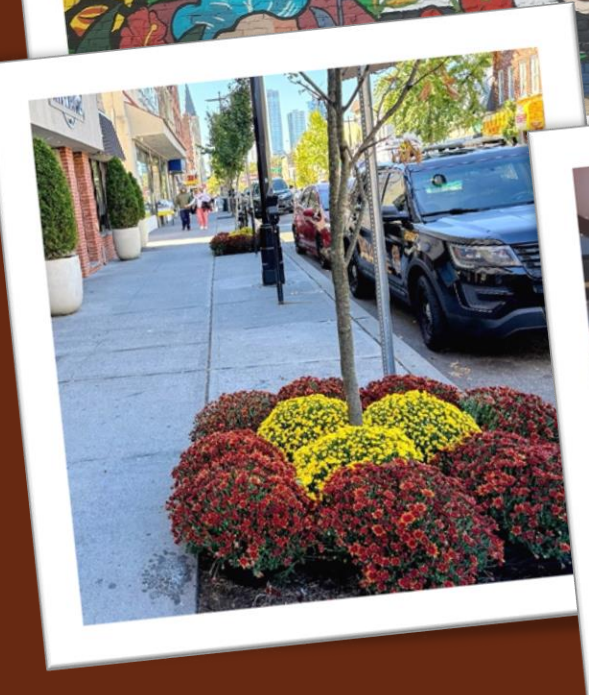


Central Avenue

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

2025 Annual Report

Prepared by the Board of Trustees

March 17, 2026

www.centralavesid.org

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

Table of Contents

Overview

Who We Are & What We Do……4-5
Letter from the Board……6

CASID at Work

Administration & Management……7
Government Affairs & Advocacy……8
Storefront Activity & Snapshot……9-10
Digital Presence……11
Streetscape Decorations ……12-13
Public Art (Creative Placemaking)……14
Sanitation & Beautification……15-16
Community Events & District Support……17
Small Business Recognition……18

Financials

Financial Overview……19-20

A Look Ahead

A Look Ahead……21

Acknowledgements

Acknowledgements……22-25

Who We Are

Where It Started, and Why It Works

Founded in 1992 as Jersey City's first Special Improvement District, CASID is a stakeholder led public–private partnership that supplements municipal services, helping commercial corridors thrive and attract investment.

The Avenue, Elevated

Making Central Avenue a vibrant place to shop, dine, work, and live while preserving and strengthening the district for over 30 years.

A Coalition of Owners & Operators

A private, nonprofit 501(c)(4) Special Improvement District (SID) serving the Central Avenue district in Jersey City:

- Covers about a mile of Central Avenue between Manhattan St. and North St.
- Represents 192 commercial properties and 240 storefronts
- Serves ~450 members (commercial property owners + business operators)

Powered by Partnership

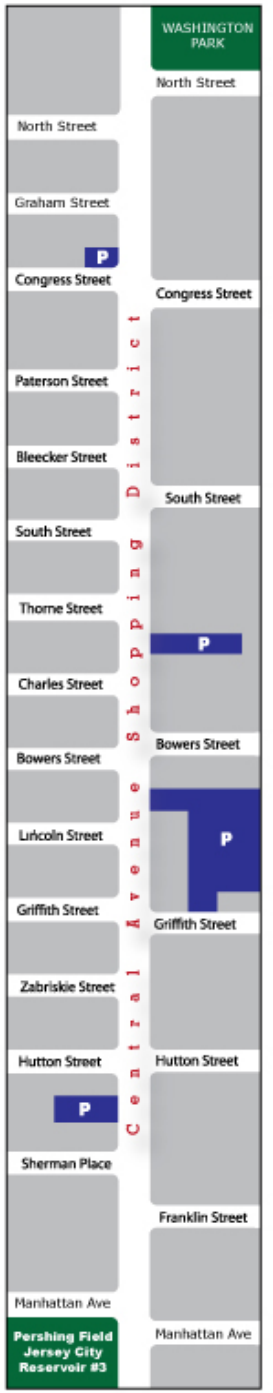
- Operates through a public–private partnership with local government
- Funded by an annual self-imposed Special Assessment on commercial properties (residential properties are exempt)
- Guided by a 9-member Board of Trustees (7 elected district stakeholders), meeting monthly with subcommittees supporting key programs and operations

Our Mission & What We Do

Our mission is to make the district a center for shopping, dining, working and living. It works to engage stakeholders, drive collective decision making, and supplement services to the district.

