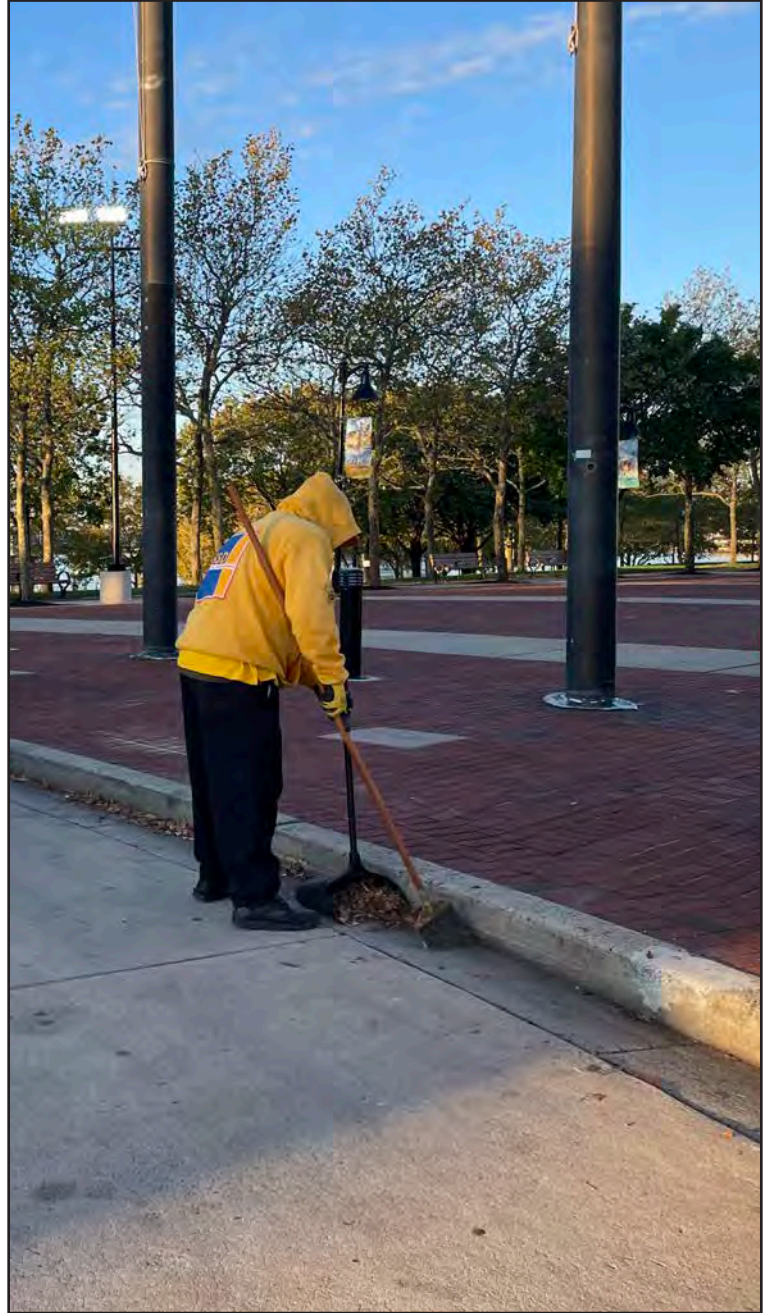
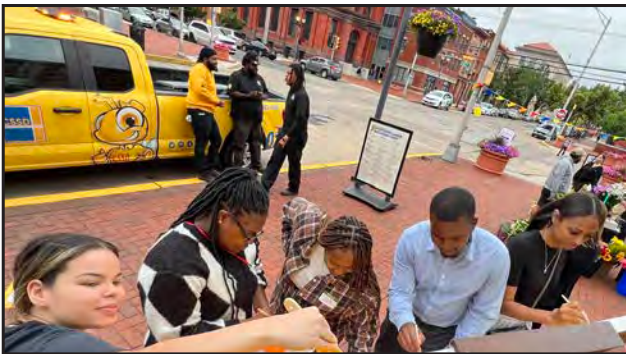


2023

ANNUAL REPORT

Camden Special Services District

District Management Corporation for the Camden Business Improvement District



**DOWNTOWN
CAMDEN**
Business Improvement District

200 Federal Street
Suite 146
Camden, NJ 08103

(P): (856) 823-4282
(E): CamdenBid@CamdenSSD.com
(W): www.CamdenSSD.com

About Our Organization

Overview

All activities provided through the CBID are intended to supplement and enhance existing city services. The importance and value of providing additional services to support viable, thriving downtowns through business improvement districts have been recognized and utilized in communities worldwide for the last 50 years.

Contained herein is a summary report of the activities of the CSSD/CBID for FY 2023. These activities are listed chronologically to show the history of the Business Improvement District in Camden (up to 2022), board meeting dates/topics, and work performed. The 2023 CSSD/CBID Organization Budget of \$3,700,660 (\$2,792,255 CBID only) was approved by the CSSD Board of Directors on February 8, 2023 and Camden City Council on May 9th, 2023.

Camden Special Services District (CSSD)

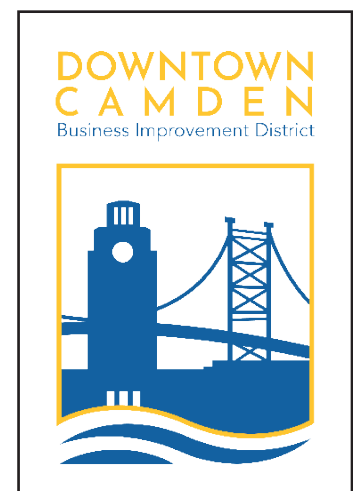
The City of Camden is amid a momentous transformation and the CSSD, a 501(c)(3) nonprofit, is part of the movement, working tirelessly to present the city's best face to its business community, residents, students, and visitors. CSSD collaborates with key institutions, businesses, corporations, community stakeholders, and neighborhood groups in various capacities for a common purpose: to make Camden a beautiful vibrant city and a better place to live, work, visit and do business. Contributions, grants, and fee-for-service contracts support general CSSD activities and contracted work on private properties, commercial corridors, and public facilities.



Camden Business Improvement District (CBID)

CSSD serves as the District Management Corporation for Camden Business Improvement District (CBID). Opportunities to improve the district are limited only by our imaginations as the CBID has a broad scope including cleaning, landscape enhancements, placemaking, small business support, facade improvements, and marketing to support our business community. The CBID is funded through a special assessment.

Refer to Exhibit A for a map of the CBID district.



History

1992 — City Council creates a Special Improvement District within the City of Camden and designates a District Management Corporation by submission of an ordinance to Public Referendum.

2018 — On December 4, 2018, the city ordinance amends and supplements the 1992 ordinance to amend the boundaries of the business improvement district and designated CSSD as District Management Corporation with the direction to conduct a feasibility study. Subaru of America moves to Camden and commits to improving the properties outside their headquarters with contracts to paint the Federal Street Bridge and maintain nearby open space, roads, and islands.

2019 — CSSD forms a Steering Committee and together they complete a six-month feasibility study, culminating in a comprehensive BID Report. On December 17, 2019, City Council accepts the findings and recommendations of the study and passes an ordinance to amend and supplement Chapter 309 of the City Code “Improvement Districts” and implement a CBID. Concurrently, the CSSD has one of its best years with 24 contracts, 9 new to include cleaning for the newly opened Joint Health Sciences Center, a Camden County beautification initiative for high traffic corridors, county buildings and parks, and Cooper Health Care and DRPA’s contract for painting and branding of the Haddon Avenue Bridge.

