

RESOLUTION NO. 2024-265

A RESOLUTION AUTHORIZING THE EXECUTION OF A GRANT APPLICATION FOR GRANT FUNDING FROM THE NEW JERSEY URBAN ENTERPRISE ZONE AUTHORITY IN THE AMOUNT NOT TO EXCEED \$175,000.00 FOR MARKETING AND ENTERTAINMENT FOR DOWNTOWN CONCERTS AND EVENTS.

WHEREAS, the City of Vineland wishes to apply for a grant to be received from the New Jersey Urban Enterprise Zone Authority in an amount not to exceed \$175,000.00 for marketing and entertainment funding to help support Vineland Downtown Urban Enterprise Zone public events and concerts.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Vineland that the Mayor and Clerk are hereby authorized to execute the application for such grant and any other documents necessary in connection therewith.

BE IT FURTHER RESOLVED that the City Council recognizes and accepts that the Urban Enterprise Zone Authority may offer a lesser or greater amount and therefore, upon receipt of the grant agreement from the New Jersey Urban Enterprise Zone Authority, does further authorize the execution of any such grant agreement; and upon receipt of the fully executed agreement from the Authority, does further authorize the expenditure of funds pursuant to the terms of the agreement by and between the City of Vineland and the New Jersey Urban Enterprise Zone Authority.

Adopted:

President of Council

ATTEST:

City Clerk

**New Jersey Department of Community Affairs
APPLICATION FOR GRANT FUNDS**

STANDARD GRANT COVER SHEET

2022-08032-1938

1. DCA Program to Which Applicant is Applying: Urban Enterprise Zone - Vineland 2022			
2. Name of Applicant Agency Vineland City			
3. Street Address 640 East Wood Street Post Office Box 1508			
City Vineland	State New Jersey	Zip Code 08362-1508	County Cumberland
4. Official Contact Person Mr. Gregory Gallo		Title Legal Analyst	Phone number (856) 794-4000
5. Program Contact Person Ms. Sandra Forosisky		Title Director of Economic & Co	Phone Number (856) 794-4000
6. Proposed Project/Grant Title Vineland UEZ Downtown Promotion			
Program Type Projects : Promotion: Vineland UEZ Downtown Promotion			
7. Total Cost of the Project \$17,5,000	8. Requested Amount \$17,5,000	9. Funds from Other Sources	
10. Project Location (if Different from Applicant Agency)			
Street Address Landis Avenue			
City Vineland	State New Jersey	Zip 08360-0000	Room Number
11. Vendor Number 216001670-99	12. Employer ID 216001670	13. Tax Exempt ID	
14. Area(s) Benefiting: City of Vineland,			
15. Briefly describe the project for which you are seeking funds. To promote the downtown UEZ by having concerts and special events that draw activity to the UEZ.			

16. a. Will any member of the Board of Directors/Trustees receive any direct or indirect personal or monetary gain from the funding of this grant?

Yes No

b. Does any member of the Board of Directors/Trustees serve on any board, council commission, committee or task force which has regulatory or advising influence on the funding program? Yes No

If yes, please describe:

17. Fiscal Contact Person
Ms. Susan Baldosaro

Title
CFO

Phone Number
(856) 794-4000

18. Agency Fiscal Year
1/1 to 12/31

19. Name of CPA Firm Appointed by Grantee

20. **Certification:** The applicant certifies that to the best of his/her knowledge and belief all data supplied in this application and attachments are true and correct. The document has been duly authorized by the governing body of the applicant and further understands and agrees that any grant received as a result of this application shall be subject to the grant conditions and other policies, regulation, and rules issued by the New Jersey Department of Community Affairs which include provisions described in grant applications instructions.

Name and Title of Applicant (Print)

Signature of Applicant

Date of Application

OBJECTIVES

Objective Number: 1

Short Description: Weekly Concerts at downtown theater

Detailed Description

The theater is an asset of the downtown which is owned by the Vineland Development Corporation. It brings people from out of town to the UEZ and they spend money on dinner and shopping in the downtown.

Methods

To VDC will work with the Landis Theater Foundation to have several concerts per month and market them to bring people to the downtown.

Evaluation

Number of concerts per year and number of attendees.

Application Program Component: Vineland UEZ Downtown Promotion

OBJECTIVES

Objective Number: 2

Short Description: Special Events on Main Street

Detailed Description

Have special events on the Main Street at least 4 times per year to bring people from outside the area as well as within the City to promote the downtown UEZ.

Methods

The Special Events Coordinator for the City and the Vineland Main Street will plan events for the downtown and market them.

Evaluation

The number of events and number of people that come downtown.

Application Program Component: Vineland UEZ Downtown Promotion

Scope of Services

Having events in the downtown showcases the downtown and brings locals and out-of-towners to the Main Street that would normally not visit. This allows the UEZ businesses to market their products to people that do not normally visit the downtown. There are several ethnic restaurants that people discover in the downtown that become repeat visitors as well as the specialty retail in the downtown. Events include Dancing on the Avenue, Multi-Cultural Festival, Vineland Food Truck Festival, and Old Fashion Christmas.

The downtown theater which is owned by the Vineland Development Corporation, will have concerts on a regular basis to bring people downtown. They visitors grab dinner before the show at the local restaurants and sometimes shop at the retail establishments.

The events and concerts will be marketed as well as the UEZ businesses in the downtown.

