

# 5<sup>th</sup> Annual Midtown Car Show

## SATURDAY, AUGUST 21<sup>st</sup>



The 5<sup>th</sup> Annual Midtown Car Show proved to be the most successful yet! On Saturday, August 21<sup>st</sup>, 2010 nearly 150 classic and modern cars packed themselves into the show's new location on Winfield Scott Plaza for a day of music, entertainment, food, fun, and prizes celebrating one of America's favorite pastimes, the automobile.

Judges hit the streets to award 50 class winner trophies to cars in ten categories, which included everything from antiques, classics, motorcycles, and modern vehicles. Specialty trophies were also awarded to the Best in Show and Club Participation, as well as the cars with the Best Paint, Best Engine, and Best Interior. Mayor Chris Bollwage was on hand to award the Mayor's choice trophy to a 1955 Dodge Royal Lancer.

The SID filled the park with a variety of vendors; everything from festival food like sausage and pepper sandwiches and zeppoles, to car care products and automobile memorabilia and local organizations. Some of the vendors included: The Car Paradise, BDR Diecast, No Wet Wash, Amsoil, the YMCA, Elizabeth Development Company, and TJ's Zeppoles among others. DJ Richie Flash and a live performance by classic oldies doowop group, the Sounds of the Street, entertained the hundreds of people who came by to enjoy the show throughout the day.

The Midtown SID would like to extend a special thanks to the Galloping Hill Cruisers, DJ Richie Flash, Kens Kustoms, and the event staff. We hope everyone in attendance enjoyed the show and hope to see everyone back for an even bigger and better show next year tentatively planned for Saturday, August 20<sup>th</sup>, 2011. •



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## Art & Music Reception

### APRIL 2010

The Midtown Elizabeth SID and the Altenburg family hosted their Annual Arts and Music Reception on Thursday, April 29<sup>th</sup>, 2010 at Altenburg Piano House. The most successful reception to date, with approximately 250 merchants, residents, and City officials in attendance, featured paintings, photography, and

other works of art by members of the Elizabeth Arts Council, as well as other artists from the surrounding area. While perusing the various works of art, attendees enjoyed delectable hors d'oeuvres from Michelino's Restaurant, located at 169 Washington Avenue. A jazz band, Tribal Etiquette, headed by Misha Fatkiev, man-

aged by John McClendon and Elizabeth resident and pianist, Matilda Wallace, entertained the crowd and helped everyone celebrate the music in Midtown. The evening culminated with a raffle filled with prizes, including gift certificates to local restaurants and businesses, as well as a special piece of art, donated by local artist Dario Scholis. •

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## Power Washing PROGRAM

The Midtown Elizabeth SID's Power Washing Program continues to be a huge success! So far, in 2010, the SID has partnered with Spotless Power Washing to clean over 50 locations throughout Midtown Elizabeth, removing second floor graffiti and power washing signs, awnings, and facades. Thanks to the participation of the merchants and the efforts of the SID and Spotless Power Washing, Midtown is now graffiti free!

The Program is free to all merchants within the Midtown Business District, all you need to do is sign up with the Midtown Elizabeth SID office and Spotless Power Washing will come to you. If your business is interested in signing up for the Program, or if you have any questions regarding this free Program, please contact the Midtown Elizabeth SID office at (908) 355-9600. •





# Merchant Workshops

## FEBRUARY & JUNE 2010

The SID has hosted two merchant workshops in 2010. These workshops are designed to provide merchants and property owners



throughout the Midtown Business District with valuable information to assist and improve their businesses. In addition to representatives from the SID Board of Directors, Elizabeth Development Company, the Department of Public Works, Elizabeth Police Department, and the Public Information Office, the SID invites various other local and small business organizations to provide those in attendance with information regarding their programs.

This year's workshops have featured special guest speakers from Kean University's Small Business Development Center, the Small Business Administration, Sovereign Bank's Small

Business Specialists, Viridian Energy, and PSE&G's Green Solutions Program. These organizations provided merchants with valuable information on loan programs, specialized workshops for small businesses, and how to save money while growing and building their businesses.

These workshops are the perfect time for merchants and property owners to voice their concerns and have their questions answered. Anthony Gazzo, Safe and Clean Chair, stated the Workshops have been "very successful and informative for all in attendance."

The SID's next merchant workshop is tentatively scheduled for Tuesday, November 1<sup>st</sup>, 2010. Please look for more information in the mail, and on our website at [www.elizabethsid.org](http://www.elizabethsid.org). We look forward to seeing you there! •



## MERCHANT Parking Program

The Midtown SID offers merchants in the Midtown Business District subsidized parking through its Merchant Parking Program. The program is designed to alleviate the parking issue in Midtown and subsidize the cost of parking for merchants. The Program is available for lots located within the Midtown Business District. By purchasing a parking permit for one of the lots, merchants will be subsidized by the Midtown SID for a portion of the price of the permit. The program includes a maximum of two cars per business per month.

