



FISCAL YEAR 2024 IMPACT PRESENTATION

June 21, 2023

HOBOKEN BUSINESS ALLIANCE



01 Mission & Vision

Collaborative alliances to energize and enhance Hoboken's business environment.

02 FY 2023 Programs & Services

A year of growth, stabilization, and professionalization.

03 FY 2024 Budget Goals & Objectives

New services and expanded capacity will bring benefit to all!

04 Testimonials

Don't just take our word for it...



HOBOKEN
BUSINESS ALLIANCE



**MISSION
& VISION**





HOBOKEN BUSINESS ALLIANCE

The HBAs mission is to **energize** and **enhance** Hoboken's business environment & to maximize consumer engagement through collaboration with businesses, government and community; to create a place where small businesses desire to be and thrive.

The Hoboken Business Alliance works to create a beautiful, art-filled, safe, accessible and prosperous business district which attracts all of our citizens and visitors to shop, dine, play, and stay in Hoboken.

1.

A physical commercial transformation resulting charming commercial buildings and landscaping with curb appeal

2.

Promoting Hoboken as a great place to do business, and helping businesses open, operate, and grow.

3.

Impacting everyday experiences in public spaces with arts, culture and creative placemaking

HERE. IN HOBOKEN.

For less than the cost of a cup of coffee per day, The Hoboken Business Alliance invests in the future of Hoboken.



\$3.44

AVERAGE DAILY COST

45.4%

SEE CLEANER STREETS

62.66%

APPROVAL RATING

\$2.6M

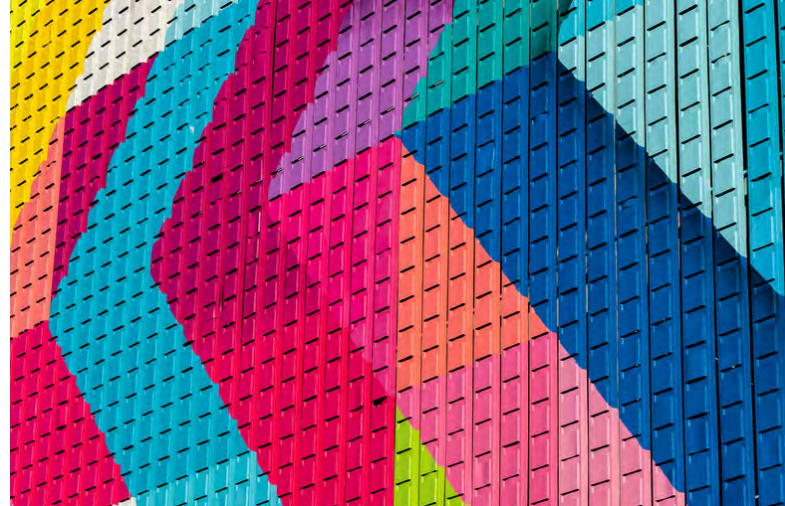
FY24 ASSESSMENT

FISCAL 2023 PROGRAMS & SERVICES

A year of **growth, stabilization,** and **professionalization** for Hoboken's special improvement district.



