

# **PARTNERSHIP FOR HADDONFIELD 2020 BUDGET**

**BOROUGH OF HADDONFIELD  
CAMDEN COUNTY, NEW JERSEY**

**Introduced – June 9, 2020**



## **Introduction**

The Partnership for Haddonfield is the District Management Corporation for the Borough's Business Improvement District ("BID"). The mission of the Partnership is: *"To provide leadership that produces the best downtown in the region by creating and promoting a superior business mix and enhancing the image of Haddonfield in the marketplace."*

To carry out its mission, the Borough of Haddonfield levies an assessment on Business District property owners. This assessment's annual amount of \$250,000 represents the PFH principal source of funding. The Craft Fair and Fine Arts Festival has contributed approximately \$52,000 in past years. Each year the Partnership prepares a budget for approval by the Borough Commissioners. This document fulfills that obligation.

## **2019 Highlights**

Haddonfield's business district remains one of the strongest in the State of New Jersey. This is a testament to the efforts of the PFH, town businesses, Information Center staff and the Borough working together to create a superior business mix and maximize the visibility and desirability of Haddonfield as one of the premier shopping destinations in New Jersey.

Our occupancy rate of 95% continues to remain stable and is well above those of other towns. The turnover rate approximated 5%. While some businesses close for a variety of reasons other new ones continue to open. A few Haddonfield businesses have moved to expanded locations which keeps Kings Highway and Haddon Ave occupancy consistently high.

Creative marketing efforts and strong public relations programs have positive impacts on the town's business environment. Our special 20% gift certificate discounts and a variety of Reward programs took place in 2019 and will take place again in 2020.

## **2020 Budget and Actions**

This PFH budget has been just recently reduced significantly as a result of the Covid-19 situation.

- The Craft Fair and Fine Arts Festival, scheduled for July, has been cancelled and the 32,000 in income eliminated.
- To be prudent, appropriated surplus of 68,770 has been eliminated.
- Other income generating events were cancelled causing 10,000 to be eliminated.
- In total planned income of 110,770 was removed due to Covid-19 impacts.

Because income was reduced 110,770 expenses had to be lowered accordingly.

- Retail Recruitment was lowered 11,425
- Marketing actions were lowered 71,700
- 10,000 though was allocated to Covid-19 expenses and events
- Administrative areas were lowered 5,445
- Professionals planned events were lowered 16,200 directly related to Covid-19 restrictions
- Tree lighting and beautification projects were reduced 6,000

## **Retail Recruitment and Retention**

The purpose of the Recruitment and Retention Committee is to administer incentive programs which include reviewing retention grant applications for retention grants for existing retailers and review applications for new retailers' and restaurants' rent subsidies and fit-out grants. Periodically, the Committee reviews grant programs and recommends changes if needed. PFH Board approval is required in disbursing funds under these programs.

The Recruitment and Retention Committee continues its successful matching grant program for Haddonfield businesses, enabling them to obtain matching grants up to \$2,500 for improvements to their stores. Eight businesses took advantage of this program in 2019. For 2020, continuation of aggressively targeting existing businesses to use this grant money will continue as businesses contemplate their store's face-lift. This program fosters keeping our existing businesses vibrant. Recruitment funds are disbursed to attract new businesses that are in targeted categories. Recruitment funds are also available for current businesses expanding within town as well as new businesses adding another location in Haddonfield. The recruitment program allows Haddonfield to keep its vacancy rate very low and maintain a premiere shopping destination

## **Marketing Committee**

The PFH Marketing Committee continues to support and promote a full roster of events which serve as an important vehicle for bringing people from all over the Delaware Valley to shop and dine in our Haddonfield business district.

The marketing events schedule remains attractive with the following:

- Winter and Summer Sidewalk Sale Days
- The popular Girls' Night Out now taking place in October
- Continuation of the annual Small Business Weekend which includes Black Friday, Small Business Saturday, and Sunday
- Candlelight Shopping with special events, carriage rides, and live entertainment over Friday evenings between Thanksgiving and Christmas
- We will continue hosting our Night Market featuring Haddonfield Restaurant and live entertainment
- New this year is Haddonfield's first-ever Restaurant Week and Cash Mob event.

Complementing and continually enhancing the downtown events, the Marketing Committee is dedicated to also aggressively promoting the sale of Haddonfield town wide gift certificates through Haddonfield Reward Program.

Paid advertising, as advised by the Committee, includes, but is not limited to, local press, regional magazines, urban newspapers, B101, KYW, Comcast commercials, Facebook ads, Instagram, and E-newsletters going to over 8,500 current customers approximately 18 times per year.

Downtownhaddonfield.com, designed by Raphael Webscapes, continues to attract many visitors and is ranked very highly on Google. The recently created mobile version of the site makes it easy for users to find and contact merchants and businesses, and learn about ongoing events.

Haddonfield and its businesses receive extensive free publicity throughout the year in local and regional print publications, online reports, and television, thanks to the public relations efforts of our public relations firm, Suasion Communications Group.

Suasion has developed and will execute an Integrated Public Relations Plan that reflects PfH's mission and objectives. Primary objectives include promoting our superior mix of people, places, businesses, and experiences; an increasing visitation, shopping, and top-of-mind brand awareness; and touting the Downtown's impressive occupancy rate.

Haddonfield's unique message is communicated via news releases, targeted media phone and e-mail/pitches, social media, personal tours, editorial meetings.