2020 — CSSD keeps Yellowjacket Ambassadors employed throughout the COVID-19 crisis, despite pandemic-related reductions in funding. In response to the pandemic and working under strict safety and social distancing protocols, CSSD adds sanitizing of high-touch public amenities, such as benches, light pole buttons, parking meters, and trash cans to the daily work scope. Twenty-six fee-for-service contracts are procured, including new contracts for parking lot landscaping, 4 contracts for cleaning and landscaping for American Water Triad and Ferry Terminal Building, and event support for socially distanced Drive-in Movie Nights. CSSD administration addresses the transition for the Camden Business Improvement District.

2022 - CSSD/CBID operations expand with the addition of three new staff members to the organization, the establishment of a permanent office location/dispatch center, and the procurement of new trucks and related equipment. Fee-for-Service operations continue to grow with new contracts secured with Heart of Camden, CCMUA, and Camden County. Enhanced landscaping and tree canopy management increase significantly, as well as additional capacities for power washing, curb line painting, and tree well management. Trash cans are installed, and a mural is funded along Market Street.

Board of Directors

Board of Directors

Nicholas J. Cangelosi
Chair
TMO

Angelo Alberto
Vice Chair/ Secretary
Spiegle Architectural

Bernadette Szakal
Treasurer
Subaru of America

Joseph Balzano
EMR (USA Holdings) Inc.

Jen Lehmen
Campbell's Soup Company

Lauren Slepian
American Water

Shaneka Boucher
Councilperson

Victoria Hosendorf
The Enterprise Center

Dr. Susan Stukes
Resident

Lisa L. Folks
The PNC Financial Services

Ray Lamboy
LAEDA

Courtney Dirks
Coriell Institute

Sonia Rivera-Perez
Resident

Nathaniel Echeverria
Executive Director
(Non-Voting)

2023 Board Meeting Schedule and Topics Covered

In total there were five (5) Board Meetings and three (1) Special Meetings in 2023. Those meetings are listed below. Previous meeting agendas and minutes are available online at the CSSD website and by request.

February 8, 2023

April 5, 2023

May 17, 2023

June 28, 2023

September 20, 2023

December 20, 2023

Clean & Safe

Summary

This multi-faceted effort to supplement and enhance city services includes daily removal of trash, debris, and hazardous materials from public streets and sidewalks; wiping down and disinfecting high-touch public amenities such as trash cans, benches, light poles, and parking meters; removing posters, handbills, and lawn signs from public spaces; sweeping sidewalks and curb lines; emptying trash cans and replacing yellow trash bags; removing graffiti from public spaces; trimming weeds from sidewalks cracks, curb lines, and tree wells; removing snow from handicapped access ramps and fire hydrants; and providing hospitality assists. It also includes working with city offices and Metro Police to report and address public safety and quality of life issues, such as non-working streetlights, damaged or missing signage, and illegal dumping. CBID efforts address approximately 1.97 square miles in 153 blocks within the district.

2023 Statistics & Highlights

- **Power Washing:** The CSSD continued to prioritize the use of our commercial-grade power washer. Sites power washed include Walter Rand Transportation Center, 3rd and Market Plaza, Downtown Sidewalks, and other public spaces and amenities. Power washing focuses on addressing discoloration, and removal of grime and unwanted odors.
- **Billy Goat:** These industrial-strength outdoor litter vacuums prove to be an invaluable tool in collecting litter, leaves, and other debris. Use of the equipment increases efficiency and reduces man hours needed to tackle problem areas in the Downtown. In 2023, the CSSD collected over 700 bags of leaves.
- **Curb line Painting:** The CSSD has repainted yellow curb lines along major corridors as a way to bring attention to the curb line regulations and enhance the overall appearance of the Downtown district.
- **Downtown Litter Receptacles:** Following the initial test pilot installation of 10 litter receptacles in 2022, the CSSD installed 30 litter receptacles along the Market Street corridor. The installation of new litter receptacles replaced the broken and rusted litter receptacles that were inefficient in litter collection and containment.
- **Lend-a-Bin Pilot Program:** The CSSD, in an effort to reduce trash and debris across the Downtown launched the Lend-a-Bin Pilot Program. This program aims to provide uniform, commercial grade rolling trash containers to storefronts as a strategic approach to effectively manage and contain trash. The program aims to enhance the overall trash collection system, not replace. A total of 5 businesses participated in the program. In the 2023 year.

Clean & Safe

(continued)

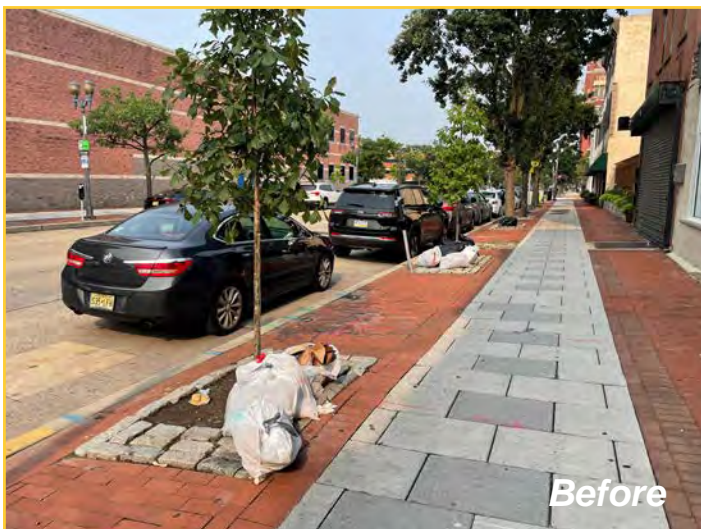


New branded Downtown litter receptacles



VICTOR  STANLEY®
Create a timeless moment.®

SD-42 Ironites™ receptacle
Custom Decals
VICTORSTANLEY.COM



Before



After

Clean & Safe

(continued)



 **30,749**
Bags of Trash Collected

 **831**
Graffiti Removal

 **12,756**
Directions, Assistance, Information

613,485 
Pounds of Trash Collected

926 
Human & Animal
Waste Removed

1,477 
Hazardous Materials
(needles) removed

*2023 Annual Totals

Clean & Safe

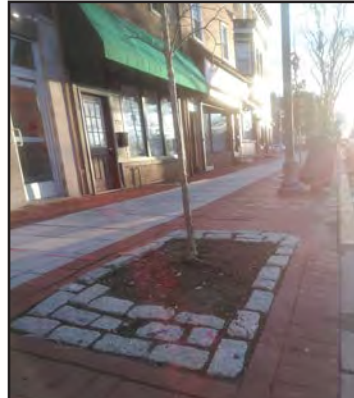
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Photos from our Ambassadors

Experience our Ambassadors' perspective through these on-the-job snapshots, showcasing their commitment to Clean & Safe activities.