PUBLIC REALM



ECONOMIC & COMMUNITY
DEVELOPMENT



MARKETING & PROMOTIONS



GENERAL &
ADMINISTRATIVE



PUBLIC REALM SERVICES HIGHLIGHTS FY23





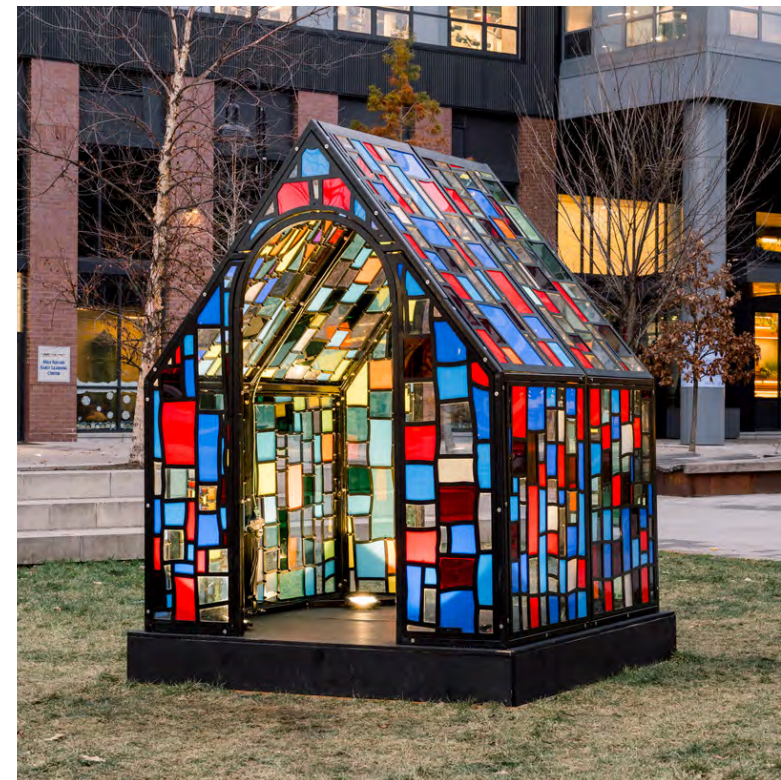
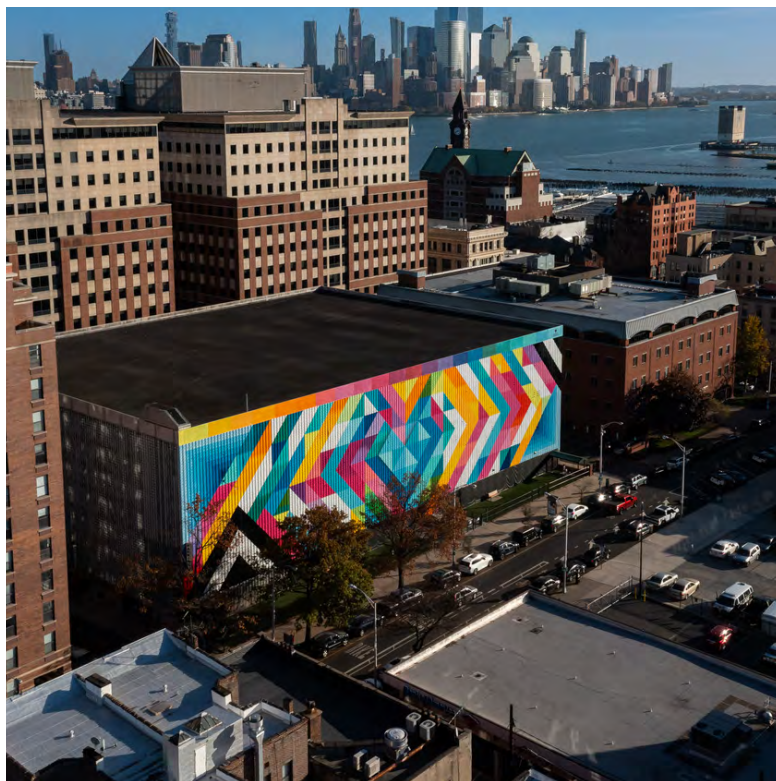
HIGHLIGHTS FY23

PUBLIC REALM SERVICES PUBLIC ART & PLACEMAKING

"We used to go to New York City to see art, now art is coming to Hoboken."

- Katherine Cheng, TAPinto

- Completed building-scale "Technicolor" with Michelle Hoogveld
- Displayed 3 works by Tom Fruin as "Home in Hoboken" in public space for 13 weeks
- \$175,000+ invested to date



\$31.47
AVERAGE VISITOR SPEND

\$20.8B
VALUE OF ARTS & CULTURE TO NJ
ECONOMY

65%
TRAVELERS SEEKING ARTS &
CULTURE



HIGHLIGHTS FY23

PUBLIC REALM SERVICES SEASONAL DECORATIONS

"I love what you have done with the art and holiday installations. It's more than we have had in years. Now take it to the next step!" - Hoboken Resident

- Annual holiday tree and menorah
- Light pole décor on Washington
- Pilot seasonal placemaking on Pier A, Newark St Plaza, & Observer Highway
- Approximately \$97,000 investment in FY23





HIGHLIGHTS FY23

PUBLIC REALM SERVICES PLANTING & LANDSCAPING

"Love the seasonal planters along Washington-a really nice touch!"
- Hoboken Resident

- 11,023 flowers, bulbs, and plants in 234 planters and baskets
- 150+ tree pits weeded, maintained, pruned, and watered
- Sustainable plant adoption event
- \$150,000 + invested to date



