

Millville Development Corporation

2014 ANNUAL REPORT



Mission Statement

To further the development and growth of the downtown and riverfront area of Millville and to establish and maintain an arts district to benefit the community and foster revitalization.

Organization

Chair: Larry Miller Liaison: Suzanne Olah

- Committee meets monthly
- Recommends fund raising concepts to the board of directors
- Works with staff to implement fund raisers
- Prepares and pays for Annual Events Calendar for City – 11,000 in city tax bills to homeowners
- Works with executive committee to prepare annual budget
 - Executive Committee prepared a budget with a reduction of 45% for 2015
 - Board adopted said budget
- Meets semi-annually with all committee chairs and liaisons to exchange information and brainstorm ideas
- **Examples for 2014**
 - ❖ Grant Consortium with 5 non-profits to research grants
 - ❖ Two *plein air Artists' Days* on the Maurice River
 - ❖ Millville Night at the Phillies vs. the LA Angels with hometown MLB player Mike Trout
 - ❖ Night on the Maurice River cruise

Design

Chair and Liaison: Richard Jones

- Committee meets monthly
- Recommends design ideas and public art projects to board of directors
- Works with staff to implement projects
- **Examples for 2014**
 - ❖ Crosswalks painted with arts designs
 - ❖ Kick Starter Project – “Tile the Town” to launch in 2015
 - ❖ Public Art Sculpture

Economic Development

Chair: Kim Ayres Liaison: Bob Conner

- Committee meets monthly
- Recommends methods to improve economic development within the Arts District to board of directors
- Works with staff to implement projects

- **Examples for 2014**

- ❖ Increase committee with individuals from need types of businesses
- ❖ Interaction with CC Economic Development Director and MURC
- ❖ Create a simple and current booklet to use as a recruitment tool – completion scheduled for early 2015
- ❖ Contribute ideas for new Strategic Plan to the board of directors
- ❖ Creation of methods for incentives to attract business growth
- ❖ Build stronger partnerships whenever possible with other not-for profits
- ❖ Continually search for innovative ideas from throughout the United States

Promotions

Chair and Liaison: Maryann Cannon

- Meets as needed (quarterly)
- Recommends events and/or retail promotions to board if not annual
- Works with staff to implement events
- **Examples for 2014**
 - ❖ New event created – The ART BAR – debuted in March and held monthly at Old Oar House Irish Pub. Successful as a small fund raiser, arts district awareness, promotion of the arts.
 - ❖ Annual events successfully held:
 - Third Fridays each month
 - Pot of Gold Scavenger Hunt – March
 - Artists’ Walk of Fame Induction – June
 - Millville Go!4th Festival – July 4 – final time in 2014
 - Fall Sidewalk Sale – test run with crafters and merchants
 - Small Business Saturday in conjunction with national program
 - Holiday Dazzle – 4 week entry at participating businesses – winner received \$350 in “Downtown Dollars” to spend by Feb. 28, 2015
 - Annual Soul of the Season – 14th year included a new component “Santa Fun Run” in afternoon preceding the evening of festivities. Successful and ready to grow.

Executive Director

Marianne Lods

- Responsible for daily operations and reports monthly to the board of directors
- Implements often with volunteers the programs of the committees
- Creates all public relations materials:
 - ❖ Press Releases
 - ❖ Monthly E-Newsletter (sometimes more often)
 - ❖ Social Media networks – Facebook almost daily, Twitter and Pinterest
 - ❖ Updates website as needed especially for Events and Business pages
 - ❖ Works with media representatives for advertising opportunities and details
- Carries out the programs of Main Street New Jersey
 - ❖ Offers Seminars and Webinars to the business community
 - ❖ Utilizes the free services offered by Main Street NJ
 - ❖ Launched a new website and mobile app in 2014 – value approx. \$25,000
 - ❖ Attends seminars when possible throughout the state

