



Central Avenue

SPECIAL IMPROVEMENT DISTRICT | JERSEY CITY, NJ | JCHeights.com



ANNUAL REPORT 2021

TABLE OF CONTENT



PAGE 3

LETTER FROM
PRESIDENT

PAGE 4-6

CASID BENEFITS &
NUMBERS

PAGE 7-11

CENTRAL AVENUE:
GROWING

PAGE 12-21

CENTRAL AVENUE:
BUSINESS DEVELOPMENT

PAGE 22

CENTRAL AVENUE:
SANITATION

PAGE 23

THE FUTURE OF
CENTRAL AVENUE

PAGE 24

CASID BUSINESSES

A WORD FROM THE PRESIDENT

We are pleased to present the annual report of the CASID for the 2021 Calendar Year. The Central Avenue SID witnessed a global pandemic and has remained strong. Our stakeholders have worked collectively, via its SID organization, to have another successful year against all odds.

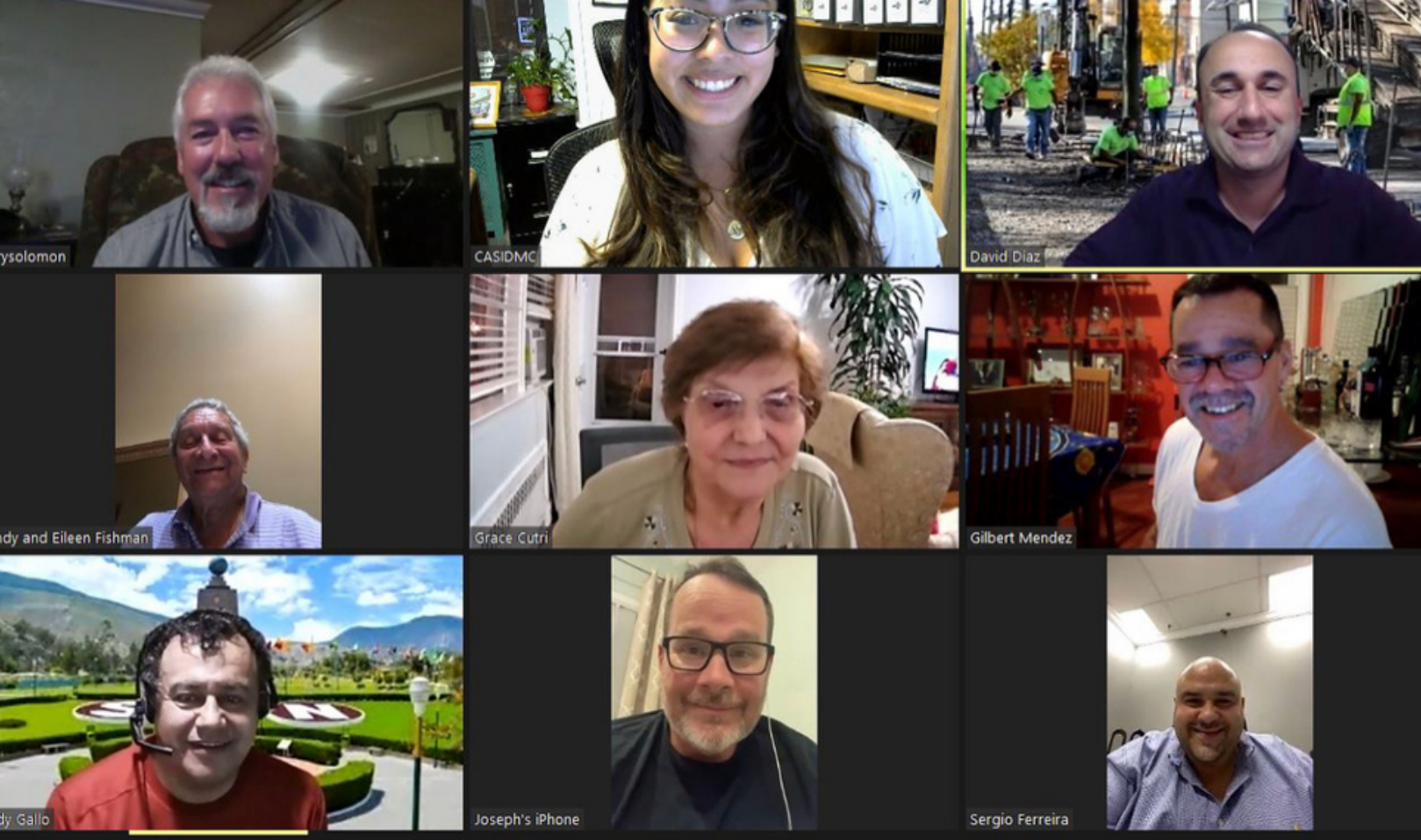
- Sixteen (16) Central Ave businesses opened their doors in 2021 with thirteen (13) coming soon.
- Business Development - CASID continues to do big things on a small budget thus keeping Central Ave relevant in Hudson County with our active internet presence.
- Annual Holiday Lights - CASID has continued the tradition of adding holiday lights to brighten the season festivities.
- Sanitation - A busy commercial corridor like Central Avenue manages sanitation by encouraging merchants to sweep in front of their storefronts, working with Commercial District Services (CDS), and partnering with Jersey City DPW.
- Creative Placemaking (ie. New Art Installations) - CASID welcomes three (3) art installations.
- Government Relations (i.e. streetscape, parking garage, etc.)- Our advocacy and public/ private partnership with the City have paved the way for big infrastructure projects like the Central Avenue Streetscape and Roadway project.

