

FALL 2011

# Bayonne Town Center News

## BTC Plans for Holiday Season



The Bayonne Town Center is currently planning for our Holiday Events. This year we are looking forward to continuing our Holiday traditions by producing quality events for our community. This year's event schedule is as follows:

- Annual Christmas Tree Lighting Ceremony— Monday, November 21st at 6pm on 25th Street & Broadway
- Horse & Buggy Rides with Santa—Sunday, December 11th from 11am-3pm on 22nd Street &

Broadway

- Breakfast with Santa— Saturday, December 17th from 8:30am-11:30am at the Fire House Rec. Center (597 Broadway)
- Festival of Lights Menorah Lighting Ceremony— Tuesday, December 20th at 4:30pm at Networking Café (418 Broadway)

Many people attend each of these events. This is a great way to advertise your business.



You may do this by becoming a sponsor for the low cost of \$100. Your business name will be displayed at each of our events and will also be mentioned in all of our ads and press for these events. You may contact us at 201-339-9409 if you are interested in taking advantage of this opportunity.

### SPECIAL POINTS OF INTEREST:

- Summer Event Wrap-Up
- Back to School Winner
- Outdoor Art Show
- BTC Welcome Mat
- Spooktacular Halloween Schedule
- New FYI Section on back page

## Bayonne Community News Ad Promo

Start the Holiday Shopping Season off Right! Take part in these cost-saving holiday promotions brought to you by the BTC and The Bayonne Community News.

Thanksgiving weekend the Community News will run a special full-color pull out section celebrating Small Busi-

ness Saturday. If you wish to participate in this promotion, we will cover up to \$100 of the cost of the ad.

There will also be weekly holiday shopping sections from November 30th through December 21st that will also be subsidized.

To reserve your ad space or set up and appointment, please call Ron Kraszyk at 201-798-7800 ext. 607 or email [ronk@hudsonreporter.com](mailto:ronk@hudsonreporter.com).

Don't let these fantastic opportunities pass you by!

# Summer Event Wrap-Up



Pictured is one of the students from Bayonne Karate for Kids

*Sponsors make our events great for the whole community!*

The Bayonne Town Center hosted the first of the Movies Under the Stars on Thursday, July 14<sup>th</sup> in the parking lot at 22<sup>nd</sup> Street & Del Monte drive. Over 250 came out to watch our feature film, Kung Fu Panda. Beforehand, Yoshitsune Jujutsu Kai and Bayonne Karate for Kids performed a demonstration that wowed the crowd. Our guests even got to participate, breaking pieces of wood in half with their best karate moves! Thanks to Patrick Cunningham and Jerry for all their hard work. We were also able to give away 3 prizes, a DVD copy of Kung Fu Panda and 2 Bayonne Town Center gift certificates! All of our guests got FREE popcorn.

On Thursday, September 8<sup>th</sup>, the Bayonne Town Center hosted the last in the Movies Under the Stars events as we presented Ratatouille. Before the

show we had special music performed by Johnny Lives as well as a biggest carrot competition held by the students of PS 14 Nicholas Oresko School. The winners received Bayonne Town Center gift cards. The students have been working on the community garden on 22<sup>nd</sup> street near Del Monte Drive. They also served mint iced tea made with the mint from the garden. We were also able to give away a copy of the movie to one of our audience members.

The Bayonne Town Center and the City of Bayonne would like to announce that Gary Klejmont is the winner of the Annual Hot Dog Eating Contest, sponsored by Petridis Hot Dogs and Forum Fitness Club. Klejmont received a membership to Forum Fitness Club and a trophy. In 10 minutes he ate 18 Sabrett hotdogs! The contest was held on

Saturday, July 16<sup>th</sup> at 11:30 in front of Petridis Hot Dogs on 25<sup>th</sup> Street & Broadway during the Annual Sidewalk Sale. 12 contestants participated in this year's contest. Special thanks to Eddie Broderick for being the emcee. We would also like to thank Jack Musarra and his staff at Petridis for making this event so successful.



Thanks to our sponsors: Bayonne UEZ, Shop Rite of Bayonne, BCB Community Bank, Bayonne Medical Center, Aaron's Gold, Petridis Hot Dogs, GLM Insurance, Wise Hearing, Bayonne Karate for Kids, Herbert's Army & Navy, Yoshitsune Jujutsu Kai, Rock N Renew, Provident Bank, and Forum Fitness



Pictured is winner Genevieve Chmielewski with Maureen Strifflino of BCB Community Bank

# 2011 Laptop Winner

On Friday, September 16<sup>th</sup>, the Bayonne Town Center selected Genevieve Chmielewski as our 2011 Laptop winner! Genevieve entered to win at BCB Community Bank. She won a Dell Inspiron 15 Laptop computer. This

promotion was sponsored by BCB Community Bank and ran for the first 2 weeks of September. Thank you to all of our participating businesses: Jerry's Drugs, Aaron's Gold, Barney Stock Shops, Colonial House of Pets, W.

Kodak Jewelers, Victoria TV, The UPS Store, European Day Spa, Big Apple, Blimpie, GLM Insurance, Herbert's Army & Navy, Pompei Pizza, Nuova Venezia, Sacalis Florist, Carvel, and the Bayonne Community News.

