

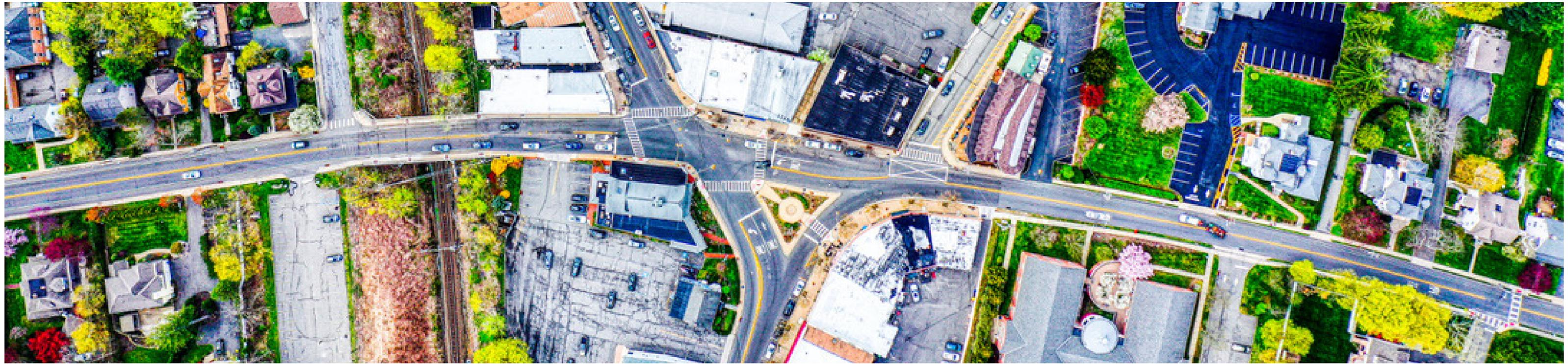


D O W N T O W N   
**BERNARDSVILLE**  
A MAIN STREET COMMUNITY

2021-2022

# IMPACT REPORT





- 1 *Introduction*
- 2 *Downtown Bernardsville's 2021-2022 Strategy*
- 3 *Infographic: Telling the Story*
- 4 *2021 - 2022 Goals & Completed Deliverables*
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- 9 *Addendum B - MSNJ Boundary Map*
- 10 *Addendum C - Profit & Loss: April '21 to date*

- **Data in Review**
- **'21-'22 - Goals & Deliverables**
- **'23 Strategy Plan & Events**
- **Acknowledgements**

# DOWNTOWN ALIVE

## 40,000+

ESTIMATED EVENT ATTENDANCE AT  
DOWNTOWN BERNARDSVILLE'S  
EVENTS THROUGHOUT 2022

# VOLUNTEER CONNECTION

## 4,865 hours

ESTIMATED HOURS PUT IN  
THIS YEAR ON ALL  
COMMITTEES, BOARD &  
DIRECTOR INPUT.

## VALUE: \$121,625



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# HOUSING



ANNUAL MEDIAN HOME VALUES

2019	<b>\$619,000</b>
2020	<b>\$672,000</b>
2021	<b>\$766,000</b>
2022	<b>\$777,000</b>

Source: Garden State Multiple Listing Service

# PRIVATE INVESTMENTS

COMMERCIAL PROPERTY OWNERS TAKE ON A MAJOR STAKE AT REVITALIZATION EFFORTS. THE AMOUNT INVESTED IN BUILDING IMPROVEMENTS IS A MAJOR INDICATOR OF WANTING TO MAKE AN IMPACT IN THE COMMUNITY

# \$121,000



**\$1,900,000 FUTURE  
PLANNED INVESTMENTS**

# BERNARDSVILLE BUCKS PROGRAM

ALL DOLLARS PURCHASED ARE REDEEMED IN BERNARDSVILLE STORES. DIRECT SPENDING IN LOCAL STORES

**\$2,355**  
PURCHASED

**\$725**  
REDEEMED



# DONATION, GRANT & SPONSORSHIP REVENUE

YEAR TO DATE 2022

**\$30,450**

**\$67,500 REIMBURSEMENT GRANT TO COME EARLY 2023**



# '21 - '22 Goals & Deliverables

## **1. Defining and Unifying Bernardsville's Entire Commercial District**

Community Survey - 400 Responses

Downtown Dollars Program - Bernardsville Bucks

## **2: Support Borough Spring Clean Up & Weed Maintenance in Olcott District**

Tree Root Excavation & Weed Clean Up.

