



Rahway Special Improvement District Report

Monday, January 8, 2024

I. **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 1st and closed on April 30th.

Update

- There was a total of 130 applicants for the BIP. 109 businesses met the established criteria for eligibility.
- Funding requests were due by September 1, 2023.
- 62 businesses have submitted their funding requests.
- The funding requests have been reviewed by SID staff. The City Planner has reviewed all requests for signage to ensure that all proposed signs are compliant with municipal zoning ordinances.
- At present, 27 of 62 businesses have completed all the steps and have received funding.
 - 2 World Studios - 1544 Irving St
 - Arch Angels NJ LLC - 1600 St Georges Ave.
 - Chicken Delight - 1685 St Georges Ave
 - Coffee Box - 1465 Irving Street
 - Cooks Kitch'n - 1685 St Georges Ave
 - Compliments by A Myles - 156 East Milton Ave
 - Cultured Expressions - 1417 Main St
 - Darkside Industries - 1571 Irving St
 - Dason Stainless Products - 1773 Elizabeth Ave
 - Gigi's Latin Bistro - 1524 Irving St
 - Hellhound Studios - 1605 Coach St
 - Instile Stone Corp - 713 New Brunswick Avenue
 - La Chula Tex Mex - 78 E Cherry St
 - La Malinche - 1588 Irving St
 - Le Bijou Nail & Spa - 382 St Georges Ave
 - Luxury Elite Wellness - 1567 Irving St
 - Melao Cafe & Creamery - 1425 Irving St
 - Millie & Joy - 1361 Franklin St
 - MNM Fitness - 1521 Main St
 - Nancy's Towne House - 1453 Main Street
 - Nutradontics - 1271 Westfield Ave.
 - PMU Studio - 1275 Westfield Ave, Ste 4
 - Protein Corner - 548 W. Grand Ave
 - Pupz Club - 1419 Irving Street
 - Santana Agency - 75 E Cherry St
 - Vendee Events - 275 E Grand Ave
 - Wet Ticket Brewing - 1435 Main St

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 was sent to all applicants of the FIP notifying them of their eligibility status. Eligible applicants will need to schedule a consultation by October 1st 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.
- The SID Project Manager and City Planner have met with 14 applicants and are awaiting further paperwork for approval.
- 10 property owners are ready to receive funding and are working with SID and UCEDC to finalize paperwork.

II. Holiday Window Decorating Contest Recap

- The Holiday Window Decorating Contest, sponsored by the SID and the Rahway Chamber of Commerce and hosted by Rahway Rising, returned for its second year. 18 businesses throughout the city participated and decked out their windows with art, lights and other decorations. This year, we have two winners.
 - The People’s Choice Award was decided by popular vote which was open to all residents and visitors to Rahway. 949 votes were cast via the ballot that was hosted at RahwayRising.com. Garden of Ink took first place with 174 votes.
 - The other winner was decided by members of the Senior Art Class. Nine members of the Senior Art Club made a tour of all participating businesses on Saturday, December 2nd. They chose Gelber Associates as the first-place winner.
 - Both winners will receive a \$200 award, a trophy, and a feature in the Spring issue of the Rahway Review.

III. Ribbon Cuttings

- **X-Press Grab & Go** - Located at 1725 St Georges Avenue, owners Peter & Susan offer thoughtfully curated household items to compliment a varied selection of premium meats and specialty sandwiches.

IV. Upcoming Events

- Soup Stroll 2024 – January 6, 13, 20 and 27
- Restaurant Meeting – Early February