

2022

# Camden Special Services District

*District Management Corporation for the Camden Business Improvement District*

## **ANNUAL REPORT**



200 Federal Street  
Suite 146  
Camden, NJ 08103

(P): (856) 823-4282  
(E): [CamdenBid@CamdenSSD.com](mailto:CamdenBid@CamdenSSD.com)  
(W): [www.CamdenSSD.com](http://www.CamdenSSD.com)



# About Our Organization

## Overview

All activities provided through the CBID are intended to supplement and enhance existing city services. The importance and value of providing additional services to support viable, thriving downtowns through business improvement districts have been recognized and utilized in communities worldwide for the last 50 years.

Contained herein is a summary report of the activities of the CSSD/CBID for FY 2022. These activities are listed chronologically to show the history of the Business Improvement District in Camden (up to 2022), board meeting dates/topics, and work performed. The 2022 CSSD/CBID Organization Budget of \$4,156,817 (\$3,531,771 CBID only) was approved by the CSSD Board of Directors on January 26th, 2022 and Camden City Council via MC-22 8501 on June 14th, 2022.

## Camden Special Services District (CSSD)

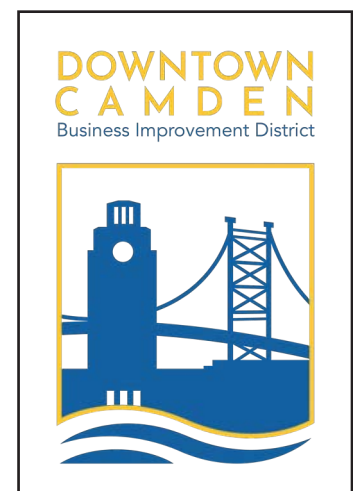
The City of Camden is amid a momentous transformation and the CSSD, a 501(c)(3) nonprofit, is part of the movement, working tirelessly to present the city's best face to its business community, residents, students, and visitors. CSSD collaborates with key institutions, businesses, corporations, community stakeholders, and neighborhood groups in various capacities for a common purpose: to make Camden a beautiful vibrant city and a better place to live, work, visit and do business. Contributions, grants, and fee-for-service contracts support general CSSD activities and contracted work on private properties, commercial corridors, and public facilities.



## Camden Business Improvement District (CBID)

CSSD serves as the District Management Corporation for Camden Business Improvement District (CBID). Opportunities to improve the district are limited only by our imaginations as the CBID has a broad scope including cleaning, landscape enhancements, placemaking, small business support, facade improvements, and marketing to support our business community. The CBID is funded through a special assessment.

*Refer to Exhibit A for a map of the CBID district.*



# History

**1992** — City Council creates a Special Improvement District within the City of Camden and designates a District Management Corporation by submission of an ordinance to Public Referendum.

**2018** — On December 4, 2018, the city ordinance amends and supplements the 1992 ordinance to amend the boundaries of the business improvement district and designated CSSD as District Management Corporation with the direction to conduct a feasibility study. Subaru of America moves to Camden and commits to improving the properties outside their headquarters with contracts to paint the Federal Street Bridge and maintain nearby open space, roads, and islands.

**2019** — CSSD forms a Steering Committee and together they complete a six-month feasibility study, culminating in a comprehensive BID Report. On December 17, 2019, City Council accepts the findings and recommendations of the study and passes an ordinance to amend and supplement Chapter 309 of the City Code “Improvement Districts” and implement a CBID. Concurrently, the CSSD has one of its best years with 24 contracts, 9 new to include cleaning for the newly opened Joint Health Sciences Center, a Camden County beautification initiative for high traffic corridors, county buildings and parks, and Cooper Health Care and DRPA’s contract for painting and branding of the Haddon Avenue Bridge.

**2020** — CSSD keeps Yellowjacket Ambassadors employed throughout the COVID-19 crisis, despite pandemic-related reductions in funding. In response to the pandemic and working under strict safety and social distancing protocols, CSSD adds sanitizing of high-touch public amenities, such as benches, light pole buttons, parking meters, and trash cans to the daily work scope. Twenty-six fee-for-service contracts are procured, including new contracts for parking lot landscaping, 4 contracts for cleaning and landscaping for American Water Triad and Ferry Terminal Building, and event support for socially distanced Drive-in Movie Nights. CSSD administration addresses the transition for the Camden Business Improvement District.

**2022** - CSSD/CBID operations expand with the addition of three new staff members to the organization, the establishment of a permanent office location/dispatch center, and the procurement of new trucks and related equipment. Fee-for-Service operations continue to grow with new contracts secured with Heart of Camden, CCMUA, and Camden County. Enhanced landscaping and tree canopy management increase significantly, as well as additional capacities for power washing, curb line painting, and tree well management. Trash cans are installed, and a mural is funded along Market Street.



# Board of Directors

## Board of Directors

**Nicholas J. Cangelosi**  
*Chair*  
TMO

**Angelo Alberto**  
*Vice Chair/ Secretary*  
Spiezle Architectural

**Bernadette Szakal**  
*Treasurer*  
Subaru of America

**Joseph Balzano**  
EMR (USA Holdings) Inc.

**Greg Gamble**  
Rutgers University-Camden

**Sonia Rivera-Perez**  
Resident

**Shaneka Boucher**  
Councilperson

**Victoria Hosendorf**  
The Enterprise Center

**Lauren Slepian**  
American Water

**Lisa L. Folks**  
The PNC Financial Services

**Ray Lamboy**  
LAEDA

**Dr. Susan Stukes**  
Resident

## 2022 Board Meeting Schedule and Topics Covered

In total there were four (4) Board Meetings and three (3) Special Meetings in 2022. Those meetings are listed below. Previous meeting agendas and minutes are available online at the CSSD website and by request.