Services

- Administration & Management – Day-to-day operations, budgeting, and program oversight
- Collective Decision Making – Aligning property owners and businesses around shared priorities
- Business Development & Support – Helping businesses open, grow, and stay stable
- District Marketing & Branding – Promoting the Avenue to attract shoppers and visitors
- Creative Placemaking – Activating public spaces through art, events, and design
- Government & Public Affairs – Representing district interests with City and state partners
- Supplemental Sanitation Services – Extra cleaning beyond standard municipal services
- Seasonal Streetscape Decorations – District-wide décor that enhances the corridor experience



Letter from the Board

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

Dear Members and Friends of the SID,

As we reflect on 2025, it was undeniably a year of transition and adjustment for the Central Avenue SID. Now in our 34th year, we remained focused on stability and long-term strength despite periods of uncertainty. Even amid broader economic shifts, we welcomed new businesses, saw mixed-use projects advance and maintained strong storefront occupancy with more openings anticipated in 2026. Our work continues to center on supporting businesses, improving public spaces, increasing foot traffic, and advocating for the district. Operating with limited resources, CASID depends on collaboration, and we're grateful to our members for staying engaged through a year that required resilience and patience. In late 2025, we welcomed a new Executive Director, Dayana De La Torre, whose local roots and community investment position the SID for its next chapter. Thank you for your continued partnership and support.

Best regards,
CASID Board President

Board of Trustees (2025 – 2026)

From left to right: John G., David D., Sergio F., Mitzi T., Joe N., Sunny R., Eddy G., Gary S.

Joe Nachbaur
President/Chairman
State Farm Agent

Sunny Raithatha
Vice President, North
Super Vision

Mitzi Tejada
Vice President, South
Novick Paint & Hardware

Sergio Ferreira
Treasurer
Eye Contact Vision Center

John Gichuru
Secretary
Griot Café

Gary Solomon
Trustee
Hauptman Floors

Eddy Gallo
Trustee
Angel Azul Bakery & Café

David Diaz
Mayor's Designee

Yousef Saleh
Councilman Ward D

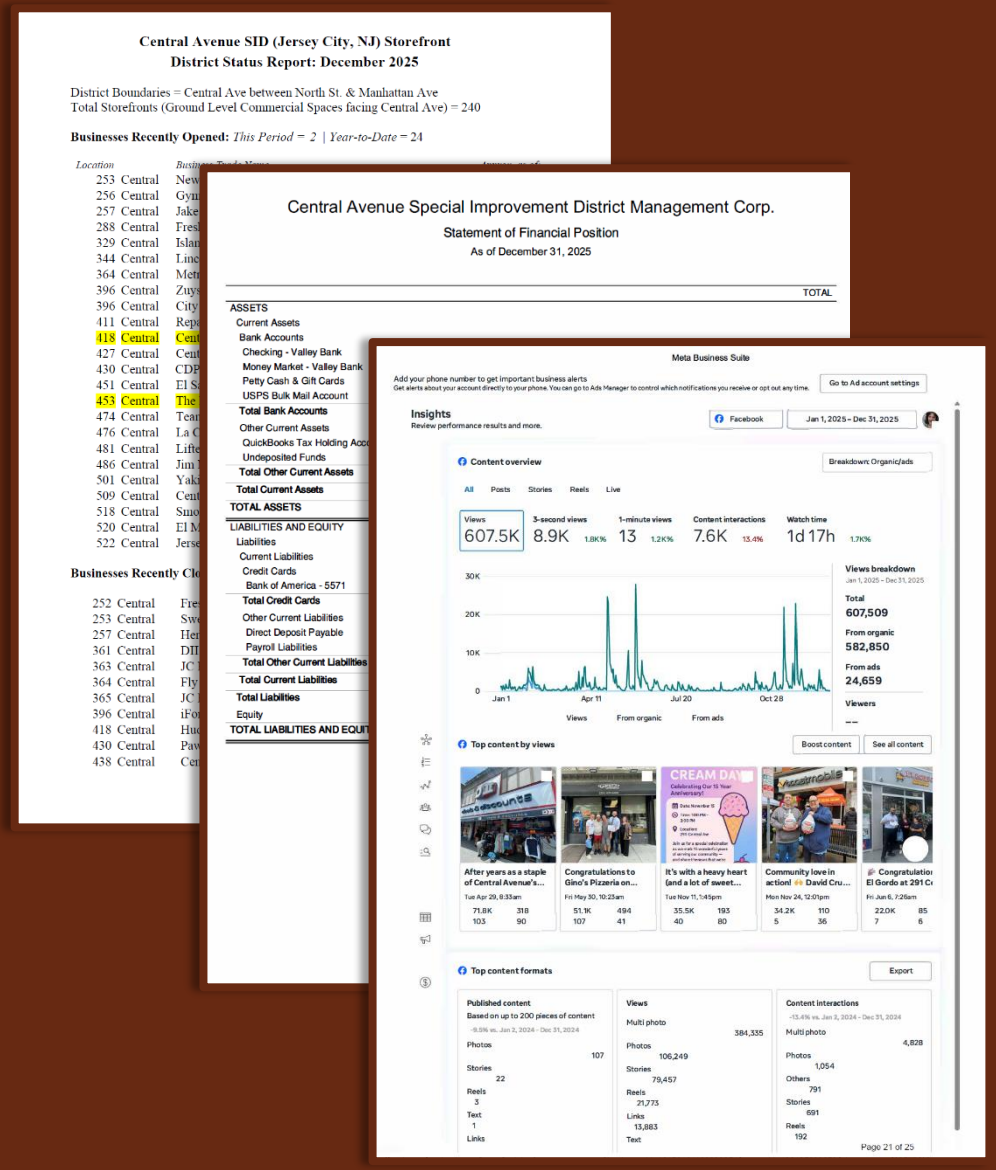
Der-Han Sun*
Executive Director

Irwin M. Rosen, Esq.
Corporation Counsel

Oliwa & Company
CPA, Auditor

**CASID Executive Director April 2024 – September 2025*

Administration and Management



The operational backbone of the district.