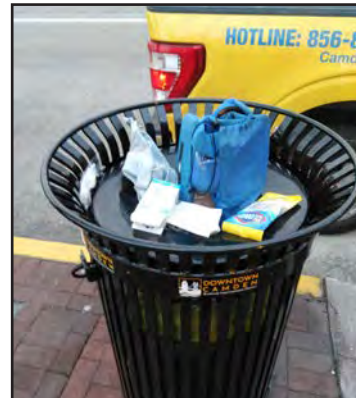
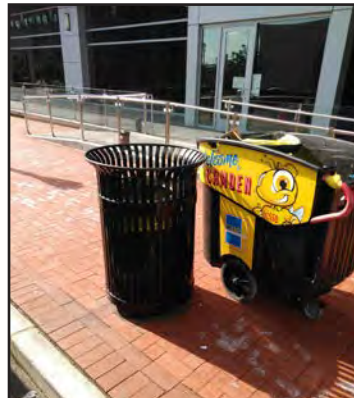
Ambassador Julio Santiago



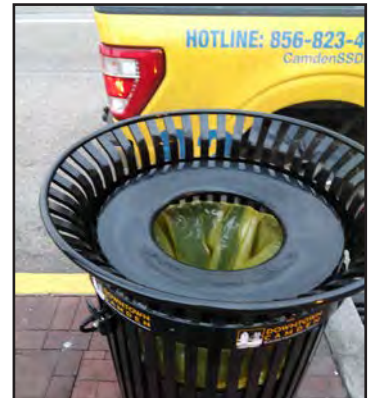
Ambassador Kiente Smith



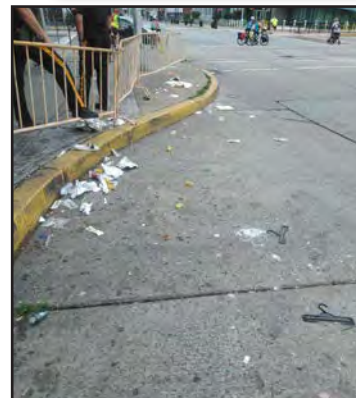
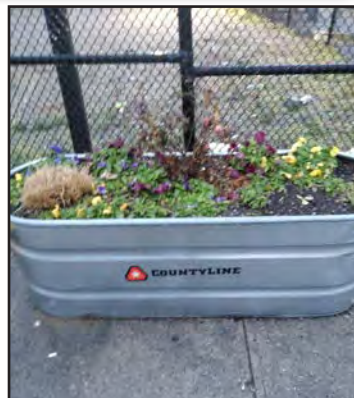
Ambassador Lumas Robinson



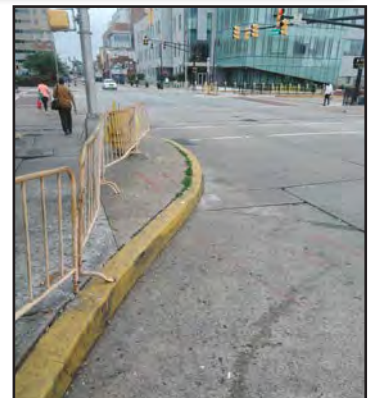
Ambassador Richard Murphy



Ambassador Tisharra Stewart



Ambassador Rodney Barge



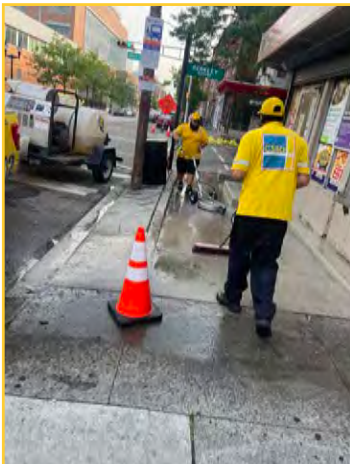
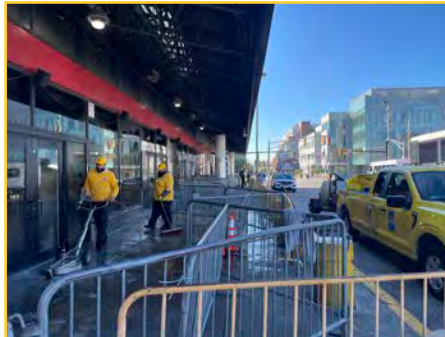
Clean & Safe

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Clean & Safe

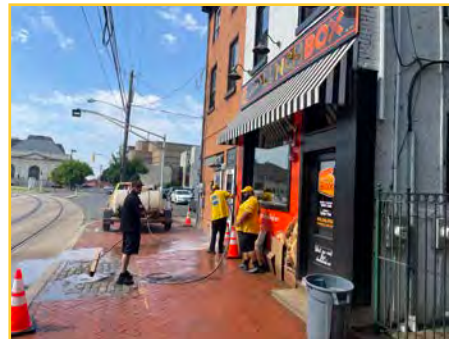


Ambassador Activity



Clean & Safe

(continued)



Enhanced Landscaping

Summary

During the 2023 year, the CSSD continued to support enhanced landscaping activities throughout the Camden Business Improvement District. The majority of enhanced landscaping activity is completed through a 3rd party landscaping contractor with oversight by the CSSD.

CSSD's enhanced landscaping activities promote sustainability and help create a healthier, more beautiful, and more livable Downtown Camden. Additionally, enhanced landscaping improves the quality of life and has economic benefits.

CBID Landscaping Zones

Cooper Plaza & Lanning Square
Haddon Ave Planters
MLK Boulevard Medians
Roosevelt Plaza Park*
3rd & Market Plaza*
Broadway/ Walter Rand Transportation Center
Cooper's Poynt Park

*Indicates new landscape zones or improvements to existing zones
Refer to Exhibit B for a map of landscaping zones.

FFS Enhanced Landscaping

The CSSD partners with private, non-profit, and government partners to provide consulting, installation, and management of additional landscaping services. These services include decorative plantings, lot cleanouts and maintenance, and small-scale beautification projects.

20 NEW Self-Watering Planters Installed **14** NEW Self-Watering Hanging Baskets installed
14 NEW Planters Installed **100+** Planters planted and maintained

*2023 Annual Totals

Enhanced Landscaping

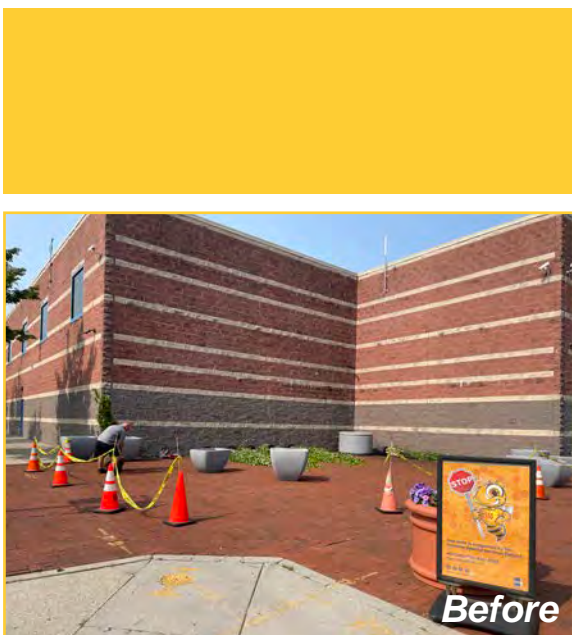
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2023 Statistics & Highlights

The CSSD, in an effort to expand enhanced landscaping to under-landscaped zones, has invested in new planters and hanging baskets. See the breakdown below:

- 14 NEW Self-watering planters were strategically placed along streets with a high concentration of small businesses and merchants.
- As part of CSSD & CBID's efforts to activate and improve the pedestrian experience at 3rd & Market Plaza – 14 new self-watering planters were installed and planted. By adding planters to the SW corner of the plaza the blank wall was transformed into a well-landscaped area – excellent for enjoying your next lunch! To create a more cohesive Market Street corridor, the CSSD & CBID transformed a chain link fence into a pergola wall with lush greenery. Termed the "Pergola Wall", the 8 new planters are planted with crawling rosebushes to create a natural plant wall.
- In close proximity to the Pergola Wall, 10 planters were added to complement the facade mural by the We Live Here Artists collective. The combination of mural art and unique wooden and concrete urn planters have transformed CSSD's Welcome Center located at the intersection of Market & 2nd Street.
- Landscape Partnership: The CSSD, working alongside Rowan University through a fee-for-service contract was able to transform two dirt lots at their Rowan University- Camden Campus into a well-defined plant bed with a variety of different plantings.
- Fall Decor- Cornstalks: This Fall, cornstalks were added throughout the Downtown District as a wall to embrace the Fall Holiday season and create a more walkable Downtown District.