The success of our main thoroughfare is a team effort, and we thank each SID member for doing their part. We have a great team in place and greatly appreciate your ongoing support for the important work we do.



SANFORD FISHMAN
PRESIDENT





SID Board of Trustees 2021

SANFORD FISHMAN

President/ Chairman
Property Owner

JOSEPH NACHBAUR

Vice President - North
State Farm Agent

GILBERT MENDEZ

Vice President - South
Mendez Travel Agency

SERGIO FERRERIA

Treasurer
Eye Contact Vision Center

GARY SOLOMON

Secretary
Hauptman Floors

GRACE CUTRI

Trustee
DC Travel

EDDY GALLO

Trustee
Angel Azul Bakery & Cafe

CHAD JOHNSTONE

Mayor's Designee
(non-voting member)

HON. DANIEL RIVERA

City Council Representative
(non-voting member)

Professional Services:

Alexa Lima, Executive Director
Irwin M. Rosen, Esq. Corporation Counsel

Vijay Sammy, CPA, Board Accountant
Oliwa & Company, CPA, Auditor

BENEFITS OF A SID

FOR SID MEMBERS

- Enhance Economic Value by assisting new and established businesses to be successful.
- Create Market Value by creating, encouraging, and promoting events that draw customers and focus to the district.
- Promote Civic Value by serving as a liaison between businesses and government agencies.
- Build Physical Value by creative placemaking and supplementing municipal services.

WHAT CASID DOES

- Improve/ Stabilize Property Value
- Business Development/ Support
- District Marketing/ Branding
- Collective Decision Making
- Creative Placemaking
- Government & Public Affairs
- Supplement Municipal Services

MEETING OVERVIEW

CASID HOLDS MONTHLY BOARD MEETINGS TO DISCUSS THE CHALLENGES FACING CENTRAL AVENUE AND AREAS IN NEED OF IMPROVEMENT. SID MEMBERS ARE ENCOURAGED TO ATTEND TO SHARE INFORMATION AND COLLABORATE EFFORTS. MEETING SCHEDULES CAN BE FOUND ON OUR WEBSITE: CENTRALAVESID.ORG



