



2023 *at a glance*



REDEVELOPMENT agreement with Matrix Development Group to build a movie studio

FREE ENERGY AUDIT program with PSEC & Sustainable Jersey for businesses

NEWS 12 NJ featured Downtown in several segments

SCHNEIDER HARDWARE celebrates 100 years in Downtown West Orange

Return of REALTOR OPEN HOUSE

\$20,000 in Sign Grants Distributed

NJ Economic Development Authority Workshop on Grant & Financing Opportunities for small businesses



2023 *at a glance*



Return of



29 participating
restaurants



Downtown Trick or Treating

**New WEBSITE launch with
nearly 8000 users**

INSTAGRAM reach up 159%

FACEBOOK reach up 21%

**3x increase in active users of
WEST ORANGE APP since launch**

record attendance at downtown events

**Street Fair - 6000
attendees
(up from 5000 in
2022)**

**Holiday Open House -
over 500 attendees
(up 200 from 2022)**

**St. Patrick's Day Parade
- over 10,000 attendees**

**Inaugural Downtown
Trick-or-Treating - over
100 participants**

Proposed Budget 2024: REVENUE

SID ASSESSMENTS
(Up \$2000 from 2023 based on increase in assessed value)



Township Contribution Cash
(No change from 2023)



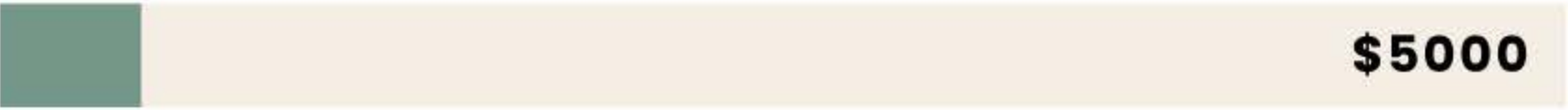
Township Contribution In-Kind
(No change from 2023)



Funds Carried Forward



Mayor's 5K



Fundraising (Promotional Events)



Additional Support from West Orange Township



Interest Income



TOTAL REVENUE



Proposed Budget 2024: EXPENSES

Total Office Operations

\$102,000

Total In-Kind

\$28,000

Economic Development

\$3,909

Insurance & Professional Services

\$5,000

Marketing & Promotions (\$3000 less than 2023)

\$74,250

Organization

\$6,600

Visual Improvement (\$5000 more than 2023)

\$69,150

TOTAL EXPENSES

\$288,909



Township contribution dollars go towards:

**Holiday
Decorations/Snowflakes**

**Garbage Cans &
Maintenance**

Beautification/Planters

**Sidewalk & Parking Lot
Maintenance**

