

**R2023-47**

**RESOLUTION AUTHORIZING THE TOWN OF PHILLIPSBURG UEZ PROJECTS FOR  
2023**

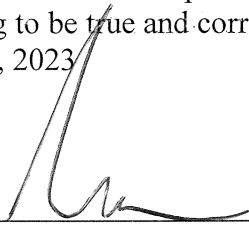
**WHEREAS**, pursuant to N.J.S.A. 52:27H-60 Town of Phillipsburg projects shall be adopted by the UEZ Board and subsequently approved by Town Council; and

**WHEREAS**, the following projects have been adopted by the UEZ Board and presented to Town Council with a copy attached hereto and made a part hereof;

**NOW, THEREFORE, BE IT RESOLVED** by and between the Town of Phillipsburg, County of Warren, State of New Jersey that the 2023 Town of Phillipsburg UEZ projects be approved as presented.

**CERTIFICATION**

I, Matthew C. Hall, Acting Municipal Clerk of the Town of Phillipsburg, County of Warren and State of New Jersey do hereby certify the foregoing to be true and correct copy of a Resolution adopted by Council at a meeting held on March 7<sup>th</sup>, 2023



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Matthew C. Hall, MPA, Acting Municipal Clerk

Event Management Renewal Agreement to the Town of Phillipsburg and  
the  
Phillipsburg Urban Enterprise Zone

**Objective:** To renew the contractual agreement with the Town of Phillipsburg and the Phillipsburg Urban Enterprise Zone to continue to plan and organize community events in downtown Phillipsburg. The overall goal is to continue to create enthusiasm, energy, increased pedestrian traffic, increased merchant participation, and to promote community development to foster an environment for economic development.

**Rationale:** Special events, festivals, celebrations, and grand openings are integral to community development because they cultivate enthusiasm, create positive images of the region, improve self-image, and enhance pedestrian traffic. The special events and activities listed below create a more attractive downtown district for residents and visitors alike. They also support existing businesses and facilitate the attraction of new businesses resulting in positive economic and community development.

The Phillipsburg Area Chamber of Commerce (PACC), a part of the Greater Lehigh Valley Chamber of Commerce (GLVCC), proposes, for the sum of \$74,500.00 for the period of 12 months beginning on the date of the signing of a contract, to develop, promote and manage downtown events in the Town of Phillipsburg.

The program will be a partnership encompassing the Greater Lehigh Valley Chamber of Commerce, the Greater Lehigh Valley Chamber of Commerce Foundation, the Town of Phillipsburg, and the Phillipsburg UEZ. The focus will be on the downtown revitalization of the Town of Phillipsburg.

- PACC will work with the Town of Phillipsburg, the UEZ, and any other entities to assess existing events; to add new ones if appropriate, and to manage the agreed upon events.

These programs would include, but not be limited to:

- Pork Roll Paooza
- \*Music in the Park/Summer Concert Series
- Ole Towne Festival
- Open Air Markets
- \*Phillipsburg-Easton Halloween Parade
- \*Phillipsburg Tree Lighting & Santa Visit
- Ribbon Cuttings/Grand Openings
- Cash Mobs

\*The UEZ will be listed as a sponsor and will receive all sponsorship benefits for the above listed events.

- PACC will promote the community events through local and regional media, will utilize the Greater Lehigh Valley Chamber of Commerce website, and will leverage its media relationships for event exposure.

- PACC will promote Phillipsburg events through Facebook, our Constant Contact email lists, and the Phillipsburg section of our *Connections Newsletter*, which is mailed to more than 10,000 businesses and individuals across the Lehigh Valley.
- The PACC will develop a step-by-step procedure manual for each event to ensure year to year consistency, excellence, and improvement.
- The Chamber will assume all employment risks and thus remove the employment and oversight responsibilities from the UEZ. The Team members will use their excellent working relationships with the Easton Main Street Initiatives and Easton area business community to coordinate and promote events on both sides of the Delaware River.
- PACC will draw upon the expertise of the full Greater Lehigh Valley Chamber of Commerce staff including those who provide similar services for the Cities of Allentown, Bethlehem, Nazareth, Bath, Whitehall, and Emmaus in Pennsylvania.
- PACC will collaborate with the Phillipsburg Downtown Association and provide management assistance to the organization as requested and/or required, including marketing assistance such as emails/social media and use of the South Main Street Kiosk as requested.
- The Greater Lehigh Valley Chamber of Commerce will submit applications to the Chamber's *Main Street Lehigh Valley Foundation* to secure funding for specific projects, i.e. downtown Kiosk, murals, trail and welcome signage etc.
- The Chamber will continue to strengthen the connection between the Town of Phillipsburg and private partners to target investment and development.
- The Chamber will create an overall business-friendly atmosphere, help to maintain existing businesses, and help recruit new ones.
- The Chamber will work with existing businesses, the Phillipsburg Downtown Association, and the Town of Phillipsburg to provide assistance and recommendations designed to enhance businesses in the downtown community.
- The Chamber will encourage regional and cooperative advertising and/or cluster marketing initiatives.

