



Central Avenue S.I.D. Mgmt Corp.
366 Central Ave., Suite 201
Jersey City, NJ 07307
www.JCHeights.com

PRSR STD
U.S. POSTAGE PAID
MAILED FROM ZIP CODE 07102
PERMIT No. 6708

JERSEY CITY

HEIGHTS NEWS

Official Newsletter of the Central Avenue Special Improvement District Management Corporation

Summer 2010

Open Call to Artists: Central Ave Murals & Art Space During City Studio Tours (Oct 2-3)

Mayor Jerramiah T. Healy, The Jersey City Municipal Council, Division of Cultural Affairs, ProArts, Jersey City Museum, & The Hudson Reporter present the 20th Annual Jersey City Artist Studio Tour October 2 & 3, Noon -6PM. Additionally, the Central Avenue Special Improvement District (CASID) in partnership with Councilman Ward D, Bill Gaughan, Art House Productions, The Distillery Gallery & Artspace, and Heights Artist Initiative

are pleased to announce a collaborative effort to extend the tour and install a new mural(s) along Central Avenue.

They are working together to welcome artists to the Heights section of Jersey City during the citywide event. Given enough interest from artists and local businesses,

Central Avenue may be transformed into an Art Main Street Mecca for the weekend thus attracting thousands.

Continued on page 8



Sylvester, a Hudson County artist, is back in Jersey City working on his "Goehrig's Bakery" mural (approximately 30 feet wide by 10 feet high) on Congress Street near Central Avenue. This public mural is one of three near the business district.

Older Businesses, Newer Websites

Many long time Central Avenue businesses have joined the world wide web to modernize their appearance, engage customers over further distances, and to give Jersey City a bigger internet presence. A strong website denotes a company's ability to connect with the new and energized tech-savvy demographics growing in our region. These older businesses creating newer websites have even discovered that it did not have to cost them a fortune to be listed online.

If slogans reflect generations, then today's generation has moved from "just do it" (Nike) and adopted "just Google it." Consequently, if Google, or any other popular search engine, can not

Continued on page 6



Featured above: the website homepage of Jang Star Taekwondo (299 Central Avenue) The site was developed less than 2 years ago to further promote the well-known school.

"Official CASID Merchandise" Now on Sale



The CASID has launched an official merchandise line, geared towards Heights pride and promoting life in the Heights. The first two designs printed "I Love (Heart) JC Heights" and "Just Livin' the High Life on Higher Ground" are now available on Central Ave for \$6.99/shirt.

The purpose of the clothing collection is to promote the benefits of living and/or working right here in our neighborhood. With so much to offer, the CASID felt it was time to stand up for our community.

Continued on page 4

Central Avenue S.I.D. Management Corp.

366 Central Ave., Suite 201
Jersey City, NJ 07307
Ph: (201) 656-1366
Email: casid@jcheights.com

Board of Trustees

Michael Yun

President

Garden State News
366 Central Ave.

Gilbert Mendez

Vice President South

Mendez Agency
263 Central Ave.

Joseph Gigante

Vice President North

Goehrig's Bakery
475 Central Ave.

Sanford Fishman

Treasurer

Bond Drugs
371 Central Ave.

Gary Solomon

Secretary

Hauptman Carpets
307 Central Ave.

Marco LoSchiavo

Trustee

Nino's Shoes
344 Central Ave.

Grace Cutri

Trustee

DC Travel Bureau
341 Central Ave.

Domingo Handal

Honorary Trustee

290 Central Ave

David Diaz

District Manager

Lauren Ricca

Director

Editor-in-Chief Heights News

Irwin M. Rosen, Esq.

Corporation Counsel

Cynthia Hadjiyannis, Esq.

Corporation Co-counsel

Gilbert Sunshine, CPA

Board Accountant

Oliwa & Company, CPA

Auditor

**Paid for in part by the
Jersey City Urban Enterprise
Zone Program**

Message from the Board of Trustees

Dear Reader,

Happy Summer! We hope you are taking advantage of Sidewalk Sales, the Reservoir# 3, Pershing Field pool, and other recreational neighborhood activities, as the long days begin to slowly wane. Given that we began our new fiscal year on July 1st, CASID Management Corp. looks back and is proud of what has been done for its members and Jersey City during the past year. Amid promoting our shopping district on buses, comcast cable, new business directory, holiday lights, decorative banner system, newsletters and website, the CASID has continued to advocate for, and help physically maintain, the Avenue. Somewhere in between, we again organized the successful Everything Jersey City Festival - one of North Jersey's largest main street events.

Looking towards the fall, the CASID is pleased to help bring this year's Jersey City Artists Studio Tour weekend (October 2-3) into the Heights' section of the City. Working together, artists and local businesses are taking the initiative to call the crowd to our main street community. This program can be a wonderful experience that will enrich and beautify the Heights, as well as increase sales, as outsiders and locals alike will flock to Central to enjoy art, shopping, and dining galore.

