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We work hard for you.

There is plenty happening in Downtown Metuchen right now. Please take advantage of a few upcoming meetings or find other ways to get involved in exciting projects and activities happening throughout the downtown!

News Around Town

Metuchen Savings Bank Loan up to \$25,000 Now Available for MDA Members

METUCHEN SAVINGS BANK

In Touch.

MDA Members May Qualify for an Unsecured Small Business Loan

Loan amount up to \$15,000.00

Term - Up to five years fully amortizing (This is not a revolving line of credit offering).

Application – Abbreviated small business application form.

Interest Rate: Fixed for the loan term at Prime plus 1.50% at the time of application.

Application Fee – \$275.00 (the amount needed to cover the cost of credit reports, judgment searches on the owner and the business and a good standing search on the business).

Collateral – Unsecured

Guarantees – Full guaranty of all owners of the company regardless of the percentage owned.

Business Operating Account – The borrower would be required to transfer their business account to MSB for the life of loan. If the account is subsequently not used or closed by the borrower, then the interest rate will increase by 1%.

Required Financial Information – None required, except that the borrower must provide a copy of its federal tax return in order to establish the names of the owners.

Conditions for Approval:

Current owners must own the business for at least three years at its present location. All owners must have a clean personal credit history. All business owners as well as the business entity cannot have any open judgments or tax liens.

Loan Amount from \$15,001.00 to \$25,000.00

Same as above with the added condition that the owners must provide their personal financial statement on the Bank's form along with their complete federal tax return.

Contact us for more information:

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2019.01.24



Equal Housing Lender

Member FDIC

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Award Winners Announced at Annual Meeting

Volunteer of the Year – Elaine Edgcomb

Past awardees

2018 – Dan Cea

2017 – Bobbie Theivakumaran

As a volunteer with the Metuchen Downtown Alliance since our inception in 2016, Elaine has been invaluable to several key initiatives. Early on she helped with the selection of a consultant and development of a market analysis for the District. She was instrumental in helping to shape the "Innovation Transformation Strategy" that has guided our work for

nearly two years now. As Innovation Team Chair she assembled a team of people to assist businesses with technology, improving their storefronts, and with marketing. Partnerships she has helped to develop are with Central New Jersey SCORE and Metuchen High School through a "Downtown Fellows" program. Elaine's contribution over the past several years have been significant.

Storefront Improvement Award – The Kabab Factory

Past awardees:

2018 – Rob DeFillipis, Runner's High

The Kabab Factory is one of 42 businesses that have participated in our Storefront Grant program, and one of 12 to receive matching grants so far. The grant to The Kabab Factory helped pay for new exterior painting and signage outside. On the inside tasteful decorations help to tell the brand story of this dynamic, exciting new dining place in downtown Metuchen.

Business Champion Award – Jenny Lai, Picture Perfect Studios

Past awardees:

2018 – La Rosa Pizzeria and Restaurant

2017 – Cai's Cafe

Jenny Lai of Picture Perfect Studios is someone who takes good ideas and applies them. Following a storefront consultation Jenny completed redesigned her entry door, storefront windows, and visual merchandising inside. Picture Perfect was one of seventeen businesses to participate in the Win at Marketing Workshop held Summer 2018. She frequently reaches out and partners with fellow Metuchen businesses and can often be seen taking photographs at MDA meetings and promotions.

District Owner Award – Michael Ciesielka, Nexus Parking Systems

Past awardees:

2018 – Jeff Jossell, Suburban Square, LLC

Since opening their Metuchen facility in 2016, Nexus Parking Systems has contributed greatly to the success and comfort of our businesses and residents. Staff have taken an active interest in the work of the Alliance, participating in nearly every meeting and serving on our Parking Team. Additionally, generous free parking during weekends from 5pm on Friday to midnight on Sunday has helped encourage people to visit, dine, and shop downtown.

Promotion Award – Linda Levine

Past awardees:

2018 – Joanne Cruz

2017 – Bobbie Theivakumaran

Linda is not only a volunteer but also a resident in downtown Metuchen. As a volunteer she has been invaluable connecting Alliance businesses with various promotions throughout the year. As a resident she is well known to many of the business owners throughout the downtown. Recently she increased her commitment by joining the team at the Pearl Street Business Center to assist with business development and project management activities there.

Innovation Award – Bernie Hetzel

Past awardees:

2018 – Edward Wetzel

2017 – Elaine Edgcomb

Bernie brings with him over 3 decades of experience in storefront design to his work with the Alliance. As a professional store designer he once had responsibility for as many as 3,000 stores nationally. Some of his earliest retail experience, however, was designing windows for a business on Main Street in Metuchen. He has now come full circle and is an important part of our team helping businesses throughout the District with making upgrades and improvements.

Public Official Award – Brandon Uhlig, Metuchen Media

Past awardees:

2018 – Allison Inzerro

2017 – Fred Hall, DPW Director

Brandon provides professional video through an innovative partnership between the Borough of Metuchen, the Metuchen Independent School District, and the Metuchen Downtown Alliance. His videos promoting downtown businesses and highlighting various promotions have garnered over 100,000 views on Facebook and YouTube. Brandon has also become an important voice on our Communication Team, helping to craft campaigns that benefit businesses.

MDA News and Events

Find Your Love Downtown 2019

Find your love Downtown! Stop by your favorite Downtown businesses for specials and offers over **Valentine's Day**.

Diversity & Inclusion Needs Assessment

Please **complete this brief survey** to help the Metuchen Human Relations Commission to meet the needs of your business.

See What's Happening Downtown

