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Overview of Millburn Short Hills
Special Improvement District (SID)

November 17, 2020

SID Purpose and Mission

The purpose of a Special Improvement District (SID) is to promote, grow and support local businesses, property owners, residents and visitors.

Millburn Township's SID ordinance designates a new District Management Corporation (DMC) whose mission is to encourage the economic, cultural and social vitality of Millburn Township through increased marketing and visibility, improved and renewed infrastructure and local business development and engagement.

SID Coverage Area

The SID includes five commercial areas:

- 1) Downtown
 - 2) Upper Millburn Ave (Short Hills)
 - 3) Short Hills Station (Chatham Road area)
 - 4) Wyoming Business District
 - 5) Morris Turnpike
- B-2 (highway), B-3 (neighborhood) and B-4 (downtown) zones.
 - 165 properties with approximately 263 first floor businesses.
 - Commercial businesses, including upper floors, are part of the SID.
 - No SID financial assessment to property owners for 2020/2021; assessment will be effective in 2022, with estimated median annual assessment per property of \$625.

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*Supporting and promoting businesses throughout the five areas
of the Special Improvement District (SID)*

Explore Millburn-Short Hills is the public name of the non-profit organization - Millburn Short Hills Business Organization, Inc. – which is the the District Management Corporation.

Explore Millburn Short Hills is recruiting an **Executive Director** who will develop a strategic plan to address four key areas:

1. Retail recruitment and vacancy reduction
2. Business advocacy
3. Marketing and promotion of business districts
4. Beautification and aesthetics advocacy

Board of Trustees comprised of residents, business owners, commercial property owners and Township Committee members has been formed in order to guide the mission.

Marketing Consultant is helping operationalize programs and managing social media, communications and PR

Advisory Board across the five areas and sub-committees including **community volunteers** will advance the SID's efforts, with input from **constituents**.

A Comprehensive Team

Community Engagement

Information is readily available on the Township website

About the SID Ordinance

<https://twp.millburn.nj.us/501/Special-Improvement-District-Information>

Board of Trustees page

<https://www.twp.millburn.nj.us/546/Special-Improvement-District-Board-of-Tr>

ExploreMillburnShortHills.org website is in development

All members of the SID and the community are welcome at all Board of Trustees meetings and to volunteer for sub-committees

Volunteer | Join email lists | Follow on social media