CASID By The Numbers

50+

DESTINATION RESTURANTS



16

NEW BUSINESSES



220+

BUSINESSES



123

TREES ON THE AVENUE



20+

ART INSTALLATIONS



560+

PARKING SPACES



1,400+

LOCAL JOBS



93%

BUSINESS RETAINMENT



450

CENTRAL AVE MEMBERS



66+

BIKE RACKS



CENTRAL AVENUE: GROWING

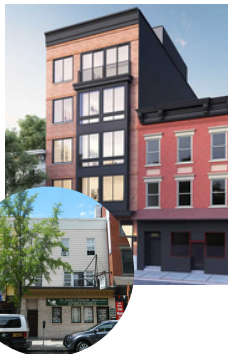


Housing Market: The Jersey Journal notes that Jersey City and Hudson County are proving to be a haven for renters working from home and looking for more space. Over the last couple of years, the surging population growth in Jersey City is a sign of just how attractive the market is. With growing infrastructure changes happening on Central Avenue such as New Streetscape Improvement, new commercial and residential development, as well as local improvement including Jersey City's 6 million improvement project on Reservoir No. 3.

- **Streetscape Improvement Project**
- **New North District Police Precinct**
- **Central Avenue Redevelopment Plan for Block 2901**
- **Reservoir 3 \$6 Million Improvement Project**

PRIVATE INFRASTRUCTURE PROJECTS UNDERWAY

281 Central



345 Central



356- 360 Central



427 Central



472 Central



506 Central



STREETSCAPE & ROADWAY IMPROVEMENT PROJECT

The City of Jersey City began construction in November 2020. CASID was at the forefront of construction as a liaison for stakeholders and construction crew. CASID will frequently communicate updates and important notices to members on the progress of construction via email, street signage, and facetime with merchants. Construction is expected to be completed by Spring 2022.



The project consists of:

- Reconstruction of sidewalks
- Repaving roadways
- Installation of ADA compliant pedestrian access ramps
- Drainage improvements
- LED-based lighting and electrical improvement
- Utility relocations,
- New signs and markings for two-way traffic
- Bicycle sharrows
- More trees
- New cross-street banner poles



Sidewalk & Paving



New Site Amenities



OLD LITTER CANS





COVID-19 TESTING/ VACCINE LOCATIONS

Heights Pharmacy (424 Central) is offering COVID-19 tests Monday-Friday from 12-5pm. Call to make an appointment (201) 222-1777

Differx Pharmacy (492 Central) offering Antigen testing with results within 15 mins and PCR testing with results within 24-48 hours. To make an appointment visit their website.

Prestige Mobile Health COVID-19 Clinic located off of Franklin and Central Avenue are opened Monday- Friday from 9-5pm no appointment necessary. Please be sure to bring Photo-ID!

RWJ Barnabas Health Medical Group (317 Central Avenue) offering same day testing with Primary Care Appointment. To make an appointment please contact: 201-839-2640

HANDLING COVID-19

PPE For Businesses

CASID partnered with Jersey City Office of Innovation to offer businesses masks and hand sanitizer

Mobile Clinic

CASID partnered with Jersey City to offer free daily COVID-19 Testing located on 232 Central Avenue

Sanitation

CASID partnered with Commerical District Services to maintain Central Avenue sanitized specially high touch items like cross walk buttons, benches, and poles

Vital Information Sharing

CASID sends email blasts to all its members with vital information to stay up-to-date on resources, news, and grants.

With more information on hand and better prepared 30% of businesses on Central Avenue received grant funds during the pandemic recovery.



BUSINESS DEVELOPMENT

16+

New Businesses on Central Ave

93%

occupancy rate in 2021

\$0.56

*of every dollar spent in
operating budget to business
development services.*

INTERNET PRESENCE

INSTAGRAM

Since 2020, CASID has increased followers by +1058 and with an average reach of 23.7k. CASID's Facebook page ranked 6 among other New Jersey SID Facebook pages.