What it includes

- Financial oversight, budgeting, and Special Assessment administration
- Board coordination, governance, and compliance
- Contract management (sanitation, decor, vendors)
- Insurance, reporting, and City coordination
- Data tracking (vacancy, openings/closures, program impact)

Why it matters: Strong administration ensures transparency, accountability, and consistent service delivery across the district.

Looking Ahead, the focus is working smarter by streamlining internal processes, improving data tracking, strengthening vendor oversight, and enhancing member communication; while identifying efficiencies that maximize limited resources and support stronger district outcomes.

Government Affairs & Advocacy

The Central Avenue SID supports 400+ members by advocating for district needs and maintaining active working relationships with City partners. While coordination and service delivery continue to present challenges, CASID remains focused on strengthening partnerships and improving outcomes for the district.

- Meets with Jersey City Council leadership to address district priorities and municipal service needs
- Collaborates with 50+ city departments, agencies, and local officials to support district operations
- Works closely with Jersey City DPW on sanitation services, Municipal Lot 49 maintenance, and trash collection

Looking ahead, CASID sees new opportunities to strengthen coordination and responsiveness under the City's new administration, including improving communication around service requests, setting clearer expectations for maintenance timelines, and identifying more proactive solutions to persistent district challenges.

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

Storefront Activity Update

This year's churn: 24 new businesses opened & 22 businesses closed

What opened: A mix of everyday needs + niche services including fresh groceries, wellness, services, smoke shops, plus realtor and campaign offices

Where we landed: 5% vacancy by year-end (13 locations available for rent)

Why it matters

Openings add new options, foot traffic, and momentum
Closures can reduce jobs and disrupt the rhythm of the block.

How we use it (and what's next)

Tracking trends helps target business retention, reduce vacancy, and guide smart, sustainable growth.

Looking Ahead: prioritize support; connect businesses to city resources, welcome mat marketing, and share vacancy leads to help fill storefronts faster