January 26, 2022

April 6, 2022

May 5, 2022

June 29, 2022

August 17, 2022

September 14, 2022

December 7, 2022

# Clean & Safe

## Summary

This multi-faceted effort to supplement and enhance city services includes daily removal of trash, debris, and hazardous materials from public streets and sidewalks; wiping down and disinfecting high-touch public amenities such as trash cans, benches, light poles, and parking meters; removing posters, handbills, and lawn signs from public spaces; sweeping sidewalks and curb lines; emptying trash cans and replacing yellow trash bags; removing graffiti from public spaces; trimming weeds from sidewalks cracks, curb lines, and tree wells; removing snow from handicapped access ramps and fire hydrants; and providing hospitality assists. It also includes working with city offices and Metro Police to report and address public safety and quality of life issues, such as non-working streetlights, damaged or missing signage, and illegal dumping. CBID efforts address approximately 1.97 square miles in 153 blocks within the district.

## 2022 Statistics & Highlights

- Increased Hourly Rates effective September 1, 2022. Ambassador rates are as follows:
  - Ambassadors: from \$15.45 to \$17.50 per hour
  - Team Leads: \$19.57 to \$21.00 per hour
- The creation of a new salaried position: Operations Supervisor. The position is currently filled by a Camden City Resident.
- Moving beyond the broom and bucket: the CSSD continues to find new ways to increase efficiency and train its staff in the use of mechanized equipment such as power washers and Billy Goats.
  - Power Washing: The CSSD continued to prioritize the use of our commercial-grade power washer. Sites power washed include Walter Rand Transportation Center, 3rd & Market Plaza, select downtown sidewalks, and the Wiggins Marina.
  - Billy Goat: These industrial-strength outdoor litter vacuums prove to be an invaluable tool in collecting litter, leaves, and other debris. Use of the equipment increases efficiency and reduces man hours needed to tackle problem areas in the Downtown. In 2022, the CSSD collected over 2,000+ bags of leaves.
- Curb line Painting: The CSSD has repainted yellow-curb lines along major corridors as a way to bring attention to the curb line regulations and enhance the overall appearance of the Downtown district.
- Equipment Upgrades: Billy Goat, Branded Trucks, and Pressure Washer Trike.
- Downtown Trash Cans: The installation of 10 test-pilot trash cans on throughout the downtown.

# Clean & Safe

(continued)



2022  
Ambassador Team Photo

 **38,442**  
Bags of Trash Collected

 **488**  
Graffiti Removal

 **6,815**  
Directions, Assistance, Information

**768,840**   
Pounds of Trash Collected

**408**   
Human & Animal  
Waste Removed

**1,830**   
Hazardous Materials  
(needles) removed

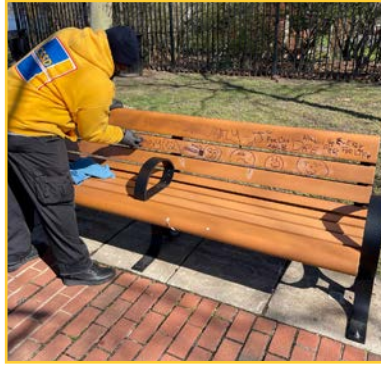
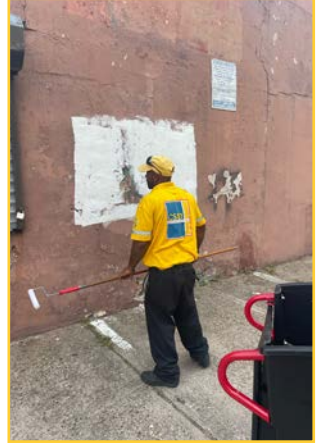
\*2022 Annual Totals



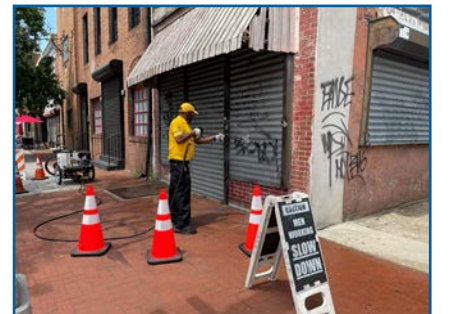
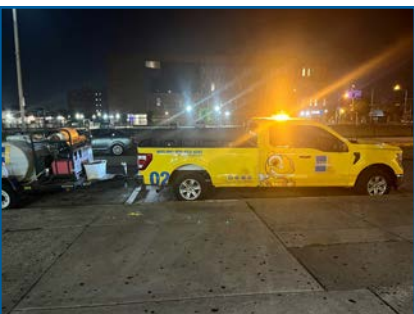
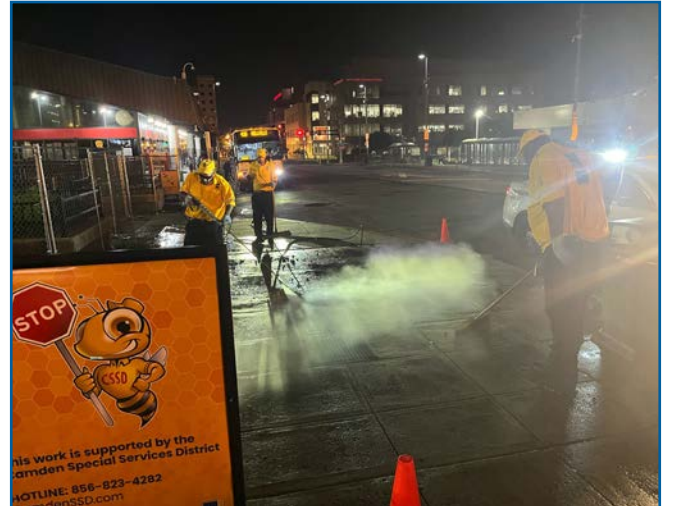
# Clean & Safe

