



2024

Annual Report

Camden Special Services District

District Management Corporation for the Camden Business Improvement District



**DOWNTOWN
CAMDEN**
Business Improvement District



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www.MyDowntownCamden.com



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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 2024. 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 2024 CSSD/CBID Organization Budget of \$3,854,855 (\$2,726,597 CBID only) was approved by the CSSD Board of Directors on February 7, 2024 and Camden City Council on May 14th, 2024.

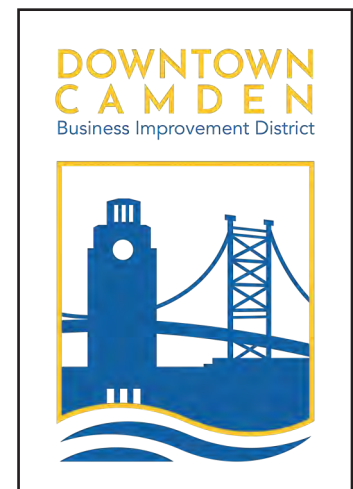
Camden Special Services District (CSSD)

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 (DMC) 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

Angelo Alberto
Chair & Treasurer
CI Properties Inc.

Courtney Dirks

Lisa L. Folks
The PNC Financial Services

Nicholas J. Cangelosi*
Vice Chairman
The Michaels Organization

Dr. Susan Stukes
Resident

Sonia Rivera-Perez
Resident

Ray Lamboy
Secretary
LAEDA

Jennifer Lehman
Campbell's Soup Company

Victoria Hosendorf
The Enterprise Center

Arthur Barclay
City of Camden

Joe Balzano
EMR (USA Holidaings) Inc.

Kristine Kennedy
Executive Director
(Non-Voting)

Bernadette Szakal
Subaru of America

Lauren Slepian
American Water

**Nicholas J. Cangelosi resigned from the Board in September 2024.*

2024 Board Meeting Schedule and Topics Covered

In total there were six (6) Board Meetings in 2024. Those meetings are listed below. Previous meeting agendas and minutes are available online at the CSSD website (www.MyDowntownCamden.com) and by request.

February 7, 2024

April 3, 2024

June 26, 2024

October 9, 2024

November 6, 2024

December 17, 2024

Clean & Safe

Stats



Bags of Trash Collected

42,823



Pounds of Trash Collected

856,460



Hazardous Materials
(needles) Removed

2,234



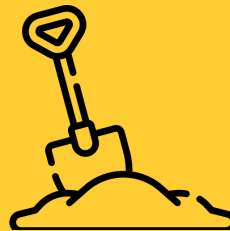
Graffiti Removed

542



Directions, Assistance, &
Information Provided

45,046



Human & Animal
Waste Removed

841



Clean & Safe

(continued)

SUMMARY

This multi-faceted effort to supplement and enhance city services includes daily removal of trash, debris, and hazardous materials (needles) from public streets and sidewalks; wiping down and disinfecting high-touch public amenities such as trash and recycling cans, benches, light poles, and parking meters; removing posters, handbills, and lawn signs from public spaces; sweeping sidewalks and curb lines; emptying trash and recycling cans and replacing yellow/blue trash/recycle 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 (limited); 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.

Ambassador Highlight

Power Washing: The CSSD continued to prioritize using our commercial-grade power washer. Locations 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. In 2024, Ambassadors performed over 870 power washing hours.



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.

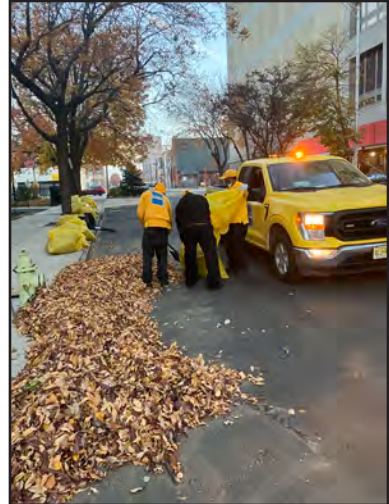
Landscaping: CSSD Ambassadors perform a variety of landscaping services throughout the Downtown District, this includes grass cutting, weed management, planter maintenance, and limited bush and tree pruning. In 2024, CSSD Ambassadors performed over 990+ landscaping hours, 350+ planter checks, and over 1,000 tree well cleanings.



Clean & Safe

(continued)

Fall Clean Up: Each fall, the CSSD Clean & Safe Ambassador team undertakes extensive seasonal maintenance to keep the district clean and well-maintained ahead of winter. These efforts include final weed removal, thorough leaf collection, and overall tidying of public spaces. In 2024, the team collected over 550 bags of leaves, ensuring a cleaner and more inviting environment for businesses, residents, and visitors.