24
Openings

22
Closures

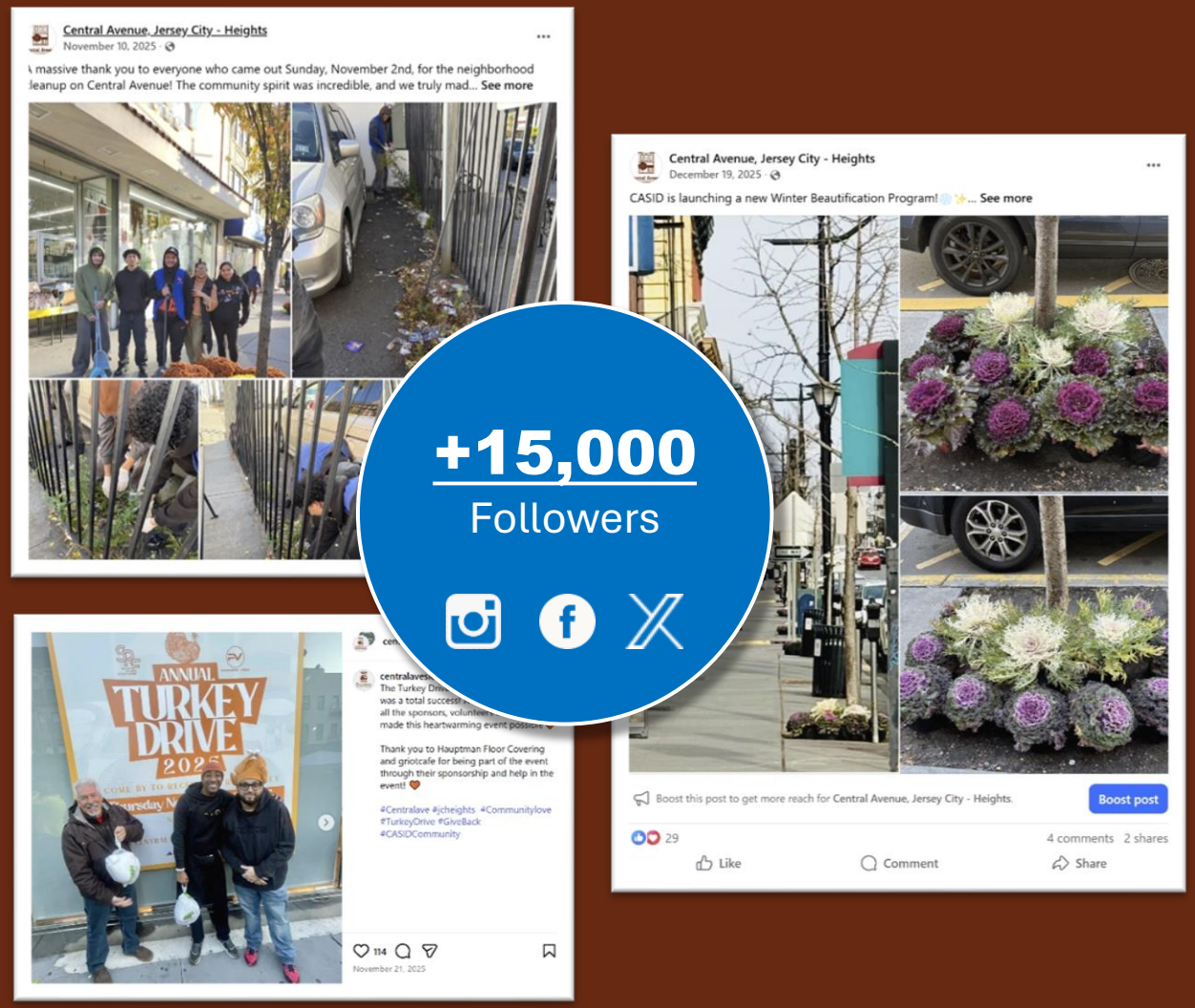
2025 Openings: A High-level Snapshot

Gym Things — supplements & performance fuel
256 Central Avenue

Island Central — Filipino flavors & comfort classics
329 Central Avenue

Yakitame Bento & Katsu — Japanese bento, katsu & quick bites
501 Central Avenue

CASID’s Digital Presence & Outreach



CASID’s website and social media platforms are key tools for strengthening district visibility and will be leveraged to promote CASID’s programs and initiatives.

By creating relatable content and expanding digital outreach efforts, CASID can continue growing its online presence and remain one of the most followed SIDs in New Jersey.

Flags for Central Avenue

- In celebration of major patriotic holidays (Memorial Day, Independence Day, Labor Day), CASID coordinated the installation of 54 American flags throughout the district
- Flags were displayed on every light pole along Central Avenue
- The Heights is one of the most diverse neighborhoods in the U.S., and local businesses reflect the American Dream
- Flags flew from Spring through November

54

American Flags Installed on Central Avenue

Holiday Decor Program

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

In 2025, SID once again “flipped the switch” on a beloved district-wide tradition, wrapping the full ~mile of the district in holiday light and color.

The full display included:

- 54 LED ornaments (on Avenue light poles)
- 39 holiday banners (on side-street poles)
- 5 cross-street skyline banners

The Impact is a festive, photo-ready Central Avenue that draws holiday shoppers & delights locals.

Public Art & District Identity *(Creative Placemaking)*

Mural by artists Ruben Cedeno and Catherine Thurston

- In 2025, CASID coordinated the installation of a large-scale mural at 344 Central Avenue
- The project expanded the district's public art portfolio to 25+ installations
- Public art enhances the streetscape, creates visual destinations, and encourages pedestrian activity
- Murals and installations strengthen district identity and boost business visibility
- **Into 2026**, CASID will conduct a district-wide public art audit to assess installation conditions (wear, graffiti, maintenance needs)

Sanitation & Beautification Efforts

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

In 2025, CASID continued its commitment to maintaining Central Avenue while recognizing that trash and illegal dumping remain ongoing challenges within the district.

- Leveraged contracted cleaning services to support daily maintenance
- Worked closely with businesses and community members who took extra steps to maintain clean storefronts and sidewalks
- CASID extends appreciation to **Kennedy Department Store** for their leadership in a community cleanup initiative and continued commitment to maintaining a clean and welcoming corridor
- **CASID's Fall Mums Beautification Pilot** demonstrated how activating bare tree beds can deter illegal dumping and helped secure grant support for the **Winter Plant Program.** Thank you to **Novick Paint & Hardware** for leading the effort and to all the merchants who adopted a tree bed.

CASID's ongoing efforts, partnerships, and community coordination continue to improve conditions incrementally. These sustained actions lay the groundwork for continued progress and long-term improvements across the district.

A Closer Look: Fall Mums Beautification Pilot

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

The purpose was to test whether planting seasonal mums in vacant tree beds could deter illegal dumping and enhance the corridor.

What We Did
- Launched a merchant “Adopt-a-Tree Bed” model
- Activated previously bare tree pits with fall plantings

THANK YOU to Our Participating Merchants
A special thanks to our business onwers on page 24

Results
- Reduced illegal dumping in activated beds
- Beautified storefront frontage
- Generated positive community feedback

The pilot’s success helped secure a **LAP grant**, launching the ongoing **Winter Plant Beautification Program** featuring hardy ornamental cabbage. Heading into 2026, a new **Beautification Committee** is forming to drive a long-term vision for an even greener, cleaner corridor.

Merchant participation makes a visible difference in keeping the Avenue welcoming and vibrant.

Community Events & District Support

CASID supports local businesses by promoting community-focused initiatives that strengthen Central Avenue's role as a neighborhood hub. We extend our sincere thanks to the **Jersey City Police Department**, the **Sneaker Room Foundation**, and community and business leader **Suraj Kaufman** for their leadership and partnership in making the **Dear Summer Back-to-School event possible**.

