



TATLER

Bayonne Town Center

Winter 2010

Holiday Event Wrap-Up

On Monday, November 23rd, that Bayonne Town Center kicked off the holiday season by hosting our **Annual Tree Lighting Ceremony!** It was held on 25th Street & Broadway at 6pm and over 150 people were there along with Santa and Mayor Smith to see our Christmas tree lit up with over 1500 bright colored lights! Also, all the trees in the district were lit up with over 46,000 white lights!

We were also privileged to have 2 very talented groups from Bayonne High School perform for our guests. The Bayonne High School Jazz Ensemble made their first ever appearance at our Tree Lighting and did a fantastic job! We hope to have them back for many more tree lightings in the future. Sweet Harmony, a Tree Lighting fixture, outdid themselves as they sang beautifully for the crowd.

After a few performances by the BHS groups, Santa arrived, as always, on A Bayonne Fire Truck! The children were very excited that the guest of honor had arrived! Santa, along with Mayor Smith, then did the honors of lighting our Christmas Tree. Santa

also gave out goodie bags to all of the children that attended as they each visited with him after the tree was lit. We were also able to have a Christmas Train ride our guests down Broadway!

On Saturday, December 5th, the Bayonne Town Center held its **Annual Horse & Buggy Rides with Santa**. Even though the rain was steady children of all ages came to trot down Broadway with Santa. Our guests were then able to warm up with a cup of hot apple cider! A special thank you to Herbert's Army & Navy for letting us set up in front of their store! We were also able to give out Carvel coupons for a Free Ice Cream Cone!

On Monday, December 14th, the Bayonne Town Center held its annual **Festival of Lights Menorah Lighting Ceremony** at the Networking Café. Rabbi Miller lit the Menorah along with the children from Temple Emanu-El and Mayor Mark Smith. The children also sang a number of Hanukkah songs under the direction of Nina Lupo. Many of the Jewish

community turned out for this wonderful celebration.

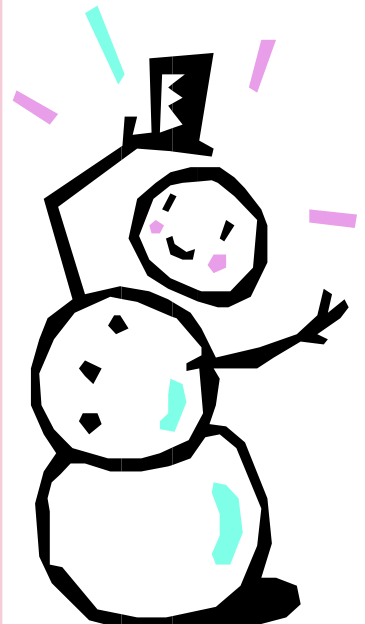
On Saturday, December 19th, the Bayonne Town Center held the **Annual Breakfast with Santa** at the Fire House Rec. Center. Despite the threat of snow, over 200 people attended this event. Santa was on hand to listen to children's gift wishes and hand out candy canes. We were also able to have face painters at this event! Many children did not leave without at least one design painted on their cheeks or hands! We would like to thank Shop Rite, Stop & Shop, Acme, and A&P for donating the cereal and milk for this event!

These events would be impossible without support from our sponsors: The Bayonne UEZ, Bayonne Medical Center, Shop Rite of Bayonne, Bayonne Community Bank, Provident Bank, Pamrapo Savings Bank, Gormley, Lo Re, Murphy Insurance, Aaron's Gold, Hughes & Finnerty, European Day Spa, Colonial House of Pets, Wise Hearing, AT&T Wireless (592 Broadway), and CKO Kickboxing.



Special points of interest:

- *Annual Super Bowl Promotion*
- *Annual Valentine's Day Promotion*
- *BTC Welcome Mat*
- *General Membership Meeting*
- *Façade Program*
- *Getting to know the BTC Staff Mary Divock and Megan Januska*





Are You Ready for Some Football?

Are you ready for some football? The Bayonne Town Center presents the Annual Super Bowl Promotion! Enter to win a Super Bowl Party for 10 catered by the Big Apple! Simply fill out an entry form at one of our participating businesses: The Big Apple,



Pastime Hobbies, Aaron's Gold, European Day Spa, BCB Community Bank (510 Broadway), GLM Insurance, Herbert's Army & Navy, Wise Hearing, Bayonne Medical Center and the BTC office (8 East 22nd Street). Entry forms will also

be in the Bayonne Community News and the Jersey Journal. Winner will be selected on January, 29th so enter today! FREE to enter! For more info, please call 201-339-9409.

This promotion is sponsored by the Bayonne Town Center Board of Trustees.

New twist on Valentine's Day Promotion

The Bayonne Town Center presents the Annual Valentine's Day Promotion! From now until February 3rd, submit your wedding pictures to win a \$75 Gift Certificate to SanVito, the Big Apple, Piccolino, or win the Grand Prize of a romantic Spa Package for 2 to European Day Spa!

Send your wedding photos to bayonetowncenter@aol.com or to the BTC

office at 8 East 22nd Street to enter. Make sure you specify which category you would like to enter (Funniest, Most Romantic, or Most Unique) with your name and phone number. Pictures must be submitted by 2/3.

Your pictures will be displayed in the Bayonne Town Center windows until 2/12 where the Bayonne public will be able to pick their favorites!