Community Events: Big or small, the CSSD Ambassador team supports a variety of community events throughout the Downtown District. This includes enhanced cleaning (before, during, and/or after), hospitality services, parking assistance, and maintaining a physical presence. In 2024, the CSSD Clean & Safe Ambassadors supported over 120+ events, some notable events include EJM Foundation/ JPEG Grand Opening, Battleship NJ Dry Dock Event, Camden Clean-Up @ Cooper's Poynt Park, Camden Night Gardens, Family, Fun & Fitness Day, Freedom Festival, MTC "Dominican Restoration Day", and Cooper Norcross Run the Bridge.



2024 Ambassador Team Photo

Clean & Safe

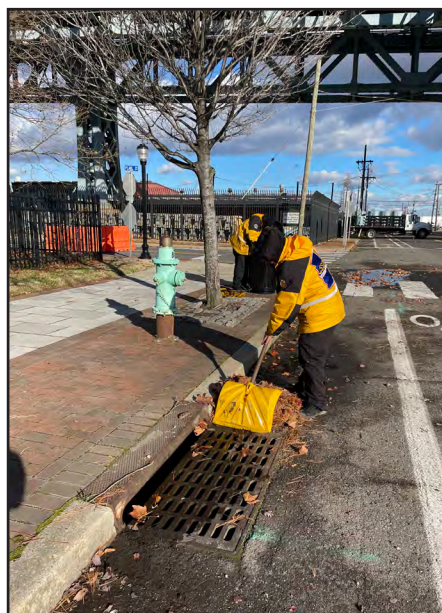
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Clean & Safe Program Highlights

Downtown Litter Receptacles: In 2024, the CSSD procured 20 new litter receptacles to enhance cleanliness throughout the Downtown District. These receptacles, featuring Downtown Camden-branded decals, will be strategically placed in high-traffic areas lacking trash cans and will also replace outdated or damaged units. Additionally, any receptacles that can be refurbished will be repaired and reintroduced for future use, ensuring a sustainable approach to maintaining a cleaner and more welcoming Downtown. New litter receptacles will be installed in 2025.

Additionally, the CSSD worked collaboratively with the City of Camden Department of Public Works to place ten (10) refurbished trash cans along Broadway at the Walter Rand Transportation Center.

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 businesses as a strategic approach to effectively manage and contain trash. The program aims to enhance the overall trash collection system, not to replace it. A total of five (5) businesses participated in the program in the year 2024.



Clean & Safe

(continued)

Downtown Recycling Receptacles: Through a grant from the American Water Charitable Foundation, the CSSD launched the Clean & Green Downtown Camden Initiative to enhance sustainability and cleanliness. This initiative included the purchase of 12 commercial-grade public recycling stations, strategically placed in high-traffic corridors. Additionally, the CSSD Clean & Safe program expanded its operations to include the decontamination of recycling containers, collection, and proper disposal of recyclable materials, ensuring a more effective and sustainable waste management system in Downtown Camden.



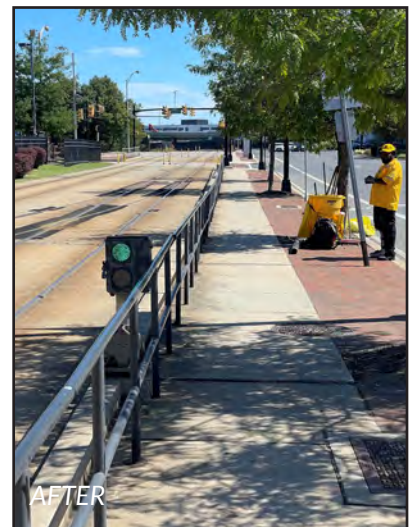
Downtown Dog Waste Stations: As part of the Clean & Green Downtown Camden Initiative, funded by a grant from the American Water Charitable Foundation, the CSSD installed 10 (ten) dog waste stations in high-traffic pet-friendly areas throughout Downtown. These stations feature eye-catching messaging to promote responsible pet ownership. Additionally, the CSSD Clean & Safe program expanded its operations to include routine checks and refilling of waste bags, ensuring a cleaner and more welcoming environment for all.

Fee-For-Service (FFS) Enhanced Clean & Safe Services: The CSSD collaborates with private, non-profit, and government partners to deliver enhanced Clean & Safe services through Fee-For-Service (FFS) contracts. These services extend beyond the standard CBID district operations and may include private property maintenance or dedicated public space upkeep both within and outside the CBID district. FFS programs not only enhance the cleanliness and safety of Camden's public and private spaces but also creates expanded employment opportunities for Ambassadors, further strengthening the impact of the Clean & Safe program. Additional information can be found in *Exhibit C - Highlighted Fee For Service Contract Areas*.



Clean & Safe

(continued)



Enhanced Landscaping

SUMMARY

During the 2024 year, the CSSD continued to support enhanced landscaping activities throughout the Camden Business Improvement District, including parks and public spaces. 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
- 3rd & Cooper Street*
- 5th & Market Street*

*Indicates new landscape zones or improvements to existing zones

Refer to Exhibit B for a map of landscaping zones.

Fee-For-Service (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.