Businesses are now stocking inventory and busy crafting creative sales to convert Central Avenue into your back-to-school headquarters. Places like Kennedy Department Store, C.H. Martin, DII, Deals and Discounts are among the many local businesses who tend to stay very competitive during this season. The shopping district is pleased to help meet Jersey City's back-to-school needs. We wish our teachers, parents, and students the very best in the new school year.

Sincerely,

Michael Yun and the CASID Board of Trustees

City Eliminates UEZ Match for SIDs, Grants \$50K

By Christopher D. Zingaro, CASID Staff

In the state budget for the new fiscal year, only \$48 million is earmarked for Urban Enterprise Zone (UEZ) programs (compared to last year's \$92 million). As a result, there will be fewer UEZ funded programs, such as the UEZ matching grant for special improvement districts. The Jersey City Economic Development Corporation informed the Central Avenue Special Improvement District (CASID) that it will not secure the full one-to-one matching grant, which is valued at \$92,000. However, beginning July 1st, a smaller grant will be equally given to the city's four SIDs in the amount of \$50,000 each.

UEZs stimulate the business communities of economically depressed areas by reducing the state sales tax and creating incentives to promote additional hiring. For every purchase made within these special zones, the state traditionally returned a percentage to participating municipalities to promote further economic growth. New Jersey has over one-hundred special improvement districts, but UEZ matching grants are available to only those few SIDs within UEZs.

This will be the first year since 1993/94 that UEZ matching grants will not be available to Jersey City's SIDs. Looking forward to 2011, CASID may soon join the other SIDs that rely primarily upon their SID assessment to maintain and care for their business districts.

Additionally, the state's administration wishes to centralize the decisions over how cities distribute their own UEZ funds. Reduced state funding and greater centralization into state government might make it harder for municipalities like Jersey City to respond swiftly to the changing economic climate in their districts.

Last year, the Jersey City EDC administered \$12 million in UEZ funded projects. For the 2010/11 fiscal year that began on July 1st, the EDC will administer an estimated \$5 million UEZ funds for maintenance and marketing within Jersey City's UEZs. From these monies, the City has earmarked \$50,000 toward each of the city's four SIDs (Central Avenue, Journal Square, McGinley Square, Historic Downtown), as this support continues to be an important investment into Jersey City's main streets.

"We need as much economic development as possible in times of economic uncertainty," says Michael Yun, president of CASID. "More is needed to attract businesses into Jersey City."

CASID will lose 45% UEZ matching funds this year therefore some of our marketing programs may be withheld. However, utilizing other municipal resources and increased fundraising, CASID will continue to operate efficiently as an organization to push Jersey City forward.

Peddlers, Food Trucks, and Flavored Ice Vendors Unfair to Jersey City Businesses

In regards to the article "Council Wrestles with Problem of Too Many Licenses" that appeared in the Jersey Journal on July 6, 2010, the Central Avenue S.I.D. Management Corporation notes that the issue of itinerant and, while we are at it, milk licenses are not limited to downtown but affect all of Jersey City.

To start, we thank City Council President Peter Brennan and Councilman Steven Fulop for tackling this important matter. However, the ideas for a new ordinance presented in the article needs to center around the fact that it is counterproductive to renew the extremely high number of licenses when the number of storefront vacancies throughout the city has reached a ten year high. Simply, CASID supports a new city ordinance that combines the ideas to dramatically reduce licenses while prohibiting them from stationing within commercial areas such as S.I.D.s/ business districts. This is what Jersey City's business community needs.

Currently, food trucks and ice cream (itinerant and milk) licenses are prohibited from nearing food establishments

by 300 ft. Given there is a food establishment nearly every 150 to 200 ft in commercial districts, any new ordinance should clarify that these licenses are not permitted within them. Allowing licenses to remain in one location beyond the 20 minute time limit will only weaken nearby businesses that pay the increasing costs of doing business here (i.e. water/ sewer rates, property tax/ rent, labor costs, business and parking fees, etc). Frankly, these licenses not only undermine local commerce, but also the millions of dollars the City spends each year on economic development projects designed to attract entrepreneurs and create jobs. Small businesses are still the backbone of the U.S. economy and more are needed to fill the empty storefronts throughout the City. A series of actions are required to make Jersey City once again a competitive "business friendly" environment and properly addressing this issue is a step that direction. In 2006, the City Council amended a City

Ordinance to prohibit itinerant licenses from Journal Square's SID and peddlers from all four SIDs. The ordinance is a great service to the community but does not go far enough. The City Council now has another opportunity to combine their efforts to further Jersey City commerce when it needs it the most.

To conclude, we would like to thank the Jersey City Police Department for code enforcement related to this matter in recent weeks. Specifically, we thank Chief Thomas Comey, North District Commander Phil Zacche, and Community Relations Officer David Calton for their persistent efforts to keep Jersey City safe and orderly.



Pictured above: Vendors taking over Central Avenue intersections became a common sight this spring as they undermined nearby businesses who sell the same or similar products.

