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## Springfield Avenue Partnership 2019 Goals and Initiatives

In 2019 The Springfield Avenue Partnership (SAP) plans to focus on five main program areas: Events and Promotions, Branding and Marketing, Public Art, Business Development and Landscaping and Holiday Decorations.

1. **Business and Economic Development** – The Partnership Board of Trustees has approved the formation of a new *Economic Development / Business Recruitment Committee* to focus on SAM business recruitment and to act as a liaison with the Township Economic Development and Entrepreneurship Committee. Specific goals will include:
  - 1581-85 SA Maplewood Lofts Development - Work with Township CEED and developer to recruit businesses to 8,000sf of commercial space – this development presents an opportunity to recruit new businesses to high-quality commercial space.
  - Develop a database of potential businesses for SAM
    - a. Update/refine list of desired industries/businesses
    - b. Identify key contacts and contact info for target businesses
    - c. Identify what characteristics businesses are looking for in potential location(s)
    - d. Review and assess inquiries and contacts from previous recruitment efforts
    - e. Undertake surveys, questionnaires and community meetings to identify potential businesses
    - f. Scout other towns for potential business
  - Develop Recruitment Materials:
    - a. One-sheet handout
    - b. Direct mail piece: electronic and printed
    - c. Deck template to customize when recruiting a specific business
  - Develop relationships with commercial realtors
  - Maintain our list of available properties
2. **Events and Promotions** – Due to the overwhelmingly positive reception in 2018, we plan to repeat all of our existing events and promotions. We also plan to test some new programming in 2019.

In addition to our longstanding Black History Month celebrations, the MayFest Street Fair and the Holiday Celebration, we will continue to refine and expand the following newer initiatives:

- Springfield Avenue Fitness Pass - January
- Wine Tasting - June
- Sam Café Rollout – Spring/Summer/Fall
- Craft Beer Tasting – October
- SAM Farmer’s Market Table – Demonstrate and showcase SAM businesses
- SOMA Women’s History and Pride Month Celebrations





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New promotional programs we hope to test in 2019 include:

1. Spring Holiday Pop-up Shop with SOMA General Store
  2. Public Art Celebration with Children's Community Mural
  3. Explore other industry specific/vertical promotions, e.g., Prom/Wedding, Kid's Classes, Hair and Beauty, International Food Festival
  4. Explore small dollar "friends-giving" membership program to engage residents
- 3. Branding and Marketing** – In 2018 we were thrilled to unveil our new "SAM" brand online and in our event promotions. We developed a comprehensive marketing plan to implement the brand through placemaking and marketing efforts over the next several years as funds permit. Our 2019 implementation plans include:
- Redesigned Website
  - Print and Online Advertisements
  - Social Media Campaigns
  - Lamppost Banners
  - Updated Kiosks
  - Sam Café Rollout
- 4. Public Art** – Public Art will continue in 2019 with the addition of a new building mural and a canvass mural commemorating the 60<sup>th</sup> anniversary of the Hilton Branch Library building. Fundraising, sponsorship drives and grant applications will continue in an effort to maintain ongoing installations along the avenue.
- 5. Landscaping, Holiday Decorations, Other** – The SAP will continue its successful seasonal landscaping and maintenance program, supplemental sidewalk cleaning and holiday decorations program. In addition we plan to explore new initiatives, including:
- Investigate new placemaking/activation opportunities such as outdoor ping pong table(s), new digital kiosks and café lights along the Avenue
  - Spring/Fall community clean-up days with youth groups and neighborhood associations and local businesses

