

# Business District Alliance of Fort Lee (BDA)

201 Main Street Suite - 2E, Fort Lee, NJ 07024

201-585-6099

[www.BDAftLee.com](http://www.BDAftLee.com)

---

## **Report on Activities for 2014**

Utilizing the Work Plan and the 2014 budget priorities, the BDA moved to fulfill the objectives set forth. Here is a summary of the activities from July through December.

### **CAPITAL/VISUAL IMPROVEMENTS**

Welcome Signs – Working with DOT and PA for new directional signage.

Signs/Facades – Reviewing applications with sign committee; working with Borough Planner to revise current ordinance and make recommendations.

Beautification/Landscaping – assisted with Borough selection of Main Street Streetscape design and furniture, including lighting.

### **MARKETING/EVENTS:**

Business List – Working with Borough to get complete list of all businesses in the district

Web Site – created own site – redoing, will link with Borough

Social Media – Set up Facebook and Twitter accounts for all activities

Events Calendar – coordinating 2015 support of Borough activities and determining which activities should be added that will turn every month into an event.

Retail Promotions – Developing new program to support retail businesses for 2015.

Resident Survey – Developed and created a survey to residents to get feedback on Main Street retail. Received more than a 4% return, very high for this activity.

Branding – research and positioning regarding target audience identification; and traffic/volume sources study; economic revitalization audit on consumer supply/demand.

Symposium – Showed property owners and real estate professionals the ongoing projects and planned initiatives designed to revitalize the Main Street Shopping Corridor. Presentations about streetscape improvements, branding strategies, economic data, and marketing plans were delivered; and will be used for public relations in 2015.

**ADMINISTRATION:**

Not for Profit – 501c3 applied for; anticipate approval early 2015.

Office – set up office for activity and presence.

Parking Ordinance – reviewed and recommendations to Borough for adoption

Cleaning Ordinance - recommendations to Borough for adoption

**CONCLUSIONS:**

The membership of the Board of the BDA began developing a strong relationship with the Borough and other local organizations, as envisioned.

Having spent the better part of two years getting organized and the first part of this year adjusting the legal structures of the BDA, we believe we have a good foundation for the future.

The budget presented for 2015 is in direct correlation and builds upon the activities set forth during 2014. As we move into our first full year in operation we understand and recognize the importance of building relationships with our businesses and the other organizations.

We look forward to working with the Borough as we forge together to revitalize Fort Lee's business community.