If you are interested in participating in the Merchant Parking Program, please contact the Midtown SID office at (908) 355-9600. •

# Board of Directors

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## Sign and Façade DICKINSON STREET

The Historic Midtown Elizabeth Special Improvement District (SID) continues to make progress in beautifying the Midtown Business District; making it a better place to work, shop, and visit. Earlier this year, the SID partnered with local contractors to provide Signature Barber Lounge, 1120 Dickinson Street, the Center for Education and Economic Development, 1118 Dickinson Street, and Altidor Accounting, 1112 Dickinson Street, with new signs and awnings. Each business received a new wood carved sign, awning, new paint, and goose neck lighting, courtesy of the Midtown Elizabeth SID's Sign and Façade Grant Program, as well as, the Sign and Façade Program available to UEZ certified business through Elizabeth Development Company.

Through the Sign and Façade Grant Program, all merchants within the Midtown Business District are eligible for up to \$1,000 for sign improvements, and \$2,500 for façade improvements from the SID, which includes paint, exterior lighting, awnings, and stucco among other upgrades. If UEZ certified with Elizabeth Development Company, merchants are eligible for additional funds to complete these improvements.

If your business is interested in the Sign and Façade Grant Program, please call the Midtown Elizabeth SID office at (908) 355-9600 to find out more information. •



## Earth Day APRIL 2010



The Midtown SID participated in the City of Elizabeth's Annual City-Wide Earth Day Clean Up on Thursday, April 22<sup>nd</sup>. The Midtown Clean Team comprised of the SID staff, volunteers from Union County College and the Elizabeth Public Library, scoured the entire Midtown Business District collecting every piece of litter and trash on sidewalks, in gutters, and in the street as

they went. The morning's efforts did not go unrecognized as the Midtown Clean Team was awarded the Golden Broom for collecting the most trash for the day, a whopping total of 77 bags of garbage. A special thank you to Midtown's own Amber Court Assisted Living, located on East Jersey Street, for donating the space and lunch for the Awards Ceremony following the clean up. •



## Spring Egg Hunt



Over 200 children and their families attended the SID's annual Spring Egg Hunt on Saturday, March 27<sup>th</sup>, 2010. In preparation for the afternoon's egg hunts, 4000 eggs stuffed with candy and small toys were scattered across the lawn of the Historic First Presbyterian Church. Everyone enjoyed a visit from the Easter Bunny, who was on hand to start

the egg hunts and take photos with the families. Between hunts, the children danced to music, played games, had their faces painted, and received a special gift from the balloon artist. The SID staff distributed coupon flyers to all families in attendance with special discounts for various businesses located throughout the Business District. •



## BROAD STREET Streetscape



This year residents, visitors, and shoppers are seeing many new and exciting improvements in Midtown. The most immediate will be the completion of the Midtown Train Station Pedestrian Plaza improvements.

taking place from the Train Station arch to the corner of Broad Street and Elizabeth Avenue. The project will consist of new pavers, lighting, sidewalks and curbs, tree grates, and new trash receptacles. These enhancements



restoration of the cemetery's headstones, some of which date back to the late 1600s, new plumbing and electricity, and an arts center. As Midtown businesses and historic sites spruce up this spring, a major economic development



The more than \$450,000 project will feature: new sidewalks and curbs, pedestrian bridge, retaining wall, and lighting. To improve traffic flow in front of the Station, a "Kiss-N-Ride" area will be created. In addition, New Jersey Transit has committed \$2 million dollars for a renovation project that will help improve one of New Jersey's busiest train stations.

The Historic Midtown Elizabeth Special Improvement District (HMESID) is also proud to report on the streetscape improvements that have begun on Broad Street. Renovations are

will compliment our on-going sign and façade program, which continues to beautify the business district and attract more visitors.

Our streets are not the only thing that is receiving a makeover this year. The First Presbyterian Church, located on Broad Street is also undergoing an extensive facelift. The Historic Church, the oldest English-speaking parish in New Jersey, received a new steeple in August of 2008, and was recently awarded \$7 million for additional renovations and restorations for the Church and adjoining historic cemetery. Improvements will include the res-

project will be underway in our district. The City of Elizabeth in partnership with the Parking Authority, County of Union, Elizabeth Development Company, and Union County College will fund a new 1,500 space parking deck and 27,000 s/f commercial project in Midtown. The initiative will help alleviate parking issues in our business district.

If you have any questions, or would like more information regarding the improvements in Midtown, please contact the Midtown Elizabeth SID office at (908) 355-9600. •