

Dine, Shop, Love Netcong



Business Climate and Market Report

March 2016



Acknowledgments

The Netcong Community Partnership Board of Trustees would like to thank business owners who participated in our survey, the Netcong Borough Council for continuing support and Cailean Carr for research and analysis of this report.

About Netcong

Netcong is a quaint Borough in Morris County, New Jersey. Rich in history, tradition and exceptional natural beauty, Netcong Borough provides tree-lined streets, buildings from Victorian and other eras and the splendor of historic landmarks. The town received its name from the Musconetcong River, named by the Lenape Native Americans, and has a long history as a town with exceptional goods and services. Scenic recreation opportunities for boating, kayaking, fishing, walking, jogging or biking abound with access to Lake Musconetcong, the Musconetcong River and regional trails. Shopping, services, entertainment and dining in the historic downtown and surrounding areas provide a unique destination point for the Morris, Warren and Sussex County region.

Netcong Community Partnership

The Netcong Community Partnership (NCP) is a 501(c)3 nonprofit that proudly serves the businesses, property owners and residents of our Special Improvement District. The main focus of the NCP is to foster economic growth and revitalization within the community and promote Netcong as a desirable location to visit or invest.

Netcong Community Partnership is the management company designated by the Mayor and Council to manage the Special Improvement District (SID) of Netcong. NCP is a public private partnership working in conjunction with the Borough and other key stakeholders to provide an attractive business climate. The members of the NCP Board of Trustees are volunteers who serve in an advisory capacity to the business district membership by establishing priorities and providing expertise and experience in decision-making. NCP Trustees work to make Netcong great by focusing on economic development and quality of life.

Mission: Netcong Community Partnership will attract, retain, and promote businesses in order to add to the quality of life and economic vitality of Netcong.

Vision: Netcong provides economic opportunities, beautiful landscapes and is a desirable destination where people want to live, work, eat, shop and play.

Introduction

In the summer of 2015, the Netcong Community Partnership (NCP) developed and conducted a survey of local business to identify issues and opportunities for enhancing the business climate. Evolving technologies and changing populations and lifestyles affect the current business climate and future economic growth. The NCP spearheaded this analysis to gain an understanding of local business and property owners' needs and concerns and to identify potential future trends that can lead to increased economic opportunities. This report highlights the business survey results, demographic trends and strategies for addressing ongoing enhancement efforts.

Summary of Findings

- 167,240 people live within Netcong's 10 mile primary trade area.
- There is market opportunity for new and existing businesses. Great interest has been expressed in more varied restaurants that include outdoor seating and bars. There is a growing segment of Latino/Hispanic residents and a need for multicultural marketing. There is opportunity to encourage/attract more local residents to shop and dine in Netcong.
- There is opportunity to attract other market segments including visitors to local churches, travelers by highway or transit, nearby employees, and weekend traffic to lake and mountain destinations.
- There are times of year and days of the week which were reported by business owners as slow. This gives the NCP the opportunity to target events and campaigns at times of the year and on days where increased business would be beneficial.

Assets

- High traffic count on Routes 46 & 80.
- Route 46: 11, 411 Average daily traffic reported by NJDOT in 2012
- Interstate 80: 70,382 Average daily traffic reported by NJDOT in 2011
- No traffic volume counts for state Route 183
- Good public transportation
- Netcong Train Station is served by the NJ Transit Boonton and Morris & Essex Lines

- Private bus service to NYC
- Compact, pedestrian-oriented layout in downtown area.
- Nice downtown streetscape including lighting, garbage cans and benches.
- Unique architectural buildings and details provide historic image.
- Lake Musconetcong provides natural scenery, is an anchor for Main Street, and is a source of recreation.
- Clean, safe streets with very low crime.
- Somewhat culturally diverse food and retail businesses.
- Netcong is a designated Transit Village by the State. The State Transit Village Initiative creates incentives for municipalities to redevelop or revitalize the areas around transit stations using design standards of transit-oriented development (TOD). TOD helps municipalities create attractive, vibrant, pedestrian-friendly neighborhoods where people can live, shop, work and play without relying on automobiles.
- Netcong adopted a Complete Streets policy in 2010 that requires all modes of transportation, including pedestrian, bicycle, transit, and ages and abilities of people be considered in road design, retrofit and maintenance.

Opportunities for Improvement

- More diversity in types of shops and restaurants.
- Need for better holiday decorations.
- Extending the duration and use of flower planters to include foliage or other decorations for all seasons.
- Perception that the town does not have much to offer for shopping or a night out.
- Several unattractive store fronts.
- Difficulty obtaining outdoor seating permits.
- Several businesses have limited hours.
- There does not appear to be unity among businesses.