Enhanced Landscaping

(continued)

Statistics & Highlights

Spring/Summer Plantings:

- **Hanging Baskets:** A total of 46 hanging baskets were installed in 2024, enhancing Roosevelt Plaza Park, key pedestrian corridors, and storefronts of local businesses and organizations.
- **Planters:** Over 80 planters were filled with vibrant seasonal plantings, strategically placed throughout the district, including parks, public spaces, and pedestrian walkways.

Fall Planting & Décor:

- **Planters:** Mums and ornamental cabbages were planted across the Downtown District, bringing rich autumn colors to public spaces.
- **Seasonal Displays:** A festive combination of cornstalks, hay bales, and mums was arranged at Roosevelt Plaza Park and Fountain Park to celebrate the Fall season.

Winter Plantings:

- **Planters:** Arborvitae, winter pansies, and festive holiday decorations—including bows and garlands—were added to planters throughout the Downtown District, bringing seasonal charm and greenery to public spaces.

New Planters:

- **3rd & Cooper Street:** A total of two (2) planters were added to the 3rd & Cooper Street intersection.
- **5th & Market:** A total of five (5) planters were added to the 5th & Cooper Street Intersection.



Enhanced Landscaping

(continued)



Enhanced Landscaping

(continued)

Delaware River Port Authority (DRPA) Partnership

In partnership with the DRPA, the CSSD & CBID transformed the frontage of the Federal Jury Parking Lot (located at 3rd & Market). Originally dirt and weed covered, this improvement aimed to contain dirt runoff onto the sidewalk, support existing trees and create a more cohesive Market Street corridor.

Partnership Highlight



Urban Canopy

SUMMARY

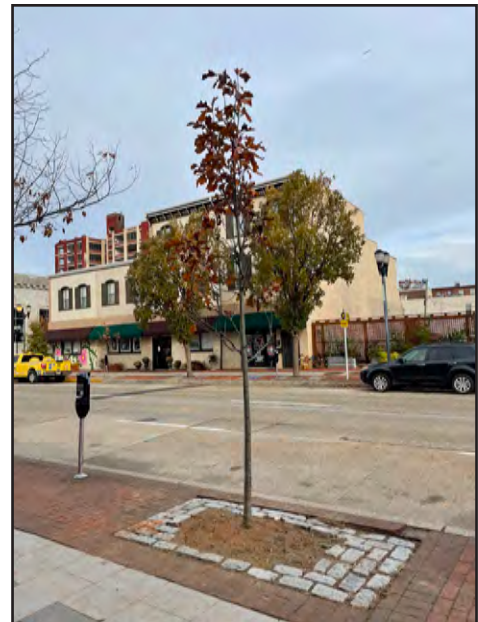
The CSSD recognizes the importance and value of a healthy and sustainable urban tree canopy. That is why, starting in 2021, the CSSD invested in the health of Downtown Camden's urban tree canopy. This investment consisted of pruning & dead wooding existing trees, removal of dead/hazardous trees, and the planting of new 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 improve cities. Trees have been shown to decrease urban air temperatures, reduce air condition bills, absorb carbon dioxide and other pollutants, add value to adjacent properties, reduce stress levels and improve emotional well-being, and increase pedestrian safety by calming traffic and reducing trees. Trees create attractive and pleasant urban environments that promote walkability.

Services Overview

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.

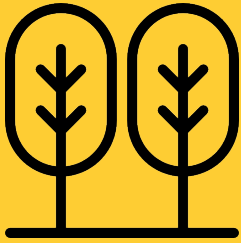
- **Tree & Stump Removal:** If a tree is deemed dead, dying, or a public hazard by a certified tree arborist, the CSSD will properly and safely remove the tree and stump to allow for new tree planting.
- **Tree Planting:** In consultation with a certified tree arborist, the CSSD will identify what type of tree to plant, ensuring urban drought tolerance, minimal disruption to adjacent infrastructure, and proper size. These trees are then watered and fertilized to ensure long-term viability.
- **Tree Care & Pruning:** The CSSD, in consultation with a certified tree arborist, will perform the following services for street trees: selective and corrective pruning and dead wooding, elevation, and fertilization.



Urban Canopy

(continued)

Stats



Trees Pruned, Fertilized,
and Cared For

97



Dead or Hazardous
Trees Removed

28



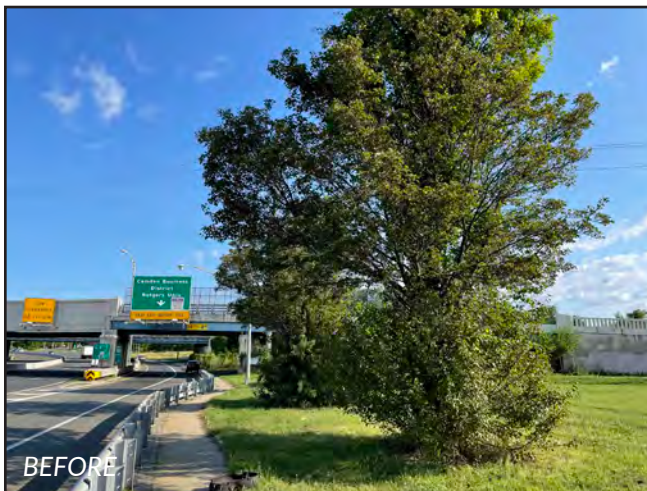
NEW Trees Planted

24



Urban Canopy

(continued)