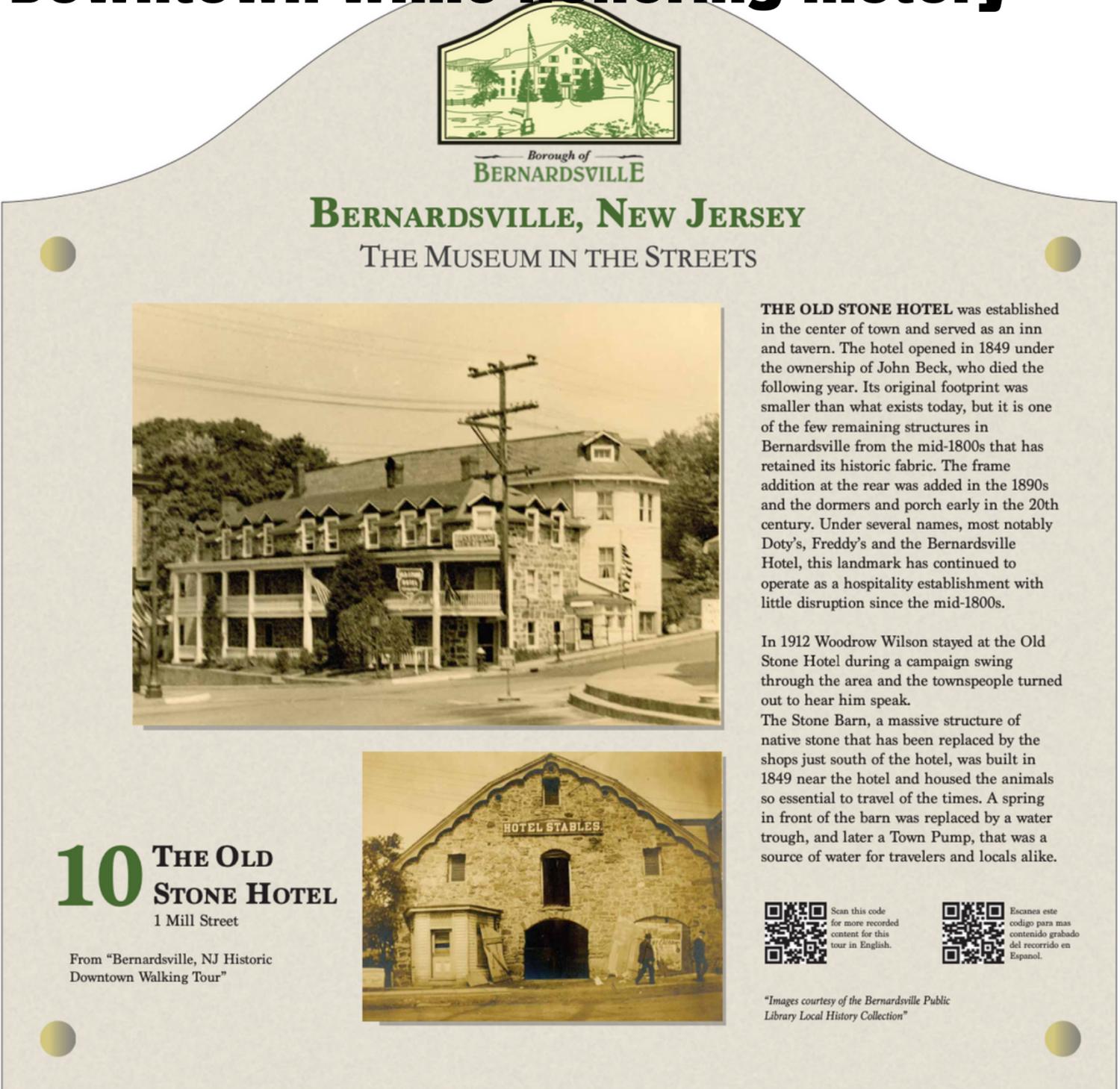
Garbage Can Collaborative Project.

Provide Support/Assistance to Other Local Organizations.



# 3. Create a Vibrant and Appealing Downtown while Honoring History

- Historical information collection and establishment of partnerships.
- Selection of marker fabricator, Museum in the Streets.
- Creation of artist map of the commercial & historical districts
- Partnerships established with Somerset County Business Partnership, New Jersey Division of Travel & Tourism, and Somerset County Tourism.



**Borough of BERNARDSVILLE**  
**BERNARDSVILLE, NEW JERSEY**  
THE MUSEUM IN THE STREETS



**10 THE OLD STONE HOTEL**  
1 Mill Street

From "Bernardsville, NJ Historic Downtown Walking Tour"



**THE OLD STONE HOTEL** was established in the center of town and served as an inn and tavern. The hotel opened in 1849 under the ownership of John Beck, who died the following year. Its original footprint was smaller than what exists today, but it is one of the few remaining structures in Bernardsville from the mid-1800s that has retained its historic fabric. The frame addition at the rear was added in the 1890s and the dormers and porch early in the 20th century. Under several names, most notably Doty's, Freddy's and the Bernardsville Hotel, this landmark has continued to operate as a hospitality establishment with little disruption since the mid-1800s.