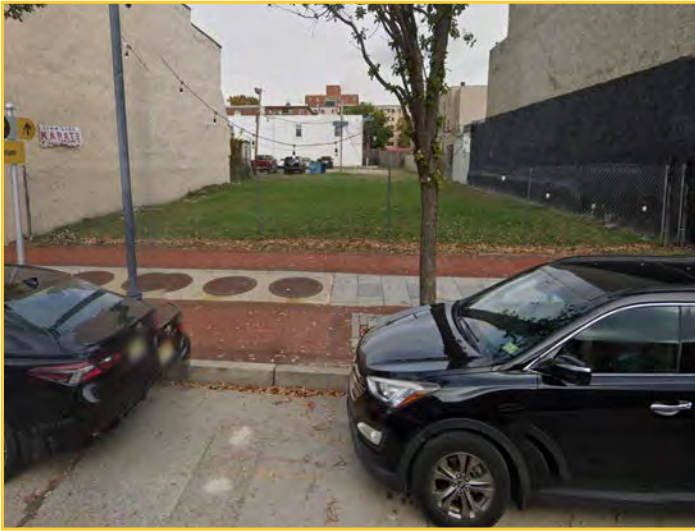
Transformation @ 3rd & Market Plaza



Enhanced Landscaping

(continued)

Market Street - Pergola Wall



CSSD Welcome Center - 201 Market St.



Enhanced Landscaping

(continued)

Landscape Partnership: Rowan Univ.



Fall Decor - Cornstalks



Enhanced Landscaping

(continued)

Spring & Summer Plantings



Enhanced Landscaping

(continued)

Fall Plantings



Winter Plantings



Urban Canopy

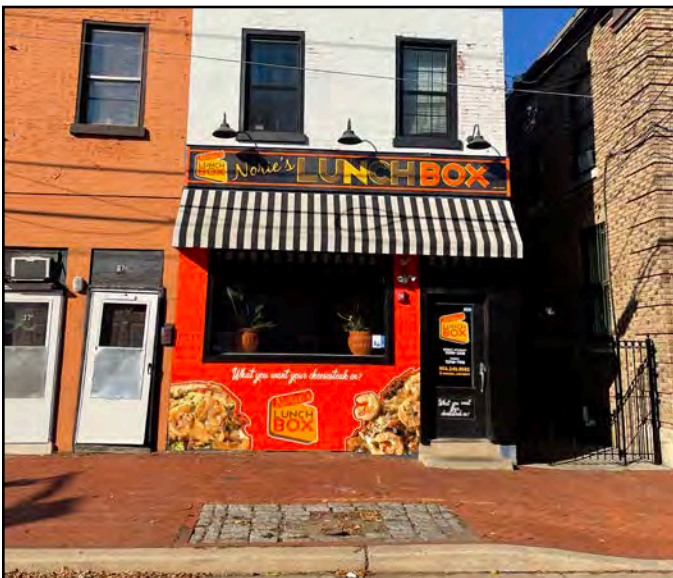
Summary

The CSSD recognizes the importance and value of a healthy and sustainable urban tree canopy. That is why, starting in 2021, the CSSD invested in the health of downtown Camden's urban tree canopy. This investment consisted of pruning & dead wooding existing trees, removal of dead trees, and the planting of trees. In addition, the CSSD made strategic partnerships with the New Jersey Tree Foundation and neighborhood groups to best leverage resources for the overall benefit of the urban tree canopy.

A healthy urban canopy has shown that trees offer various benefits to communities. Trees have been shown to decrease urban heat island effect, absorb carbon dioxide and other pollutants, make the air healthier, add value to adjacent properties, reduce stress levels and improve emotional well-being, and increase pedestrian safety by calming traffic and reducing stress. Trees can also create attractive and pleasant urban environments that promote walkability.

Services Provided

The CSSD and its Street Tree contractor, including a certified tree arborist will tour the downtown district and identify specific needs and priority areas to perform street tree services. These services are dependent on available funds. These activities are dependent on available funds, and are an enhanced service of the CBID. Property owners are responsible for maintenance and condition of sidewalks and street trees fronting their property. Enhanced street tree services offered include tree and stump removals, new tree plantings, and tree maintenance and pruning.



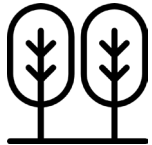
Urban Canopy

(continued)

Partnerships



City of Camden, New Jersey



93

Trees pruned, fertilized,
and maintained



26

Dead or hazardous tree
removals



73

NEW Trees planted

*2023 Annual Totals



Urban Canopy

(continued)

Urban Canopy

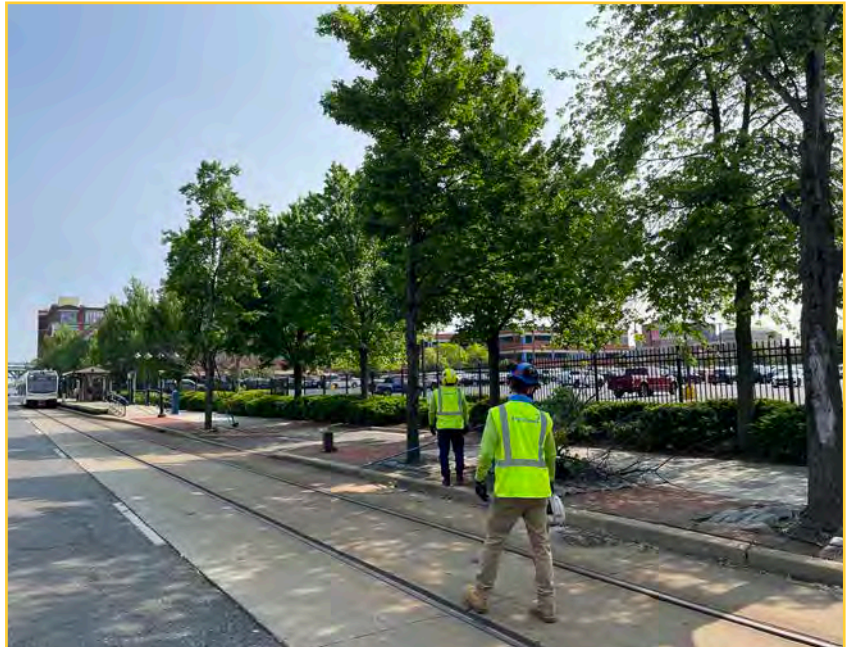


Trees Planted Include:

- Scarlet Red Oak - "*Quercus 'ruba'*"
- American Elm - "*Ulmus*"
- Zelkova - "*Zelkova Serrata*"
- Honey Locust - "*Gleditsia*"
- Swamp White Oak - "*Quercus Bicolor*"
- Silver Linden - "*Tilia Sterling*"

Urban Canopy

(continued)



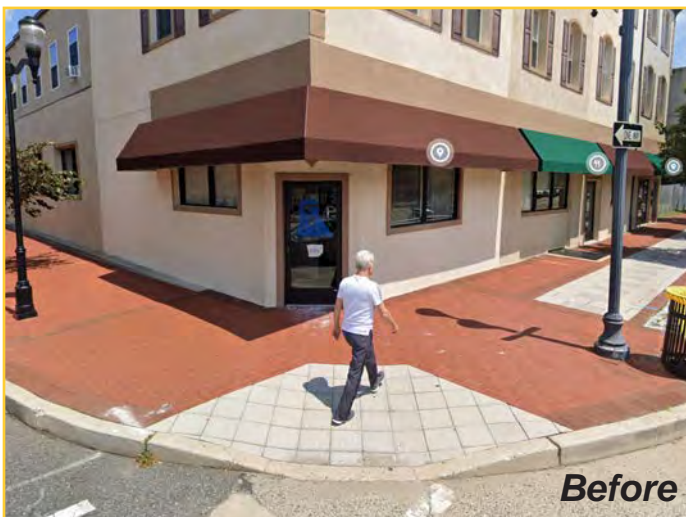
Placemaking & Events

Summary

In collaboration with key partners, the CSSD & CBID have dedicated efforts to encourage Downtown activity and foot traffic. By activating public spaces through placemaking techniques, the goal is to cultivate an environment that is to residents, employees, students, and visitors alike. At the heart of the CSSD mission is the commitment to create an inclusive and welcoming environment. By incorporating live music and art into programming, the CSSD aims to support the local economy and arts in the city. These initiatives not only enhance the aesthetic appeal of the Downtown Community but also foster a sense of belonging and connection among those who visit the Downtown.