Community Profile

There are many ways to access the Borough by car, rail, or bus living up to the motto, “all roads lead to Netcong.” Netcong is served by Routes 80, 46, 183 and 206. The train station connects to the Morristown and the Boonton Lines. Bike racks are available at the train station. The Morris on the Move (M.O.M.) bus between Dover and Mt. Olive has a stop at the Netcong Train Station. Service between NYC and Netcong is also available through Lakeland Bus Lines.

For over 140 years, Netcong and the surrounding areas were associated with the production of iron. Opening in 1831, the Morris Canal was a manmade transportation link connecting the Pennsylvania anthracite coalfields, the iron mines and the ironworks of northern New Jersey. Many of the structures remaining in town today were built as the area’s housing and commercial areas developed in the 1840s. The Morris and Essex Railroad was extended from Dover to Netcong in 1853. Originally, Main Street was laid out as an access road between Stanhope and the rail depot. The nearby railroad made it possible for summer residents to commute between their lakeside bungalows on beautiful Lake Musconetcong and work in New York City.





Today, Netcong’s historic downtown is comprised of independent businesses that include restaurants, beauty services, financial and insurance enterprises and convenience markets. With the Lake Musconetcong State Park at one end of Main Street and the Musconetcong River running at the edge of town, Netcong is known for exceptional recreational opportunities. Several buildings are on the National Register of Historic Places including a Tudor Gothic style stone church at the water’s edge of Lake Musconetcong and the Palace Theatre, which was originally a silent movie and vaudeville house and now houses a professional regional theater for performing arts for children. Netcong also has businesses along the Route 46 corridor including restaurants and sales and services for automobiles. Intertwined with various commercial spaces are residential properties that typify mixed use communities and provide foot traffic and a neighborhood feel. The mile-square town is home to three churches including a large Catholic Church that has a K-7th grade school and a contemporary church that serves hundreds of patrons bringing people to town on Sundays and weekday evenings. The recently renovated town center crossings creates a pedestrian-friendly environment. Recent enhancements around the historic train station provide easier access to businesses across a narrowed Route 46. The streetscape is comprised of brickwork with decorative lighting, benches and flowers. The overall appearance of the town is clean and well-kept and it is considered to be a safe place at all hours.

Netcong Community Partnership

Web: GoNetcong.com | Phone: 973.347.0252 | Email: info@gonetcong.com

Demographic Snapshot

Netcong has a total population of 3,252 persons, which is a slight increase from 2010. From 2000 to 2010, Netcong experienced a 25.9 percent population change, which is much greater than the percent population change of both Morris County and New Jersey. This positive population change is largely attributed to the influx in the Hispanic population, which experienced a 178.8 percent population change from 2000 to 2010 and continuing with a 40.4 percent population change from 2010 to 2012. While much of the population increase in Morris County and New Jersey is also attributed to the increase in the Hispanic population, the percent change of the Hispanic population in Netcong is much larger.



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Demographics in Numbers

Total Population	2000	2010	2012	% Change 2000-2010	% Change 2010-2012
Netcong	2,580	3,247	3,252	25.90%	0.20%
Morris County	470,212	489,811	493,472	4.20%	0.70%
New Jersey	8,414,350	8,721,577	8,793,888	3.70%	0.80%

