



# Rahway Special Improvement District Report

## Monday, August 7, 2023

### I. New Hire

- Randy Wahl has been hired as the Maintenance Ground Worker for the Special Improvement District as of July 1. His role will be to keep the downtown area well maintained, clean and safe.

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

- Fit Out/Interior Improvements = Up to \$2,000 per business
- Signage = Up to \$2,000 per business
- Brand Marketing/Design Services = Up to \$2,000 per business
- MBE Certified – Minority, Women, Veteran, LGBTQ = \$1,000 per business that has or gets the certification
- The 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.
- Applications were open from March 1<sup>st</sup> and closed on April 30<sup>th</sup>.

#### Update

- In early July, a letter was mailed to all applicants of the BIP notifying them of their eligibility status. Anyone who has been deemed an eligible business must now submit a vendor quote, proposal or other documentation showing how funds will be used. In the case of signage, applicants will also need to provide a sign rendering and a commercial zoning permit to receive approval.
- All funding requests are due by September 1, 2023.
- There was a total of 130 applicants for the BIP. 109 businesses met the established criteria for eligibility.

**Facade Improvement Program** - \$250,000 has been allocated for property owners to improve their exterior facades and storefronts as \$10,000 forgivable loans.

#### Update

- A letter will be sent to all applicants of the FIP notifying them of their eligibility status. Eligible applicants will need to schedule a consultation with the SID Project Manager and City Planner about proposed improvements.
- There was a total of 32 applicants for the FIP. 24 applicants met the established criteria for eligibility.

### III. Lewis Street Market

- The Lewis Street Market seeks to offer locally produced goods as well as offering local businesses an opportunity to showcase their products and services.
- The market takes place on Fridays from June-August from 4-8pm behind the pavilion on the corner of Lewis and Main Street and coincides with music at the Paseo (6:30-9pm).

#### Update

- The market scheduled for July 14<sup>th</sup> was rescheduled for July 21<sup>st</sup> due to rain and had 8 vendors attend.
- The market on July 28<sup>th</sup> had 10 vendors in attendance.
- Remaining Dates for 2023: August 11 and August 25

#### **IV. New Business Openings**

- **Wholly Cow** – Located at 1542 Main Street, Wholly Cow offers gelato in a variety of flavors as well as premium coffee. Owner, Terra Guaba, a Rahway resident hopes to create a spot where people can gather to enjoy high quality frozen treats and coffee and build community. Wholly Cow celebrated their Grand Opening and Ribbon Cutting on Thursday, July 20<sup>th</sup>.
- **She Too Fitness** – Located at 1571 Irving Street, Suite 206, She Too Fitness, is a women's fitness & nutrition community. Owner, Diana Arriaza-Figueroa provides services that include group fitness, personal training, and nutrition support. Their Grand Opening and Ribbon Cutting took place on Saturday, August 5<sup>th</sup>.

#### **V. Up Coming Events for August & September**

- Music at the Paseo – Every Friday night from 6:30-9:30pm
- Music at Arts District Park – Every Saturday night from 6-8pm
- Lewis Street Market - August 11 and August 25 from 4-8pm
- Dinner & Show with UCPAC for the Outlaws show on August 25
- Soirée en Blanc – Sunday, August 27 on Cherry Street
- Celebracion – September 14 & 21 at Arts District Park
- Hispanic Heritage – Saturday, September 16 at the Rec Center
- ArtsFest – Saturday, September 23 on Irving Street
- Dinner & Show with UCPAC for the Ryan Adams show on September 23