

RAHWAY SPECIAL IMPROVEMENT DISTRICT BUSINESS IMPROVEMENT GRANT PROGRAM 2023



www.rahwayishappening.com/grant



MAYOR RAYMOND A. GIACOBBE
AND THE RAHWAY CITY COUNCIL

Rahway is
small businesses



RAHWAY SID: Our Mission

The mission of the Rahway Special Improvement District (SID) is to create a positive climate to encourage business retention that supports existing businesses, and attract new businesses that contribute to the quality of life and long-term success of the city. The SID also works to maintain a strong partnership between the arts and business communities.

All businesses within the city may contact the Rahway SID to be added to the website www.RahwayIsHappening.com and our business directory. Stay in touch by following us on Facebook and Instagram to get more information on upcoming initiatives and community events that are organized throughout the year to benefit our businesses. Be sure to tag us on social media to share photos, promotions and have your business featured.

What We Do

Promote, grow and support local businesses, property owners, residents and patrons within the City of Rahway.

Utilize targeted economic development and marketing initiatives to retain and attract new businesses to the city.

Work in conjunction with the City of Rahway and Rahway Redevelopment Agency to enhance the city's quality of life through programming and development.

Create a culturally diverse, vibrant and economically sound community within Rahway.

Develop activities and programs that encourage the long term success of the arts and business communities.





A Message from The Mayor

Greetings, Business Owner!

It is my pleasure to welcome you to the great City of Rahway! I am honored that you have chosen us as the home for your business and I am excited for you to discover all of the resources that the City and the Rahway Special Improvement District (SID) have to offer. This booklet offers an overview of the SID Business Improvement Program, with details regarding available business grants that can help enhance your business and assist you in becoming a thriving member of our business community.

In addition to program details, you will find contact information for useful resources and links to the forms and processes that will help you move forward with our application. Whether you wish to improve the appearance, functionality, or branding of your business, or become a certified minority- or women-owned business enterprise, the SID is available to help you meet those goals.

The Rahway City Council and I pride ourselves on being accessible and getting to know our business community. We look forward to meeting you and supporting your efforts so that we may all enjoy the benefits of an economically thriving city, with a range of service and project offerings for residents and visitors alike. My door is always open to you. I can be reached by email at mayor@cityofrahway.com or by phone at (732) 827-2009.

For the most current information regarding all things going on in Rahway, please keep an eye on our websites, cityofrahway.com and rahwayishappening.com, and the social media pages for City of Rahway, Rahway is Happening, and Mayor Raymond Giacobbe. I am thrilled that you have chosen our vibrant, diverse city and wish you and your business great success!

Sincerely,
Mayor Raymond A. Giacobbe



RAHWAY SID BUSINESS IMPROVEMENT GRANT PROGRAM

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

- Businesses must be registered with the State of NJ (NJBRC)
 - Approved use in the City of Rahway
 - More than 50% of business occurs within a brick and mortar location 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.

BUSINESSES THAT QUALIFY WILL BE ELIGIBLE TO APPLY FOR A LIMITED NUMBER OF GRANTS. A \$2,000 GRANT IS AVAILABLE IN EACH OF THESE THREE FOLLOWING AREAS:

Fit Out - Interior

Non-permanent Interior Improvements

Signage - Exterior

Zoning Approved Signs or Awnings

Brand Marketing and Design Services

Consultation and Design Opportunities for Logo, Marketing, Social Media, Collateral, Website

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

*Must be registered as Minority, Women, Veteran, LGBTQ-Owned Business Enterprises

Exterior Façade Improvement Program

Outside Permanent Improvements -
Storefront Level Only

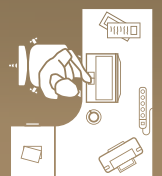
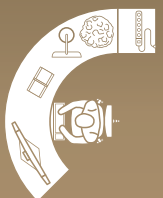
FIT OUT

INTERIOR

Non-permanent Interior Improvements

Tables, Chairs, Shelves, Retrofit,
Paint, Trade Fixtures, Technology

**Grant Amount:
Up to \$2,000**



Fit Out: Functional Retail & Commercial Modifications

The term “fit out” is used to describe the process of renovating a professional space – so it is ready for use by occupants and customers. This grant covers a range of **non-permanent** modifications intended for interior retail or commercial space.



Bring your space to life

Create a welcoming, one-of-a-kind environment for your customers and stakeholders by incorporating signage, wayfinding, brand elements, and custom artwork into workspaces, retail shops, service areas, and more, to deliver your desired aesthetic.