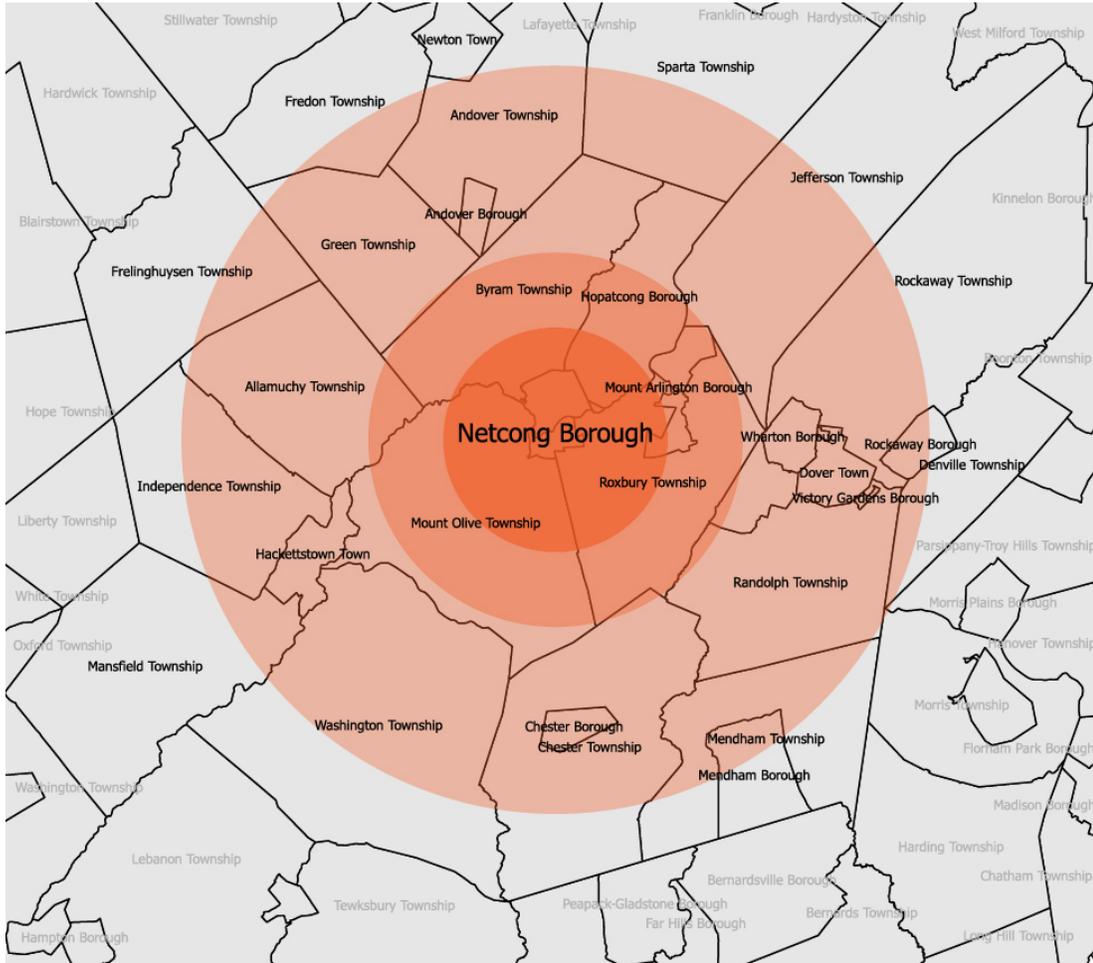
Race	2000	2010	2012	% Change 2000-2010	% Change 2010-2012
Netcong					
One Race	2,545	3,247	3,252	27.6%	0.2%
2 or more races	35	0	0	-100.0%	0.0%
Hispanic	184	513	720	178.8%	40.4%
Non Hispanic White	2,290	2,472	2,282	7.9%	-7.7%
Non Hispanic Black	31	262	208	745.2%	-20.6%
Non Hispanic Asian	43	0	42	-100.0%	0.0%
Non Hispanic Other	37	0	0	-100.0%	0.0%
Morris County					
One Race	462,886	482,365	484,573	4.2%	0.5%
2 or more races	7,326	7,446	8,899	1.6%	19.5%
Hispanic	36,626	52,897	56,653	44.4%	7.1%
Non Hispanic White	385,582	372,899	369,189	-3.3%	-1.0%
Non Hispanic Black	13,181	14,411	14,583	9.3%	1.2%
Non Hispanic Asian	29,432	42,672	44,800	45.0%	5.0%
Non Hispanic Other	9,471	28	26	-99.7%	-7.1%
New Jersey					
One Race	8,200,595	8,546,968	8,585,668	4.2%	0.5%
2 or more races	213,755	174,609	208,220	-18.3%	19.2%
Hispanic	1,117,191	1,468,176	1,557,680	31.4%	6.1%
Non Hispanic White	5,557,209	5,282,611	5,208,824	-4.9%	-1.4%
Non Hispanic Black	1,141,821	1,125,036	1,125,265	-1.5%	0.0%
Non Hispanic Asian	480,276	693,205	731,445	44.3%	5.5%
Non Hispanic Other	450,972	1591	2001	-99.6%	25.8%

Trade Area

The population density within the 10 mile trade area is significant. There are over 160,000 people living in over 60,000 households within 10 miles of Netcong’s downtown with the median annual household income expanded to over \$100,000. Access to diversity is also expanded, specifically in regards to Asians and other races. Many major stores and national chains earning more than 2.25 million in annual sales have already done the research and have chosen to locate within 10 miles of downtown Netcong. The table on page 11 lists the major stores with earnings over 2.25 million.

Total Population	3 Miles	5 Miles	10 Miles
Total Population	32,757	45,769	167,240
Housing Units	13,093	18,573	63,187
Race			
Hispanic	2,939	5,690	9,419
Non Hispanic White	27,544	34,255	113,575
Non Hispanic Black	1,238	2,073	3,426
Non Hispanic Asian	5,161	6,115	13,166
Non Hispanic Other	70	130	288
Two or More Races	351	466	1,401
Median Household Income	\$93,036	\$93,417	\$102,543

Where is Netcong's Trade Area?