Urban Canopy Program Highlight: Admiral Wilson Blvd Off-Ramp/ Linden Ave

The Admiral Wilson Blvd Off-Ramp/Linden Ave serves as a key entrance into the City of Camden/ Downtown District and is lined with a row of mature and young trees along its right side. However, many of these trees had gone without proper maintenance, resulting in overgrowth, stress growth, and invasive plants encroaching on their stems (pictured above).

As part of its Urban Canopy Program, the CSSD performed tree pruning for this site to enhance the health and longevity of these trees. This effort not only improves the aesthetic appeal of the corridor but also ensures a more welcoming environment for residents, employees, and visitors alike.

Urban Canopy

(continued)



Urban Canopy Program Highlight: Front Street

Based on a recommendation from a local employee, the CSSD identified multiple dead or dying trees along Front Street. After an assessment and confirmation by an arborist, the affected trees were removed. To enhance the streetscape while accommodating overhead wiring, the CSSD replanted the tree wells with Eastern Redbuds, a species better suited for the location's conditions.



Urban Canopy Program Highlight: N. 4th Street

The CSSD revitalized empty tree wells along this side street, home to Norrie's Lunchbox and a key pedestrian corridor due to nearby parking and the NJ Transit RiverLINE. To enhance the streetscape while accommodating overhead wires, Eastern Redbuds were planted, bringing shade and visual appeal to the area.

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 for 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 Downtown Camden.

Public Space Activation

The Hospitality Ambassadors are primarily 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 and beyond!

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 places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize share value.”

– *Project for Public Spaces PPS.org*



Placemaking & Events

(continued)

Hospitality Ambassadors

About

Launched in 2024, the CSSD Hospitality Ambassador Program was designed to enhance events and community engagement throughout Downtown Camden and the City of Camden. The program employs Camden City residents as Hospitality Ambassadors, ensuring a welcoming and knowledgeable presence at events.

Ambassadors quickly became well-received and highly approachable, providing not only a friendly face but also critical logistical support such as heavy lifting, directional guidance, and setup/breakdown assistance. Event hosts especially appreciated the addition of placemaking elements, including games, tables, and chairs—items often unavailable to them but essential for creating inviting public spaces.



Placemaking & Events

Hospitality Ambassador Highlights

Downtown District Community Events: Hospitality Ambassadors helped support a variety of community events in the Downtown District. Hospitality Ambassadors provided critical logistical support, including heavy lifting, directional guidance, and setup/breakdown assistance. In-district events focused on engaging residents, employees, and visitors to create vibrant public spaces that directly support local businesses and downtown initiatives, often in collaboration with valued partners.

Notable in-district events supported include Battleship Dry Dock, Cinco De Mayo, Clean Camden Campaign (Cooper's Poynt Park), Sunset Jazz Series Events, San Juan Bautista Concert & Parade, Freedom Festival, MTC Dominican Restoration Day, Latin Night en La Plaza, Touch-A-Truck event, Camden County Metro Police Fun Night, Camden Night Gardens and City of Camden Holiday Tree Lighting.



City-Wide Community Events: Out-of-district events were strategically chosen to foster collaboration, broaden our reach, and extend our impact beyond the downtown area. Supporting events outside the district allows us to align with organizations that share our goals, strengthening relationships, promoting unity, and showcasing all the great things Downtown Camden has to offer. These partnerships highlight the downtown as a vital hub of activity and a key player in Camden's growth, creating opportunities to celebrate the city's vibrancy and foster connections across the community. 50+ Camden City Events supported, include cultural celebrations, arts, music & entertainment, parades, environmental & educational initiatives, and community cleanups

Notable out-of-district events supported include: Waterfront South block Party, American Water Waterfest, Camden Greenways Bike Rodeo, Harvest at the Garden, Stockton Park Day, Career Fair (Camden High), Farnham Park Juneteenth event, and Peace Games.



Placemaking & Events

(continued)

DTC Art Crawl

About

The CSSD, CBID, and Downtown community organized two separate Downtown Camden Art Crawls in the 2024 season. These Art Crawls brought together artists, merchants, vendors, and visitors alike to activate the Market Street corridor.

- Art Crawl #1: Thursday, July 11, 2024
- Art Crawl #2: Thursday, October 17, 2024



“The October Art Crawl was fun and especially nice with the beautiful weather. The kids in the band were fun to talk to when they visited the book table. I love seeing the painting on the big glass office windows at 3rd and Market because it brightens up the corner with something new to look at!”