Street Parking Meter Rates Increase 50% Citywide; \$.25 Now Gets Only 20 Minutes

Already in effect, street parking meter rates have increased from \$0.50 per hour to \$0.75 per hour throughout Jersey City, in August. In addition, a quarter now pays for 20 minutes, instead of half an hour. Despite the troubled economy, the Jersey City Parking Authority and the City of Jersey City continued to move ahead with this decision.

The JCPA noted the rate change as a solution to its accumulating debt, as the raised rates will generate thousands in revenue. Yet, the added fee is only a slight help in closing JCPA's deficit.

CASID called a meeting to order with the JCPA and Mayor Healy to propose more reasonable options for all parties involved, such as holding off on the rate change until the economy improves.

CEO of the JCPA, Mary Spinello-Paretti, explained that the JCPA had reviewed several options before finalizing on this decision, including raising the rates to \$1.00 per hour. Along with JCPA officials, she believed that the \$0.25 increase was the best option, as it was less of a sting than other available choices.

CASID President, Michael Yun, voiced concern that a raise in parking meter rates may punish shoppers and businesses suffering in today's recession. He also believes the rate increase will deter visitors from Jersey City. "It's not the fifty percent rate increase that's the biggest issue. It's the fifty percent risk increase in possibly receiving a parking ticket, due to shorter meter time per quarter," he said.

However, to help ease the burden of the rate increase, the JCPA has agreed to continue to honor the free two-hour parking privilege throughout the holiday season (November through January.) Earlier this year, JCPA invested in the Heights by purchasing the building at 392-4 Central Avenue, making it a Heights fixture for years to come.



Official Merchandise

Continued from page 1

These premiere designs highlight the proximity of the Heights to NYC, the large amount of recreational and open space parks available, and the many shops and restaurants along Central, that are just some of the great qualities of our neighborhood.

The "I Heart" T-shirt (pictured bottom right) follows the well recognized "I Love (Heart) NY" design. Since Hudson County is commonly referred to as NY's sixth borough, the similarity was appropriate. However, this design does not stop with the front of the shirt. In fact, the back design boosts that almost anything one could need or want is accessible in twenty minutes or less from the Heights.

The "Just Livin' the High Life on Higher Ground" tee (pictured top right) displays the Jersey City Heights logo on the front with an

acronym for the Heights on the back which lists just some of the many amenities available in the Heights.

Some fabulous features include the indoor ice skating rink, the kayaking and fishing available at the reservoir, and the baseball diamonds ready for home runs all throughout the summer.

As these shirts have already made a hit, the CASID plans to unveil two new designs each fall and spring to continue the campaign for Heights harmony and revitalization. These first two designs are currently available for purchase at Garden State News (366 Central Ave.)

Any local businesses interested in adding the T-shirts to their retail inventory should please contact the CASID at (201)656-1366, or by E-mail at casid@jcheights.com. The CASID encourages all to join this marketing campaign that denotes the Heights as a great place to live, work, dine, and shop!



Pictured above, the design for the "Just Livin' the High Life on Higher Ground" T-shirt which reads, "Life is better at the top! Isn't about time you elevated your lifestyle?" is currently available for purchase.

Below is the "I Love (Heart) JC Heights" T-shirt denotes many great assets within close proximity of the Heights. Show your pride in our community by sporting these designs down Central Avenue!




BAINES

FAMILY DENTAL

- New Patients Welcome
- Insurance Accepted
- Open Sat. & Evenings
- Children & Adults
- Payment Plans

386 Central Avenue, Jersey City, NJ 07307
(201) 659-5030

www.JCHeights.com

BUSINESS SPOTLIGHT: Mendez Agency Nationwide Travel



Mendez Agency Nationwide Travel (263 Central Avenue) is open Weekdays from 9:30AM- 6PM and Sat from 10 AM - 2PM. Phone: 201-792-4188

It is without a doubt that the Mendez family has developed and maintained a steady business over the past 55 years, as their great and genuine service has attracted clients from all over the region.

In 1955, John T. Mendez opened an insurance agency on Grove Street. Twenty-three years later, in 1978, an extension business was built on Central Avenue. By this time, John's sons, John Jay, Rich, and Gil had become to play a large role in the well-established business.

After the Grove Street business was closed in 1999, the Central Avenue annex remained opened as John's sons John Jay and Gil took over. Having

much experience in small business ownership, Rich even opened his own POSTNET business downtown that is still wide open for business, today. These ventures certainly made this family a Jersey City household name.

In 2002, Gil solely took over the business on Central. He is a common face around the community, living in the Heights his whole life, and currently residing on Sherman Place, just behind his storefront. He happily admits to shopping at Central Avenue stores such as Kennedy Department Store

and dining at place like Goehrig's bakery and Renato's Pizza Masters. Furthermore, Gil has given back much to Central Avenue as he was one of the founding members of the CASID and currently serves on the CASID Board of Trustees as the VP South.