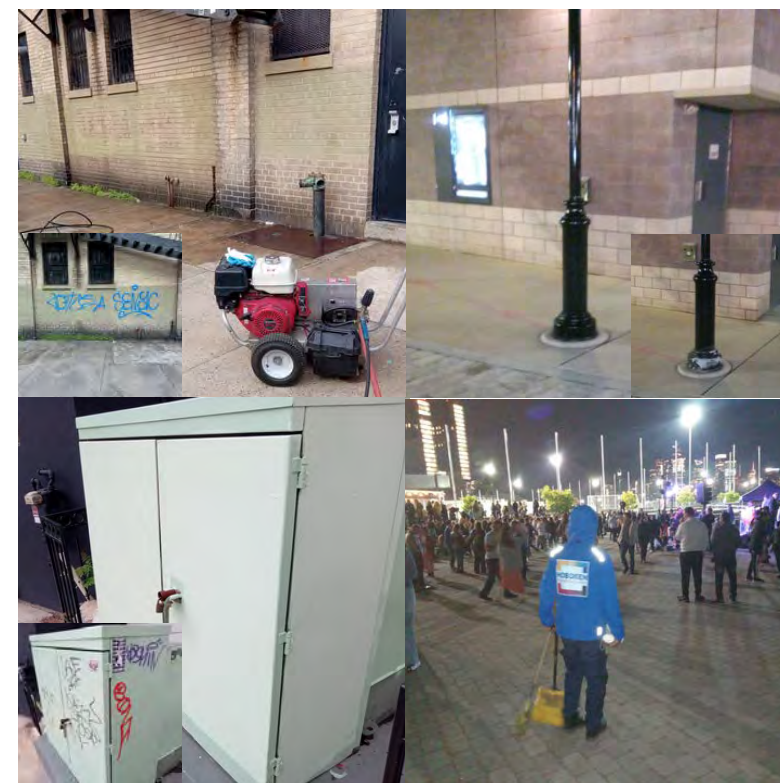


HIGHLIGHTS FY23

PUBLIC REALM SERVICES SUPPLEMENTAL SANITATION

"Thank you for our Citi Bin!! The trash tickets have stopped and we're so pleased with having somewhere to store our trash." - The Little Grocery

- Clean team provides supplemental sanitation in CBD resulting in 45% perceived impact
- Graffiti removal program city wide
- \$260,000 investment to date, including \$55,000 in CitiBin & Rodent Abatement



6
CITIBIN CONTAINERS

17,400^{SF}
POWERWASHED

3,880
GRAFFITI/STICKERS
REMOVED

10,868
SANITATION HOURS

26,700
BAGS OF LITTER

310,000
DOG WASTE BAGS USED



COMMUNITY
&
ECONOMIC
DEVELOPMENT
HIGHLIGHTS
FY23



Hi 5 Taxicab

2022
10' x 8' x 8'
salvaged sign, acrylic,
metal, paint with light
@Tom Fruin



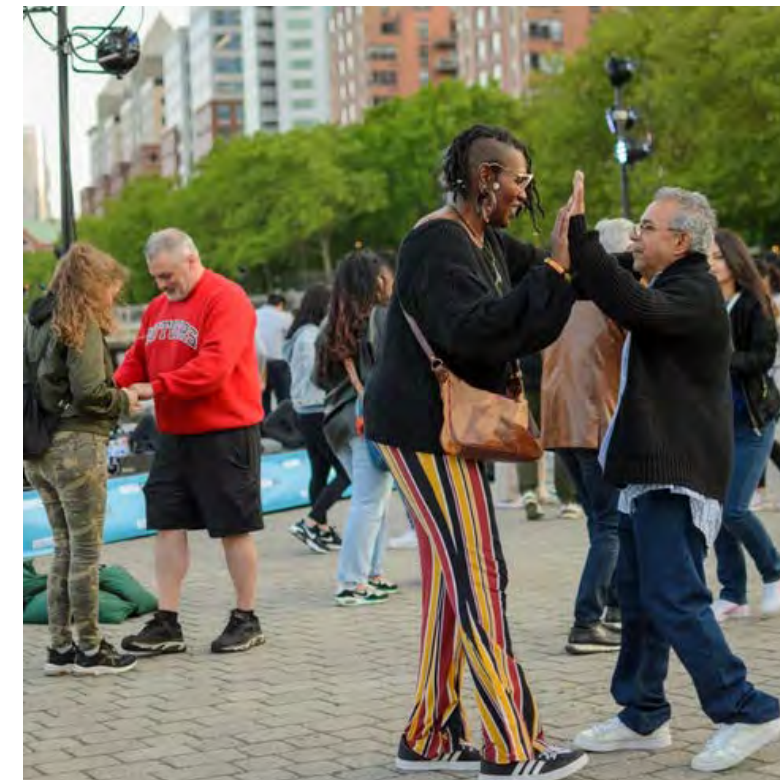
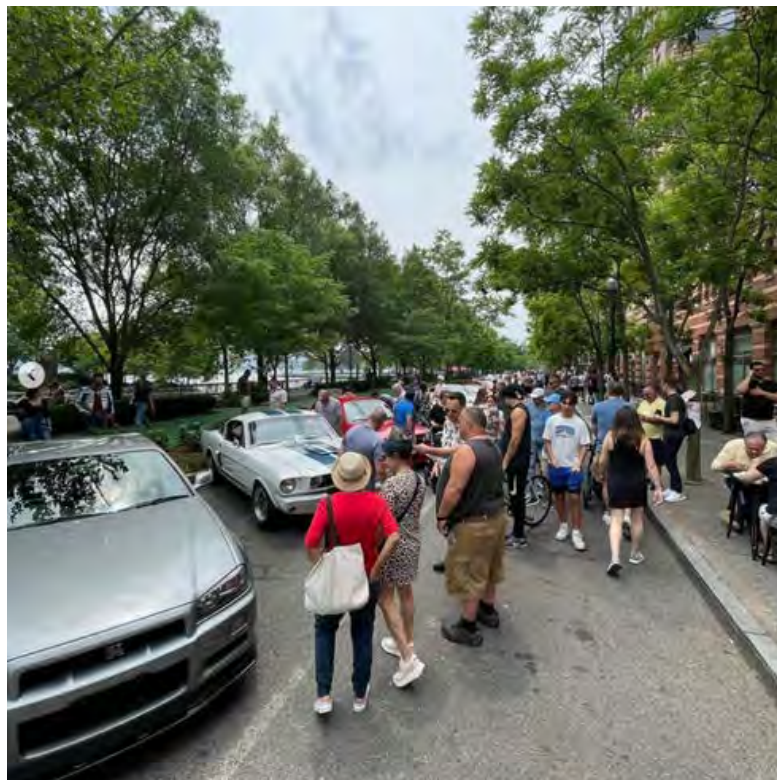
HIGHLIGHTS FY23

