

Dunellen Downtown Management Organization Work Plan

The Borough of Dunellen proposes to form a management organization, using the Main Street Approach™ to downtown revitalization, to oversee its downtown revival and redevelopment upon our being designated a Transit Village.

We will form an eleven-member advisory committee to serve as the Dunellen Downtown Management Organization. Our goal in structuring the committee is to have a mix of public and private members, encompassing a variety of experiences and points of view. All categories are significant stakeholders in the Transit Village Enterprise:

Borough Administrator (1)

Members of Borough Council (2)

Member of Dunellen Planning Board (1)

Member of Dunellen Historical Society (1)

Members of the Business Community who are either business or property owners, or both,
in the downtown district/Transit Village district (3)

Members of the general public/residents of Dunellen (3)

All members are volunteers.

The Dunellen Borough Council, in authorizing this Application to be designated a Transit Village, views the application as a process that will eventually lead to the borough's becoming a Main Street New Jersey community. Thus, the Council and the future Management Organization approach the Transit Village designation as a stepping stone to Main Street status and incorporate the mission, goal, and structure of the Main Street Approach™ as a model for its own identity.

PURPOSE OF THE DUNELLEN DOWNTOWN MANAGEMENT ORGANIZATION

The purpose of the Dunellen Downtown Management Organization is to improve the economy, appearance and image of our central business district through the organization of local citizens and resources.

Through our designation as a Transit Village, leading to Main Street status, we hope to receive valuable technical support and training to assist in restoring our downtown as a vibrant center of our community and filled with vital economic activity.

GOALS OF THE DUNELLEN DOWNTOWN MANAGEMENT ORGANIZATION

1. To build an organization that is a public/private partnership between the municipal government and the professionals, merchants, and businesses of our downtown, as well

as our residents and visitors. We recognize that a strong organization provides stability to build and maintain a long-term effort.

2. To foster economic redevelopment by recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of our downtown's entrepreneurial merchants and professionals.
3. To emphasize design enhancements which affect the visual appearance, attractiveness and traffic management of the downtown business district. Historic building rehabilitations, street and alley clean-ups, parking and traffic calming issues, colorful banners, landscaping, and lighting all improve the physical beauty of the downtown as a quality place in which to shop, work, walk, invest, and live.
4. To promote civic pride and economic viability by marketing a uniquely Dunellen image to entice shoppers, investors, residents and visitors. Festivals, retail events and image development campaigns are some of the ways the Dunellen Downtown Management Organization will encourage consumer traffic in the downtown.

BUDGET OF THE DOWNTOWN MANAGEMENT ORGANIZATION

Revenues

Initial funding will be from municipal appropriations. \$500.00

Disbursements

Dues, membership, National Main Street Network \$250.00

The National Main Street Network and its offerings of publications, websites, listserves and databases, assist communities to preserve their communities and to breathe new life into their downtowns and neighborhood business districts.

Stationery supplies, mailings. \$250.00

TIMELINE FOR THE DOWNTOWN MANAGEMENT ORGANIZATION

- 1) Join National Main Street Network
- 2) Work with Transit Village Task Force in developing short and long-range projects
- 3) Recruit members for Dunellen Downtown Management Organization

Committee will meet monthly.