Not only is it his long-term small business expertise, charming attitude, or fact that he connects so much with the neighborhood that makes his business a staple. In fact, it's that Mendez Agency offers so many amenities that keep it

hopping! The storefront offers notary service, translation services, travel agency bookings, tax preparing, and personal mailboxes. "I'm the doctor, lawyer, and Indian chief!" Gil laughs. With all these assets, it's no wonder that clients who have moved out of state and are as far as Georgia, Florida, Arizona, and even Puerto Rico still stop by the shop when visiting family that still live in the Heights, especially during tax season.

However, what makes Mendez Agency and its owner Gil the most unique is that he is dedicated and bound to his roots here. He is committed to providing great service to the people of the community for years to come. He simply states, "I was born and raised in the Heights and I have no intentions of ever leaving."



Gil Mendez, the familiar face of Mendez Agency Nationwide Travel is honored to serve the community and proud to call himself a 'Heights boy' through and through!

"Central Avenue Celebrities" Art by E. Jan Kounitz

Local artist, E. Jan Kounitz, has added a new collection to his "Me-Hood" gallery, entitled "Central Avenue Celebrities." This collection documents staple Avenue and nearby businesses, and their owners, who have been recognizable faces in the Heights neighborhood for years.

Some of the businesses featured include, Central Ave Bagels, Baines Family Dental, Novick Hardware, Hauptman Flooring, King's Son, Bond Drugs, Hudson Drapery Service, and Kari's Signs. All of these businesses are uniquely family run and have maintained steady business for decades.

Jan developed this collection in order to share his pride of the community he has happily calls home since moving from New York City with his wife just nine years ago. He admires that the Heights as truly an old soul, friendly environment and he says it's like no place he's ever lived before. He states, "I love the variety here. Also, the camaraderie and the willingness of people to interact with their neighbors is pretty amazing."

Jan's "Central Ave Celebrities" collection is currently displayed at Central Ave Bagels (293 Central Ave), as there would be no better place to showcase this collection. Bringing art to the Heights is a great way to continue to spruce personal

interaction within a community and enrich quality of life in Jersey City.



Artist, E. Jan Kounitz, proudly pictured above with his featured photographs on the wall behind him, enjoys a bite at Central Avenue Bagels. To view more artwork by Jan, visit www.ejankounitz.com

Central Ave Websites

Continued from page 1

find a business, it simply would not exist to the internet community consisting of millions of users worldwide.

In order to keep their business moving with the ever-changing market, many local businesses are catering to the online generation with websites. Just some examples of older Central Avenue businesses with polished websites are Mama Leona, Gino's, Goehrig's, DC Travel, Family Fitness Martial Arts, Hauptman Carpets, Jang Star Taekwondo, Gold Stone Jewelry and Dentists Dr. Discepolo and Weil to name a few among many.

Mina Botros, owner of Mama Leona, said restaurant orders have increased through website sales. "[Customers] have access to the full menu online and can schedule deliveries for up to one month in advance. They can even make an account which logs order history."

Although they may not physically have the space for every display, Hauptman's website allows for customers to view a wider range of floor samples in all brands the store carries. "From hardwood to carpeting and tiles, we do it all on the website we maintain in house," said owner Gary Solomon. "Customers can even print and bring coupons in for deals and personalized service on purchases."

Websites allow these businesses to not only showcase products, but encourage additional business from a global audience through online orders. "I've had online pastry orders come in as far as London, India, and Australia for local deliveries within the New York region," explains Joe Gigante from Goehrig's Bakery. "Even former customers who move away can relive a taste of Jersey City with a few easy clicks of a mouse and appropriate shipping arrangements."

Branding, identity, and web design specialist, Susan Newman, developed the websites for both Goehrig's and DC Travel and, as a Heights resident, has taken a general interest in Central Avenue businesses. "It's important for them to realize they are not limited