– Brooke, Downtown Camden resident, Art Crawl Volunteer



Placemaking & Events

(continued)

Art Crawl Highlights

- A total of 14 different Downtown Camden-based businesses and non-profit organizations participated.
- A total of 25+ Camden City non-profit organizations participated.
- Over 40 Art Vendors feature diverse crafts, including visual arts, pottery, photography, jewelry, graphic design, and more.
- 5 different performances including youth orchestras and renowned South Jersey Bands.
- The DTC Art Crawl collaborated with local artists to create unique projects.
- DTC Art Box: A 4-sided wooden Art Box featuring four different artist installations.
- Community Mural: a 200 sq. ft. temporary window mural installed on 3rd Street.
- Sticker Design: A custom artist created design for a DTC Art Crawl Sticker.



Placemaking & Events

(continued)

“Honestly, the Art Crawl was very interactive and stimulating. I’m glad to see multiple art activities happening throughout the night, it gave our community a chance to be exposed to different art forms that allowed them to be artistically expressive. This gave us a chance to see just how hard and thoughtful our organizations within the city really care for us to give us these fun events. As far as vending went, it was very positive and allowed small business owners to feel inspired and proud of the work we spent so much time on. To be seen and recognized for our dreams was the best part, seeing people’s faces light up when we give them a beautiful experience of what we have created. And together as a community when we put this event together, it serves as a bigger purpose that’s greater than all of us.” – Priscilla, Camden artist, Art Crawl Exhibit



“The art crawl was a wonderful opportunity to share my art through paintings on canvas, as well as a mural on one side of The Cube. I am overwhelmed with joy that I can show my paintings off, I love seeing everyone’s reactions to my art. They share their stories with me, how they want to paint, or how they wish I could teach them. Both of which warm my heart; we all crave a creative outlet! It’s important to have our residents come out to events as it builds a sense of community! And they’re exposed to different kinds of arts, such as jewelry making, and window painting. We inspire others to create and contribute to making Camden a colorful place. I’m excited to pursue more opportunities! I’m very thankful for the new relationships I’ve created through conversations and mutual interest in art.” – Art By Letty, Camden Artist, Crawl Art Exhibit/Crawl Vendor



Placemaking & Events

(continued)

Downtown Camden Young Professionals Programming

About

In 2024, the CSSD/CBID launched the Downtown Camden Young Professionals Initiative with a focus on engaging young professionals in Downtown Camden, creating meaningful events and programming for networking and professional development, and contributing to Downtown Camden's economic and social development. Downtown Camden Young Professionals Programming received funding from corporate sponsorships.



DOWNTOWN CAMDEN
Young Professionals
A Camden Business Improvement District Initiative



Downtown Camden Young Professionals Council (DTC YPC): This initiative and its events were guided by the Downtown Camden Young Professionals Council (DTC YPC), whose members represent major corporate, non-profit, and governmental stakeholders within Downtown Camden and the City of Camden. The DTC YPC met a total of five (5) times in 2024. In 2024, the following organizations were represented in the DTC YPC:

- Camden Special Services District (CSSD)/ Camden Business Improvement District (CBID)
- The Michaels Organization
- City of Camden
- American Water
- Conner Strong & Buckelew
- Subaru of America
- Hopeworks
- EMR
- Camden Community Partnership
- Harris Blitzer Sports Entertainment
- NFI
- Campbell's



Placemaking & Events

(continued)

Young Professional Programming

Young Professionals Social Happy Hour: This signature event is a key tool to draw interest and attendance from the different corporate, non-profit, and governmental employees in Downtown Camden and beyond. A total of four (4) Happy Hour Social Events were hosted in 2024, with an estimated average attendance of 95+.

- Young Professionals Happy Hour #1: April 4th at Hilton Garden Inn – Water Street
- Young Professionals Happy Hour #2: July 11th at Camden Arts Yard
- Young Professionals Happy Hour #3: August 22nd at The Victor Pub
- Young Professionals Happy Hour #4: October 24th at Battleship New Jersey



Downtown Camden Intern Day, July 11th: This half-day event brought together interns from across the Downtown District to connect with peers, gain insights from the “How I Started My Career” panel featuring members of the DTC Young Professionals Council, receive free professional headshots, and enjoy food from local restaurants such as Mylestone Restaurant & Catering, Latin American Restaurant, and One Port Café (formerly Fevzi Mediterranean).

3rd & Market Plaza: Music Break, September 19th: Building on the CSSD/CBID’s existing Downtown Lunchtime Concert Series, this event encouraged young professionals to take a break from their desks, grab lunch from a local restaurant, and enjoy live music in a vibrant, outdoor setting.

Swing & Network Event, October 3rd: Taking networking beyond the desk, this event invited young professionals to an evening of golf and socializing at the Camden County Golf Range. Attendees enjoyed mocktails (non-alcoholic drinks), received golf tips from an instructor, and competed for prizes in a relaxed and engaging atmosphere.