COMMUNITY & ECONOMIC DEVELOPMENT EVENTS

"Big events on weekends are the driving force to our business."

- Vintage on First

- Events in every ward, ranging from 400 to 10,000 attendees
- Partnerships with 10+ local organizations
- First Irish Heritage celebration on Washington St in over a decade
- \$417,000+ investment in FY23



28
EVENTS

39,100
ATTENDEES

150+
HOBOKEN BUSINESSES



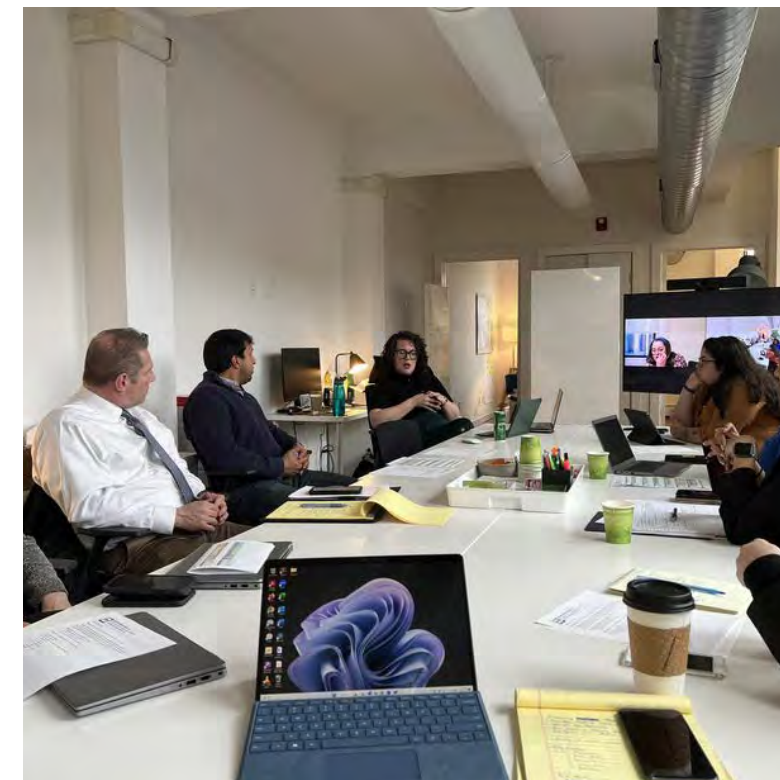
HIGHLIGHTS FY23

COMMUNITY & ECONOMIC DEVELOPMENT BUSINESS SUPPORT & ADVOCACY

"I love owning a small business in Hoboken. The local businesses really support each other and that has been so helpful as a new business owner."

-Alivio Wellness

- Ribbon cuttings & business listings
- Marketing & Promotions Business Development Panel
- Advocating for better business conditions & governmental coordination





HIGHLIGHTS FY23

**WE WANT YOUR
FEEDBACK**

**TAKE THE
HOBOKEN
COMMUNITY
SURVEY**



bit.ly/HBASurvey

COMMUNITY & ECONOMIC DEVELOPMENT RESEARCH

"I received your postcard in the USPS mail to do this survey, which I appreciate. My family notices it more than email alerts nowadays given how crowded the online marketplace for our attention is." - Hoboken Resident

- Launched Hoboken Community Survey
- Launched RFP for Market Economic Analysis
- Engaged Superfly productions for Pier A events research

707 RESPONSES

MAJOR OPPORTUNITIES: ALL RESPONSES

- Addressing storefront vacancies
- Improving sanitation
- Ensuring public safety
- Increasing beautification
- More arts & culture offerings

75+ HOBOKEN BUSINESSES

MAJOR OPPORTUNITIES: BUSINESS

- Providing marketing assistance
- Help attracting customers
- Resources for growth
- Resources for navigating government
- Help attracting employees



MARKETING & PROMOTIONS

HIGHLIGHTS
FY23



HIGHLIGHTS FY23

MARKETING & PROMOTIONS RETAIL PROMOTIONS

"WOW! This support is so needed in town, especially around the holidays. Thank you!"