- ❖ Did not attend the National Main Street Conference in 2014
- ❖ Executive is a Certified Main Street Manager via the National Historic Trust
- Prepares bill lists, categories expenditures and income. Since December handles all of Quickbooks bookkeeping program. Prepares monthly board report of finances.
- Works with existing businesses to coordinate promotions, events and help them create new ways to make locations destinations.
- Works to recruit businesses to locate in available rental and for sale business locations. Gives them the information and tools to set up UEZ tax identification, business registration, business planning, etc.
- Interacts on a regular basis with tourism partners: WheatonArts, MAAFm, Levoy Theatre, NJMP
- Is on the boards/commissions of:
 - ❖ Cumberland County Cultural & Heritage Committee
 - ❖ Southern Shore Region Destination Marketing Organization (Cape May/Cumberland Counties)
- Researches and writes grants for the organization
 - ❖ GR Dodge Foundation -- \$40,000
 - ❖ NJ State Council on the Arts -- \$28,489
 - ❖ Cumberland County -- \$1,500
 - ❖ Stranahan Foundation – no award, will try again
 - ❖ NEA “Art Works” – no award (written by H. Santoro) and will try again
 - ❖ PNC Arts Alive – no award
 - ❖ Susquehanna Bank Foundation – no award (sponsorship given)
- Arts Education:
 - ❖ Art Creates Excellence (ACE) 15th Annual Summer Program – 4 week July program, 5 days per week. Age groups: 7-9, 10-12, and 13-18. Partners with RRCA as host site and Clay College. Found partner via Gateway and Holly City Success Center in 2014.
 - ❖ Multi-Cultural Week and Event – partner with Millville Schools and RRCA. 5th grades come to RRCA for 3 days for immersion in a variety of cultural programs. Friday evening we co-host the dance and music event at the Levoy Theatre.
 - ❖ Fill requests from educators or program directors at various schools for professional artists to work with them on projects.
 - ❖ Sponsored and re-granted Dodge funds (\$3,000) to have an oyster research project at the Haskins Lab and then created ceramic oyster plates at Clay College. A dozen high school students and instructor participated along with Rutgers and Jackie Sandro of Clay College.
 - ❖ Met with ceramic artists in pursuit of experimental Ceramic Co-op Gallery. The artists put together August and November weekends combined with Third Friday. Sales were successful. Will continue to pursue co-op or similar model in future.

Business Development

Sales of Buildings, Improvements, Business Growth and Losses, Private and Public Investments:

- \$225,000 2 E Main St
- \$140,000 25 N High St
- \$125,000 230 N High St

- \$ 75,000 411 N High St
- **\$565,000 Total**

Facades

- \$12,800 9 signs and façade improvements with Private Funds
- \$ 500 Final Façade Program payment for sign to Bowman Medical

Businesses Closed

- Abstract Hart & Paj Designs
- Artistic Touch Massage (relocated)
- Dew Drop In
- Eklektik Gallery
- Fashion Thrift Shop
- JB and ME
- Refrigerator Door
- Serandolini
- Something Sweet (downsized and moved into Bogart's)

Businesses Opened

- 4 Seasons Pizza & Restaurant
- Artistic Touch Beads
- Barbara's Boutique
- Kill Brand
- Millville Nutrition
- Shannon's Coffee Shack
- Simply Southwest
- Steel Peech
- The Thrift Shop
- Titan Dental Lab
- Village Gallery

Business Expansions

- Andrea Trattoria Italian – new private dining rooms
- The Thrift Shop – into 2nd shop next to first one

Net New Businesses Created = 2 and 2 business expansions

Net Jobs Gained = 13

Private and Public Investment Dollars from 2000 to 2014

- \$28,668,377 Private Investment – properties purchased, new construction, rehabs
- \$ 3,046,755 Private Volunteer Hours (wage value)
- \$12,540,814 Public Investment – Green Acres, UEZ, original Municipal Bond. No change in 2014

Total Investment in 14 years = \$44,255,946