FACEBOOK

An average 23k post reached each month views. As well as ranked 6 in pages to watch compared to 90 other SIDs in NJ

TWITTER

CASID Twitter receives an average 10,000 post reaches each month

WEBSITE

JCHights.com/ CentralAveSID.org received 28,404 page views in 2021 and recently updated into a new site

GOOGLE MAP

CASID makes sure all the businesses on Central have up-to-date information in cyberspace



12,344



COMBINED FOLLOWERS ON SOCIAL MEDIA

“CERTIFIED FOOD PROTECTION MANAGER” TRAINING

WHY TAKE THE COURSE WITH CASID?

CASID Trustee and owner of Angel Azul Bakery, Eddy Gallo, is the instructor. Gallo became a certified instructor to help area businesses receive the required training for their employees.

ABOUT THE PROGRAM

This training course is 16 hours long divided over six days. The program places emphasis on learning, understanding, and practicing course materials. Anyone interested can visit our website to sign up. CASID members receive discount pricing.

WHAT IS IT?

NEW JERSEY STATE LAW REQUIRES A “CERTIFIED FOOD PROTECTION MANAGER” IN CERTAIN TYPES OF FOOD ESTABLISHMENTS. SINCE JANUARY 2015, THE CASID BEGAN SPONSORING A CFPM TRAINING COURSE.

70+ PARTICIPANTS SINCE INCEPTION





ANNUAL TOTE BAG DISTRIBUTION

OVERVIEW

- The Annual Tote Bag has become a key success during the holiday season. This initiative is one of the many co-op advertising programs organized by the CASID over the years.
- Reusable Tote Bags Distributed to Promote Shop Local – Central Avenue & Help Shoppers Transition to Jersey City’s Ban on Disposable Plastic Bags.

70+

SID Members helping distribute tote bags to district shoppers

5,000

Reuseable Tote Bags Distributed this year

55,000

Reuseable Tote Bags Distributed since 2015



SHOT 4 SHOT

OVERVIEW

- Shot 4 Shot was a citywide campaign organized by the Jersey City Economic Development Corporation. CASID supported the program resulting in 95% of participating businesses in the campaign being from Central. From June- July 31st participating shops agreed to use 'vaccine coffee sleeves' to encourage vaccine centers. Also, give out a free 'shot of espresso' to anyone who is vaccinated during the dates of the campaign. Central Avenue was highly advertised during this campaign as the majority of the stores were from Central avenue.

- ANGEL AZUL (460 CENTRAL)
- COCOA BAKERY (475 CENTRAL)
- DULCE DE LECHE (376 CENTRAL)
- GRIOT CAFÉ (398 CENTRAL)
- DUNKIN DONUTS (318 CENTRAL)
- LA UNICA BAKERY (376 CENTRAL)

95%

*of participating businesses were
from Central Avenue*



CREATIVE PLACEMAKING IN THE DISTRICT

OVERVIEW

CASID added three (3) art installations in 2021. Creative placemaking has become important to the experience and benefits of shopping local. Public art rejuvenates neighborhoods, from from black walls to colorful images

- Peace, Igualdad and Pi'ara y Lawrence Ciarallo located the corner of Congress & Central by Lawrence Ciarallo
- A Course in Miracles located 288 Central (Galeria Cafe) by Josephine Rice
- We Out Here located on 371 Central (Bond Drugs) by Brianna McMaster

20+

Art Installations on Central

1 MILE

of outdoor artwork



HEIGHTS HALLOWEEN

OVERVIEW

CASID, in partnership with local schools, has continued the family-friendly tradition of students painting colorful portraits on storefront windows. Due to COVID-19, CASID decided to hold on to the festivities last year. Participating businesses offer their storefront window for local school children within the shopping district to paint. There is no cost to participate and a great way for businesses to connect with the community.