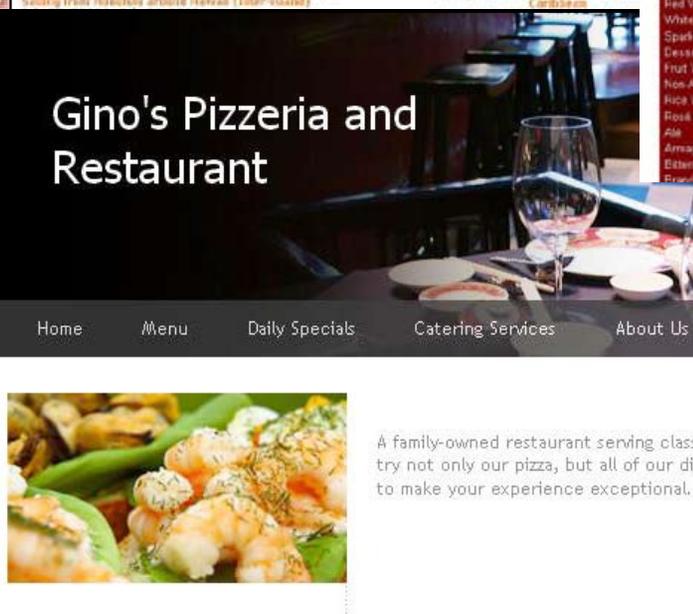
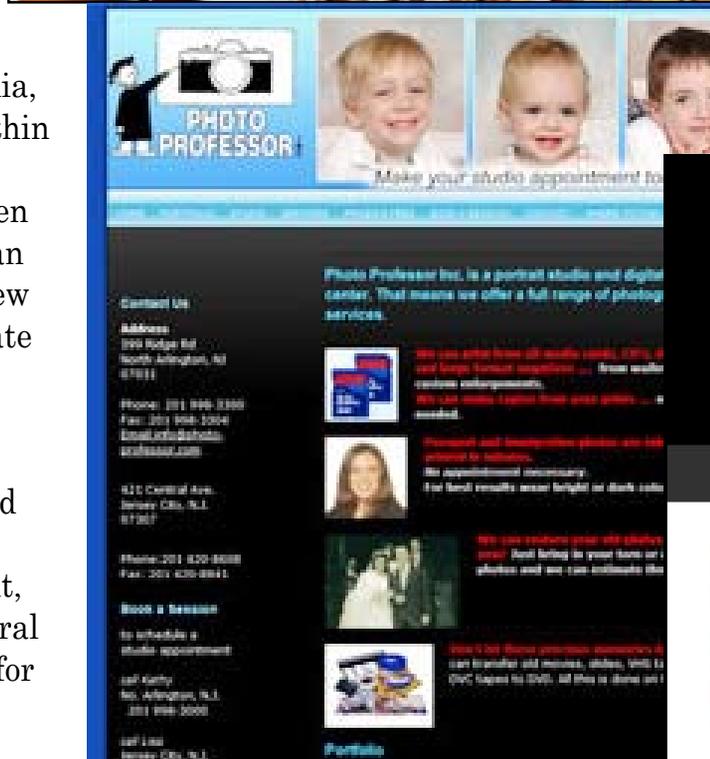
to foot traffic and regular customers," she says. "Today's customers may not always be around." She feels that good customer service makes all the difference and local business owners have this aspect in their favor. "People always like more information, and the store owner can play up what sets his or her business apart."

While the older establishments are now tuning into the internet, it is common for newer businesses to use websites as a marketing tool to promote themselves within the neighborhood. Newer businesses on Central with notable websites include the E-Spot, Rumba's Cafe, Diva Spa & Salon, Footprint Realty, and Fiesta Party Center. The CASID keeps an online business listing for all of Central, with links to corresponding webpages, on JCHights.com. "Combined, the business and restaurant directory are the two most visited pages on our site during the past twelve months," said David Diaz, CASID District Manager who uses Google Analytics to follow visitor trends. "The majority of visits are originating from New York City. It is very likely New Yorkers considering a future home

in Jersey City are visiting our site, and the links of business members, to get a general feel for our neighborhood main street community before visiting."

Starting a website or generating a presence on the web, is a great option for any business looking to increase sales or expand their client base. Contrary to popular belief, these options do not have to cost an arm and a leg. There are many options that will fit most budgets. In fact, a do-it-yourself website may cost as little as approximately \$50 per year. Of course, dynamic websites may need the help of professional web designers. Depending on the complex needs of the business, web designers may charge between a few hundred to several thousand dollars just to get the website up. Yearly maintenance fees on those sites will vary accordingly.

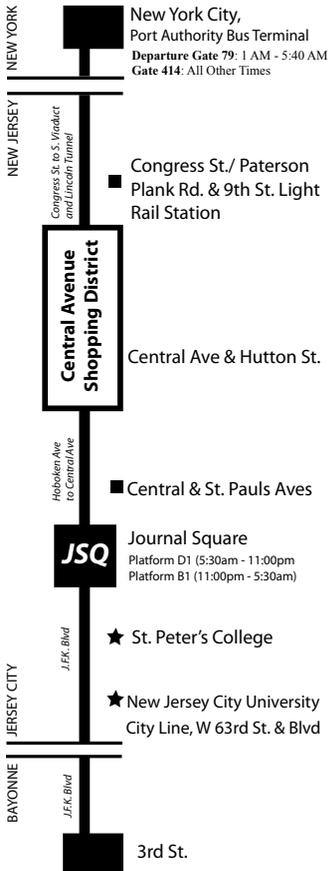
The best advice for any business interested in joining the world wide web is to shop for a good web designer. In the mean time, experiment with basic online social networking options, such as opening a Facebook company page or Twitter account which is actually FREE.



Get to the Central Avenue Shopping District, take **Bus Route No. 10/ 99s**

No. 10, 99s: NEW YORK-JERSEY CITY-
BAYONNE P.A.B.T.
Note: Map is NOT drawn to scale.

New York City Port Authority Bus Terminal
Approx. 20 Minutes from the Jersey City Heights



Service	Rate/ Person/ Trip
10/ 99s to NYC from Central Ave, Jersey City	\$2.75*
10/ 99s to Central Ave, Jersey City from NYC	\$2.75*
10/ 99x to NYC from Jersey City/ Bayonne	\$4.00
10/99s to Jersey City/ Bayonne from NYC	\$4.00

*Note: Traveling between Central Avenue and the NYC PABT commuters can use a \$2.75 promotional bus tickets (\$5.50 round trip) which can be purchased in advance at Garden State News (366 Central Ave), Goehrig's Bakery (475 Central Ave), or Mendez Agency Nationwide Travel (263 Central Ave).