# 4th Annual Art Show

On Saturday, September 24<sup>th</sup>, the Bayonne Town Center held the Annual Art Show sponsored by the Bayonne UEZ. 22 local artists displayed their beautiful artwork at St. Michael's Parish Hall. Thanks to all the artists who participated: Marge Colavito, Melissa Maiorano, Bill Zbylut, Tom Urciuoli, Nhi Nguyen, Piotr Jasek, Linda Klein, Felicia Turner, Erin Kachmar, Ester Naipaul-Belenke, Elsie Sienkiewicz, Anthony Sienkiewicz, Michael Goines, Ralph Pantozzi, Rupali Bawaskaz,

Melissa Phelan, Amol Ambiwade, Joy Jaworowski, Joe Esposito, Benny Batista, and Jim Legge.

We were also able to display art from the talented students of Bayonne. Teacher Brian Belton collected artwork from each school in Bayonne and set up a display at the art show. Children ranged in age from Kindergarten through 12<sup>th</sup> Grade.

Special thanks to Marge Co-

lavito of the Hudson Artists of NJ for all her help in planning this event. Special thanks to Father Gerald Lombardo and Barbara Godfrey of St. Michael's for allowing us to use the Parish Hall. We would also like to thank Pete Amadeo of the Recreation Dept. for providing the music for the day's event.



*For more information about any of our events, please call us at 339-9409.*

# Spooktacular Halloween Schedule

The Bayonne Town Center is excited for a new promotion held in conjunction with the Bayonne Board of Education. Bayonne's school age students are going to



create unique scare crows that will be displayed throughout our district for the month of October.

We will also host our Annual Pumpkin Decorating contest for children ages 3-12. If you would like to

be a judge for this contest, please call us.

The Halloween Parade will be held on 25th Street & Broadway on Monday, October 31st at 5:30pm. A costume contest will follow the parade.

# BTC Welcome Mat

We would like to take this opportunity to welcome the following stores to our district:

- Attitude Smoke Shop-412 Broadway
- Villa Maria-415 Broadway
- Kings & Queens Footwear-458 Broadway
- Dr. Eric Chludzinski-10 East 22nd Street
- Max Five Star Furniture-531 Broadway
- Boost Mobile-557 Broadway
- Maria's Restaurant-637 Broadway

We would also like to congratulate K&D Jewelers on their Grand Re-Opening at 571 Broadway.





## Bayonne Town Center

Broadway Between 17th & 30th Sts. including East & West 22nd

Remember, it is your responsibility to keep the sidewalk in front of your store clean. Thank you for keeping Broadway clean!

The Bayonne Town Center Management Corporation is a non-profit organization that manages the day-to-day operations of the district between 17<sup>th</sup> and 30<sup>th</sup> Streets. Its mission is improving and enhancing the businesses within those areas. In addition to revitalizing the area, the corporation is also responsible for providing public relations, advertising, and business recruitment and retention for area merchants. For more info please call 201-339-9409 or visit us on the web at [www.bayonnetowncenter.com](http://www.bayonnetowncenter.com). Please note our new email address is [bayonnetowncenter@gmail.com](mailto:bayonnetowncenter@gmail.com)

## For Your Information...

### • Parking Pay Stations

The Bayonne Town Center is diligently working to get the new parking pay stations on Broadway between 22nd & 23rd Street removed. We have received many complaints about the confusing and difficult instructions, the inconvenience of having to walk back to your car, and the fact that they do not accept dollar bills or credit/debit cards.

We asked the businesses most affected by these new parking pay stations to write a letter to the Bayonne Parking Authority and these letters were presented at their last meeting. We have also handed out petitions to our merchants that were collected on October 5th and were given to the Parking Authority before their October 11th meeting. At this meeting, they decided to table the issue for the time being.

Once a decision has been made by the Parking Authority, we will let you know the outcome.

### • BTC Gift Cards

The Bayonne Town Center will once again sell BTC Gift Cards to shoppers for the holiday season.



They are available for purchase at our office and redeemable at any of our stores that accept MasterCard. At this time they are available in \$25 denominations only.

### • Small Business Saturday

Last year, American Express offered shoppers a \$25 credit to their account if they shopped at a small business the Saturday after Thanksgiving. They are once again offering this incentive. They (along with the Bayonne Town Center and Bayonne UEZ) will encourage shoppers to do their holiday shopping at small businesses within their community.

We are going to run a full page ad in the Bayonne Community News



and Jersey Journal listing all of the small businesses in our district. We will also run 2 quarter page ads in the coming weeks to get a head start on this promotion as registration is limited.

We are also delivering posters to those stores that accept American Express advertising this event along with this Newsletter. If any of your customers need help registering, they are welcome to use the BTC office computers Monday-Friday from 9am-5pm.

### • Additional Lighting for Broadway

We have been in contact with PSE&G in hopes of adding lighting to Broadway. After many emails, we have been notified that they are in the process of finalizing the approval and pricing of an LED flood light that can be attached to the existing light fixtures. We are hoping that this will make Broadway a safer place during the dark winter months.

If you have questions about any of these topics, please call us at (201)339-9409.