

# MEET THE SODT BOARD

Amelia Cruz-Holder, Property Owner (Chair)  
Tatiyana Lofton, Property Owner (Vice Chair)  
Hannah Zollman, Resident (Treasurer)  
Aaron Tappen, Business Owner  
Edith Villavicencio, Business Owner  
Maura Hargrave-Kerns, Business Owner  
Sheldon Pinto, Business Owner  
Claudine Baptiste, Property Owner

Daniel Garcia-Pedrosa, Property Owner  
Brendan Gioello, Resident  
Victoria Duncker, Resident  
Bobby Brown, Village Council Rep  
Julie Doran, Deputy Village Admin\*  
Lana Rogachevskaya, SOPAC Rep  
Mark Hartwyk, SOPA Rep  
Matthew Borowick, Seton Hall Rep\*

\*Non-voting Director

## STAFF

Melissa Hodge, Executive Director  
Lisa Szulewski, Events & Marketing Coordinator  
Tarrance Hunt, Clean Team Ambassador



# AGENDA

- 🌐 2024 Recap & Plans for 2025
- 🌐 SOPAC Presentation
- 🌐 Public Comment & Questions





# Spotlight on Small Business Growth



## New Businesses

- Bakes by Izzy | 108 W South Orange Ave.
- Cannaboy Treehouse | 57 W South Orange Ave
- Chatterbox Bookstore | 126 South Orange Ave
- Classic Man Cut & Shave | 15 Village Plaza
- Craft Club Studio | 122 South Orange Ave.
- GameChanger | 209A Valley Street
- Jus' Tacos | 6 Village Plaza
- Keepsake Studios | 111 South Orange Ave Suite 28
- Moxie Salon and Beauty Bar | 9 W South Orange Ave
- Playa Bowls | 209 Valley Street
- S.O.C.A Tattoo Studio | 75 South Orange Ave Ste 206
- Sotheby's International Realty | 6 Sloan St

## Expansion

- CLAY by Indigo Road (2nd location) | Talyor/Vose
- Pet Wants | 63 South Orange Ave.

## Coming Soon

- Atlantic Medical Health | Talyor/Vose
- Jake & Daughter's | 132 South Orange Ave.
- Medusa's Gyros | 135 South Orange Ave.
- New York Style Deli | 12 South Orange Ave.
- SOMA Sweets | 58 Vose Ave.
- Sonny's Bagels | 125 South Orange Ave. (expansion)
- The Able Baker | 209 Valley Street
- Wingstop | 121 South Orange Ave.





# BUSINESS SUPPORT

- One-on-One Business Assistance
- Resource Navigator
- Marketing & Promotions
- Networking Opportunities
- Educational Workshops, Seminars & Training
- Championing Business Interests
- Seton Hall Collaboration
- Community Engagement & Outreach
- Beautification Initiatives



## 2025 BUSINESS ENRICHMENT & NETWORKING EVENT

**SOUTH ORANGE DOWNTOWN**

*Engage with Seton Hall & Explore Grant Opportunities*



LEARN HOW TO ENGAGE W/ SETON HALL COMMUNITY & PROGRAMS



FIND OUT ABOUT NJDEA SMALL BUSINESS GRANTS



MEET OTHER SOUTH ORANGE BUSINESS OWNERS



COMPLIMENTARY WINE & HORS D'OEUVRES



**TUES  
MAR 25**

6:30PM-8:30PM

**NEIGHBORS WINE SHOP**  
61 S ORANGE AVE





# DOWNTOWN BEAUTIFICATION

We are committed to enhancing the downtown experience through a variety of initiatives, including place-making projects, public art installations, seasonal decor and supplemental cleaning to keep our downtown clean.



Clean Team



We launched our first digital kiosk, made possible through a Main Street New Jersey Transformation Grant.



The Facade Improvement Grant covers 75% of costs, up to \$2,000, for improvements to downtown facades.





# CURRENT PROJECT

Friendship Circle is being redesigned to become a vibrant and engaging space.

Plans include:

- Beautiful landscaping to enhance the space
- Added lighting to improve safety and create a welcoming ambiance
- New seating to provide places to rest and enjoy the surroundings

This project will create an inviting community space for everyone to connect, unwind, and enjoy.