For Full Bus Schedule & Everything Jersey City Heights, visit:

www.JCHeights.com

NEW Businesses on Central Avenue



Jazzy Shoes
277 Central

Chi-Chi's Clothing Store
287 Central Avenue

Cleopatra Cafe
434 Central Avenue - 201.706-2178

Computech Experts
257 Central Avenue - 201.222.3676

D-Starr Barbershop & Boutique
469 Central Avenue - 201.963.0030

El Carretero Restaurante
449 Central Avenue - 201.420.8889

Emperor Limousine
511 Central Avenue - 201.222.9224

Footprints Realty
427 Central Avenue - 201.984.2443

Hollywood Fried Chicken
431 Central Avenue - 201.963.0400

Jazzy Shoes
277 Central Avenue - 201.216.1626

Portofino Fish Market
488 Central Avenue - 201.792.3474

Rivas Medical Supplies
316 Central Avenue - 201.420.0077

Soft House Furniture
346 Central Avenue - 201.798.1070

Urban City, LLC
274 Central Avenue - 201.565.4849

Central Avenue and the Arts

continued from page 1

The new mural installation is made possible in part by funds from the New Jersey State Council on the Arts/ Department of State, a partner agency of the National Endowment for the Arts, Administered by the Hudson County Office of Cultural & Heritage Affairs, Thomas A. DeGise, County Executive, and the Board of Chosen Freeholders.

Professional artists wishing to participate in the mural program can do so by submitting a proposal (details on website) to the CASID office. Proposed design concepts will then be presented to commercial property/ business owners in key areas of the district for their consideration and selection.

Selected muralist(s) have reason for excitement as their name and artwork will be celebrated for years to come. Not only will the artist receive the agreed monetary compensation, but CASID will provide for an "Artist Statement" on or near the mural naming the artist with a brief mural description, mention the artist in all marketing materials related to their artwork, feature the artist in a future edition of this newsletter (*Heights News*) and on JCHights.com. Additionally, the CASID will provide a free space to the artist at the next Everything Jersey City Festival in May 2011. If the artist isn't a household name in Jersey City now, he or she should be by then.

Participating wall location will also benefit as the affected business will be highlighted in all marketing materials related to the mural. Those locations with repeated graffiti concerns may take exceptional interest in this program as

murals are known to deter such vandalism. To ease concerns between artists and those lending out their

wall space, mural maintenance and other details will be discussed and outlined in a written agreement before the installation begins.

"We hope to formally unveil the new mural, with the artist, during a press conference the weekend of the Studio Tour," said David Diaz, CASID District Manager. "Allowing that all goes well with this pilot program, CASID may look to install at least one new mural along the Avenue each year."

In regards to the Jersey City Artists Studio Tour, it is one of the region's biggest annual art events, drawing upwards of 10,000 visitors. The tour includes hundreds of artists, dozens of exhibitions, galleries, museums, live music and performances, food, drink, and parties.

Central Avenue will have a taste of being an "Artist District" for at least that weekend. As talented artists continue moving into Hudson County, many consider Jersey City a prime location and settle in. The artist community is alive and well in the Heights section. Their distinct mark is growing as public art (traffic boxes on Central, the "Wave" sculpture in Washington Park, etc) accumulates and places like the Hope Center for Visual and Performing Arts (110 Cambridge Avenue) and The Distillery Gallery and Artspace (7 Hutton Street) continue to open.

CASID members (business and commercial property owners within the district) choosing to participate will select the artist/ artwork most appropriate for the space they offer. Artwork may appear in

places like storefront windows, featured in restaurants, or placed in an appropriate public area such as a sidewalk or parking lot entrance. "We hope artists will give a new meaning to the term window shopping," said Diaz. "Visitors are encouraged to discover the Heights, enjoy the publicly displayed artwork, do some shopping, and stay for dinner."

To further the artistic atmosphere, CASID will assist participating restaurants in finding musical performers for intimate venues. Unlike the much larger Everything Jersey City Festival, the Avenue will remain open to vehicular traffic during the event.

"The Jersey City Artists Studio Tour is another excellent opportunity to welcome visitors to the neighborhood by showcasing the many talents of local artist and the resilience of the Central Avenue Shopping District," explains CASID President Michael Yun.

Those wishing to participate can find the application and other information also on JCHights.com. The CASID will make every effort to find an appropriate location within our business district for each visual artist that applies. However, space is not guaranteed.

Weather permitting, it promises to be a family fun filled weekend. In addition to the professional visual and performing arts, the Heights Parent's Association, led by local resident Michelle Loughlin, will be creating temporary works of art with chalk on Central Avenue sidewalks. Be sure to mark your calendars for October 1st thru the 3rd as Central Avenue helps create a milestone event in the twenty year history of the popular Jersey City Artists Studio Tour.