CASID supported the **Sneaker Room Foundation's Turkey Drive and Toy Drive**, as well as **the Community First Turkey Drive**, led by David Cruz of Boost Mobile, all of which served local families while generating positive activity and visibility for Central Avenue.

Looking ahead, CASID will continue supporting our SID members who are active in the community, increase corridor engagement, and reinforce Central Avenue as a community-centered destination.

Small Business Recognition

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

City recognition and small business awards highlight the impact of locally owned businesses on corridor growth. In 2025, CASID partnered with the JCEDC (Jersey City Economic Development Corporation) to present the awards.

Dahlia's Ice Cream Spot

Gino's – May 30

Wonder Bagels – May 31

El Gordo – June 6

*R*ecognized for their lasting contributions to Central Avenue's revitalization, and community life.

Jersey City Small Business Services (JCSMBS) recognized Central Avenue businesses for their impact and longevity: **El Gordo, Gino's Pizzeria, and Wonder Bagels were presented awards in 2025.**

Financials: Statement of Functional Expenses

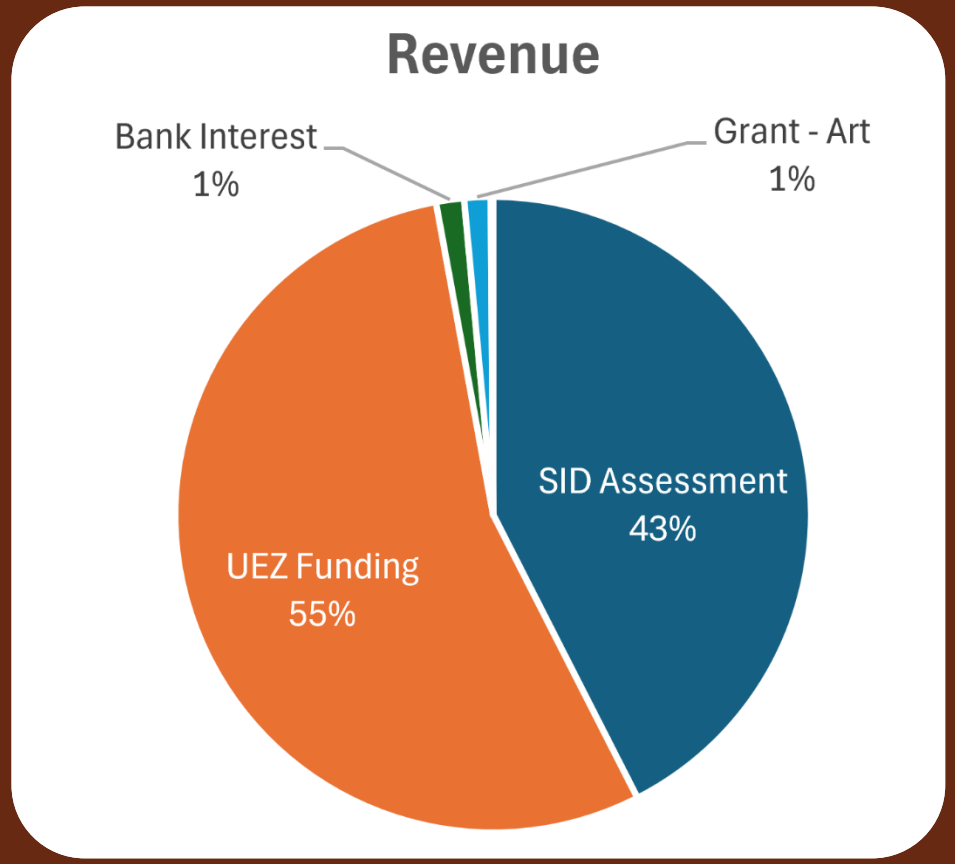
Central Avenue
SPECIAL IMPROVEMENT DISTRICT | JERSEY CITY, NJ | JCHeights.com