Examples Include:

- Furniture
- Shelving/Trade Fixtures
- Product/Display Racks
- Fitting/Dressing Areas
- Partitions/Faux Walls
- Window Displays
- Display Lighting
- Painting
- Interior Signage



SIGNAGE

EXTERIOR

Zoning Approved Signs or Awnings

Please refer to these examples for style.

Commercial Zoning Permit must be submitted.

**Grant Amount:
Up to \$2,000**

Exterior Signage: Your First Opportunity to Make an Impression

Custom-tailored exterior signage and awnings will make a big statement for your business and brand. From logo signs to channel letters and box signs (lit or non-lit), professional and effective signage will increase your business visibility – even during non-business hours. A comprehensive signage and exterior strategy is key to driving business and increasing sales.



Examples Include:



AWNING (Various colors, no business name)



AWNING (Various colors, business name)



ALUMINUM SIGN



ALUMINUM SIGN



SANDBLASTED/SHAPED



SANDBLASTED



INDIVIDUAL ACRYLIC LETTERS



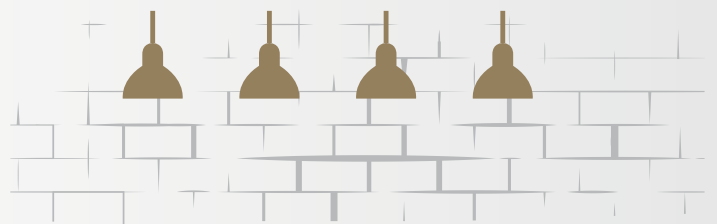
ARMATURE SIGN



LED LIGHTED CHANNEL LETTERS



ACRYLIC



GOOSENECK LIGHTING

An on-site consultation must be arranged between City/SID, the Business Owner and the Sign Company Representative to discuss recommendations and options. All signs must be approved by Zoning through a commercial zoning permit prior to finalizing any work orders or projects for new signage. For information, please email zoning@cityofrahway.com.

BRAND MARKETING AND DESIGN

Consultation and Discussion on
Branding, Marketing and Design

Grant Amount:
Up to \$2,000

What is your (company) mission?

What are your expectations?

What are the strengths of your company?

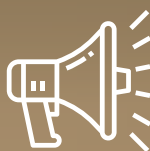
Who are your top competitors?

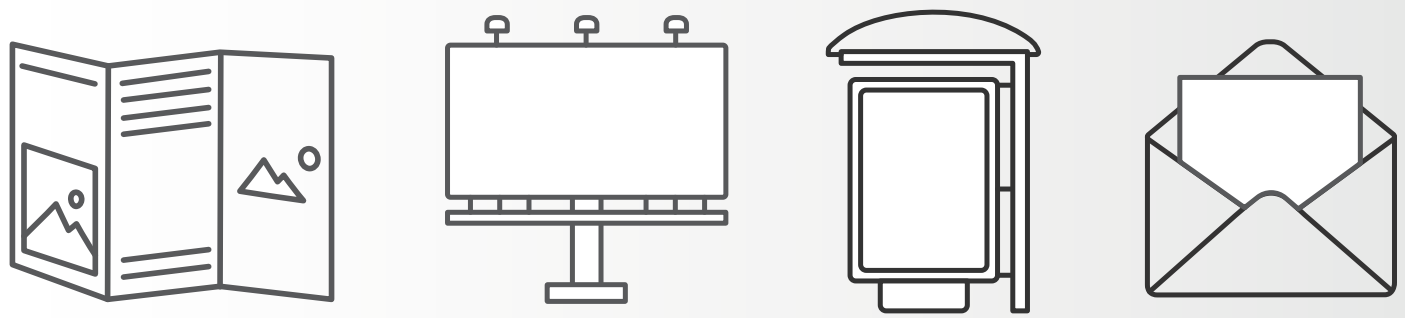
What do you like or dislike about your previous branding?

Who is your target customer?

What age group are you targeting?

Where will you use the brand design?





Building your business brand is **essential** to help your business stand out. No matter the business, you have to position yourself in unique ways to rise above the competition. Consult with local branding professionals and media business owners, who are committed to supporting fellow business owners in the development of a strong brand and voice for online and social media, print, and all other facets of business communication.

PROFESSIONAL
DESIGN
SERVICES
AVAILABLE

**Marketing, Social Media,
Logo Design, Website
Business Collateral**

First Impressions are Lasting Impressions

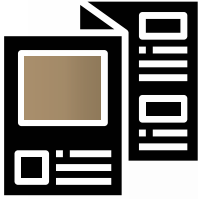
Graphic design is an important tool to help any business make a positive, lasting impression. The first time a visitor interacts with your brand will set the tone for the rest of your business relationship.