(continued)

## Graffiti Removal



## Power Washing





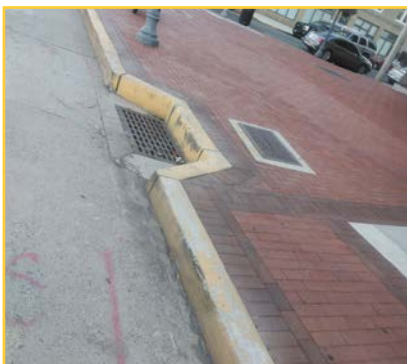
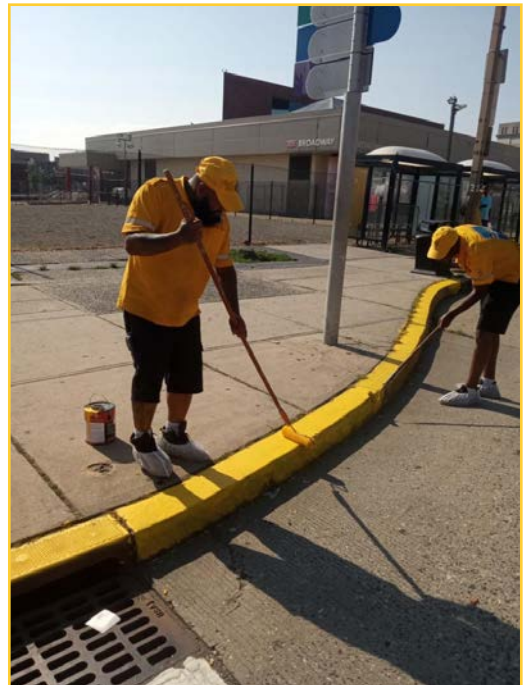
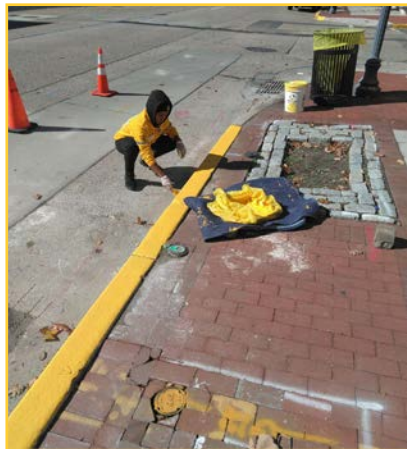
# Clean & Safe

(continued)

## Hospitality



## Curb Line Painting



# Enhanced Landscaping

## Summary

During the 2022 year, the CSSD continued to support enhanced landscaping activities throughout the Camden Business Improvement District. The majority of enhanced landscaping activity is completed through a 3rd party-landscaping contractor with oversight by the CSSD.

CSSD's enhanced landscaping activities promote sustainability and help create a healthier more beautiful, and more livable Downtown Camden. Additionally, enhanced landscaping improves the quality of life and has economic benefits.

## New Planters & Hanging Baskets

The CSSD, in an effort to expand enhanced landscaping to under-landscaped zones, has invested in new planters and hanging baskets. See the breakdown below:

- The Haddon Avenue median was introduced to 6 NEW self-watering Boulevard 42 planters and 8 NEW self-watering Boulevard 34 Planters.
- Roosevelt Plaza Park received 19 NEW self-watering Pro-Series 22 hanging baskets.
- 3rd & Market received 6 NEW self-watering Boulevard 42 planters and 5 NEW self-watering Pro-Series 22 hanging baskets.
- Broadway/ WRTC Center received 8 recycled tote tank planters, 13 NEW self-watering Pro-Series 22 hanging baskets, and 14 NEW oval galvanized stock tank planters.

**20** NEW Self-Watering Planters Installed

**37** NEW Self-Watering Hanging Baskets installed

**14** NEW Planters Installed

**100+** Planters planted and maintained

\*2022 Annual Totals

# Enhanced Landscaping

(continued)

## CBID Landscaping Zones

Cooper Plaza & Lanning Square  
Haddon Ave Planters\*  
MLK Boulevard Medians  
Roosevelt Plaza Park\*  
3rd & Market Plaza\*  
Broadway/ Walter Rand Transportation Center\*  
Cooper's Poynt Park

\*Indicates new landscape zones or improvements to existing zones

*Refer to Exhibit B for map of landscaping zones.*

## FFS Enhanced Landscaping

The CSSD partners with private, non-profit and government partners to provide consulting, installation and management of additional landscaping services. These services include decorative plantings, lot cleanouts and maintenance, and small-scale beautification projects.