\*\*The details of this proposal and the adherent responsibilities are subject to discussion and negotiation among the respective parties.

### **Event Management**

- Project Management staff Hours
- Department of Public Works
- Marketing & Advertising
- Entertainment Costs/ Cost of Supplies

### **Pork Roll Palooza**

Location: Shappell Park, 353 South Main Street, Phillipsburg

*150+ Staff Hours annually @ \$40/hr. = \$6,000*

*Marketing/Supplies (i.e., promotion & materials/portable restrooms/bands) \$2,500 Sanitation*

*- DPW- \$751hr. @ 6 hours x 2 workers (3 hours pre-event/3 hours post- event) = \$900*

The Chamber will assist Norwescap to plan and execute this event and work to organize entertainment, day of event schedule and logistics leading up to the festival as well as manage the finances to ensure a successful event for the community.

### **Summer Concert Series - Shappell Park**

Location: Shappell Park, 353 South Main Street, Phillipsburg

*75+ Staff Hours Annually@ \$40/hr. = \$3,000*

*Marketing/Supplies (i.e., promotion & materials/portable restrooms) \$5,000 Sanitation -*

*DPW- \$751 hr. @ 4 hours x 2 workers x (2 hours pre-event/2 hours post- event) x 12 events= 48 hours@ \$751hr. x 2 workers= \$7,200*

The Chamber works with the Town of Phillipsburg and the Mayor's office to host the town's "Summer Concert Series" that runs July through Oct with 12 scheduled concerts on Thursday evenings. Lehigh Valley and area-renowned bands are booked to perform at Shappell Park, which draws attendees from the Phillipsburg area and beyond to our downtown. Town businesses and community organizations are invited to either setup in the park or on the sidewalks during these concerts.

Notices of this community event are promoted through:

- Press coverage coordinated by the Chamber for the event
- The Chamber's weekly e-mail blast with a recipient list of 10,000+
- *Connections* - The Chamber's monthly hard copy publication mailed to over 15,000 mailing addresses located in the Greater Lehigh Valley area
- Phillipsburg Area Chamber and Lehigh Valley Chamber website
- Billboard through relationship with Adams Outdoor Advertising
- Treasure Hunt Magazine, Warren County Wanderings, TAP Into Phillipsburg
- Flyers for local businesses
- Tee Signs, Banners
- Social media sites including Facebook, Instagram, The Chamber's App

### **Ole Towne Festival**

Locations: Friday/Saturday - Shappell Park, 353 South Main Street, Phillipsburg

*350+ Staff Hours annually@ \$40/hr. = \$14,000 dedicated to the planning and execution of Ole Towne Festival*

*Marketing \$3,000*

*Sanitation - DPW- \$75/ hr. @ 6 hours x 2 workers (3 hours pre-event/3 hours post- event) = \$900*

Ole Towne Festival fundraising is primarily led by Chamber Staff who work to solicit funds from large and small businesses throughout the Phillipsburg area, organize the festival, and manage the finances to ensure a successful event for the community.

Our committee meets the second Thursday of every month at 3:30 pm at Phillipsburg Town Hall

### **Annual Tree Lighting and visit with Santa**

*55 + Staff Hours Annually @ \$40 \$2,200*

*Marketing/Supplies \$3,000*

*Sanitation - DPW- \$75/hr. @ 6 hours x 2 workers (3 hours pre-event/3 hours post-event) = \$900*

The Chamber facilitates local business support to arrange for Santa Claus to arrive in Shappell Park on a fire truck, where he meets approximately 450 Phillipsburg children and their families to take photos and distribute holiday gifts. Every child is provided with healthy snacks, age-appropriate toys, books, toothbrushes, toothpaste, hats, gloves, hot cocoa and more. The Chamber organizes live entertainment, a DJ playing holiday music, and performances by local community groups. Chamber Staff also coordinates the donation of ornaments, garland, and multiple Christmas trees which are used by volunteers and local merchants to decorate the entire park. At the end of the evening, the trees and decorations are donated to downtown residents.