Susan Newman Design Inc.

Let me help make Your local business
a Global Business
with Website Design, Social Media & Print Marketing

SUSANNEWMANDESIGN.COM
201-420-8205



TRAVEL BUREAU INC.
888-432-8728
www.DCTravel.com

**Complete Personal Travel Service
Since 1971**

- Corporate / Group Travel
- Escorted Tours
- Cruises
- Air/ Bus / Train Travel
- Honeymoon Packages / Family Vacations
- Hotel & Car Reservations

New Location:
2 Lincoln Street
Jersey City, NJ 07307
Office: (201) 653-1600
*(Just around the corner
from previous location)*
**NJ Transit Agent
Notary Public**



In May 2009, several local artists were hired to transform seven traffic boxes within the district into works of art for residents, visitors, and shoppers to enjoy as they take a stroll down Central Avenue. The "Wood Dresser" utility box (pictured above) was created from the artistic mind of Milosz Koziej.

Citations Given to Standout Everything Festival Volunteers



Pictured above (L to R): CASID President Michael Yun, Councilwoman Nidia Lopez, Outstanding Volunteers/Volunteer Coordinators: Jennifer Lambert, Victoria Cho, and Baldwin Yun, and Mayor Jerramiah T. Healy.

The CASID is extremely appreciative to have had over 150 volunteers that helped organize vendors and man children's rides during the Everything Jersey City Festival on Saturday, May 22nd. However, several volunteers stood out from the crowd, as they used their ability to think on their feet and helped welcome the large crowd of 23,000 people.

CASID and the City of Jersey City commended some of these volunteers at a proclamation ceremony at City Hall on June 24th. Two hardworking individuals, Jennifer Lambert and Baldwin Yun, and one institution, C2 Education, which provided many dedicated volunteers, were honored.

Lifelong Heights resident and local activist, Jennifer Lambert, VP Finance for Polo Ralph Lauren dedicated her time to lead all volunteers through their various tasks throughout this year's festival and in the past. In addition, Baldwin Yun, a junior in high school, helped to document the festival from the wee morning set-up to late night cleanup and has even logged office hours helping to organize the CASID event. Furthermore, Victoria Cho, C2's VP, was noted for her commitment to organizing over 100 student volunteers to the festival for the past three years.

The CASID, Councilman Bill Gaughan, and Mayor Healy thank these volunteers, as well as all helpers who made the Everything Jersey City Festival a success!

YOUR AD HERE!!

There are 55,000 residents living in the Heights.
How many of them are YOU reaching?

Call the CASID at (201) 656-1366 or
email casid@jcheights.com for rates.
Ads can be sized to meet all budgets.

Significant discounts apply for
CASID members.

NEW

arts. culture. life. **jersey city.**

+

JERSEY CITY INDEPENDENT

your alternative source for news + culture

www.jerseycityindependent.com



Ten Years of Keeping Families Connected.

Verizon New Jersey is proud to have connected **hundreds of thousands** of lives when telephone service was otherwise out of reach.

For 10 years, Verizon New Jersey has been offering **Communications Lifeline and Link Up America** to eligible New Jersey residents.

Because in an emergency, who can afford not to have a phone?

For those **IN NEED**,
discounted telephone service
IS WITHIN REACH



ARE YOU ELIGIBLE?

If no one claims you as a dependent on his or her income taxes (unless you are at least 60 years old) and you receive benefits from one of these programs:

- ✓ Medicaid
- ✓ Food Stamp Program
- ✓ General Assistance (GA)
- ✓ Supplemental Security Income (SSI)
- ✓ Home Energy Assistance Program (HEAP)
- ✓ Lifeline Utility Credit/Tenants Lifeline Assistance
- ✓ Pharmaceutical Assistance to the Aged and Disabled (PAAD)
- ✓ Temporary Assistance to Needy Families/
Work First New Jersey (TANF/WFNJ)

OR if you are age 65 or over and are not participating in one of the above programs and your annual income is at or below 150% of the federal poverty income level.



HOW TO SIGN UP... Call NJ SHARES at 1-888-337-3339 or visit www.NJSHARES.org

STREETSCAPE MAINTENANCE OPERATION

ASSISTING CENTRAL AVENUE MERCHANTS IN KEEPING A CLEAN AND PRESENTABLE MAIN STREET ENVIRONMENT



As many would agree, a clean business district is a happy business district. Although Jersey City's urban environment places a lot of wear and tear on its streetscapes, Central Ave strives to be a desirable shopping destination through its Streetscape Maintenance Operation.

This operation picks up where limited municipal resources leaves off. Primarily paid for by the Jersey City Urban Enterprise Zone 1:1 matching grant program, the CASID is able to employ a full time staff of four (4) local residents to provide supplemental maintenance services on the Avenue between the hours of 7:30 AM to 5 PM Monday thru Saturday and 7:30 AM to 12:30 PM on Sundays. Not to be confused with municipal street cleaning services, our guys are easily recognized by their uniforms which proudly reads "STAFF" with the CASID logo.

