



# CENTRAL AVENUE

SPECIAL IMPROVEMENT DISTRICT MANAGEMENT CORPORATION

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*"A Tradition Reborn"*

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For Immediate Release

## **Central Avenue SID Membership Votes to Continue Organization for Two More Years**

On Tuesday, November 13<sup>th</sup> at their Bi-Annual Meeting of the Corporation, the membership of the Central Avenue Special Improvement District Management Corporation voted to continue to the organization for an additional two years. The oldest Special Improvement District in Jersey City, this is the eleventh consecutive time that the organization's members have voted to retain it.

Founded in 1992 the Central Avenue Special Improvement District Management Corporation is an organization dedicated to guiding and promoting the positive social growth and economic revitalization occurring in the City of Jersey City by providing supplemental management, maintenance, and improvements to the Central Avenue business district also known as the "Central Avenue Special Improvement District" (Central Avenue between Manhattan Avenue and North Street).

In accordance with the "sunset clause" in the CASID's bylaws, the organization votes every two years to determine whether the organization shall continue for an additional two years period. "The vote is the mechanism through which the SID's members can make sure that the organization remains accountable. Even during the tough economic times of the past several years when we've been forced to do more with less, I think my fellow merchants and property owners recognize the long term value of investing in Jersey City as a place to live and work," says CASID President Michael Yun.

"The Central Ave SID has proved to be an invaluable means to ensure a good quality of life for business owners, residents and shoppers alike," explains Vice President-South Gilbert Mendez. "It's a fair, equitable and inclusive way to allow property and business owners to maintain a prosperous Central Avenue. The fact that it gets renewed every two years shows that we are all on board to keep the business district moving forward."

In recent years the organization has organized the annual Everything Jersey City Festival, one of New Jersey's largest Main Street festivals, along with the creation of numerous murals and public art installations that have helped make Jersey City an art destination for art and culture.

"The next two years will be important for Central Avenue," says Vice President-North Joe Nachbaur. "Our goal is to make sure that Central Avenue evolves with the always changing marketplace, remains an attractive place to start a business for entrepreneurs and becomes an even better and more vibrant Main Street shopping district for the Jersey City Heights community."

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