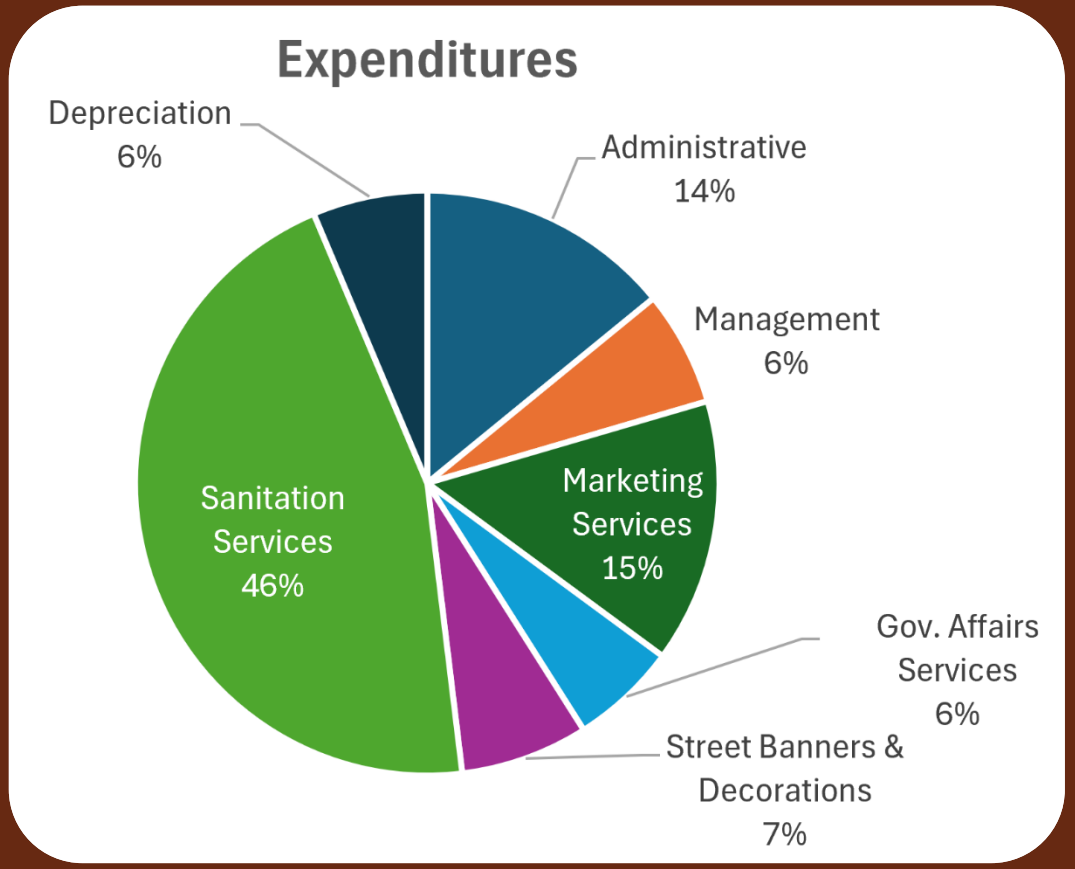
CENTRAL AVENUE SPECIAL IMPROVEMENT DISTRICT MANAGEMENT CORPORATION
STATEMENT OF FUNCTIONAL EXPENSES - CASH BASIS
FOR THE YEAR ENDED JUNE 30, 2025

	Program Services					
	Marketing/ Business Development	Sanitation	Public Improvements	Total Program Services	Management and General	Total Expenses
Advertising and public relations	$573	-	-	$573	-	$573
Arts program	1,500	-	-	1,500	-	1,500
Audit and accounting	817	-	-	817	$3,990	4,807
Banners and holiday lighting	16,314	-	-	16,314	-	16,314
Depreciation	6,587	-	-	6,587	8,051	14,638
Insurance	1,199	-	-	1,199	1,720	2,919
Maintenance services	-	$104,435	-	104,435	-	104,435
Management fees	3,188	-	-	3,188	1,062	4,250
Office supplies	-	-	-	-	1,962	1,962
Payroll taxes	4,049	-	-	4,049	1,350	5,399
Postage	-	-	-	-	300	300
Printing	554	-	-	554	-	554
Rent and utilities - office lease	1,720	-	-	1,720	6,380	8,100
Rent - storage unit lease	-	500	-	500	-	500
Salaries and wages	36,814	-	-	36,814	12,271	49,085
Telephone and communications	589	-	-	589	1,767	2,356
UEZ Administrative fee	-	-	-	-	12,034	12,034
Website services	450	-	-	450	150	600
	$74,354	$104,935	-	$179,289	$51,037	$230,326

Note: Oliwa & Company, CPA Independent Auditor's Report for Year End June 30, 2025

Financials: FY 7/1/2024 – 6/30/2025 Actualized





Note: Fiscal Year July 1, 2024, to June 30, 2025

M.O.M.E.N.T.U.M. into 2026

Modernize Operations *Streamline processes, improve data tracking, and enhance member communication*

Oversight & Accountability *Strengthen vendor oversight, clarify maintenance timelines*

Municipal Coordination *Improve service request follow-up, and pursue proactive solutions under the new administration*

Engage & Support Businesses First *Connect merchants to City resources, launch "welcome mat" marketing, and share vacancy to fill storefronts faster*

Neighborhood Beautification Committee *Shape a long-term vision for a greener, cleaner corridor*

Track & Refresh Public Art *Assess existing installations and explore restoration, refresh, or replacement opportunities*

Unlock Foot Traffic *Explore new programming designed to increase visits, visibility, and spending along the Avenue*

Merchant Participation = Success

Our Fall Mums Pilot Merchant Participants

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

Balaji Bhavan
Paulie RoofTop
Mendez Agency
Total Care Pharmacy
Kennedy's Department Store
Renato's Pizza Masters
Irma's Café LLC
Sabor a Peru
FlowerNow
Jersey Drugs
El Gordo
Novick Hardware
Dunkin Donuts
Chef of India
Island Central LLC
Wonder Bagel
Design Nails
Eye Contact Vision Center
Gino's Restaurant
Griot Café
Woo Dental
Triunfel Law
State Farm
Law Office: Roberta Tarkan
Tommy's Restaurant
Super Vision
Flor Y Café/ Torta Truck
Salerno Deli
Diva Glam
Heart in Mind Tatoo
J&S International Multi-Services
Rumba's Café

Your adoption of a tree bed allowed us to deploy a grant for the Winter Beautification Program with ornamental Cabbages.