## Did you know?

**With self-watering planters, plants grow larger, and more beautiful, while also reducing labor, fuel & water usage by up to 80%!**

**The CSSD has a wide collection of self-watering plants to drive its enhanced landscaping initiative.**





# Enhanced Landscaping

(continued)

Spring & Summer Plantings





# Enhanced Landscaping

(continued)

## Fall Plantings



## Winter Plantings





# Urban Canopy

## Summary

The CSSD recognizes the importance and value of a healthy and sustainable urban tree canopy. That is why, starting in 2021, the CSSD invested in the health of downtown Camden's urban tree canopy. This investment consisted of pruning & dead wooding existing trees, removal of dead trees, and the planting of trees. In addition, the CSSD made strategic partnerships with the New Jersey Tree Foundation and neighborhood groups to best leverage resources for the overall benefit of the urban tree canopy.

A healthy urban canopy has shown that trees offer various benefits to improve cities. Trees have been shown to decrease urban air temperatures, reduce air condition bills, absorb carbon dioxide and other pollutants, make the air healthier, add value to adjacent properties, reduce stress levels and improve emotional well-being, and increase pedestrian safety by calming traffic and reducing trees. Trees create attractive and pleasant urban environments that promote walkability.

## Services Provided

The CSSD and its Street Tree contractor, including a certified tree arborist will tour the downtown district and identify specific needs and priority areas to perform street tree services. These services are dependent on available funds.

Tree & Stump Removal: If a tree is deemed dead, dying, or a public hazard by a certified tree arborist, the CSSD will remove properly and safely remove the tree and stump to allow for new tree planting.

Tree Planting: In consultation with a certified tree arborist, the CSSD will identify what type of tree to plant, ensuring urban drought tolerance, minimal disruption to adjacent infrastructure, and proper size. These trees are then watered and fertilized to ensure long-term viability.

Tree Maintenance & Pruning: The CSSD, in consultation with a certified tree arborist, will perform the following services for street trees: selective and corrective pruning and dead wooding, elevation, and fertilization.



# Urban Canopy

(continued)

## Partnerships

In a collaboration between the New Jersey Tree Foundation, through its Urban Airshed Reforestation Program (UARP), and the Camden Special Services District, planted over 59 trees were planted in both the Cooper Grant and Cooper Plaza neighborhoods. To assist with NJ Tree Foundation's plantings, the CSSD removed 50 hazardous and dead trees, grinded existing tree trunks, and updated existing tree wells to feature a raised tree pit with a Belgian block perimeter.



## City of Camden, New Jersey

**190**  
Trees pruned, fertilized,  
and maintained

**48**  
Dead or hazardous tree  
removals

**126**  
NEW Trees planted

\*2022 Annual Totals

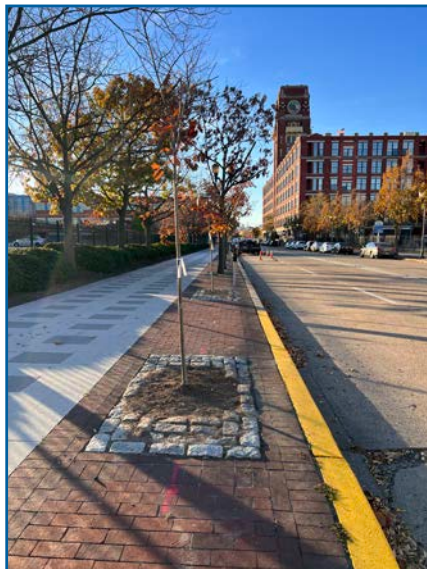
# Urban Canopy

(continued)

Community Partnerships



New Plantings





# Urban Canopy

(continued)

## Maintenance: Pruning & Deadwooding





# Maritime Debris Clean Up

## Summary

The Delaware River is a navigable and tidal waterway providing the City of Camden with access to the water, waterfront views, and a downtown waterfront with businesses, residents, and entertainment destinations. Due to the tidal nature of the waterway, trash and debris regularly collect along the downtown waterfront along the river walls and walkways, bulkheads, piers, and vegetative areas. In response, the CSSD procured a qualified contractor to provide cleaning services along the river for a specified stretch of the downtown Camden waterfront. The maritime debris cleanup is consistent with the CSSD's mission to present Camden as a clean and welcoming place.

In 2022, the CSSD procured Philadelphia Barge Company (PBC) to perform maritime debris clean up services. As part of our inaugural trial, the CSSD deployed PBC to visit the Camden Waterfront on 4 separate occasions. Below are highlights of 2022

## Miscellaneous Item Picked Up

- 50 Feet of used/abandoned oil boom
- 30 ft. unsecured and abandoned wave wall
- 2 tires with rims
- 8x12 dock
- Fourteen (14) 55-gallon drums of debris
- Three (3) 55-gallons of plastics



# Placemaking & Events

## Connect the Lots Partnership

In 2022, the CSSD partnered with Camden Community Partnership's highly-recognized "Connect the Lots" (CTL) initiative to increase community engagement, social interaction, and a sense of place to the public spaces within the Camden Business Improvement District (CBID). These events were publicly available for residents, employees, and visitors of Downtown Camden. Through this partnership, the CSSD and CTL were able to bring and support the following events for the district.