Usually, that first interaction comes in the form of visual marketing materials. It could be a business card, your website, a poster, a flyer, a social media post, or even your product packaging.

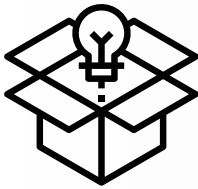




Trade and Print Ads



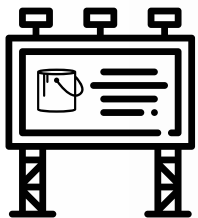
Information Pamphlets



Packaging and Labels



Exhibition Graphics



Billboards and OOH



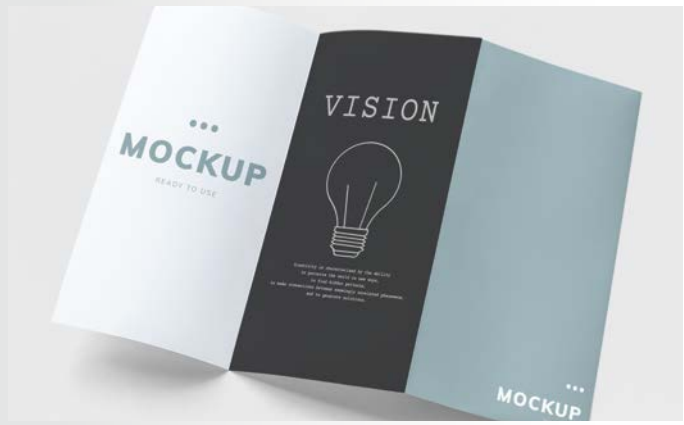
Digital Presentations



Web and Digital Media

Examples Include:

- Advertisements
- Banner Design
- Billboards
- Branding
- Brochures
- Business Cards
- Die Cut Novelty
- Digital Signage
- Direct Mailers
- E-commerce
- Email Campaigns
- Event Promotion
- Event Signage
- Exhibit Booth
- Hang Tags
- In-house Collateral
- In-store Display
- Interior Space Design
- Invitations
- Logo / Identity
- Menu Design
- Mobile / Truck Display
- Motion Graphics
- Narrowcast Spots
- Newsletters
- Packaging
- Pop Display
- Postcards
- Posters
- Presentations
- Presentation Folders
- Product Illustration
- Product Labels
- Sales / Marketing Kits
- Seasonal Marketing
- Sell Sheets
- Social Media
- Specialized Promotions
- Stationery Design
- Web Banner Design
- Website Design



Branding, Marketing and Design

Established Fee Schedule*

SERVICES

Consultation and Discussion on Branding, Marketing and Design \$150
 Consultation is a one hour discovery meeting, for the agency to understand the business owner's view of their current status in the market place, and their short to long-term design and marketing goals.

Topics to be discussed:

- Current company mission
- Existing branding (if any)
- Strengths and weaknesses
- Target audience
- Knowledge of competitors
- Expectations on visibility/sales

POTENTIAL PROJECTS

- Logo – Includes business card design \$500
- Small Website Set up \$850
- Social Media (FB and IG) set up –
 Includes cover/profile image/initial post \$400
- Social Media (FB and IG) 3 Post Series
 (includes FB event cover if needed) \$150
- Print Ad \$250-\$350
- Business Card Design \$150
- Direct Mail Postcard \$450
- Menu \$250-\$500
- Sign – 2 Renderings \$300

*Fee schedule established by Wizdom Media LLC, Rahway, NJ

Good design is not a luxury, it is a necessity for commercial consumption, human interest and effective broadcast. From the split second visual impact of a well-crafted logo to the all-consuming experience of an engaging large scale exhibit, capitalize on the first step of your client's journey by implementing relevant, updated graphics that tell the story of your brand.

MBE/WBE CERTIFICATION

Minority, Women, Veteran, LGBTQ
Owned Business Enterprises

Grant Amount:
\$1,000

Must Show Proof
of Certification

M/WBE is a certificate issued by the state of New Jersey to identify minority* and/or women** owned businesses or enterprises. This no-cost certification may help when obtaining contracts with government entities. You register to become an M/WBE with the State of NJ. While NJ state government does not give special consideration to vendors that hold M/WBE certifications, some municipal contracts do give special consideration.

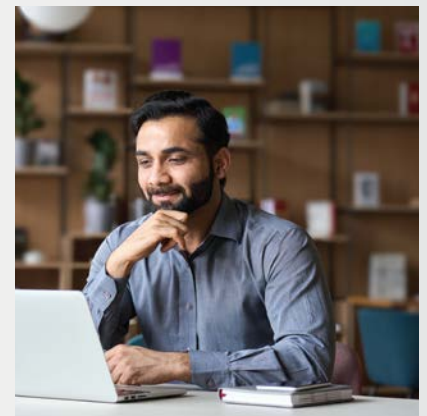
A "**Veteran-owned business**" is a business that has its principal place of business in NJ, is independently owned and operated, and at least 51% of the business is owned and controlled by persons who are veterans. The Principal Owner must provide a copy of their Federal Form DD-214 indicating honorable discharge or release under honorable circumstances.