- Daisy's Wearable Art on 12 Days of Giveaways

- Holiday promotions featuring local vendors
- Partnership with City for Parking Discounts
- New partnerships to expand and boost Hoboken business unique offerings
- \$14,000 investment in FY23





HIGHLIGHTS
FY23

11,836
FOLLOWERS

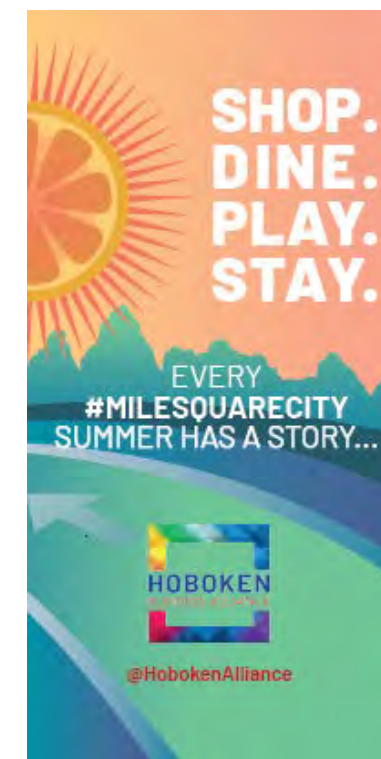
1,000+
BUSINESS FEATURES

1.2 Million
IMPRESSIONS

MARKETING & PROMOTIONS CAMPAIGNS & ADVERTISING

"I love the highlights of Hoboken businesses, and news about openings and promotions." - Hoboken Resident

- Growth in social media following
- Instagram & Facebook largest marketing channels
- Growing brand recognition
- \$188,000 investment to date

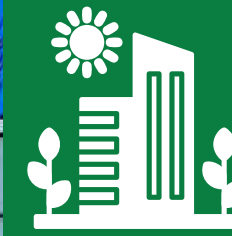


FY24



FY2024 BUDGET PROGRAM SERVICES

Building the alliance that **strengthens** Hoboken's business community with new programs, expanded services, and community-driven data and research.