The winner will be notified by 5pm on

February 12th.

For more info, please call 339-9409.



Bayonne Town Center Welcome Mat

We would like to welcome these new businesses to our district and wish them the best as they serve the Bayonne community.

Max's

391 Broadway

MiCasa II

416 Broadway

Smart Tax

422 Broadway

Palisade Eye

594 Broadway



General Membership Meeting

All of our merchants and property owners are invited to our General Membership meeting on Thursday, March 11th at 8:30am at the Big Apple (414 Broadway). This meeting will be held in conjunction with the Bayonne Chamber of Commerce. A continental breakfast will be served.

Our guest speaker Henry A. Coleman is a native of Atlanta, Georgia and will be speaking on the topic of *New Jersey's Economy and How it Affects Small Businesses*. He is a graduate of Morehouse College with a B.A. in Economics and Princeton University

with a Ph.D. in Economics. Coleman serves on the board of directors/trustees of several organizations, including: the NJ Public Policy Research Institute, NJCU, NJ Policy Perspective, NJ Future, Smart Plan NJ, the Citizen/Coalition for the Public Good, Ceasefire NJ, the NJ Association of State Colleges and Universities, the Institution on Taxation and Economic Policy, the Fund for NJ, and the Lincoln Institute Land Policy.

Please RSVP for this meeting by calling 201-339-9409. Space is limited so make sure to register today!



Pictured is Mary Divock of the BTC, Guest Speaker Henry Coleman and Patricia Murphy of the BTC.

Bayonne Commercial Revitalization Program

Below is information regarding new regulations for the Bayonne Commercial Revitalization Program. This program is funded and administered by the Bayonne UEZ and the Bayonne Community Development Block Grant Programs.

The Program is designed to:

- ◆ Revitalize Bayonne's Commercial District
- ◆ Provide financial assistance for the renovation of building facades and storefronts
- ◆ Stimulate and promote business by providing a unified and cohesive environment.

For an eligible business, this program will grant up to **\$20,000** for façade and storefront improvements. The business must be located in a UEZ or CDBG eligible area (all BTC busi-

nesses are located in the UEZ area). The Bayonne UEZ would like you to please note:

- ◆ If renovation is started before all needed documents are filed and final approval is given, you will be ineligible to participate in this program.
- ◆ Funding is limited and will be provided on a first come first serve basis.
- ◆ All applicants, if located within the UEZ boundaries, must be active UEZ members to be eligible.
- ◆ When applicable, Bayonne Town Center Guidelines will be in effect.
- ◆ Submitting application does not guarantee approval of funds.
- ◆ If applicant does not own the building, the owner must consent

to the specific improvements to be made.

- ◆ Dept. of Labor-Davis Bacon regulations must be followed.
- ◆ Property taxes must be paid in full.
- ◆ IF UEZ funds are used, business must be in the State of NJ tax

compliance

For information regarding this program, please call the Bayonne UEZ at (201) 858-6357.

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Tattler



Bayonne Town Center

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Bayonne, NJ 07002

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www.bayonnetowncenter.com

The Bayonne Town Center Management Corporation is a non-profit organization that manages the day-to-day operations of the district between 17th and 30th 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 further information about the Town Center, please call 201-339-9409 or contact through the website, www.bayonnetowncenter.com.



Getting to Know the BTC Staff

Mary Divock Executive Director

Mary Divock graduated from the Fashion Institute of Technology and Farleigh Dickinson University. She was a Dress Buyer for Lane Bryant in New York City and a Men's Department Manager for Bamberger's in Livingston, New Jersey. In 1982 after their son was born, Mary joined her husband Arthur, who grew up in Bayonne, to own and operate the Klothes Kloset. After Arthur's passing away in 1993, Mary continued to operate their business till March 2007.



In the year 2007, Mary became the Executive Director of the Bayonne Town Center. She became a Board Member in 1998, Vice Chairperson in 1999 and Chairperson 2004. She is a member of the Chamber of Commerce and a Board Member of Downtown New Jersey. She was a member of the City's Development Team and

the Steering Committee for the Redevelopment of the Broadway Corridor.

Mary has been actively promoting the Facade Grant Program for the district and updates the Web Site to keep members informed.

Mary also works closely with the Bayonne Urban Enterprise Zone, the many departments in City Hall, and real estate brokers.

Megan Januska Executive Assistant

Megan has been with the Bayonne Town Center since November 2004. In her time here she has helped create new promotions and

events. Megan attends all of the events to ensure that everything is running smoothly. She also works with the City's Recreation Department to create new events such as the Annual Mini-Golf Tournament, the Ice Cream eating Contest, and the Hot Dog Eating Contest.

She also creates and designs all the publications distributed by the Town Center, including the Tattler and all the promotional

fliers for all of our events and promotions.

She works closely with the City's Zoning Officer and well-known architect Walter Chatham to ensure the Design Guidelines are being followed by new and existing businesses when they update their façade and signage.

While growing up in Bayonne, she attended college in Pensacola, FL, majoring in Commercial Writing at Pensacola Christian College from 1998-2002. After graduation, she taught Language Arts to 7-10 graders at New Life Christian School in Dunellen, NJ until June 2004.



Megan also appeared in the Bayonne Magazine in the Summer of 2007 (shown left) and a television commercial promoting the Bayonne UEZ.