Thank you!

Thank you to Our 2025 Business Members

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

.99 POWER
235 Fishmarket
491 Betty's Bargains
99 Cent-ral
A.C. Plaza 2000
A-1 Beauty Parlor (2)
A1 Beauty Salon
Advanced Foot & Ankle
Alkaline Hydration
Alpits Convenience Store
American Laundromat
Andrea Salumeria Grocery
Angel Azul Bakery & Cafe
Angel's Recipe Ice Cream & Crepes
AT&T
Babka Bailout
Baines Family Dental
Banji Bhavan Pure Vegeterian Restaurant
Bank of America
Blimpie Subs & Salads
Bond Drugs
Boost Mobile/ JC Heights Wireless
Burger King
Busy Place Early Learning Center
C.V. Jewelry
Cali Shakes
Carolina Rosa Arts Academy
CDP Psychological Services/ Mariposa Healing Alliance
Center Smoke Shop
Central Avenue Podiatry
Central Bistro Restaurant
Central Cloud (Smoke Shop)
Central Fish Market
Central Flowers
Central Mart
Central Wireless
Central Wok
Charles B Swenson Realty LLC
Chase
City Discount and Furniture
City Wear
Clear Skies Pharmacy
Cocoa Bakery
Compass
Computech Experts
Councilman Jake Ephros Office
Cricket Wireless
CSF Services
CTRL Room JC
Cuteticles Nail and Spa
Cuteticles Nail and Spa (Loft)
Dahlia's Ice Cream Spot
Daisy Cleaners
Decade Dispensary
Design Nails
Diva Glam
Dulce De Leche Bakery
Dunkin Donuts
El Gordo Restaurant
El Matatan (barber shop)
El Pollo Supremo
El Sabroso Restaurant
El Sazon Restaurant
Enso Spa & Sauna
Express Dry Cleaner & Alterations
Express Nail Salon
Eye Candy Lash Bar
Eye Contact Vision Center
Falcon Driving School
Family Fitness Karate & Kickboxing
Family Pharmacy
Family Practice Center of Abubakar, M.D.
Five Stars Grocery, Deli, & Sub
Flor y Café
FlowerNOW
Fly E-Bikes
Footprint Realty
Fresh Central Indian Grocery
Fussy Friends Pet Supply
Gabriel's Market
Garden State Restaurant
Genuine Smiles
Gino's Pizza & Restaurant
Gold Stone | Be Youtiful Cosmetic & Beauty
Good Energy
Good Year Chinese Cuisine
Govi Boutique
Green Flamingo
Griot Café
Gym Things
H&R Block
Hauptman Floor
Heart in Mind Tattoo
Heights Fitness
Heights Liquor
Heights Orthodontics
Heights Pharmacy
HolaDoctor Insurance Services
Hollywood Fried Chicken & Pizza
Hudson City Kids
Irma's Cafe
Island Central Filipino Cuisine

Thank you to Our 2025 Business Members *Cont'd*

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

J&H HiStyle Salon
J&S International Multiservices
J.C. Professional Agency
Jade Wok
Jang Star Taekwondo School
Jersey Cycles
Jersey Drugs
Jersey Women's Care Center
Jimmy's Barber Shop
Joe Nachbaur, State Farm Agent
Kapricho Hair Studio
Kari's Signs
Kay's Spring Garden
Kennedy Department Store
Kickznasion
Kid's Golden Age Learning Center
Kikiriki Pollos a la Brasa Peruano
King's Son
Kumon
Kwock's Great Wall
La Casa De Los Antojos
La Ceci Beauty Salon
La Concha Restaurant
La Nacional
La Unica Cafe
Lava Hair Studio
Law Office of Tarkan/Creative Tree Service
Lifted Vision LLC
Lifted Vision LLC
Lincoln Pharmacy
Los Amigos Restaurant
Los Aztecas Bakery
Los Tres Chilitos
Lucky's Farm
Majesty Jeweler
Manorath Siddhi Groceries
Marena Wash
Marty's
McDonalds Restaurant
Mendez Agency Nationwide Travel
Metro Music Academy
Metro PCS
MetroPCS
Mystique Full Service Salon
Namaste Grocery
Nana Restaurant - Thai & Spanish Food
New & Modern Real Estate
New Business (Firehouse Subs)
New Concept Hair Salon
New Grocery/ Market
Noches De Colombia
Novick Hardware and Paint
Office of Shah, Hemand MD
On Target Staffing
On The Ave
OZ Tabacco & Vape
Pampita Meat Shop
Papa Johns Pizza
Paulie's Brickhouse
Plumber's Plumbing Supplies and Hardware
Podewitz Liquor & Deli
Powerstaffing
Rainbow Brite Laundry
Rainbow Shops
Renato's Pizza Masters Restaurant
Rene Angelo Store
Repair Express
Robert Wood Johnson Medical Group
Rumba's Café
Sabor A Peru
Sachin Pharmacy
Saigon Bistro
Salerno Salumeria
Santander Bank
Sculpture Nail
Shah's Convenience/ S&J Hardware
Smart Start Academy
Smart Wireless
Smash and Zingers
Smoke Central
Sneaker Room
Soled Out
Sphinx Check Cashing
SR Newsstand
Stack Creamery
Stop & Shop Supermarkets
Subway
Sunny Massage
Sunrise Nails
Super Vision Optical
Susan Nail Salon
Taqueria Restaurant Oaxaca
The Leaf Joint
The Legend
The Wonder Years Learning Center
Theurer Law Office
T-Mobile
Tommy's Family Restaurant
Torta Truck
Total Care Pharmacy
Total Wireless
Toy and Game World
Triunfel Law, LLC
UMR. Pharmacy & Surgicals, Inc
United Health Care (KMRA Group)
V.Y.R.T. Glass and Vapes
Valley National Bank
Verizon
Walgreens
Wellness Nutrition Center
Willie's Liquors
Wonder Bagel
Woo Dental
Yakitame Bento & Katsu
Young's Farm
YU FIX IT
Zoe Nail & Spa
Zuys Vape-Hookahs & Assessories