Placemaking & Events

(continued)

CTL & CSSD

Connect the Lots Partnership

In 2024, the CSSD continued its partnership with Camden Community Partnership's highly recognized "Connect the Lots" (CTL) initiative to increase community engagement, social interaction, and a sense of place in the public spaces within the Camden Business Improvement District (CBID). These events were available for residents, employees, and visitors of Downtown Camden, and through this partnership, the CSSD and CTL were able to bring and support the following events for the district.

- Lunchtime Concerts at Roosevelt Plaza Park (Spring & Fall)
- Camden Night Gardens (May 24, 2024)
- Family Fun & Fitness Event (June 8, 2024)
- Latin Night en La Plaza (October 11, 2024)
- Movie Nights: 4th & Washington (June 4, 2024) and Johnson Park (October 4, 2024)
- Holiday Tree Lighting (December 2024)



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 2024, 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:

- Lunchtime Concerts at 3rd & Market Plaza (Spring & Fall)
- Downtown Camden Arts Crawl (June & October)
- Pop-Up Retail Events
- Johnston Park Festival (CSSD Sponsored)



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.IDEAcfat.org.



Placemaking & Events

(continued)

Holiday Lighting

About

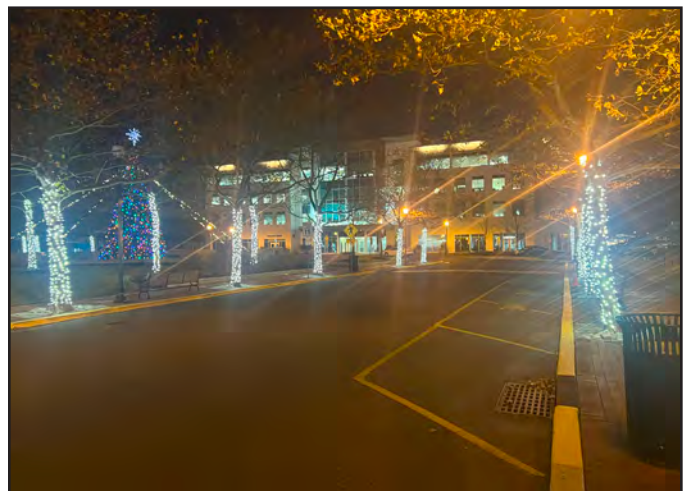
Holiday Lighting: In 2024, the CSSD continued to bring bright and vibrant lights to the Downtown District in the form of holiday light-wrapped trees and trunks and large snowflakes. Holiday lighting was featured at Roosevelt Plaza Park, Aquarium Loop, and Market Street. Locals and visitors alike were thrilled to experience these festive lights.



City of Camden - Annual Tree Lighting Ceremony

About

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 a dining area for attendees to enjoy food from local food trucks.



Placemaking & Events

(continued)

Dine 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

1 BAIN'S DELI*
A: 2 Aqueduct 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) 938-0909
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 CAFE
A: 225 Market St, Camden, NJ 08102
P: (856) 203-7252
H: M-F 7:30am-4pm | Sat 8am-2pm | Closed Sun

7 CAFE SALAD FACTORY
A: 311 Market St, Camden, NJ 08102
P: (856) 963-8228
H: M-T 10am-3pm | F 10am-4pm | Closed S & S

8 MYLESTONE RESTAURANT & CATERING*
A: 321 Market St, Camden, NJ 08102
P: (856) 397-5058
H: Closed M | T-F 12pm-9pm | Sat 1pm-6pm

9 CAMDEN DINER*
A: 501 Market St, Camden, NJ 08102
P: (856) 966-8016
H: M-F 7am-12:30pm | Sat 7am-12:30pm

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 AMERICAN RESTAURANT
A: 515 Market St, Camden, NJ 08102
P: (856) 345-9005
H: M-F 8:30am-4pm

12 LITTLE SLICE OF ITALY
A: 120 N 3rd St, Camden, NJ 08102
P: (856) 968-1944
H: M-F 10am-10pm

13 MILLIE'S KITCHEN
A: 109 N 3rd St, Camden, NJ 08102
P: (856) 968-1944
H: M-F 10am-10pm

14 BERT'S RESTAURANT
A: 109 N 3rd St, Camden, NJ 08102
P: (856) 968-1944
H: M-F 10am-10pm

15 AMERICAN WATER TUBO 1928
A: 109 N 3rd St, Camden, NJ 08102
P: (856) 968-1944
H: M-F 10am-10pm

16 BERT'S RESTAURANT
A: 109 N 3rd St, Camden, NJ 08102
P: (856) 968-1944
H: M-F 10am-10pm

17 BERT'S RESTAURANT
A: 109 N 3rd St, Camden, NJ 08102
P: (856) 968-1944
H: M-F 10am-10pm

18 BERT'S RESTAURANT
A: 109 N 3rd St, Camden, NJ 08102
P: (856) 968-1944
H: M-F 10am-10pm

19 BERT'S RESTAURANT
A: 109 N 3rd St, Camden, NJ 08102
P: (856) 968-1944
H: M-F 10am-10pm

**Hours may change depending on season*

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.