PUBLIC REALM

51% , UP FROM 43% IN FY23



ECONOMIC & COMMUNITY DEVELOPMENT

25% STABLE FROM FY23



MARKETING & PROMOTIONS

18% DOWN FROM 23% IN FY23

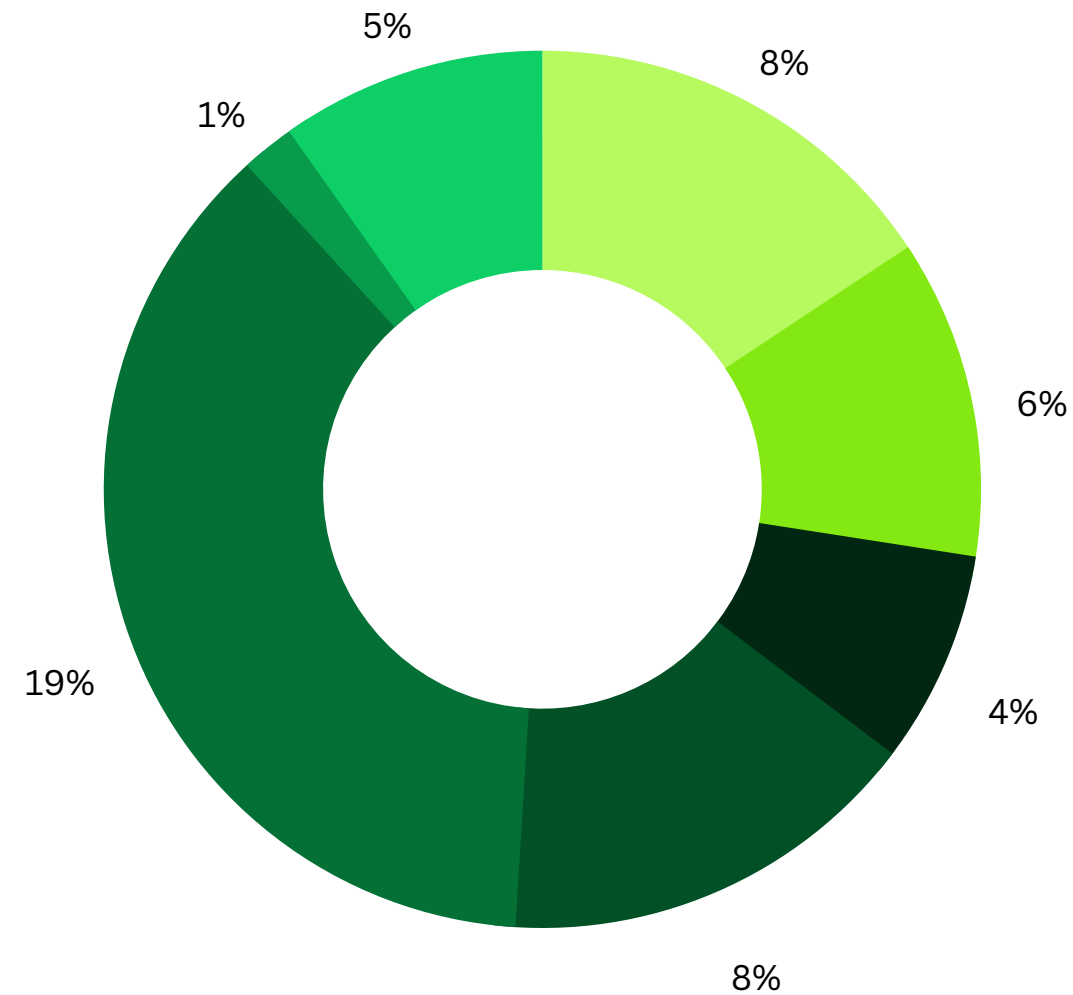


ADMINISTRATION

8% DOWN FROM 9% IN FY23



**\$1.56M
FY24**



- \$250,000 - Public Art & Murals
- \$185,000 - Seasonal Decorations
- \$130,000 - Street Furniture & Lighting
- \$230,000 - Plantings & Landscaping
- \$581,400 - Supplemental Sanitation & Cleaning
- \$30,000 - Snow Removal Fund
- \$162,132 - Admin & Miscellaneous

PUBLIC REALM SERVICES

Bistro lighting pilot - *coming soon!*

Nearly doubling sanitation services with clean team 7AM-10PM

New rodent abatement services - deploying this week

Doubling Citibin program

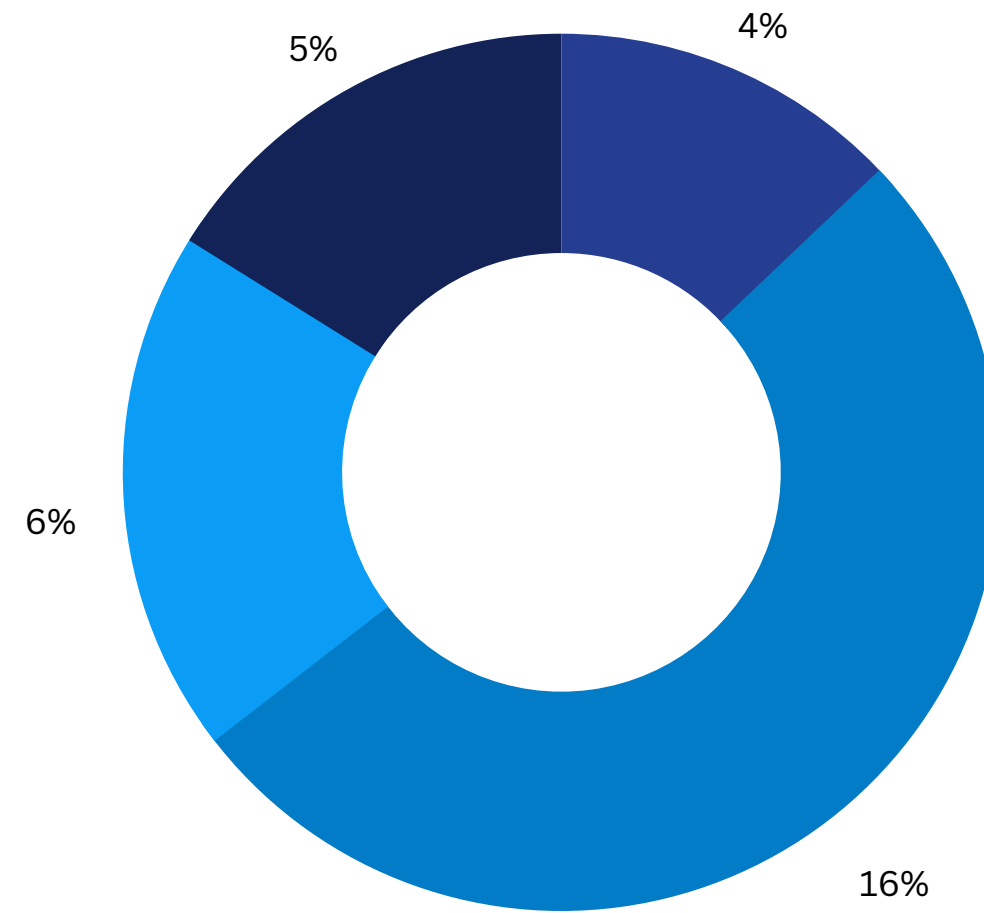
Building robust temporary public art & placemaking program