In 1912 Woodrow Wilson stayed at the Old Stone Hotel during a campaign swing through the area and the townspeople turned out to hear him speak.

The Stone Barn, a massive structure of native stone that has been replaced by the shops just south of the hotel, was built in 1849 near the hotel and housed the animals so essential to travel of the times. A spring in front of the barn was replaced by a water trough, and later a Town Pump, that was a source of water for travelers and locals alike.

Scan this code for more recorded content for this tour in English.

Escanea este código para más contenido grabado del recorrido en Español.

*"Images courtesy of the Bernardsville Public Library Local History Collection"*

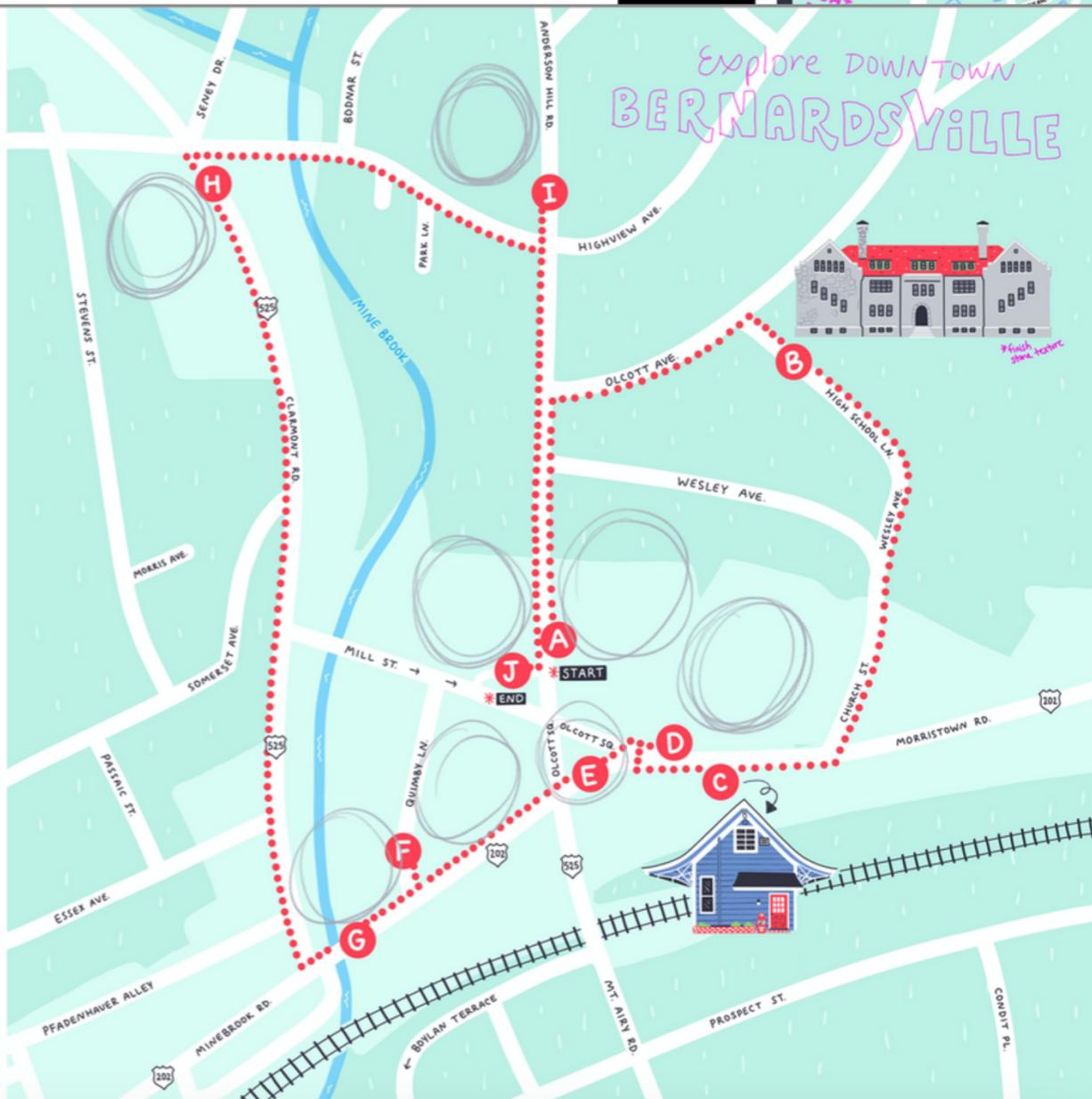
# Artist Map

## Headline Copy Can Go Here

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| <p><b>H</b></p> <p><b>St. Bernard's Church</b><br/>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.</p>                        | <p><b>G</b></p> <p><b>The Station</b><br/>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.</p>        |
| <p><b>I</b></p> <p><b>Bernardsville Methodist Cemetery</b><br/>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed tincidunt ut laoreet dolore magna.</p>                                      | <p><b>J</b></p> <p><b>Ristorante MV</b><br/>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.</p>                   |

Find More Information at [Website.com](#) or lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.