70+

Jersey City Students participating

50+

CASID business storefronts participating

LIMITLESS

Families Enjoy Halloween on Central each year



JC FRIDAYS OVERVIEW

Art House Productions partners with Jersey City Businesses quarterly to showcase local artists, musicians, or special classes. Essentially, JC Friday events invite the public to tour businesses, galleries, bars, venues, and art-related spaces to see a variety of artwork and to enjoy the spirit and culture of the city as they mingle with other residents and visitors. CASID encourages businesses to participate in the quarterly events bringing much-needed attention to themselves, the district, and Jersey City's rich artist community.

- **EL SABROSO (414 CENTRAL)** PRESENTS LOCAL SINGER BRENDAN MIELES
- **COCOA BAKERY (475 CENTRAL)** PRESENTS LOCAL ARTIST BEN FINE
- **VEGAN AF (291 CENTRAL)** PRESENTS LOCAL ARTISTS JESUS CHRISTOPH, LAWERENCE CIARALLO, QAASIM MUNOZ, AND ROBERT PIERSANTI

GRANT OPPORTUNITIES

10+

Grant opportunities for businesses

35%

of CASID members were grant recipients

30 +

million total dollar value of NJ grants

CASID members are notified about grant opportunities via email blast, social media, and by door to door engagement



FOOD TOUR OVERVIEW

- Beyond the Plate Food Tours, in collaboration with the CASID announced a walking food tour through six culturally diverse eateries along Central Avenue. After eight years of running tours primarily in the Jersey City historic downtown the owner of Beyond the Plate, picked the Heights as the next neighborhood to guide curious diners through because of the close proximity of so many delicious mom-and-pop restaurants.

- ANDREA SALUMERIA- 247 CENTRAL
- IRMA'S CAFE- 279 CENTRAL
- OZU FOODS-106 HUTTON
- EL GORDO- 291 CENTRAL
- GRIOT CAFE- 398 CENTRAL
- THE LODG- 7 BLEECKER

6

participating businesses

FREE

Marketing opportunity since a portion of the ticket cost goes directly back to the restaurants featured



SANITATION

STOREFRONT CLEANING

CASID thanks all the merchants for doing their part to keep the district clean daily especially upon opening/ closing. Maintaining the storefronts clean goes a long way.

COMMERICAL DISTRICT SERVICES

CASID has partnered with Commercial District Services (CDS) to help supplement the litter on Central Avenue. CDS can be found on Central Avenue on Thursday and Sunday working on a variety of tasks such as litter patrol, handbill removal from public properties, leaf cleanup, weed removal, and maintaining sewer catch basins clean year-round.

PARTNERSHIP WITH CITY'S DEPT. OF PUBLIC WORKS

The city's mechanical street sweeper continues to clean both sides of the roadway 6 days a week (Monday to Saturday); City's sidewalk mechanical sweeper serves the pedestrian areas of the Central Avenue shopping district seven (7) days a week between 6 am and 10 am; City's DPW litter patrol serves the district between 9 am and 5 pm five days a week to focus on cleaning public spaces and managing the over 70 litter receptacles in the district.

WELCOME TO THE RENAISSANCE OF CENTRAL AVENUE

What to Expect in 2022

- Completed Streetscape
- New holiday lights
- More Creative Placemaking
 - Planters
 - Parklets
- New Businesses
- New Development