Suasion also handles our social media management. The downtown Facebook page currently has over 28,000 fans and our Instagram has nearly 8,000 followers. Our robust social media outreach has influenced many visits to the downtown for events shopping and dining.

### **Professionals Committee**

The Professionals Committee continued its successful efforts to encourage greater awareness of Haddonfield's professional community with increased attendance at all of our networking events. The committee has expanded evening events and will continue with the breakfast events so more professionals are able to attend. In addition, two successful evening networking events are held throughout the year, including the "Spring Fling" event, and the popular "Taste of Haddonfield" event. The committee continues forging a relationship with the Camden County Chamber of Commerce. The Professionals Committee will pursue an expanded web presence ([www.downtownhaddonfield.com/downtown-professionals](http://www.downtownhaddonfield.com/downtown-professionals)) and publish another updated edition of its Professionals' Directory. Because of the Covid-19 situation there are no live get-togethers planned for the balance of 2020 at this time.

### **Visual Enhancements Committee**

The PFH will now fund \$12,000 in costs for the holiday trees lighting downtown which has been expanded each year.

Where possible the PFH will identify areas in the downtown that could use beautification/visual enhancement, and the committee will present new ideas for a clean and appealing streetscape. Funds however are not included in the 2020 budget.

<b>PFH Financial Summary</b>			
	<b>2019 Actuals</b>	<b>2019 Budget</b>	<b>2020 Budget</b>
<b>INCOME</b>			
PfH Assessments	250,000	250,000	250,000
Craft & Fine Arts Festival	52,337	32,000	0
Appropriated Surplus	66,409	66,409	0
Camden County Sponsorship	5,500	4,000	1,500
Food Trucks - Night Market	6,165	6,000	0
Interest Income & Misc	130	200	100
<b>Total Income</b>	<b>380,541</b>	<b>358,609</b>	<b>251,600</b>
<b>SPENDING</b>			
Retail Recruitment & Retention	83,737	108,500	97,700
Marketing & Public Relations	150,989	156,400	85,700
Information Center	16,000	16,000	14,000
PfH Administration	34,799	38,109	36,800
Professionals Committee	16,724	21,600	5,400
Visual Enhancements	16,283	18,000	12,000
<b>Total Spending</b>	<b>318,532</b>	<b>358,609</b>	<b>251,600</b>

The 2020 budget is considerably lower than the 2019 budget due to the Covid-19 situation. Reductions in all areas were necessary to offset the substantial reduction in income from eliminating the Craft Fair cancellation of 32,000 and removing appropriated surplus of 68,770

PFH income now consists of 250,000 in assessments from the Borough and 1,600 From a county sponsorship and minimal interest income

The "Spending by Committee" chart on the following page provides an expanded categorization of expenses.

<b>PFH Spending Detail</b>			
	<b>2019 Actuals</b>	<b>2019 Budget</b>	<b>2020 Budget</b>
<b><u>Retail Recruitment &amp; Retention</u></b>			
Retail Coordinator-Wages	46,542	47,000	47,000
Payroll Added Cost	3,948	4,000	4,000
Recruiting Expenses	2,547	2,500	2,000
Recruitment & Retention Grants	30,700	55,000	44,700
<b>Total Retail Recruitment &amp; Retention</b>	<b>83,737</b>	<b>108,500</b>	<b>97,700</b>
<b><u>Marketing &amp; Public Relations</u></b>			
Public Relations - Suasion	34,680	32,500	25,200
Covid-19 Expenses / Events	0	0	10,000
Website	10,545	8,000	9,500
Ad Development	13,309	10,000	8,000
Advertising	66,810	70,900	15,000
20% Discount Gift Certificate	9,937	17,500	10,000
Major Events	15,708	17,500	8,000
<b>Total Marketing &amp; Public Relations</b>	<b>150,989</b>	<b>156,400</b>	<b>85,700</b>
<b><u>Information Center</u></b>			
Staffing	16,000	16,000	14,000
<b>Total Information Center</b>	<b>16,000</b>	<b>16,000</b>	<b>14,000</b>
<b><u>PfH Administration</u></b>			
Treasurer - Compensation	15,900	15,900	15,900
Secretary - Compensation	6,288	7,000	7,500
Special Projects / Legal Fees		2,000	0
Web Page	660	800	800
Treasurer Expenses	440	750	750
Secretary Expenses	295	150	300
Insurance	1,225	1,400	1,400
Professional Fees / Audit	6,500	6,600	6,500
Membership & Seminar Fees	132	500	500
Credit Card & Bank Fees	3,359	3,009	3,150
<b>Total PfH Administration</b>	<b>34,799</b>	<b>38,109</b>	<b>36,800</b>
<b><u>Professionals Committee</u></b>			
Website	3,960	5,800	1,800
Advertising		0	1,600
Special Events & Advertising	12,764	15,800	2,000
<b>Total Professionals Committee</b>	<b>16,724</b>	<b>21,600</b>	<b>5,400</b>
<b><u>Visual Enhancements</u></b>			
Beautification Project	633	3,000	0
Christmas Lights	15,650	15,000	12,000
<b>Total Visual Enhancements</b>	<b>16,283</b>	<b>18,000</b>	<b>12,000</b>
<b>Total Spending</b>	<b>318,532</b>	<b>358,609</b>	<b>251,600</b>