Public Art & Murals - 201 Market

As part of CSSD and CBID's efforts to enhance the Downtown and combat graffiti, the CSSD partnered with the "We Live Here Artists Collective" to add art and beautify the 2nd & Market intersection and the CSSD Welcome Center. Complimented with an array of flowers, these enhancements create a more walkable and enjoyable Market Street corridor for residents and visitors alike.



Placemaking & Events

(continued)

Activating Public Spaces

The Yellow-Jacket Ambassadors are responsible for the regular deployment of bistro chairs, Adirondack chairs, umbrellas, A-Frame signage, yard games, and general event assistance as an effort to attract residents, visitors, and employees to enjoy Downtown Camden!



What is placemaking?

Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value.

- Project for [Public Spaces](https://www.pps.org)
[PPS.org](https://www.pps.org)



Placemaking & Events

DTC Arts Crawl

Two separate Downtown Camden Arts Crawl events took place in 2023. These Art Crawls brought together artists, merchants, vendors, and visitors alike to activate the Market Street corridor.

Art Crawl #1: Thursday, June 22nd

Art Crawl #2: Thursday, August 31st



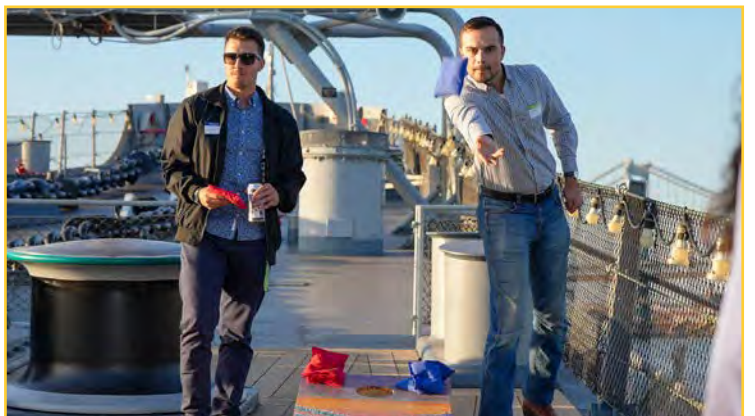
Placemaking & Events

(continued)

Young Professional Programming

In a bid to foster stronger connections among Downtown Camden’s workforce, the CSSD & CBID organized three Happy Hour networking events, including the “Young Professionals Aboard the Battleship” gathering. By tailoring programs specifically for young professionals, the CSSD & CBID actively contributes to enriching professional development opportunities in Downtown Camden while simultaneously introducing and involving young talent in various placemaking initiatives.

70+ Average number of registrations per event



Placemaking & Events

(continued)

Downtown Camden Restaurant Guide

In 2022, the CSSD unveiled the Downtown Camden Restaurant Guide, which garnered immediate praise from small restaurant owners, as well as employees, visitors, and students. In a commitment to maintain the guide's reputation as a dependable resource, the CSSD has diligently undertaken revisions and updates to ensure that information on restaurants and cafes remains current and accurate.

The restaurant guide is available on high-quality print paper and digitally at [www. MyDowntownCamden.com/dine-downtown/](http://www.MyDowntownCamden.com/dine-downtown/). Interested in receiving a print version? Contact us at CamdenBid@CamdenSSD.com or at 856.823.4282.

Discover the buzz with.....
DOWNTOWN CAMDEN RESTAURANT GUIDE

Dine Downtown CAMDEN
Downtown Camden Restaurant Guide
Looking for your next meal, catering options or local delivery? Use this handy guide to explore downtown restaurants, cafes and eateries.

1 BAIN'S DELI
A: 2 Aquarium Loop Dr, Camden, NJ 08103
P: (856) 203-7004
H: M-F 8:30am-4pm | Sat 10-4pm | Closed Sun

2 THE VICTOR PUB
A: 1 Market St, Camden, NJ 08102
P: (856) 435-0400
H: Sun-Mon 11am-12am

3 MARKET STREET PIZZERIA
A: 1 Market St, Camden, NJ 08102
P: (856) 541-4100
H: Hours: M-F 10am-9pm | Sat 11am-9pm | Closed Sun

4 FRESH MEX GRILL
A: 1 Market St, Camden, NJ 08102
P: (856) 541-4800
H: M-F 11am-2pm | Closed S & S

5 FEVZI MEDITERRANEAN
A: 1 Market St, Camden, NJ 08102
H: M-F 10:30am-3pm | Closed S & S

6 NUANCED CAFÉ
A: 225 Market St, Camden, NJ 08102
P: (856) 203-7252
H: M-F 7:30am-4pm | Sat 8am-2pm | Closed Sun

7 CAFÉ SALAD FACTORY
A: 313 Market St, Camden, NJ 08102
P: (856) 963-8228
H: M-T 10am-5pm | F 10am-4pm | Closed S & S

8 MYLESTONE RESTAURANT & CATERING*
A: 321 Market St, Camden, NJ 08102
P: (856) 397-5068
H: Closed M | T-F 12pm-9pm
Sat 1pm-9pm | Sun 1pm-6pm

9 CAMDEN DINER*
A: 501 Market St, Camden, NJ 08102
P: (856) 966-4016
H: M-F 7am-12:30pm | Sat 7am-12:30

10 GUIDO'S PIZZA
A: 513 Market St, Camden, NJ 08102
P: (856) 338-0444
H: M-F 7am-4pm | Closed S & S

11 LATIN AMER
A: 515 M
P: (856)
H: M-F

12 LITTLE
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*Hours may change depending on season

CSSD
COMMUNITY SERVICES & SUPPORT DEPARTMENT

For participating locations visit CamdenSSD.com or scan QR code

01312022

Placemaking & Events

(continued)



Downtown Camden Arts Crawl



Cooper Grant Neighborhood Block Party



Latin Night @ Roosevelt Plaza Park



Lunchtime Concert @ 3rd & Market



Young Professionals Happy Hour @ Camden Arts Yard

**Eat. Play. Explore.
Downtown Camden**

Placemaking & Events

(continued)

CTL & CSSD

Connect the Lots Partnership

In 2023, the CSSD partnered with Camden Community Partnership's highly-recognized "Connect the Lots" (CTL) initiative to increase community engagement, social interaction, and a sense of place to the public spaces within the Camden Business Improvement District (CBID). These events were publicly available for residents, employees, and visitors of Downtown Camden. Through this partnership, the CSSD and CTL were able to bring and support the following events for Downtown Camden:

- 12+ Lunchtime Concerts (Tuesdays) at Roosevelt Plaza Park
- 4 Movie Nights at 4th & Washington Park
- Camden Night Gardens at Wiggins Waterfront Park (5/30)
- Camden JAM- Camden Arts and Music Festival (10/7)
- Latin Night at Roosevelt Plaza Park (9/30)
- City of Camden Holiday Tree Lighting



About Connect the Lots



CONNECT THE LOTS (CTL) is a community-driven initiative to activate Camden's vacant and underutilized spaces through the identification and implementation of artistic, cultural, and recreational projects and activities. The goals of the initiative are to engage Camden residents in neighborhood transformation, create safe nodes of activity, and to bring

vibrancy to Camden's corridors and public spaces. CTL is a collaboration between Camden Community Partnership and the City of Camden. CTL was first piloted in 2014-2015 in the North Camden and Cooper-Grant neighborhoods. Since that time, CTL has expanded to additional Camden neighborhoods and has incorporated themes of health and sustainability in its placemaking programs, including new partnerships with Get Healthy Camden and the Camden SMART Initiative. To learn more about CTL, visit www.CTLCamden.com.