# MARKETING & PROMOTIONS

## BLACK HISTORY MONTH Beauty & Self Care

**Rayon Mclean**  
Steel Mclean  
4 Village Plaza  
973-763-5230

**Chris Chery & Byron George**  
S.O.C.A Tattoo Studio  
75 S Orange Ave  
973-763-1815

**Armetta Jones**  
Demetrius Salon  
137 S Orange Ave  
973-763-4247

**Alex Dennis**  
Desire Hair Salon II  
130 S Orange Ave  
973-388-3138

**Bonita Abakah**  
Silked The Salon  
75 S Orange Ave Ste 210  
973-913-4670

**Ky Clory**  
Global Hair Image  
124 S Orange Ave  
973-327-4800

**Douglas Thompson**  
7's Barbershop  
10 W South Orange Ave  
973-8327-4741

**Kosia Asiamah**  
Lumie Salon  
260 Valley St  
973-327-9555

## GARDEN OF EDITH

Say "I love you" 200 times with this breath taking arrangement of 200 long stem red roses

54 S Orange Ave

## AIR AERIAL FITNESS

Partner Workshop

Saturday February 10, 12:15-1:45pm

15 Village Plaza

## SHOW YOUR SUPPORT

### SOUTH ORANGE DOWNTOWN HISPANIC & LATINO ENTREPRENEUR LOCATIONS

Hispanic Heritage Month is the perfect time to support Hispanic and Latino-owned businesses. By shopping with them, you're celebrating their culture, creativity, and contributions while helping these businesses thrive. Explore and discover the vibrant products, services, and flavors they bring to our community now and all year long.

Map data ©2025 Google

## DOWNTOWN DOLLARS

**\$10 OFF** AT PARTICIPATING BUSINESSES

WHEN YOU SPEND \$50 OR MORE

VALID SAT NOV 30 2024

## VALID SAT NOV 30 2024

### PARTICIPATING BUSINESSES

- Ambulance Jewelers
- Arigoshi
- Bakes by Izzy
- BCR
- Chiboba
- CLAY by Indigo Road Studio
- GameChanger Fitness
- Garden of Edith
- Grá Lifestyle at The Co-Lab
- Juice Hub
- Just Tacos
- Kitchen a la Mode
- Little Brain Lab
- Little Shop of Hip-Hop
- Love You Girl Boutique, Events & More
- Mia Mia
- Moxie Salon
- Neighbors Wine Shop
- NJ Tae Kwon Do Chung Do Kwan
- Pandang
- Pet Wares
- Sadie's
- SOMA Sweets at The Co-Lab
- SOPAC
- South Orange Frame Shop
- The Botanica Boutique
- The Gift Dispatch
- Town Hall Deli
- Three Daughters Baking Co.
- Tito's Burritos & Wings
- Three Birds Yoga Studio
- Village Diner
- Village Hall Restaurant
- Walia Ethiopian Restaurant
- Wildly Floral Co.

### TERMS AND CONDITIONS

- This coupon is NOT redeemable for cash
- Valid only at participating businesses on 11/30/2024
- Valid only with a minimum purchase of \$50 or more
- Limited to one per person
- Coupon will be collected by merchant once redeemed

### BUSINESS GUIDELINES

- Accept this coupon as CASH
- Coupon must be redeemed in full at time of purchase
- Collect physical coupon from the customer
- Submit all redeemed coupons to SODT for reimbursement
- Please call 973-763-6899 with any questions

southorangedowntown.org

THANK YOU FOR SUPPORTING SOUTH ORANGE DOWNTOWN BUSINESSES

## SOUTH ORANGE DOWNTOWN HOLIDAY GIFT GUIDE Goodies Galore

**7 LAYER STUDIO**  
58 Vose Ave  
FOR THE DESIGN LOVER  
Stickers, Prints, Notebooks & Cards  
Use the code COLORME20 for 20% off everything on their site

**CLAY BY INDIGO ROAD STUDIO**  
10 Vose Ave  
FOR THE ARTISTS  
Tote Bag or T-Shirt w/ \$50 purchase

**GRÁ LIFESTYLE at The Co-Lab**  
57 S. Orange Ave.  
FOR THE SPARKLE SEEKER  
Jewelry, Perfume, Cards

**KITCHEN A LA MODE**  
59 S. Orange Ave  
FOR THE CHEF  
Meat thermometer & cherry wood bowl

**LITTLE SHOP OF HIP HOP**  
111 S. Orange Ave  
FOR THE HIP HOP FANATIC  
Custom 3D Wood Carvases

**LOVE YOU GIRL BOUTIQUE, EVENTS, & MORE**  
76 S. Orange Ave LL02  
GIFTS 25 & UNDER  
Hand bags and accessories

## Services

**Zoe Bean**  
KEEPSAKE STUDIOS  
111 S Orange Ave

**Jennifer Carter**  
STUDIO ENVIE  
15 Valley St

**Betty, Mattie & Delores**  
Love You Girl Boutique & Events  
76 South Orange Ave LL02

**Ese Crossett**  
LITTLE BRAIN LAB  
76 S Orange Ave Ste LL-04

**Guerlyne Millington**  
LITTLE STAGES  
14 S Orange Avenue

**Heather Cross**  
VACATIONS BY HEATHER  
VBI Travel

## Making Boba with Chipoba

Chipoba BOBA RAPHEN

southorangedowntown  
gedowntown - Original audio

This week as we continue to celebrate AAPI month...