1. Lunchtime Concerts (Tuesdays)
2. Yoga at RCA Pier Park (Tuesdays)
3. "Hard Work No Excuses" fitness class at Cooper's Poynt Park (Thursdays)
4. Camden Night Garden
5. Movies in the Park
  - 6/3 at Cooper's Poynt Park
  - 6/17 at 4th & Washington Park
  - 7/15 at 4th & Washington Park
  - 8/5 at Cooper's Poynt Park
  - 8/19 at 4th & Washington Park
6. Salsa on the Plaza at Roosevelt Plaza Park (6/24)
7. Latin Night in the Plaza (9/16)

**2022 CONNECT THE LOTS SEASON SCHEDULE**

Text "CTLCamden" to 81411 for event alerts

**Weekly Events**

Event Type	Frequency	Location
Lunchtime concerts	EVERY Tuesday from May 23rd-August 30th 12:00 - 2:00 pm	Roosevelt Plaza Park
Fitness Class: "Hard Work No Excuses"	EVERY Thursday 5:30-6:30 pm	Cooper's Poynt Waterfront Park
Fitness Class: Yoga	EVERY Tuesday from June 7, August 16 5:30 - 6:30 pm	RCA Pier

Month	Date & Time	Event 1	Event 2	Event 3
May	May 20 @ 6 pm	Camden Night Gardens	Cooper's Poynt Waterfront Park	
June	June 3 @ 8 pm	Outdoor Movie	Cooper's Poynt Waterfront Park	
	June 10 @ 8 pm	Outdoor Movie	Gateway Park	
	June 17 @ 8 pm	Horizon Cooking Challenge	Arts Center	
	June 18 @ 9 am	Outdoor Movie	4th & Washington Park	
July	June 24 @ 7 pm	1 Bike Camden	Cranier Hill Waterfront Park	
	July 1 @ 8 pm	Salsa on the Plaza	Roosevelt Plaza Park	
	July 23	Outdoor Movie	Von Neida Park	
	July 9 @ 8:30 am	Trenton Circus Squad	Cooper's Poynt Waterfront Park	
	July 15 @ 8 pm	1 Paddle Camden	Pine Point Park	
August	July 22	Outdoor Movie	4th & Washington Park	
	July 23 @ 8:30 am	Arts & Music Center	King's Waterfront Park	
	July 29 @ 8 pm	1 Paddle Camden	Poynt Poynt Park	
	July 29 @ 9 am	Outdoor Movie	Laney Beach Park	
September	August 2 @ 7 pm	Family Fun & Fitness Day	Cranier Hill Waterfront Park	
	August 5 @ 8 pm	National Mile Out	Farmhill Park	
	August 8 @ 8 pm	Outdoor Movie	Cooper's Poynt Waterfront Park	
	August 11 @ 6 pm	Camden Night Talent	Builey Orange Park	
	August 13 @ 10 am	People Games	Von Neida Park	
August 19 @ 8 pm	Outdoor Movie	4th & Washington Park		
September 2 @ 8:30 pm	Outdoor Movie	Von Neida Park		

\* Events require registration. For more information and to register visit [www.connectthelotscamden.com](http://www.connectthelotscamden.com) or @CTLCamden on Instagram & Facebook

## About Connect the Lots

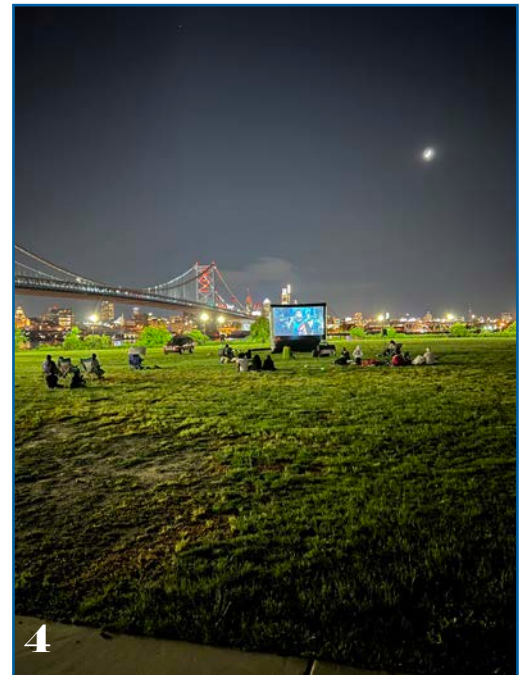
CONNECT THE LOTS (CTL) is a community-driven initiative to activate Camden's vacant and underutilized spaces through the identification and implementation of artistic, cultural, and recreational projects and activities. The goals of the initiative are to engage Camden residents in neighborhood transformation, create safe nodes of activity, and to bring vibrancy to Camden's corridors and public spaces. CTL is a collaboration between Camden Community Partnership and the City of Camden. CTL was first piloted in 2014-2015 in the North Camden and Cooper-Grant neighborhoods. Since that time, CTL has expanded to additional Camden neighborhoods and has incorporated themes of health and sustainability in its placemaking programs, including new partnerships with Get Healthy Camden and the Camden SMART Initiative. To learn more about CTL, visit [www.CTLCamden.com](http://www.CTLCamden.com).



# Placemaking & Events

(continued)

CTL & CSSD



1. Yoga at RCA Pier Park
2. Lunchtime Concerts @ Roosevelt Palza Park
3. Salsa on the Plaza @ Roosevelt Plaza Park
4. Movie Night @ Cooper's Poynt Park



# Placemaking & Events

*(continued)*

## Public Art & Murals

As part of our effort to enhance the Downtown and combat graffiti, the CSSD partnered with young artists from the IDEA Center for the Arts to add art and beauty to a temporarily vacant storefront at 517-519 Market Street across from City Hall/ Roosevelt Plaza Park.