Al Beauty Salon- 429 Central	Gold Stone- 313 Central	Pampita Meat Shop- 393 Central
A.C. Plaza 2000- 428 Central	Gold Roast Cafe- 434 Central	Papa Johns Pizza- 340 Central
Advanced Foot & Ankle- 378 Central	Good Year- 416 Central	Paulie's Brickhouse- 264 Central
Alpit Convenience Store- 362 Central	Griot Cafe 398 Central	Pio Pio #3 Restaruant- 449 Central
Andrea Salumeria Grocery- 247 Central	H&R Block 407 Central	Plumber's Plumbing- 457 Central
Angel Azul Bakery & Cafe- 460 Central	BeYoutiful- 313 Central	Podewitz Liquor & Deli- 400 Central
Angel's Recipe - 312 Central	Hauptman Floor - 307 Central	Pollo Supremo- 254 Central
Anton Haddad - 483 Central	Heights Liquor- 292 Central	Powerstaffing- 496 Central
Anthony's Cafe 476 Central	Heart in Mind- 437 Central	Princess Nail Salon- 432 Central
American Laundromat- 389 Central	Heights Pharmacy- 424 Central	Pronto Envio- 396 Central
Baines Family Dental- 386 Central	Heights Orthodontics 343 Central	Rainbow Brite Laundry- 463 Central
Bank of America- 303 Central	HolaDoctor - 353 Central	Rainbow Shops - 367 Central
Betty's Bargains- 491 Central	Holey Moley Tattoos- 516 Central	Renato's Pizza Masters - 274 Central
Blimpie Subs & Salads- 397 Central	Hollywood Fried- 431 Central	Rhythm Central - 511 Central
Bond Drugs- 371 Central	Hudson Wellness- 418 Central	Rumba's Café- 513 Central
Burger King- 330 Central	Irma's Cafe- 279 Central	RWJ Barnabas- 379 Central
Busy Place Early - 444 Central	IFoneSpot- 396 Central	Sabor A Peru -280 Central
Cali Shakes- 490 Central	J&H Hi-Style Salon 411 Central	Sachin Pharmacy- 295 Central
C.H. Martin- 256 Central	J&S International 425 Central	Saigon Bistro- 514 Central
CSF Services- 518 Central	J.C. Professional Agency 489 Central	Saint Mina Inc- 411 Central
C.V. Jewelry- 233 Central	Jade Garden 422 Central	Salerno Salumeria- 453 Central
C & M Barber Shop- 520 Central	Jang Star Taekwondo School 299 Central	Santander Bank- 241 Central
Caribbean Pets- 298 Central	Jersey City Florist 285 Central	Sculpture Nail- 314 Central
Carolina Rosa Arts Academy- 336 Central	Jersey Cycles 510 Central	Shah's Convenience- 306 Central
Central Avenue Podiatry- 342 Central	Jersey Drugs 286 Central	Smart Start Academy- 462 Central
Central Bistro Restaurant- 403 Central	Jersey Women's Care Center 435 Central	Smart Wireless- 251 Central
Central Fish Market- 401 Central	Jimmy's Barber Shop 399 Central	Sneaker Room- 410 Central
Central Flowers- 438 Central	Joe Nachbaur, State Farm Agent- 505 Central	Sole Dreams- 344 Central
Central Furniture- 445 Central	Jupiter Knights 447 Central	Sphinx Check Cashing- 245 Central
Boost Mobile- 283 Central	Kapricho Hair Studio- 516 Central	Stacks Creamery- 465 Central
Central Wok- 499 Central Ave	Kari's Signs- 455 Central	SR Newsstand- 420 Central
Charles B Swenson Realty LLC- 289 Central	Kay's Spring Garden= 473 Central	Family Dentistry- 433 Central
Chase Bank- 372-374 Central	Kennedy Department Store- 268 Central	Sapori D'Italia Pizzeria- 249 Central
Chef of India- 324 Central	Kid's Golden Age - 498 Central	Stop & Shop Supermarkets- 232 Central
Clean Pieces- 509 Central	Kikiriki Pollos- 301 Central	Sunny Spa- 522 Central