CSSD For participating locations visit CamdenSSD.com or scan QR code

01/12/2023

Marketing & Communications

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

- New Contacts Added: 900
- Total Emails Sent to Subscribers: 11,519
- Total Email Campaigns created and shared: 12

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: @Downtown Camden NJ

Instagram: @MyDowntownCamden

LinkedIn: @Downtown Camden NJ, @DTC Young Professionals

Facebook:

- Total Reach 109k
- Follower Growth 904
- Pake Likes: 1,107

Instagram

- Total Reach 27k
- Follower Growth: 1.5k

LinkedIn (Downtown Camden NJ)

- 31, 797 Impressions
- 391 New Followers

LinkedIn (DTC Young Professionals)

- 16,408 Impressions
- 341 New followers

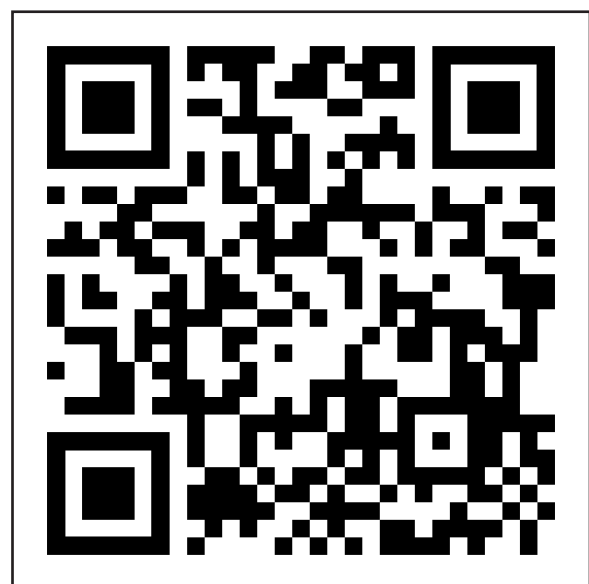
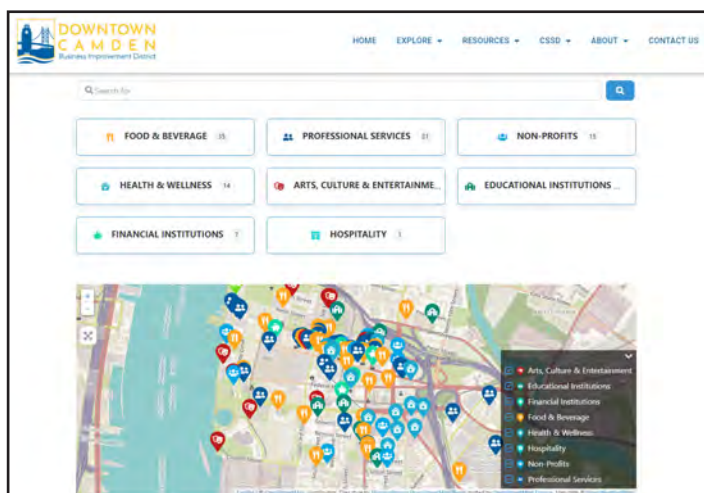
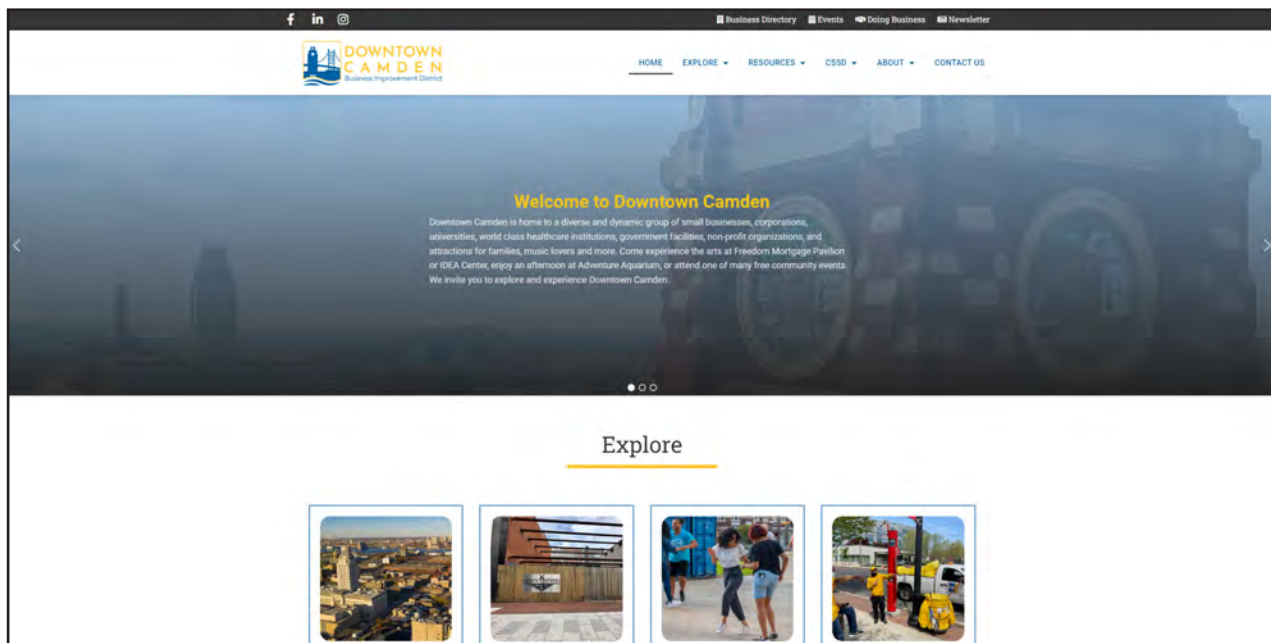


