

MAIN STREET NEW JERSEY UPDATES

With Regulations in Public Comment Period





MSNJ KICK-OFF 2019

“Main streets are the heart of New Jersey communities. Governor Murphy and I want to ensure that we preserve their character and charm while building on the assets in our downtown areas that will create jobs and improve local economies,” said Lt. Governor Sheila Y. Oliver, who also serves as DCA Commissioner.

“The Main Street New Jersey Program will help equip municipal leaders and organizers with the tools they need to restore and revive their treasured historic town centers.”



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Main Features of the MSNJ Program
1989-2016



MSNJ Main Features

- 1. Technical Assistance and Training**
- 2. Executive Director Hiring/Search Support**
- 3. Advocacy for Projects in MSNJ District**

MSNJ DISTRICT/PROGRAM GOALS

Enhancing Four Core Values

- 1. Economic Value:** Business Attraction, Retention, and Expansion; Business owner education; Adding Density.
- 2. Place Value:** Cleanliness, Safety, Landscaping, Façade, Signage & Wayfinding Improvements, Parking.
- 3. Social Value:** Events & Marketing; Image Development, Traditional & Digital Media Presence.
- 4. Civic Value:** Foster Public and Municipal Buy-In to Value and Importance of District; Financial & Policy.



HOW DO WE (You) GET THERE?

1. **People** (Paid Staff/Volunteers)
2. **Partnerships (Public/Private)**
3. **Programs**
4. **Projects**
5. **Planning/Budgeting**



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Updates to the MSNJ Program
in Proposed Regulations 2019+



MSNJ Proposed Updates

1. Access to short-term transformation grants:

1.Capacity Building

2.Placemaking

3.Storefront & Façade Improvements

2. “Eligible Applicant” Requirement:

1.NJ & Federal Non-Profit – 501 (c)3/4/6



HAVE A QUESTION?

We'll be around during the lunch break
right here!

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THANK YOU!

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