Placemaking & Events

(continued)

IDEA Center for the Arts Partnership

In 2023, the CSSD partnered with IDEA Center for the Arts to further introduce IDEA’s extensive network of artists and performers to the Downtown District to promote public spaces, build an economy for local artists and performers, and create vibrant events for residents, employees, and visitors of Downtown Camden. Through this partnership, the CSSD & IDEA were able to bring and support the following events and programming for Downtown Camden:

- 15+ Lunchtime Concerts (Thursday) at 3rd & Market Plaza
- 2+ Evening Concerts at 3rd & Market Plaza
- Downtown Camden Art Crawl (June & August)
- Camden Created Pop-Up Shop



About IDEA Center for the Arts

The IDEA Center for the Arts (IDEA) is a arts education and creative learning organization situated in the core of Downtown Camden. The mission of Institute for the Development of Education in the Arts (IDEA) is to connect underserved youth and their families to the life affirming quality of the arts. Our work is about building more socially resourceful and vibrant communities by strengthening the human potential through creativity, culture and arts based learning. To learn more about IDEA, visit www.IDEAcfta.org.

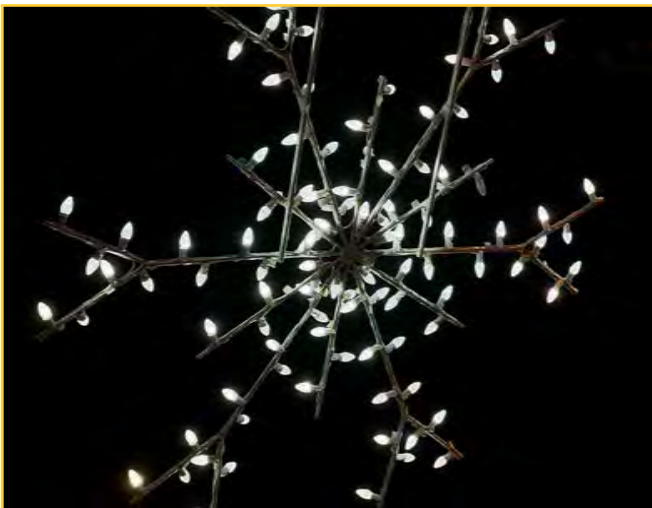


Placemaking & Events

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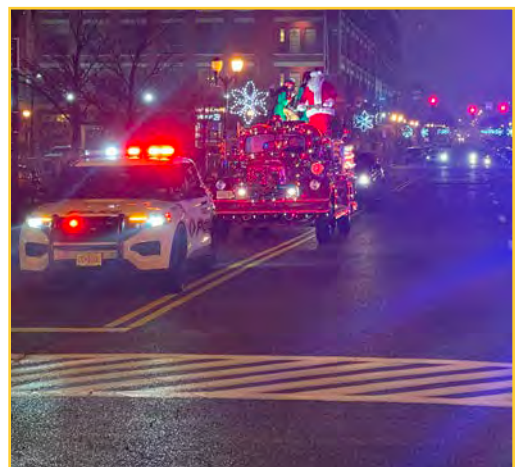
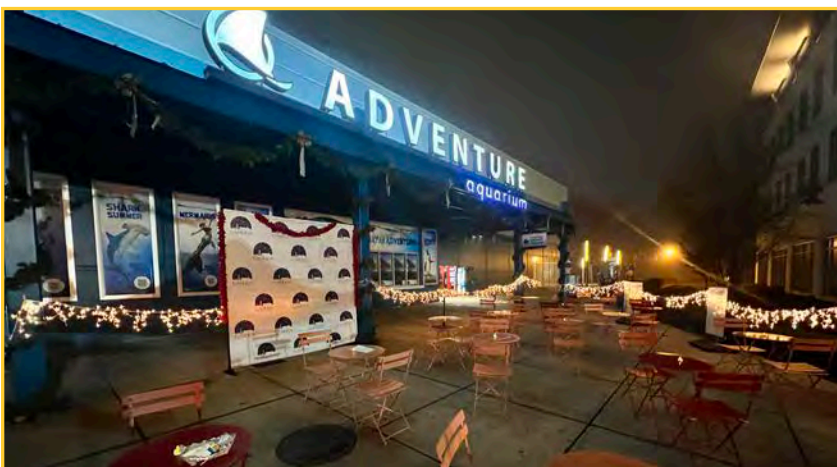
Holiday Lighting

In 2023, the CSSD continued to bring bright and vibrant lights to the Downtown District in the form of holiday light wrapped trees and trunks and large snowflakes. Holiday lighting was featured at Roosevelt Plaza Park, Aquarium Loop, Market Street and Broadway (NEW). Locals and visitors alike were thrilled to experience these festive lights.



City of Camden - Annual Tree Lighting Ceremony

The CSSD, through its partnership with Connect the Lots, was a proud supporter of the City of Camden – Annual Tree Lighting Ceremony. To further promote the Annual Tree Lighting Ceremony, the CSSD created dining area for attendees to enjoy food from local food trucks.



Placemaking & Events

(continued)

Small Biz Holiday Lighting Collaboration

Beyond the capital holiday lighting installed and managed by the CSSD, the CSSD embarked on a pilot program to ease barriers for small merchants and storefronts to participate in creating a vibrant holiday décor scene in Downtown Camden. By offering storefront holiday lighting and décor, the CSSD created a warm and inviting atmosphere for pedestrians and merchant customers. This effort not only adds to the festive spirit but also helps drive foot traffic, boost sales, and promote a thriving local economy. The CSSD offered the following items:

- Red Velvet Bow Tie
- Warm LED String Lights
- Snowflakes and Holiday Window Stickers
- Poinsettias Plants with DTC branding