Marketing & Communications

(continued)

Website- www.MyDowntownCamden.com

Leveraging professional services from HopeWorks, the CSSD and CBID have revitalized their organizational in 2023 website to highlight dining, recreation, and small business opportunities. The revamped website, now accessible at www.MyDowntownCamden.com (formerly www.CamdenSSD.com), serves as an 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 Camden Merchant Meetings

About

Throughout the 2024 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 2024, the CSSD/CBID hosted a total of two (2) meetings. 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.

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.

Economic Development

(continued)

Downtown Improvement Matching Grant Program Stats & Highlights

Five (5) grants were approved and dispersed in 2024 for the following businesses and organizations:

- Erik James Montgomery Foundation, Inc., 301 Market Street, Camden NJ 08102
- IDEA Center for the Arts, 217 Market Street, Camden NJ 08103
- La Unique African American Bookstore, LLC, 111 North 6th Street, Unit C208 Camden NJ 08102
- NPC 622 LLC, 622 Cooper Street, Camden NJ 08102
- Safe & Sound Stewards, LLC, 111 N. 6th Street, Camden NJ 08102

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

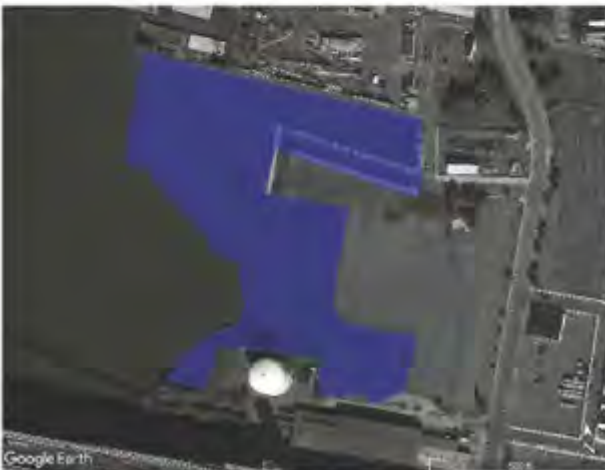
MAP OF CSSD LANDSCAPING AREAS



Roosevelt Plaza Park



Cooper Plaza



Cooper's Poynt Park



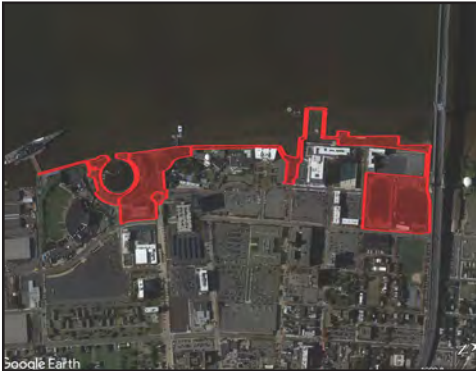
Martin Luther King Boulevard

Not shown:

- Haddon Ave Planters
- 3rd & Market Plaza
- 5th & Market
- 3rd & Cooper
- Broadway/ Walter Rand Transportation Center

CSSD: Fee-For-Service Contracts

Exhibit C - Highlighted Fee-For-Service Contract Areas



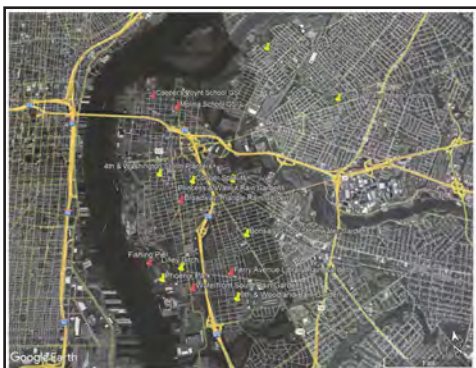
Wiggins Waterfront Park

(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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Suite 146
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(W): www.MyDowntownCamden.com