## Welcome Center at 201 Market Street

To compliment our programming, the CSSD opened a “Welcome Center”, which offered hot chocolate, coffee, refreshments, and complimentary gift wrapping during holiday events. It will serve as the dispatch office and support community programs moving forward.



# Placemaking & Events

(continued)

## Downtown Camden Restaurant Guide

Be on the lookout for the recently launched Downtown Camden Restaurant Guide. In it, you'll find information about our assortment of Downtown and Waterfront eateries – including location, contact information, delivery links, hours of operation and more.

The restaurant guide is available on high-quality print paper and digitally on [www.CamdenSSD.com/Restaurant-Guide](http://www.CamdenSSD.com/Restaurant-Guide). Interested in receiving a print version? Contact us at [CamdenBid@Camdenssd.com](mailto:CamdenBid@Camdenssd.com) or at 856.823.4282.

**Discover the buzz with.....**  
**DOWNTOWN RESTAURANT**

- 1 BAIN'S DELI**  
A: 2 Aquarium Loop Dr, Camden, NJ 08103  
P: (856) 203-7004  
H: M-F 8:30am-4pm | Sat 10-4pm | Closed Sun
- 2 THE VICTOR PUB**  
A: 1 Market St, Camden, NJ 08102  
P: (856) 495-0600  
H: Sun-Mon 11am-12am
- 3 MARKET STREET PIZZERIA**  
A: 1 Market St, Camden, NJ 08102  
P: (856) 541-4100  
H: Hours: M-F 10am-9pm | Sat 11am-9pm | Closed Sun
- 4 FRESH MEX GRILL**  
A: 1 Market St, Camden, NJ 08102  
P: (856) 541-4800  
H: M-F 11am-2pm | Closed S & S
- 5 FEVZI MEDITERRANEAN**  
A: 1 Market St, Camden, NJ 08102  
P: (856) 541-4800  
H: M-F 10:30am-3pm | Closed S & S
- 6 NUANCED CAFE**  
A: 225 Market St, Camden, NJ 08102  
P: (856) 203-7252  
H: M-F 7:30am-4pm | Sat 8am-2pm | Closed Sun
- 7 CAFE SALAD FACTORY**  
A: 313 Market St, Camden, NJ 08102  
P: (856) 963-8228  
H: M-T 10am-5pm | F 10am-4pm | Closed S & Sun
- 8 MYLESTONE RESTAURANT & CATER**  
A: 321 Market St, Camden, NJ 08102  
P: (856) 397-5058  
H: Closed M | T-F 12pm-9pm | Sat 1pm-9pm | Sun 1pm-9pm
- 9 CAMDEN DINER**  
A: 501 Market St, Camden, NJ 08102  
P: (856) 966-4016  
H: M-F 7am-12:30pm | Sat 7am-12:30pm | Closed Sun
- 10 GUIDO'S PIZZA**  
A: 513 Market St, Camden, NJ 08102  
P: (856) 338-0444  
H: M-F 7am-4pm | Closed S & Sun

*\*Hours may change depending on*

**Dine Downtown CAMDEN**  
**Downtown Camden Restaurant Guide**  
Looking for your next meal, catering options or local delivery? Use this handy guide to explore downtown restaurants, cafes and eateries.

**CSSD**  
CAMDEN SPECIAL SERVICES DISTRICT

For participating locations visit [CamdenSSD.com](http://CamdenSSD.com) or scan QR code