**Featuring local business advertisements & historical places on the back.**

**Distribution to neighboring towns, hotels, attractions, places of interest, etc.**



## 4. Provide Annual, Consistent Events for the Community

Easter Eggstravaganza (4/8)

Bernardsville Car Show (6/5)

Summer Flick Nights (Wednesdays in June/July)

Golf Classic (8/29)

I Love Bernardsville 5K (9/18)

Haunted History Tours (10/8)

Scarecrow Stroll (10/16)

Trunk or Treat (10/29)

Small Business Saturday (11/26)

Wonderland Weekend (12/3 - 12/4)

•• Two business networking events in March and September ••

# Financial Report 2022

## Fundraising, Sponsorships, Grants

**\$41,408**

*Reimbursements to come:*

*\$67,500 MSNJ Grant*

*\$12,000 Borough Appropriation*

## Expenses to Date

**\$90,428**

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**- \$49,020**

**\$79,500**

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**\$30,480**



**Applied for SCHPP Grant - \$25,000**

# 2023 Strategy



# BERNARDSVILLE WELCOME CENTER

	Projects	Details	Why
Board & Director	Establish the Bernardsville Welcome Center @ 1 Anderson Hill Road, Suite 105	Create an environment for residents and visitors to gather info about history, resources, & more.	Bridge the gap of lacking information from various organizations and the general public.
Economic Vitality	Develop Entrepreneurial Ecosystem Plan	Expand the available resources to create a lucrative environment for businesses to open and stay open	Increased interest for entrepreneurs to open their business in Bernardsville a.k.a. strategy for filling storefronts
Design	Expanding & maintaining new gathering spaces	The addition of an area by the farmer's market to encourage shoppers to stay and gather.	Providing more reasons for all to spend more time (and money) in Bernardsville, particularly at the Farmer's Market
Design	Enhancement of Historical Walking Tour with Marketing Support	Publication of Bernardsville's first Visitor's Guide.	In collaboration with the artist map & MainStreetBernardsville.org, this helps to expand awareness & promote Bville
Promotions & EV	Addition of Shopping Events & Sidewalk Sales	Growing the annual calendar of events with shopping focused activities	Increased local shopping (economic development) ; Growth of Bernardsville Bucks program

# 2023 Event Calendar

April 9\* - Easter Eggstravaganza

May 22 - Bernardsville Golf Classic

May 29 or June 4 - Bernardsville Car Show

June 21 & 28, July 5, 12, 19 - Summer Flick Nights

September 17 - I Love Bernardsville 5K & Walk

October 7\* - Haunted History Tours

October 21\* - Campfire Stories: Ghosts, Myths, & Legends

October 28 - Trunk or Treat

November 25 - Small Business Saturday

December 1 through 3 - Wonderland Weekend

Business Networking Events: March 22 and September 27





# Acknowledgements



## BOARD OF TRUSTEES

Leah Horowitz\*, *President*

Amiee Watts, *Vice President*

Amy Shaver, *Treasurer*

Robert Frawley\*, *Secretary*

Mary Jane Canose, *Ex Officio*

Lisa Diaz

Julia Carabas

Chris Caponigro

## DESIGN COMMITTEE

Lisa Diaz, *Chair*

Diane Greenfield\*

Maral Nazy

Luis "Nando" Zorilla

Ray Horman

Steve Moran

Ken Malian

Christina Balas

## PROMOTIONS COMMITTEE

Leah Horowitz, *Chair*

Amiee Watts

Rich Rodriguez

Greg Canose

Brittany Pino

Annie Ferrante\*

Marlo Yates

Jeff Hammond

Matt Marino

## ECONOMIC VITALITY COMMITTEE

Julia Carabas, *Chair*

Lucille Plumstead\*

Shannon Plumstead

Jessica Walker

Joann Vanderpoel

Pamela Kenworthy

\*Indicates a 2022 recipient of Downtown Bernardsville Volunteer Award.

***We are grateful to all of our 2021/2022 Event Sponsors and Generous Donors for their support both publicly and financially.***

## **Contact**

*Olivia Manning, Executive Director*

**Downtown Bernardsville, Inc**

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