The SMO is headed by a supervisor and

directed by the CASID office to maintain an orderly streetscape appearance during normal business hours. This staff also keeps an inventory of all street fixtures (lights, benches, sewer basins, trees, etc.) and notifies the CASID office to report and address the concerns with the appropriate agency.

While business owners are indoors working hard to service their customers, the CASID would like to remind them not to neglect their sidewalks. Merchants are strongly encouraged to sweep their sidewalks at the beginning of each day. The SMO is a supplement, not substitute, service to maintain the Avenue clean.

Additionally, CASID would like to remind our local business owners to take a moment this summer and power wash their sidewalks. Restaurants especially need to maintain healthy and sanitary sidewalk conditions by keeping them clear of grease and other stains.

It is a common request for the CASID to power wash all of Central. However, our limited resources simply do not allow us to do the job inhouse nor hire an outside vendor for it. The most practical solution still requires elbow grease from our member businesses. The CASID MGMT Corp. thanks you in advance for helping to keep the Heights clean and appealing.

Plant a Tree, Add Value to Neighborhood

GO GREEN! Add value to your property and our neighborhood by planting a tree in front of your home. Simply contact the Jersey City Division of Parks and Forestry to put in a request.

Landscaping helps maximize the price value on homes. Not to mention, there are ecological benefits that planting sapplings will add to the community, such as providing fresh air and homes to animals.

The subsidized price for a potential 8 - 10 foot tree sappling is \$100, which includes expert cutting of the pavement and attention to the position of utilities.

The same tree would cost nearly ten-fold in retail purchase and professional services. Therefore, this is one small, worthwhile fee!

Howard Brunner, a Jersey City Heights resident, has a message for those worried about raking leaves each fall. "Compared to the financial gain to your property and increase in the beauty and value of our City overall," he states, "perhaps you will consider it a price worth paying."

Application forms are available for fall planting. Please call 201-547-4449 to reserve your sappling today.

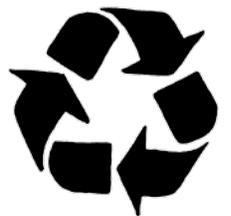
Central Avenue Trash Collection Schedule & Reminder:

Monday and Thursday Nights

place trash at curb Mondays (for Tuesday pickup) & Thursdays (for Friday pickup) evening between 7:00 p.m. & 10:00 p.m. and ONLY in front of your OWN property.



Central Avenue Recycling Schedule



Tuesday Nights

place recyclables at curb Tuesday evening between 7:00 p.m. & 10:00 p.m. only. Paper must be tied in bundles. Other recyclables (plastic, glass, cans, etc.) are collected in large plastic containers, NOT plastic bags.

Jersey City Incinerator Authority

Main Phone Number: (201) 432-4645
 Report Illegally Dumped Garbage: x631
 Refrigerator/AC Pickup: x600
 Neighborhood Cleanups: x620
 Container Rental: x620
 Graffiti Removal: x634
 Mechanical Street Cleaning: x67
 Bulk Waste Pickup: (201) 435-1345
 Recycling Collection: (201) 435-1345

www.jciaonline.com

Jersey City Municipal Utilities Authority

Main Number: (201) 432-1150

Jersey City Dept. of Public Works

Main Number: (201) 547-4400

PSE&G

Main Number: (800) 436-7734

WHAT'S YOUR NEW YEAR'S RESOLUTION?
 OURS IS TO MAKE
your BUSINESS *our* PRIORITY.

RECEIVE UP TO **\$125**

WHEN YOU OPEN A

TAKING CARE OF BUSINESS
 SMALL BUSINESS CHECKING

We'll take care of your business with:

- **NO** Monthly Fees
- **FREE** Online Banking and Bill Payment
- **500 FREE** Transactions per statement cycle
- **FREE** Business MasterCard® Debit Card²
- **FREE** Checks – introductory order³
- **NEXT DAY** Funds Availability⁴

Receive **\$100**^{*1} when you sign up for ACH or Direct Deposit

Receive an additional **\$25**^{*1} when you complete:

- 6 MasterMoney® Debit Card Transactions OR
- 3 Oritani Online Banking Payments

Stop by a branch or call
888-ORITANI
 for more information.
 oritani.com

Ask us how you can save even more time with
Remote Deposit Capture and Merchant Services.



*\$100 will be deposited into your TCB checking account when you sign up for ACH or Direct Deposit. \$100 is considered reportable income. \$500 Minimum Balance to Open. ¹The amount of the bonus credited to your account will be reported to the IRS as interest on your Form 1099 INT for the year bonus is paid. ²Free MasterCard® Debit Card will be authorized and approved to qualified businesses only. Business must be established and operating for a minimum of 12 months. Any overdrafts or payment issues will result in not offering the card. ³Introductory checks consist of a Business Intro Package, which includes 150 checks and endorsement stamp. ⁴Customers must meet Oritani Bank's credit criteria to receive next day availability on deposited items. Business must be established and operating for a minimum of 12 months. © Oritani Bank 2009. Oritani Bank and its agency are not responsible for typographical errors.