Grateful for our Partners & Supporters

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

Brian Stack, State Senator
Raj Mukherji, State Senator

New Jersey Economic Development Authority
New Jersey Urban Enterprise Zone

Craig Guy, Hudson County Executive
Anthony Romano, Hudson County Commissioner
Yraida Aponte-Lipski, H. C. Commissioner
William O'Dea, H.C. Commissioner

Joe Waks, Esq. Hudson County Office of Cultural and Heritage Affairs

James Solomon, Jersey City Mayor

Denise Ridley, Council President (Ward A)
Rolando Lavarro, Councilman-at-Large
Michael Griffin, Councilman-at-Large
Mamta Singh, Councilwoman-at-Large
Jake Ephros, Councilman Ward D

Sean Gallagher, JC City Clerk

Walter Keirce, JC DPW
Annisia Cialone, JC HEDC
Tanya Marione, JC City Planning
Christine Goodman, JC Cultural Affairs
Jacob Hudnut, Municipal Prosecutor

Crystal Fonseca, JC Division of Building & Streets
Michael Engleke, JC Division of Sanitation
Shaun Petersen, JCPD North District Captain
Rosie Barzola, JCPD Community Relations
Laura Tacuri , Tax Assessor
Trisha Greco, JC Tax Collector
Gracia Harnandan, Health Department
Drew Banghart, JC Dept. of Infrastructure

Steven Fulop, Former Mayor
Joyce Watterman, Former Council President
Daniel Rivera, Former Councilman-at-Large
Amy DeGise, Former Councilwoman-at-Large
Richard Boggiano, Former Councilman Ward C
Yousef Saleh, Former Councilman Ward D

Jersey City EDC Board of Trustees
Mira Prin-Arey, Jersey City EDC
Shannon Mitchell, Jersey City EDC
Florance Barron, Jersey City EDC

Joseph McQueen , PSE&G
Timothy Mazza, PSE&G

Downtown New Jersey
Hudson County Chamber of Commerce

Beyond the Plate Food Tours
Community First

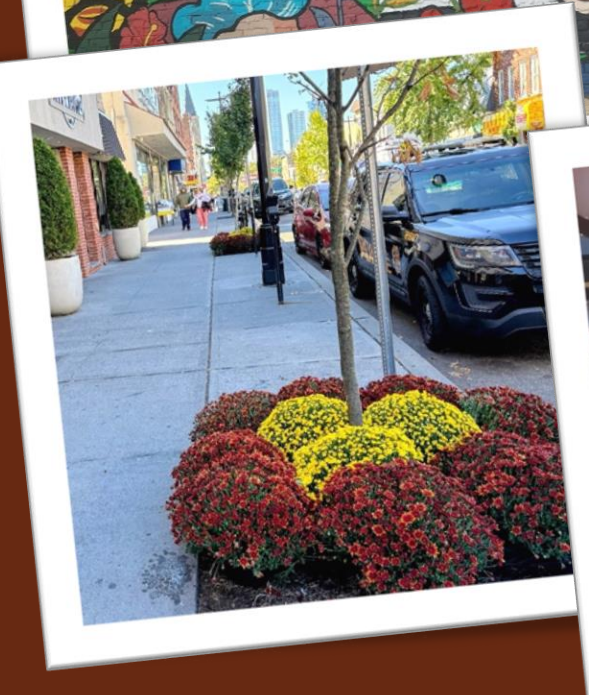
Sneaker Room Foundation

Oliwa & Company, CPA
Irwin M. Rosen, Esq.
Hudson Community Enterprises
Gates, Flag, and Banner Company

Ruben Cedeno, Artist
Catherine Thurston, Artist

Jersey City Residents and Shoppers
Jersey City's Artist community

Thank You!



Central Avenue

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

2025 Annual Report

Prepared by the Board of Trustees

March 17, 2026

www.centralavesid.org

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