiatus.
- Packets for participating businesses have gone out to print.
 - Businesses will have until March 22nd to reply.
- \$600 incentive will be given to Rahway restaurants to assist with costs and \$300 for out-of-town restaurants.
 - Funds will be raised from ticket sales and provided after the event

IV. **Rahway's Own 2022 Class** – Will be recognized on Thursday, March 2nd at the State of the City Address.

- There will be a reception for the honorees and their families at the Watt Hotel on March 2nd from 4-6PM
 - The honorees are:
 - Garay Family (Francisco, Tony, Louis, Carlos – successful business owners, athletic supporters and community leaders).
 - Kimberly & Lisette Brandao - Portuguese Women's National Soccer Team
 - Eric Peters – NASA Engineer
 - Michael Elliott – Designed shoes for Nike and LeBron James
- Rahway's Own & Rising Stars Nominations for 2023 will open in March

V. Previous Events

- Soup Stroll – January 7, 14, 21 and 28
 - SID provided ~15,000 cups to 23 participating restaurants to give out free soup samples
- Downtown businesses had ~200 patrons visit every weekend
- Greater Rahway businesses had ~50-80 patrons visit every weekend
- Patrons made additional purchases, picked up menus and/or had drinks

VI. Upcoming 2023 Events

- Dinner and a Show w/UCPAC – February 18th with Mandy Patankin. This will be a quarterly initiative between SID and UCPAC
- Munch Madness – Thursday, March 25th from 12-3PM
- Women’s Month Business Event – Thursday, March 30th from 6-8PM
- Rahway’s Own & Rising Stars – Nominations to open late March
- Rahway’s Taste of Spring – Friday, April 14th from 5:30-9PM

VII. New Business Openings

- Romero’s Tavern had a ribbon cutting on Friday, February 20th at 2:30PM. They are located at 1519 Main Street, Rahway.

RAHWAY SPECIAL IMPROVEMENT DISTRICT BUSINESS IMPROVEMENT GRANT PROGRAM 2023

Grant Opportunities for qualifying businesses in Rahway that meet the following criteria:

- Businesses must be registered with the State of NJ (NJBRC)
- More than 50% of business occurs within a brick and mortar location in the City of Rahway
- Approved use in the City of Rahway
- No chains or franchises

A business must remain in operation for one year after issuance of Grant to qualify for 50% forgiveness, and two years for 100% forgiveness.

Application Open from March 1 – April 30, 2023
Please apply online at: xxxxxxxxxxxxxx

Businesses that qualify will be eligible to apply for a limited number of grants.



A \$2,000 Grant is available in each of the following areas:

Fit Out - Interior

Nonpermanent Interior Improvements
Tables, Chairs, Shelves, Retrofit, Paint, Trade Fixtures, Technology



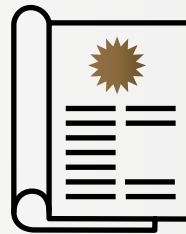
Signage - Exterior

Zoning Approved Signs or Awnings
Commercial Zoning Permit must be submitted



Brand Marketing and Design Services

Consultation and Discussion on Branding, Marketing and Design. Opportunities for Professional Design services.
Marketing, Social Media, Logo Design, Website Business Collateral



Receive an additional \$1,000 grant for MBE/WBE Certification!

MBE/WBE Certification*

*Must be registered or complete registration and submit proof with grant application by April 30, 2023.

Minority, Women, Veteran, LGBTQ-Owned Business Enterprises



**\$10,000
GRANT AMOUNT**

Exterior Façade Improvement Program

Outside Permanent Improvements
Storefront Level Only
Windows, Base of Windows, Doors
Rolling Application begins March 1

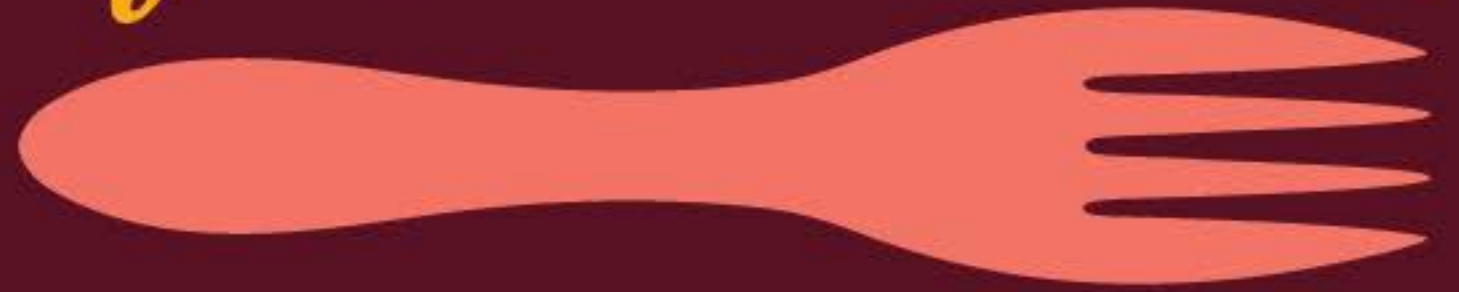


The Rahway SID has retained UCEDC to administer this Grant Program. For more information about the business support services and resources offered by UCEDC, visit www.ucedc.com.

SAVE THE DATE! FRIDAY APRIL 14



RAHWAY **TASTE** *of* **SPRING**



Wine and Food Tasting • Artisan Show and Sale, Music and More!
Limited tickets - Advance Sales Only! \$35/person

Stay tuned for ticket purchasing information!

Visit www.RahwayIsHappening.com

CELEBRATING 20 TASTY YEARS!