The following merchants and storefronts participated

EJM Foundation - 203 & 301 Market Street

IDEA Center for the arts - 217-219 Market Street

Iron Lion Karate - 207 Market Street

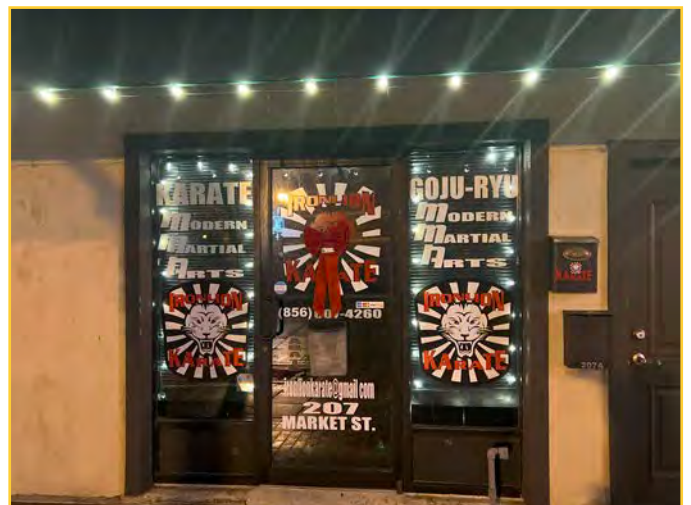
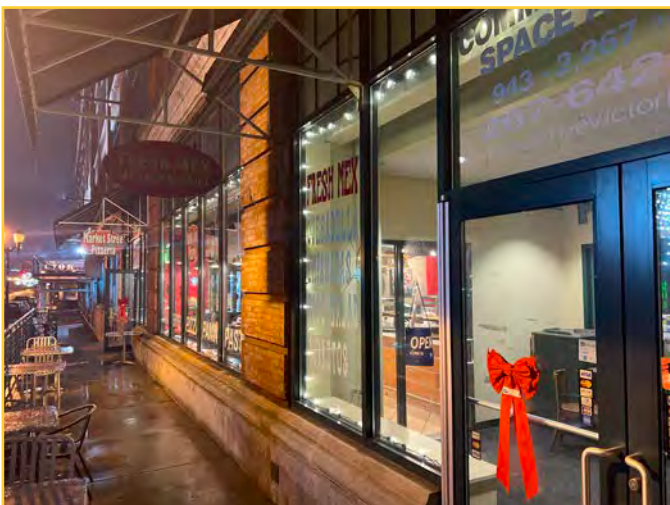
Market Gourmet - 1 Market Street

Market Street Pizzeria - 1 Market Street

Dion Gama Hair Braiding - 114 N. Broadway

MCI Cleaning Services Inc. - 223 Market Street

Omni Health Services - 427 Market Street



Marketing & Communication

Monthly Newsletter

The CSSD continued its tradition of Monthly Newsletters to promote everything Downtown Camden. These monthly newsletters feature local news, Clean & Safe Ambassador statistics, upcoming events & things to do, small-business resources, and community resources. This platform proves to be an invaluable tool to communicate with constituents of the Downtown. The newsletter continues to grow its audience and impact.

Visit www.MyDowntownCamden.com/newsletter to sign up to receive monthly updates

- 687 new contacts added to the monthly newsletter
- 13,912 total emails sent to subscribers
- 22 total email campaigns created and shared



Social Media

The Camden Special Services District maintains a regular presence on social media platforms such as Facebook, Instagram, and LinkedIn. Social media remains an invaluable tool for the CSSD to communicate with its constituents regarding upcoming projects and events, organizational and community updates, and any other relevant information.

Facebook:

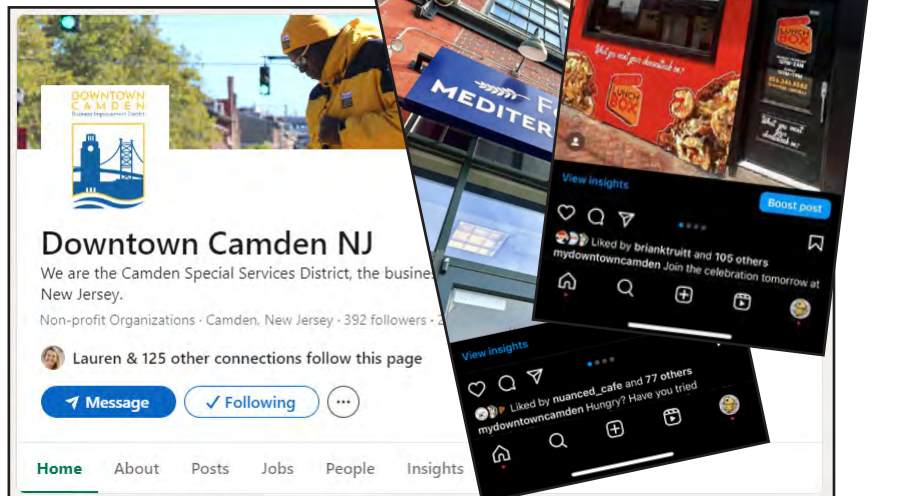
- 880+ New Page Like
- 565+ New followers

Instagram

- 444 New Followers
- 3.4k Content Interactions

LinkedIn

- 200+ New Followers

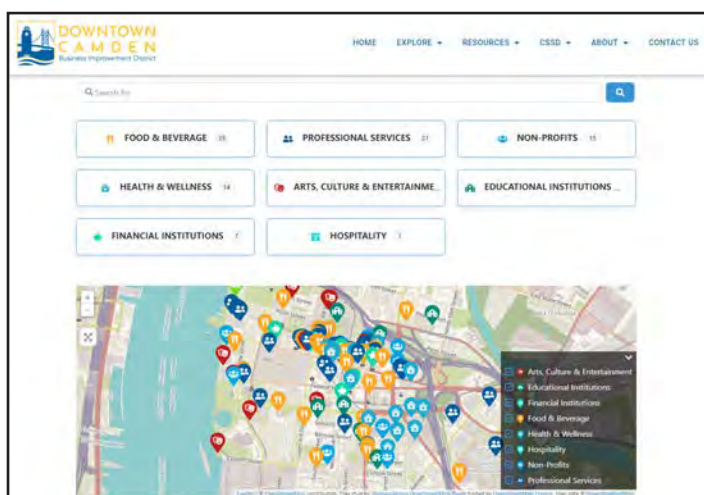
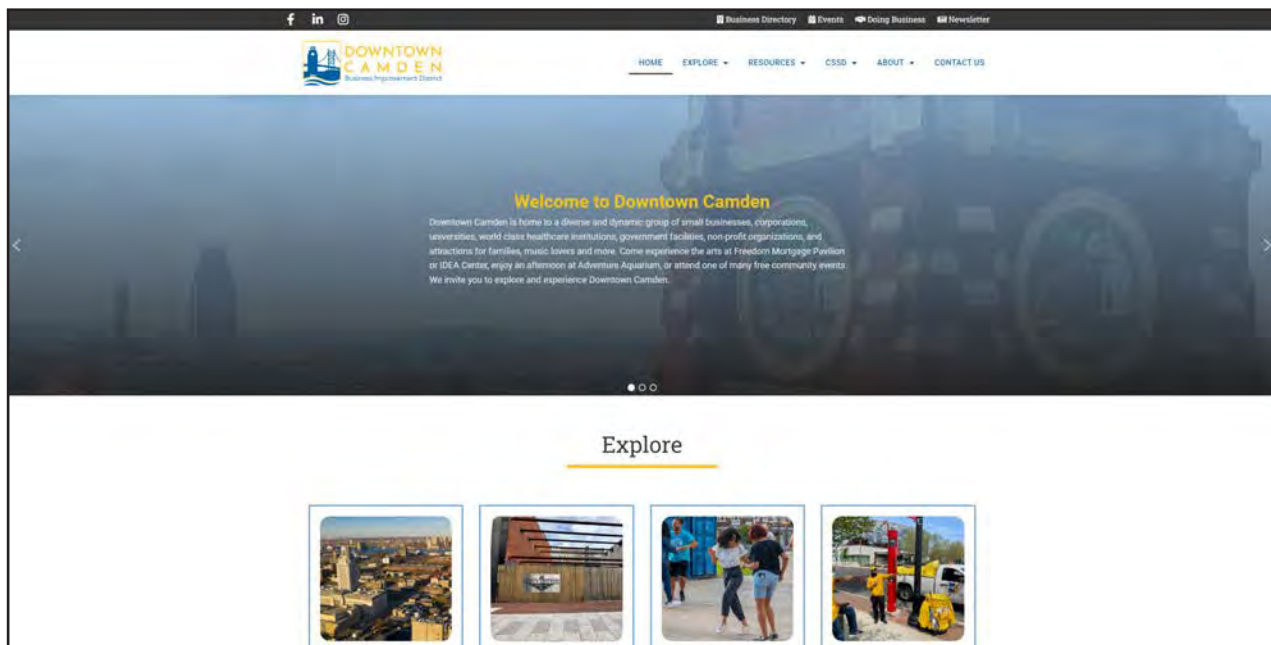


Marketing & Communication

(continued)

New Website- www.MyDowntownCamden.com

Leveraging professional services from HopeWorks, the CSSD and CBID have revitalized their organizational website to highlight dining, recreation, and small business opportunities. The revamped website, now accessible at www.MyDowntownCamden.com (formerly www.CamdenSSD.com), serves as a digital platform showcasing local eateries, resources tailored for small businesses, residents, and visitors, alongside a comprehensive calendar highlighting both minor and major upcoming events.