### **Phillipsburg- Easton Halloween Parade**

Location: Length of South Main St

From McKean Street to Northampton St

*100+ Staff Hours Annually @ \$40/hr. = \$4,000*

*Marketing/Supplies \$3,000*

*Sanitation - DPW- \$75/hr. @ 6 hours x 2 workers (3 hours pre-event/3 hours post-event) = \$900*

The Chamber spearheads the Phillipsburg-Easton Halloween Parade and now spearheads this annual event.

Responsibilities include:

- Coordinating parade participants (both community members and businesses)
- Recruiting volunteers
- Securing sponsors to cover expenses
- Working with both municipalities on logistics of the parade
- Securing the approval from the Joint Delaware River Toll Bridge Commission to close the streets leading to the Northampton Street bridge (continued next page)
- Promoting the parade to attendees and participants
- Creating scripts for parade announcers
- Arranging for media coverage
- Organizing the lineup of all parade participants
- Delegating signage, the day of the parade

### **Ribbon Cuttings/Grand Openings**

Various Locations throughout UEZ footprint  
50+ Staff Hours Annually @ \$40/hr. = \$2,000  
Marketing/Supplies \$5,000

The Chamber conducts official ribbon cutting and grand opening ceremonies for Phillipsburg business owners. Ribbon cuttings include media releases to The Chambers' media outlets, promotion, publication in *Connections* (The Chamber's monthly hard copy publication), circulation to more than 10,000 businesses, contact with the public officials, and, of course, the big red ribbon and the scissors.

### **Phillipsburg Open Air Market**

Location: Riverside Way Parking Lot, Phillipsburg  
Corner of North Main & Northampton  
50+ Staff Hours Annually @ \$40/hr. = \$2,000  
Marketing/Supplies \$3,000

Chamber staff sits on committee to make the open-air market happen. These markets provide an opportunity for the will eventually bring fresh produce to downtown residents who do not typically have access to it. By accepting SNAP and WIC Vouchers, the markets make healthy food options available to all families in the area. Additionally, the events include free activities, children's games.

### **Facebook Management**

40+ Staff Hours Annually @ \$40/hr. = \$1,600

The Phillipsburg Chamber of Commerce Facebook page is [www.facebook.com/PhillipsburgChamber](http://www.facebook.com/PhillipsburgChamber). All Chamber members and downtown businesses are encouraged to send in their events, specials, and coupons. We post them on our page and share them with our Facebook followers. Our Facebook link is listed in all Phillipsburg e-blasts. Chamber Staff encourage people to follow us on Facebook at our events and utilize "Follow Us on Facebook" signs owned by The Chamber.

### **Economic Development Advocacy/Public Policy Advocacy**

50+ Staff Hours Annually @ \$40/hr. - \$2,000

The Chamber continues to enhance relationships with local elected officials and hold events with them as appropriate.

### **Marketing Business Assistance**

30+ Staff Hours Annually @ \$40/hr. - \$1,200

The Chamber has contacts and resources to assist small businesses with their marketing and social marketing needs. Staff meets one-on-one with small businesses to examine their current marketing plan or to create a marketing plan if the business does not already have one in place.

### **Valley-wide Networking Events**

*30+ Staff Hours Annually@ \$40/hr. - \$1,200*

The Phillipsburg Chamber of Commerce hosts and participates in networking events for business members from throughout the Lehigh Valley. In particular, the Phillipsburg Area Chamber of Commerce frequently collaborates with the Easton Area Chamber of Commerce throughout the year. At these events, Phillipsburg businesses have the opportunity to meet and form strong partnerships with business members from across the river and beyond. Attendees leave with new connections and exciting ideas on how to strengthen their bottom line by working with business members from Easton and throughout the Lehigh Valley.

### **Chamber Foundation Grants**

Over the past 10 years, The Chamber's Foundation has allocated over 1 million in additional funds to support urban core projects, events, and initiatives for the Town of Phillipsburg. Recent grants include funding for Trail Head Signage and the Phillipsburg Garden Club's mural project.