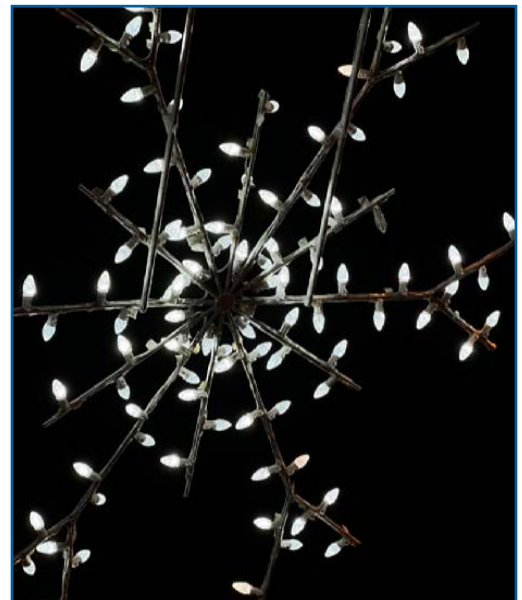
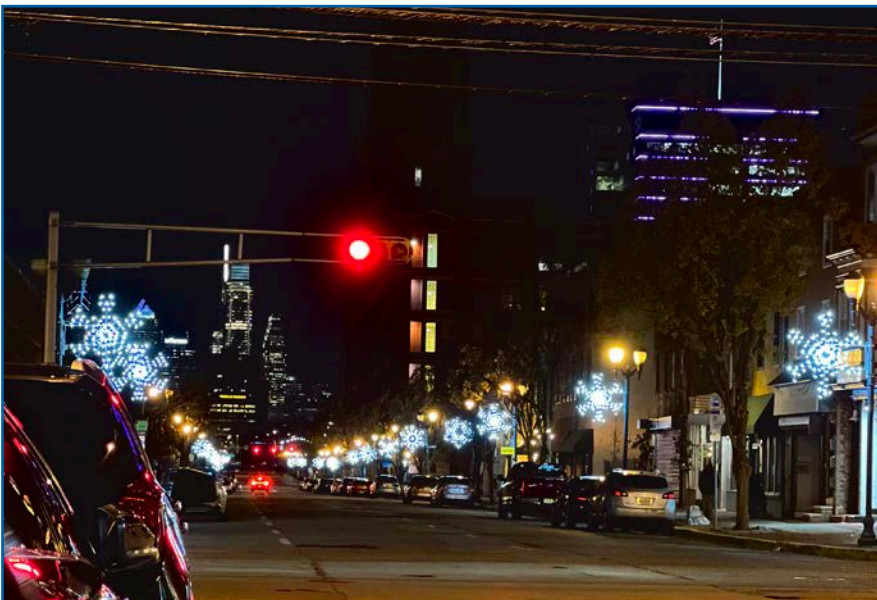
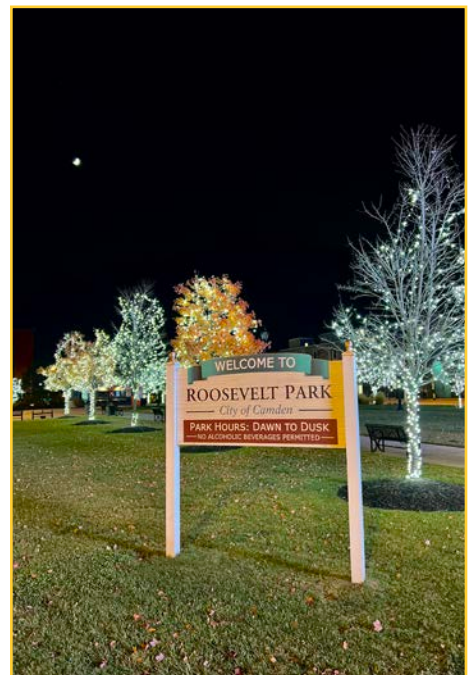
01312023



# Holiday Programming

## Holiday Lighting

Locals and visitors alike were thrilled to see Downtown Camden shining bright this holiday season. The trees at Roosevelt Plaza Park were completely wrapped in twinkling lights and a total of 60 illuminated snowflakes lined Market Street from City Hall to the Waterfront. Trees in the Aquarium loop were also wrapped in string lighting to create a festive environment.





# Holiday Programming

*(continued)*

## Cookie Decorating (December 2nd)

The CSSD kicked off the Holiday season with an in-person cookie decorating class led by a local bakery Embellished by Alesha. Alesha provided delicious cookies, icing, and a fun-filled evening.

## IDEA Holiday Bazar (December 3rd)

The CSSD collaborated with IDEA Center for the Arts for a day of Arts and Culture with live music and a space to shop and unwind. This Holiday Bazaar featured a handful of small businesses selling products ranging from custom mugs, t-shirts, notebooks, handmade jewelry, books, and candles.

## CSSD Holiday Bazar (December 10th)

The second weekend of our holiday programming started with a holiday market that included local vendors selling live plants, funky socks, candles, hand-woven scarves, custom hair jewelry, baked goods, and Camden-themed gear.

## Making Candles & Hot Chocolate Kits (December 11th)

The CSSD invited The Calm Joy Candle Co to lead us in a hands-on candle-making experience where guests were able to mix their own unique scents to create quality handmade candles. Guests made their own hot chocolate kits while mingling with Buzz.

## American Water Ambassador Holiday Dinner

Each year American Water invites our Yellowjacket Ambassadors and their loved ones to enjoy an evening of dining and celebrating. Families are invited to enjoy a catered dinner, gifts, gift cards and activities for children, photos with Santa, and lots of giveaways for Ambassadors to enjoy. Thank you, American Water, for going all out to show our ambassadors that their hard work is noticed, and they are appreciated.

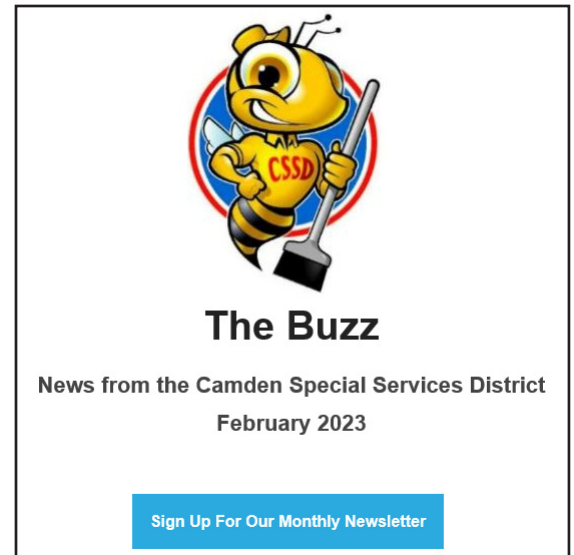


# Marketing & Communications

## Monthly Newsletter

In February 2022, the CSSD launched its new monthly newsletter dubbed “The Buzz” after CSSD’s iconic Buzz Bee mascot. The purpose of this newsletter was to educate CSSD’s constituents about recent news, CSSD initiatives, and updates, Opportunities for Small Businesses, Volunteer opportunities, and things to do in Downtown Camden.

