



# 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 1<sup>st</sup> and businesses can visit [RahwayisHappening.com/grant](http://RahwayisHappening.com/grant) for more information and application link.

## III. Rahway Taste of Spring 2023 – 20<sup>th</sup> Anniversary, Friday, April 14<sup>th</sup> 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 22<sup>nd</sup> 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 2<sup>nd</sup> at the State of the City Address.

- There will be a reception for the honorees and their families at the Watt Hotel on March 2<sup>nd</sup> 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 18<sup>th</sup> with Mandy Patankin. This will be a quarterly initiative between SID and UCPAC
- Munch Madness – Thursday, March 25<sup>th</sup> from 12-3PM
- Women’s Month Business Event – Thursday, March 30<sup>th</sup> from 6-8PM
- Rahway’s Own & Rising Stars – Nominations to open late March
- Rahway’s Taste of Spring – Friday, April 14<sup>th</sup> from 5:30-9PM

**VII. New Business Openings**

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