



Merchants Committee **2011 Work Plan**

GOAL: Open and maintain lines of communication within the merchant community, and between the merchant community and the other members of the Downtown Newark Partnership (City, University and Citizenry).

OBJECTIVES FOR 2010

1. Maintain the block captain system using the members of the Merchants' Committee to ensure that information is provided to every business in downtown Newark in a timely fashion. Translate flyers into Spanish.
2. Send the DNP E-News You Can Use E-Newsletter to downtown businesses to supplement the block captain system. Block captains to sign up each business in their areas to receive the E-Newsletter.
3. Provide an opportunity for any Newark business to raise issues of concern for discussion at every Merchant Committee Meeting
4. Develop and distribute a Welcome Packet for new businesses. Make the Welcome Packet available on-line.
5. Continue the Special Events Refrigerator Magnet Promotion for distribution to all downtown businesses, new homeowners and at all downtown events.

GOAL - Establish programs, publications and events that will make Downtown Newark a destination location for the entire family.

OBJECTIVES FOR 2011

1. Promote merchant participation in existing community and special events; assist the Events Committees, UD and the City with new special events to bring families to Newark including, but not limited to:
 - a. Restaurant Week
 - b. Newark's Wine & Dine Downtown
 - c. Newark Nite
 - d. Food & Brew
 - e. Newark Film Festival
 - f. Community Day
 - g. Taste of Newark
 - h. Halloween Parade and Trick or Treat Main Street
 - i. Expanded Holiday Promotions
2. Research the possibility of creating more retail based events.
3. Develop an advertising program to promote downtown Newark as a shopping and dining destination, including information about the Downtown Newark Gift Card program. Consider print, cable commercials and web enhancements in plan development.

GOAL - Advocate the viewpoints and concerns of merchants to the City, State and the University.

OBJECTIVES FOR 2011

1. Report all merchant concerns to the Downtown Newark Partnership Board or appropriate authority.
2. Represent the merchant community at public meetings when needed.