## Welcome to KEEPSAKE STUDIOS

Expert Tattooing  
Must be 18  
All Bodies Welcome  
973-327-4520

southorangedowntown  
town - Original audio

Mark Your Calendars!

3.5K · View insights

## SETON HALL SHOP | DINE | EXPERIENCE SOUTH ORANGE DOWNTOWN

0.5 miles 9 minute walk

DIRECTORY ON BACK

**A B C D**

### POINTS OF INTEREST

- The Village at SOPAC | Cinema Lab
- South Orange Performing Arts Center
- South Orange Public Library

### MUNICIPAL SERVICES

- Public Parking Lot
- NJ Transit - South Orange Station
- South Essex Fire Department
- South Orange Rescue Squad
- South Orange Village Municipal Offices

Scan for exclusive SHU discounts





### EVENTS

- MH Mix & Mingle
- WHM Breakfast & Bingo
- Craft Swap
- Fall Festival
- Fashion Show
- Holiday Movie Screening & Selfies
- Yoga & Shots
- Hometown Flash Tattoo Event
- Food Stroll & Pub Crawl
- Ladies Night Out
- MMM Pop Up Performance
- Empower Her Expo
- Free Outdoor Workouts
- Free Haircuts
- Community Dance Class

- Air Aerial Fitness
- Ariyosi
- BGR A
- Botanica Boutique
- Cannaboy Treehouse
- Chipoba
- Clay by Indigo Road
- Concepting Dance Academy
- Desire Hair Salon II
- GameChanger Fitness
- Garden of Edith
- Jackie & Sons
- Juice Hub
- Jus' Tacos
- Keepsake Studios
- Kitchen a la Mode
- Love You Girl Boutique
- Miti Miti
- Moxie Salon
- Mark Murphy's Music School
- Neighbors Wine Shop
- Papillon 25
- Pet Wants
- Pandang
- Rock Spa Club
- Sadie's
- Silkled the Salon
- SOMA Wheelhouse
- The Co-Lab
- The Gift Dispatch
- The Order
- The Village at SOPAC (CinemaLab)
- Three Birds Yoga Studio
- Three Daughters Baking Co.
- Tito's Burritos & Wings
- Toro Loco
- Village Diner
- Village Hall Restaurant
- Walia Ethiopian Restaurant
- Wildly Floral Co.



# COMMUNITY EVENTS

UNDER COVER MUSIC FEST



FARMERS MARKET



DOWNTOWN AFTER SUNDOWN



PRIDE UNDER THE STARS



BEER FEST



HALLOWEEN FESTIVAL



SMALL BUSINESS SAT



HOMETOWN HOLIDAY





# JOIN US FOR THE FOLLOWING EVENTS



**Craft Swap**

SEW LEANA

12 West South Orange Ave

**SUN FEB 2 • 10AM - 4PM**

Swap your unused craft items for fresh inspirations

TEACHER PREVIEW FEB 1ST - 2PM-5PM

DOWN TOWN ON DISPLAY



**bakes**

BY IZZY

108 W S ORANGE AVE

Ribbon Cutting Ceremony

TUES FEB 4  
10:30AM

SOUTH ORANGE



DOWN TOWN ON DISPLAY

Celebrate  
Connect &  
Collaborate

**BLACK HISTORY MONTH**

Thursday  
FEBRUARY 6  
7PM - 9PM

Papillon 25  
RESTAURANT AND WINE BAR  
25 VALLEY STREET

FEATURING SOUTH ORANGE DOWNTOWN  
BLACK ENTREPRENEURS & COMMUNITY LEADERS  
NETWORKING | COMPLIMENTARY HORS D'OEUVRES | CASH BAR