City Discount and Furniture- 320 Central	King's Son- 309 Central	Sunrise Nails- 243 Central
City Tax Services- 396 Central	Kwock's Great Wall- 239 Central	Super Vision Optical- 461 Central
Cocoa Bakery- 475 Central Ave	La Ceci Beauty Salon- 507 Central	Susan Nail Salon- 469 Central
Computech Experts- 257 Central	La Concha Restaurant- 384 Central	Swensen Heights Realty- 253 Central
Condon Law- 471 Central	La Nacional- 436 Central	Sweet Pineapple - 370 Central
Cooperative Preferred Realty- 453 Central	La Unica Cafe- 454 Central	T-Mobile- 248 Central Ave
Cricket Wireless- 335 Central	Lava Hair Studio- 261 Central	Taqueria Restaurant Oaxaca- 467 Central
Cuteticles- 410 Central	Law Office of Tarkan- 482 Central	The Legend- 355 Central
Dahlia's Ice Cream Spot- 290 Central	Los Amigos Restaurant-395 Central	Theurer Law- 503 Central
Daisy Cleaners- 426 Central	Los Aztecas Bakery- 401 Central	Tina's Nail- 296 Central
Design Nails- 351 Central	Los Tres Chilitos- 456 Central	Tochimilco Grocery- 509 Central
DII Deals & Discounts- 361 Central	Heights Fitness- 338 Central	Tommy's Family Restaurant- 349 Central
Diva Glam- 349 Central	Majesty Jeweler- 277 Central	Total Care Pharmacy- 267 Central
City Skies Pharmacy- 492 Central	Marena Wash- 291 Central	Toy and Game World- 293 Central
Dulce De Leche Bakery- 376 Central	Marty's 488 Central	Triunfel Law, LLC- 503 Central
Dunkin Donuts- 318 Central	McDonalds Restaurant- 260 Central	UMR. Pharmacy- 437 Central
El Gordo Restaurant- 291 Central	Mendez Agency- 263 Central	Valley National Bank- 348 Central
El Sabroso Restaurant- 414 Central	MetroPCS- 443 Central	Verizon- 322 Central
El Rinkoncito Peruano - 501 Central	MetroPCS- 312 Central	Vinod Patel. M.D.- 237 Central
Express Dry Cleaners - 465 Central	Mi Bandara Heights- 408 Central	V.Y.R.T. Glass & Vapes- 451 Central
Express Nail Salon- 325 Central	Muskan Beauty Parlor- 413 Central	Walgreens- 337 Central
Eye Candy Lash Bar-461 Central	Mystique Full Service Salon- 251 Central	Willie's Liquors - 501 Central
Eye Contact Vision Center 368 Central	Nana Restaurant - 406 Central	Wonder Bagels- 331 Central
Family Fitness Karate & Kickboxing 419	New Concept Beauty Salon - 481 Central	Wonder Years - 255 Central
Central Family Pharmacy 291 Central	Noches De Colombia- 231 Central	Young's Farm- 294 Central
Five Stars Grocery, Deli, & Sub 265 Central	Novick Hardware - 302 Central	YUFixIt.com- 416 Central
Fly E-Bikes- 364 Central	Oaxaca Food Mart- 421 Central	Zaneyy Nails- 489 Central
Footprints Realty LLC 427 Central Ave	Office of Shah- 297 Central Ave	Zoe Nail & Spa- 382A Central
Fragrance & Accessories 341 Central	OM Dental Care, P.C.- 480 Central	235 Fishmarket- 235 Central
Fresh Central Grocery- 252 Central	On Target Staffing, LLC- 362 Central	.99 POWER- 387 Central
Fussy Friends Pet Supply- 458 Central	On The Ave- 308 Central	.99 Vision- 346 1/2 Central
Garden State Restaurant- 287 Central	OZU Foods- 106 Hutton St.	99 Cent-ral- 327 Central
Gino's Pizza & Restaurant- 380 Central	PACO Agency- 346 Central	



**TO ALL OUR SUPPORTERS, SHOPPERS, AND SID
MEMBERS FOR MAKING CENTRAL AVENUE
THE PLACE TO BE!**