



# Rahway Special Improvement District Report

## Monday, February 12, 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 1<sup>st</sup> and closed on April 30<sup>th</sup>.

#### **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, 35 of 62 businesses have completed all the steps and have received funding:

2 World Studios - 1544 Irving St	Luxury Elite Wellness - 1567 Irving St
Arch Angels NJ LLC - 1600 St Georges Ave.	Melao Cafe & Creamery - 1425 Irving St
Bongiovi Chiropractic Center – 764 Jefferson Ave	Michelino’s Pizza – 79 E. Milton Ave
Chicken Delight - 1685 St Georges Ave	Millie & Joy - 1361 Franklin St
Coffee Box - 1465 Irving Street	MNM Fitness - 1521 Main St
Cooks Kitch’n - 1685 St Georges Ave	Nancy's Towne House - 1453 Main Street
Compliments by A Myles - 156 East Milton Ave	Navi Salon – 1673 Irving St
Cultured Expressions - 1417 Main St	Nutradontics - 1271 Westfield Ave.
Darkside Industries - 1571 Irving St	PMU Studio - 1275 Westfield Ave, Ste 4
Dason Stainless Products - 1773 Elizabeth Ave	Protein Corner - 548 W. Grand Ave
Diamond Studio Lash & Brow – 1653 Irving St	Pupz Club - 1419 Irving Street
Dr. Greg Schneider – 1271 Westfield Ave	Quality 1st Auto Repair – 300 St Georges Ave
Gigi's Latin Bistro - 1524 Irving St	Rahway Primary Care -1531 Irving St
Hellhound Studios - 1605 Coach St	Rahway Sushi – 75 E. Cherry St
Instile Stone Corp - 713 New Brunswick Avenue	Santana Agency - 75 E Cherry St
La Chula Tex Mex - 78 E Cherry St	Vendee Events - 275 E Grand Ave
La Malinche - 1588 Irving St	Wet Ticket Brewing - 1435 Main St
Le Bijou Nail & Spa - 382 St Georges Ave	



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### II. **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 1<sup>st</sup> 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.
- 2 property owners have completed the necessary steps and have received funding.

### III. **Soup Stroll Recap**

- Soup Stroll took place every Saturday in January (1/6, 1/13, 1/20, 1/27) from 1-4pm
- 24 eating and drinking establishments participated.
- 16,500 cups of soup were distributed by the restaurants over the four Saturdays.
- Downtown businesses had ~200-250 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.

### IV. **2024 Committee Meeting Schedule & Times**

<b>SID Ad Hoc Committees</b>	<b>SID Mayor Advisory Committee</b>
Monday, February 5 - 5PM	Tuesday, February 6 - 5PM
Monday, April 1 - 5PM	Tuesday, April 2 - 5PM
Monday, June 3 - 5PM	Tuesday, June 4 - 5PM
Monday, August 5 - 5PM	Tuesday, August 6 - 5PM
Monday, October 7 - 5PM	Tuesday, October 8 - 5PM
Monday, December 2 - 5PM	Tuesday, December 3 - 5PM

### V. **Ribbon Cuttings**

- **Charlies Flowers & Gourmet Baskets** - On January 30, 2024, Mayor Giacobbe was joined by 1<sup>st</sup> Ward Councilman, Al Parker to cut the ribbon and officially welcome Mirlande Charles' business to the community. To experience an enchanting world of blooms and botanical wonders visit Charlie's Flowers & Gourmet Baskets located at 1645 Irving Street. Fresh floral designs and gifts for all occasions are available to take home or ship anywhere worldwide.

### VI. **Upcoming Events**

- Restaurant Meeting & Networking Events - February 12<sup>th</sup> & 15<sup>th</sup>
- Women in Business Networking Event - Wednesday, March 27 at 6pm at Nancy's Towne House
- Rahway Taste of Spring - April 5<sup>th</sup> from 5:30-9pm at the Rec Center (Tickets go on sale March 1<sup>st</sup>)