Sponsored by  
ESTRELLA CONSULTING GROUP  
EVERYONE DESERVES A HOME

Presented by  
SOUTH ORANGE RECREATION & CULTURAL AFFAIRS



# WAYS TO GET INVOLVED

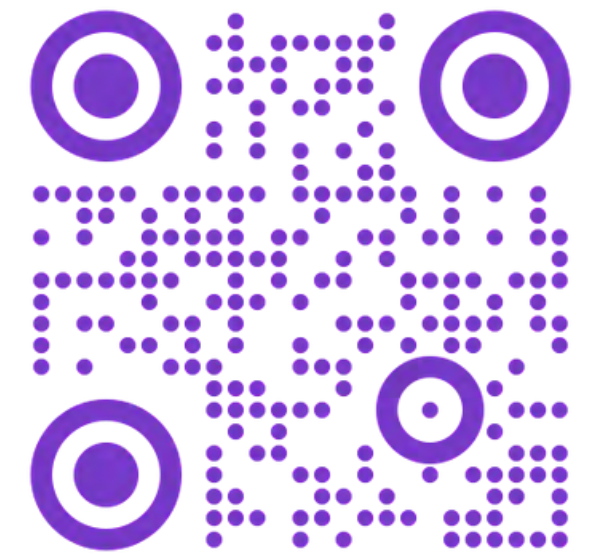
## Sponsor an event

Your sponsorship directly contributes to initiatives that make a lasting impact on the downtown. Flexible sponsorship packages allow you to tailor your support to align with your brand's goals while making a lasting difference in our community.



## Volunteer with us

Whether helping at events, supporting projects, or sharing your unique skills, volunteering with us is a great way to strengthen and support our downtown.





# SOPAC

SOUTH ORANGE  
PERFORMING ARTS CENTER



January 28, 2025

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# SOPAC

A cultural anchor serving  
the SOMA community



Presenting cultural arts  
on the stage &  
in the gallery



Arts in Education



Rental Spaces



# This Week at SOPAC



**Get Hypnotized! The Erick Känd Comedy Hypnosis Show**

FRI, JAN 31 at 7:30PM



**SOMI**

SAT, FEB 1 at 7:30PM



**Healing Sounds in the Loft**

SUN, FEB 2 at 5PM & 7PM



# February Highlights



**Mike Griot Presents  
South Orange International Blues Fest**  
FRI, FEB 7 at 7:30PM



**Ms. Lisa Fischer & Grand Baton**  
SAT, FEB 15 at 8PM



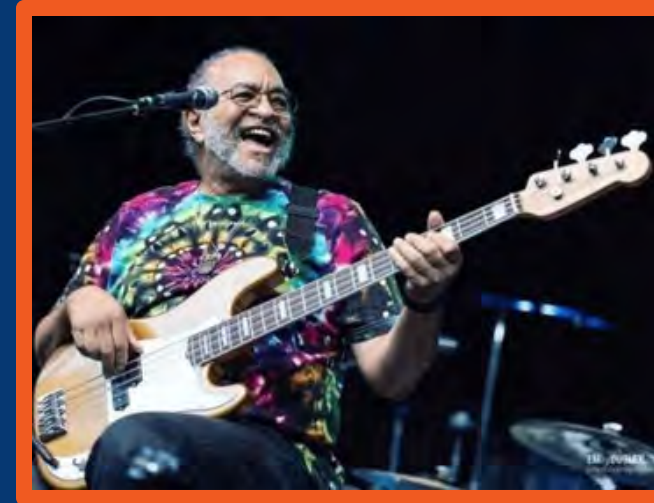
**Heart & Soul of Magic**  
SAT, FEB 22 at 1PM



# More to Come!



**Cherish the Ladies**  
FRI, MAR 7 at 7:30PM



**George Porter, Jr. & Runnin' Pardners**  
FRI, MAR 29 at 7:30PM



**Andy McKee**  
FRI, MAR 14 at 7:30PM



**The Machine Performs Pink Floyd**  
SAT, APR 5 at 7:30PM



**Three American Troubadours**  
FRI, MAR 21 at 7:30PM



**Joe DeRosa**  
SAT, JUN 7 at 7:30PM



**Many Opportunities  
for the South Orange Downtown Community**

Group Sales

Rental Spaces

Advertise with  
SOPAC



## Group Sales

- Create Community
- Cultural arts as connection
- Discounted tickets

## Rental Spaces

- A state-of-the-art 439-seat performance hall The Loft –
- a 2,185 square-foot multi-purpose space Technology & staff support for hosting events
- 5 Movie Theaters
- 

## Advertise with SOPAC

- 30,000 visitors annually
- 100+ shows annually
- 25,000 Digital Program readers annually



**We look forward to  
seeing you at SOPAC.**



# QUESTIONS & COMMENTS



Sign up for our e-blast at [southorangedowntown.org](http://southorangedowntown.org)



@southorangedowntown