Scan here to visit our new website →



Economic Development

Downtown Improvement Matching Grant Program

Purpose & Objective

Camden Special Services District/Camden Business Improvement District has developed a Downtown Improvement Matching Grant Program. It is designed to stimulate new investment, enhance business and development opportunities, and to attract new customers to the area covered under the Camden Business Improvement District. The program is also designed to provide an economic incentive for improving the appearance of the facades of buildings in the District, to encourage quality renovation that will enhance and be consistent with the architectural character reflected in the original design of the building, enhance the overall quality of the streetscape, assist District small businesses in making storefronts more appealing to customers, and to generally encourage investment in the District.

Catalyst vs Micro Grant

Catalyst Grant: will provide a matching grant of up to 50% of eligible project costs, up to a maximum of Twenty-five thousand dollars (\$25,000) per applicant.

Micro Grants: will provide a matching grant of up to 75% of eligible project costs, up to a maximum of Five Thousand Dollars (\$5,000) per applicant.

2023 Stats & Highlights

- One (1) grant was approved and dispersed in 2023 to Norie's Lunchbox located at 39 N. 4th Street.
- Five (5) additional grants were approved in FY 2023.



Economic Development

(continued)

Downtown Camden Merchant Meetings

Summary

Throughout the 2023 year, the CSSD and CBID have been steadfast in their commitment to support the ecosystem of merchants and small business owners in Downtown Camden. Our series of Downtown Camden Merchant Meetings have served as invaluable forums, bringing together local entrepreneurs and stakeholders to address concerns, share insights, and promote business growth.

In 2023, the CSSD/CBID hosted a total of six (6) meetings, each one further strengthening the bonds between merchants and the CSSD/CBID team. Through these collaborative efforts, the CSSD continues to cultivate a supportive environment where small businesses can thrive, driving economic prosperity and vitality in Downtown Camden.



CSSD & CBID Goals & Objectives

The Camden Downtown is one of the important gateways to the South Jersey region, serving as a center for commerce, transportation, education, health care, and government. Its small-town assets can project a vibrant, well-maintained, safe, clean, and attractive downtown. Revitalization should be pedestrian-friendly and provide for a vibrant business environment with mercantile and service-type businesses, providing an environment that supports shopping, dining, socializing, entertainment and commercial activities for daytime and evening hours. Success relies on an integrated community approach and the maintenance of focused community partnerships.

GOALS AND OBJECTIVES AND THE BUDGET CATEGORIES THAT CONTRIBUTE TO GOALS AND OBJECTIVES

Goal #1: Implement and manage a Business Improvement District to support the growth of a vital, healthy, thriving district for everyone - residents, businesses, employers, employees, students and visitors.

Objectives

- To be a reliable partner to all represented within the CBID, by working together to honor the community's traditions and maintain and support community values
- To develop Public/Private collaboration that encourages investment, interest, ideas, increased foot traffic and activity to local businesses, educational and health facilities, local attractions, public events, and support neighborhood growth
- To encourage public input, through meetings and surveys, to help identify targeted initiatives
- To continue to hire local residents to work on the Yellow Jacket Ambassador team, pay a fair hourly rate with benefits and increase staffing

CSSD & CBID Goals & Objectives

(continued)

Goal #2: Provide dedicated and enhanced CBID on-the-street activities to create a more welcoming district

Objectives

- To provide enhanced cleaning, landscaping, and hospitality assists
- To increase staffing and maintain services seven days a week
- To clean streets and sidewalks in neighborhoods within the CBID catchment area
- To be accountable, produce and measure results

Goal #3: Administer the District Management Corporation

Objectives

- To fairly represent the various stakeholders in the CBID
- To work with a Board of Directors that represents the district
- Participate in neighborhood community meetings to establish and maintain cooperation, understanding, collaboration
- To manage the district to be inclusive of all interests and represent the downtown as identified on the property map
- To maintain a balanced budget

Goal #4: Promote and support the various communities through new marketing and branding/identity efforts to drive customers, visitors, residents, employees into local businesses and attractions and support community and neighborhood initiatives.

Objectives

- To utilize local sourcing when available, appropriate and economically responsible
- To develop digital and print marketing materials to promote the district
- To disseminate district news to the community via ongoing communication with community groups, neighborhood associations, religious institutions, business groups.

CBID Boundaries

Exhibit A - Property List with Block and Lot located at www.CamdenSSD.com



Enhanced Landscaping Areas

Exhibit B - Areas Covered

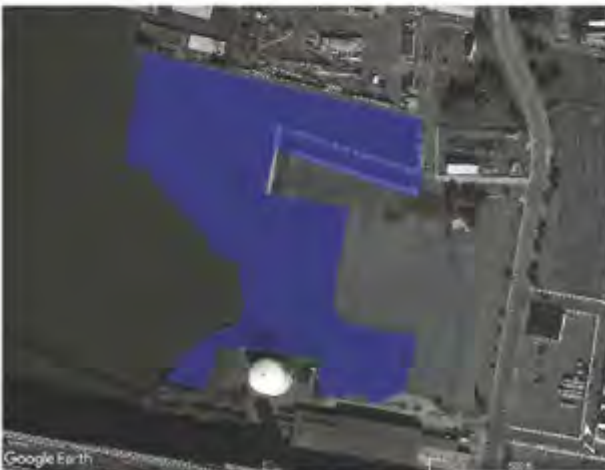
MAP OF CSSD LANDSCAPING AREAS



Roosevelt Plaza Park



Cooper Plaza



Cooper's Poynt Park



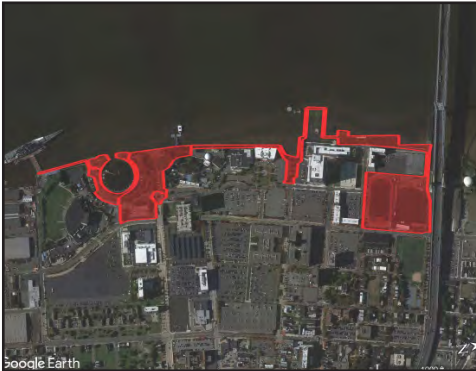
Martin Luther King Boulevard

Not shown:

- Haddon Ave Planters
- 3rd & Market Plaza
- Broadway/ Walter Rand Transportation Center

CSSD: Fee-For-Service Contracts

Exhibit C - Highlighted Fee for Service Contract Areas



Wiggins Waterfront Park

(Map of serviced area)



Heart of Camden: Waterfront South

(Map of serviced area)



CCMUA: Green Site Infrastructure

(Map of serviced area)





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