New snow removal fund to help districts re-open faster





**\$933K
FY24**



- \$125,000 - Business Services
- \$475,000 - Events
- \$180,000 - Research
- \$152,000 - Admin & Miscellaneous

COMMUNITY & ECONOMIC DEVELOPMENT

Market economic analysis research

Direct business services & workshops addressing top opportunities

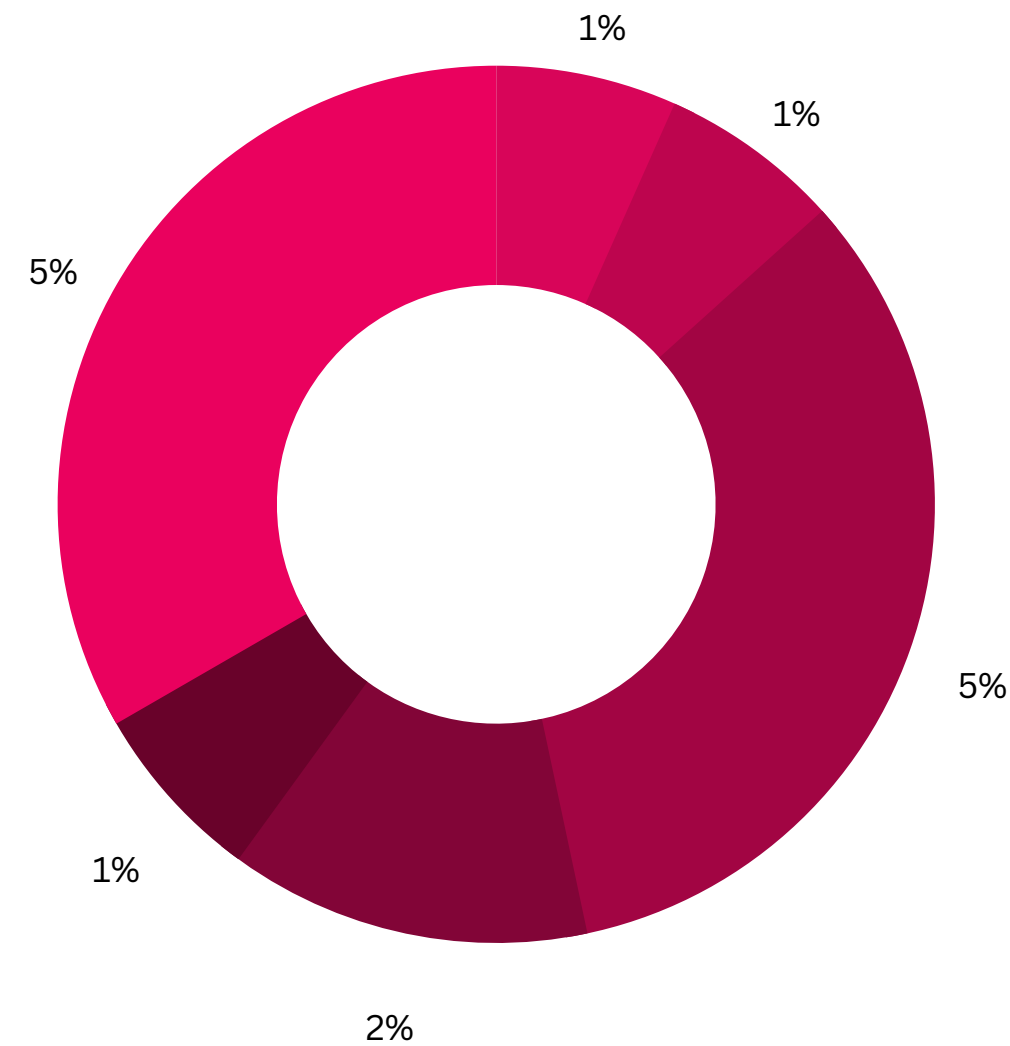
Pilot storefront improvement program

Major events strategy for Pier A focused on signature & unique offerings

Return & refinement of programs Hoboken has come to know & love



**\$501K
FY24**



- \$28,000 - Retail Promotions
- \$45,000 - Banner Program
- \$148,000 - Professional Services
- \$70,000 - Advertising
- \$20,000 - Data
- \$165,000 - Admin & Miscellaneous

