



NEWS

State of New Jersey
Jon S. Corzine, Governor

Department of Community Affairs
Joseph V. Doria, Jr., Commissioner

For Immediate Release:

June 3, 2009

Contact:

Chris Donnelly, (609) 292-6055

DCA ANNOUNCES 2009 APPLICATION ROUND FOR MAIN STREET NEW JERSEY DESIGNATION

Successful Communities Will Receive Multi-Year Assistance to Revitalize Traditional Commercial Districts

TRENTON, N.J. – The Department of Community Affairs' (DCA) Main Street New Jersey Program today announced the 2009 Application Round for Main Street New Jersey designation. Communities that successfully complete the application process will receive technical support and training to assist them in restoring and maintaining their traditional, historic cores as centers of civic, cultural and economic activity.

“Revitalizing our downtowns, urban commercial corridors and village centers is smart economic growth, especially in these challenging economic times,” said DCA Commissioner Joseph Doria. “The DCA and Governor Corzine support communities that show a can-do attitude by investing in themselves. Seeking Main Street New Jersey designation fits that description and reflects a positive commitment to downtown management and quality of life improvements.”

The application process will begin with a free workshop from 1 p.m. to 4 p.m. on June 30 at Thomas Edison State College in Trenton. Main Street New Jersey is encouraging local elected and appointed officials, as well as interested residents, merchants and property owners to attend the workshop to learn more about how the program works and how to apply. Letters of Intent to Apply are due by July 30 and communities must submit their applications by September 9. The DCA will designate new Main Street New Jersey communities in October.

“Asset-based revitalization that is led by the community and supported by a strong public-private partnership is a hallmark of effective Main Street programs in New Jersey and across the nation,” said Jef Buehler, Director of the Main Street New Jersey and Improvement District Programs at the DCA. “We look forward to working with and providing technical assistance to successful applicants when they become official Main Street New Jersey communities starting this fall.”

Approximately every two years, the DCA accepts applications and designates qualified communities to join the Main Street New Jersey Program. There are currently 28 designated communities in the Main Street New Jersey Program. Since the program's inception in 1989, there has been more than \$1 billion in public-private investment in Main Street designated communities with a net gain of 1,400 new and expanded businesses and a net job increase of 6,680 positions. Between 1997 and 2008, residents, merchants and property owners have also donated nearly \$9.4 million in volunteer wage time to support their local Main Street programs.

Log on to <http://mainstreetnewjersey.com> for more information on the Main Street New Jersey program and its participating communities. To register for the Application Workshop go to http://mainstreetnewjersey.com/regform_appwkshp.html .

###