The CSSD continues to expand its newsletter subscribers and impact. Are you interested in signing up for our newsletter? Visit [www.CamdenSSD.com/Newsletter](http://www.CamdenSSD.com/Newsletter).



## Social Media

The Camden Special Services District maintains a regular presence on social media platforms such as Facebook, Instagram, and LinkedIn. Social media remains an invaluable tool for the CSSD to communicate with its constituents regarding upcoming projects and events, organizational and community updates, and any other relevant information.

### Facebook:

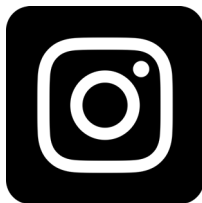
- 170+ New Page Like
- 10K+ Reach

### Instagram

- 615 New Page Like
- 49K+ Reach

### LinkedIn

- 100+ New Followers





# CSSD & CBID Goals & Objectives

The Camden Downtown is one of the important gateways to the South Jersey region, serving as a center for commerce, transportation, education, health care, and government. Its small-town assets can project a vibrant, well-maintained, safe, clean, and attractive downtown. Revitalization should be pedestrian-friendly and provide for a vibrant business environment with mercantile and service-type businesses, providing an environment that supports shopping, dining, socializing, entertainment and commercial activities for daytime and evening hours. Success relies on an integrated community approach and the maintenance of focused community partnerships.

## GOALS AND OBJECTIVES AND THE BUDGET CATEGORIES THAT CONTRIBUTE TO GOALS AND OBJECTIVES

**Goal #1:** Implement and manage a Business Improvement District to support the growth of a vital, healthy, thriving district for everyone - residents, businesses, employers, employees, students and visitors.

### *Objectives*

- To be a reliable partner to all represented within the CBID, by working together to honor the community's traditions and maintain and support community values
- To develop Public/Private collaboration that encourages investment, interest, ideas, increased foot traffic and activity to local businesses, educational and health facilities, local attractions, public events, and support neighborhood growth
- To encourage public input, through meetings and surveys, to help identify targeted initiatives
- To continue to hire local residents to work on the Yellow Jacket Ambassador team, pay a fair hourly rate with benefits and increase staffing

# CSSD & CBID Goals & Objectives

*(continued)*

**Goal #2:** Provide dedicated and enhanced CBID on-the-street activities to create a more welcoming district

*Objectives*

- To provide enhanced cleaning, landscaping, and hospitality assists
- To increase staffing and maintain services seven days a week
- To clean streets and sidewalks in neighborhoods within the CBID catchment area
- To be accountable, produce and measure results

**Goal #3:** Administer the District Management Corporation

*Objectives*

- To fairly represent the various stakeholders in the CBID
- To work with a Board of Directors that represents the district
- Participate in neighborhood community meetings to establish and maintain cooperation, understanding, collaboration
- To manage the district to be inclusive of all interests and represent the downtown as identified on the property map
- To maintain a balanced budget

**Goal #4:** Promote and support the various communities through new marketing and branding/identity efforts to drive customers, visitors, residents, employees into local businesses and attractions and support community and neighborhood initiatives.

*Objectives*

- To utilize local sourcing when available, appropriate and economically responsible
- To develop digital and print marketing materials to promote the district
- To disseminate district news to the community via ongoing communication with community groups, neighborhood associations, religious institutions, business groups.



# CBID Boundaries

Exhibit A - Property List with Block and Lot located at [www.CamdenSSD.com](http://www.CamdenSSD.com)



# Enhanced Landscaping Areas

## Exhibit B - Areas Covered

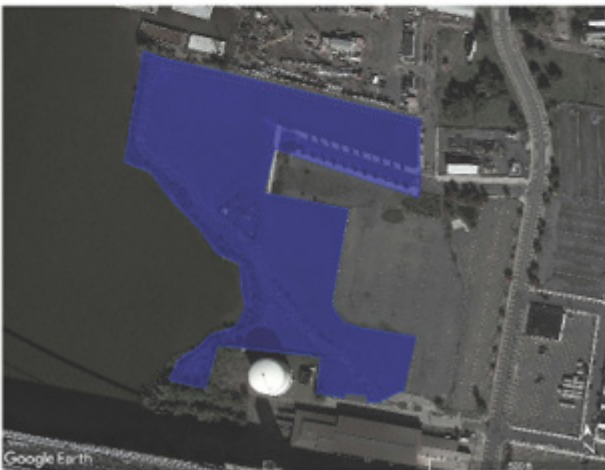
### MAP OF CSSD LANDSCAPING AREAS



Roosevelt Plaza Park



Cooper Plaza



Cooper's Poynt Park



Martin Luther King Boulevard

### **Not shown:**

- Haddon Ave Planters
- 3rd & Market Plaza
- Broadway/ Walter Rand Transportation Center



# CSSD: Fee-For-Service Contracts

## Exhibit C - Highlighted Fee for Service Contract Areas



### Wiggins Waterfront Park

(Map of serviced area)



### Heart of Camden: Waterfront South

(Map of serviced area)



### CCMUA: Green Site Infrastructure

(Map of serviced area)







200 Federal Street  
Suite 146  
Camden, NJ 08103

(P): (856) 823-4282  
(E): [CamdenBid@CamdenSSD.com](mailto:CamdenBid@CamdenSSD.com)  
(W): [www.CamdenSSD.com](http://www.CamdenSSD.com)