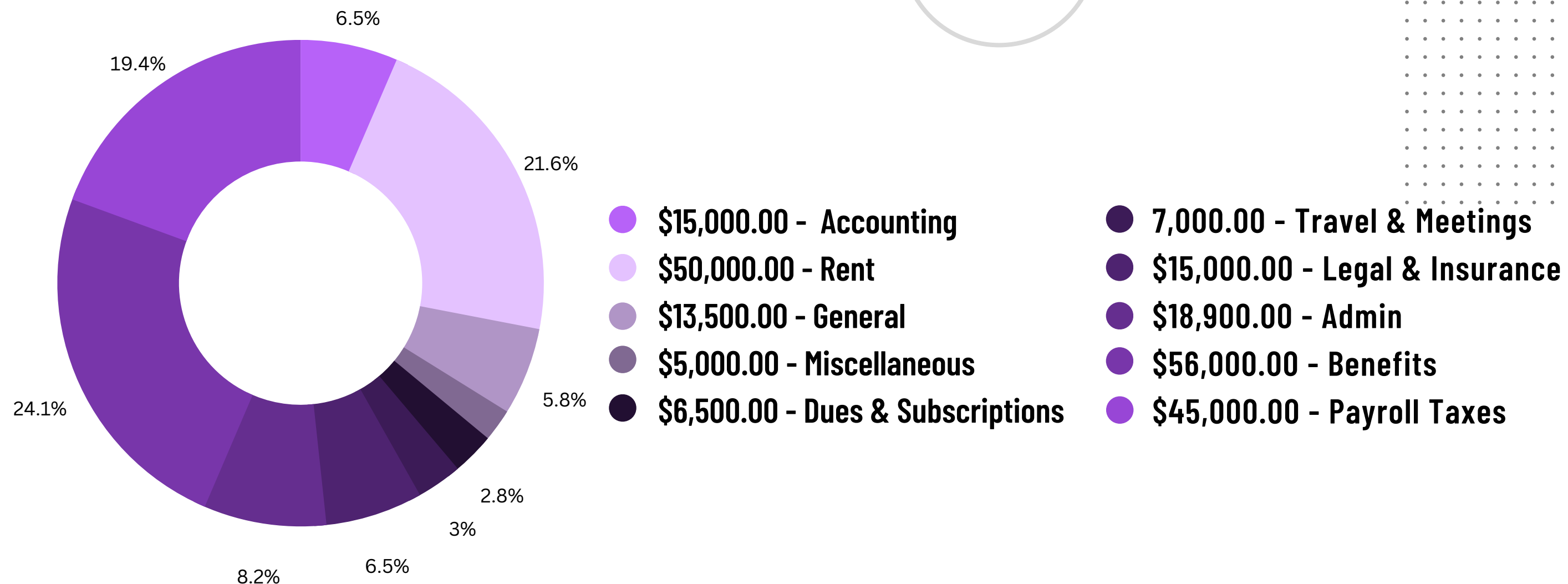
MARKETING & PROMOTIONS

Seasonal retail promotions support and promote businesses all year round
Local & regional partnerships for advertising & expanding reach
Brand refinement & new website
Marketing assistance as a value-add for businesses





**\$231K
FY24**



GENERAL & ADMINISTRATIVE

Allocations reflect the needs of a dynamic, professional organization well positioned to provide the services & support our business community needs.

Overall staff costs are roughly half as much as comparable organizations in the region



TESTIMONIALS FY24

"Thank you for reaching out to us! As a small, local and very young business it means a lot!"
- BellaChocoBella

"I love what HBA does for small businesses
Thanks for what you do!"
- Hair Cult



"You're great champions of small biz." - The Little Acorn Bakery

"I super appreciate everything the Hoboken Business Alliance does." - Dekka Lash

"I love that the streets have been made safer for pedestrians"
- Lululemon

"In the last year, I feel HBA has been very visible. This has been WONDERFUL. Keep doing what you're doing."
- Local property owner

"I think you are trying more than ever before. I feel like the city is finally starting to listen to those who invest and keep town bustling and not look down on this."
- Local property owner

"Thank you for our Citi Bin!! The trash tickets have stopped and we're so pleased with having somewhere to store our trash."
- The Little Grocery



QUESTIONS

HBA Services By Subdistrict

	South Waterfront + Washington Terminal				1st Street	14th Street	Hybrid	North Waterfront	Gateway North	Gateway South
Assessment Total	\$915K		\$580K		\$147K	\$101K	\$562K	\$321K	\$26K	\$17K
Clean Team	✓		✓		✓	✓				
Rodent Abatement	✓		✓		✓	✓		✓	✓	✓
CitiBin			✓		✓	✓	✓			
Grafitti Removal	✓		✓		✓	✓	✓	✓	✓	✓
Dog Waste Stations	✓		✓		✓		✓	✓	✓	✓
Power Washing	✓		✓		✓	✓				
Planting	✓		✓		✓	✓		✓	✓	✓
Tree Maintenance	✓		✓		✓	✓	✓			
Public Art + Placemaking	✓		✓		✓	✓	✓	✓	✓	✓
Snow Removal	✓		✓		✓	✓				
Holiday Decor	✓		✓		✓	✓				✓
Bistro Lighting			✓							
Events	✓		✓		✓	✓	✓		✓	
Business Services	✓		✓		✓	✓	✓	✓	✓	✓
Business Promotions	✓		✓		✓	✓	✓	✓	✓	✓
Banners	✓		✓		✓	✓				
	*CBD Area									