LGBTQ-owned businesses are defined by the National LGBT Chamber of Commerce (NGLCC) as being at least 51 percent owned, operated, managed and controlled by a person or persons who identify as part of the LGBT community (including non-binary and gender non-conforming individuals). Certified LGBTBE® companies have access to hundreds of corporate representatives and supplier diversity professional contacts, and are also eligible for scholarship programs, mentorship and leadership training, and other business development tools.



*A Minority means a person who is: 1) Asian American, a person having origins in any of the original peoples of the Far East, Southeast Asia, Indian Subcontinent, Hawaii, or the Pacific Islands; 2) American Indian or Alaskan native, a person having origins in any of the original peoples of North America. 3) Black, a person having origins in any of the black racial groups in Africa; or 4) Hispanic, a person of Spanish or Portuguese culture, with origins in Mexico, South or Central America, or the Caribbean Islands.

**A "Woman" or "women" means an individual, regardless of race, who self-identifies her gender as a woman, without regard to the individual's designated sex at birth.



Registration

To begin the certification process as a Minority, Women, Veteran, or LGBTQ-Owned Business Enterprise, please visit business.nj.gov as well as the resource websites listed on the next page.



The National LGBT Chamber of Commerce (NGLCC), the business voice of the LGBT community, is the only **national** advocacy organization dedicated to expanding economic opportunities for the LGBT business community. It is the exclusive third-party certifying body for Certified LGBT Business Enterprise® (Certified LGBTBE®) companies. Over 1/3 of Fortune 500 recognize this certification and partner with NGLCC to create fully LGBT-inclusive supply-chains.

Visit www.nglcc.org for information and/or to begin this national Certification process.



WBENC Certification is the most widely recognized and respected **national** certification for women-owned businesses in the U.S.

Through certification, women-owned businesses gain access to a vast network of support, including targeted business opportunities for certified women-owned firms, increased visibility in corporate and government supply chains, education and development programs to spur growth and increase capacity, and networking and mentorship opportunities with thousands of women entrepreneurs and those who support them. WBENC is also an approved third-party certifier for the SBA's Women-Owned Small Business (WOSB) Federal Contracting Program.

Visit www.wbenc.org for information and/or to begin this national Certification process.



UCEDC is a private non-profit Community Development Financial Institution that fosters economic growth. They accomplish this by providing financial and technical assistance to new and existing businesses with an emphasis on benefiting under-served people and communities.

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.

Through certification, businesses gain access to vast networks of support, including targeted business opportunities, increased visibility in corporate and government supply chains, education and development programs to spur growth and increase capacity, and networking and mentorship opportunities with thousands of entrepreneurs and those who support them.

FAÇADE

EXTERIOR

Outside Permanent Improvements

Storefront Level Only

Windows, Base of Windows, Doors

Grant Amount:

\$10,000

Rolling Application begins March 1



Façade Improvement: A Positive Visual Impact on Your Business

The purpose of the exterior Façade Improvement Program (FIP)* is to encourage property owners to maintain and enhance commercial spaces that will make those spaces more attractive for walk-in business and commerce, and to attract businesses to those spaces should they become vacant.

Property owners can use the money to restore and enhance the street level appearance of a commercial building. This includes but is not limited to:

- **Restoring or increasing the percentage of transparent glass**
- **Removing or replacing dark-tinted or textured glass for greater visibility**
- **Window replacement or restoration**
- **Exterior Paint**
- **Preservation of historic materials**
- **Door replacement or restoration**
- **Exterior Lighting**

If you have questions, or for a complete list of qualifying and non-qualifying improvements to your façade, please contact:
rahwaysid@cityofrahway.com

*Façade Improvement Program is only available to Property Owners. No Title Transfer for 5 years after grant issuance.



An on-site consultation must be arranged between City/SID, the Property Owner and the Contractor/Representative to discuss recommendations and options. All work must be approved by Zoning prior to finalizing any work orders or projects. For information, please email zoning@cityofrahway.com.



THE CITY OF RAHWAY • MAYOR RAYMOND A. GIACOBBE
RAHWAY SPECIAL IMPROVEMENT DISTRICT



One City Hall Plaza, Rahway, NJ 07065
(732) 827-2195
rahwaysid@cityofrahway.com
www.rahwayishappening.com