Netcong, NJ Trade Area



Major Stores in Trade Area

Major Stores located within 10 Miles of Downtown Netcong (Earning 2.25 million or more in sales)	
7-Eleven (Sparta)	Mc Donald's (Flanders, Hackettstown, Randolph, Lake Hopatcong, Ledgewood, and Budd Lake)
Abercrombie & Fitch (Rockaway)	Men's Wearhouse (Ledgewood)
Aeropostale (Rockaway)	Michaels (Flanders and Rockaway)
American Eagle Outfitters (Rockaway)	Modell's Sporting Goods (Rockaway)
A & P Food Store (Randolph and Hackettstown)	Nordstrom Rack (Dover)
Applebee's (Flanders, Hackettstown, Dover, and Rockaway)	Old Navy (Flanders)
Apple Store (Rockaway)	Olive Garden Italian Restaurant (Rockaway)
A T & T (Hackettstown)	Outback Steakhouse (Ledgewood)
Babies R Us (Flanders)	Panera Bread (Flanders, Succasunna, and Hackettstown)
Banana Republic (Chester)	P C Richard & Son (Succasunna)
Barnes & Noble (Ledgewood)	Petco (Succasunna)
Bath & Body Works (Ledgewood)	PETSMART (Flanders and Rockaway)
Best Buy (Dover)	Pier 1 Imports (Flanders and Rockaway)
Big Lots (Dover)	PNC Bank (Chester, Sparta, Rockaway, Hackettstown, Randolph, Flanders, Stanhope, and Budd Lake)
Buffalo Wild Wings Grill & Bar (Rockaway)	Quick Chek (Hackettstown, Lake Hopatcong, Mt. Arlington, Hopatcong, Netcong, Hackettstown, Sparta, and Byram Twp)
Buybuy Baby (Rockaway)	Red Lobster (Ledgewood)
Bed Bath & Beyond (Rockaway and Flanders)	Residence Inn (Stanhope)
Bravo Supermarket (Dover)	Rite Aid (Hopatcong, Wharton, and Hackettstown)
Build-A Bear Workshop (Rockaway)	Ruby Tuesday (Ledgewood and Hackettstown)
Children's Place (Rockaway)	Safelite Auto Glass (Dover)
Costco (Wharton)	Sam's Club (Budd Lake)
Courtyard (Mt Arlington)	Sears Auto Center (Rockaway)
CVS Pharmacy (Hackettstown, Sparta, Chester, Stanhope, and Budd Lake)	Shop Rite (Succasunna, Wharton, Hackettstown, Chester, Stanhope, Ledgewood, Dover, and Netcong)
Delta Gas (Budd Lake)	Speedway (Randolph)
Dick's Sporting Goods (Rockaway)	Sports Authority (Ledgewood)
Dollar Tree (Dover)	Sprint (Rockaway)
DSW Shoe Warehouse (Rockaway)	Staples (Chester, Randolph, Succasunna, and Hackettstown)
Eddie Bauer (Rockaway)	Target(Rockaway and Hackettstown)
Express (Rockaway)	TGI Friday's (Ledgewood)
Exxon (Andover and Flanders)	TJ Maxx (Flanders and Dover)
Forever 21 (Rockaway)	T-Mobile (Flanders and Rockaway)
Fossil Fuel Oil (Wharton)	Toys R Us (Rockaway)
Gap (Chester)	Verizon Wireless (Rockaway and Succasunna)
Guess (Rockaway)	Walgreens (Dover, Succasunna, Ledgewood, and Rockaway)
Home Depot (Dover, Succasunna, and Hackettstown)	Walmart (Rockaway, Flanders, Ledgewood, and Hackettstown)
Home Goods (Budd Lake)	
IHOP Restaurant (Hackettstown and Kenvil)	
JC Penney (Rockaway)	
J Crew (Rockaway)	
Joyce Leslie Inc (Rockaway)	
Kohl's (Succasunna and Hackettstown)	
LA-Z-Boy Furniture Galleries (Dover)	
Limited (Rockaway)	
Longhorn Steakhouse (Flanders)	
Lord & Taylor (Rockaway)	
Lowe's Home Improvement (Flanders and Hackettstown)	
Macy's (Rockaway)	
Marshalls (Ledgewood, Hackettstown, and Chester)	

Business Priorities

The Netcong Community Partnership developed and conducted a survey of local business to identify issues and opportunities for enhancing the business climate. Business and property owners were invited to take the short survey and identify issues and areas to help revitalize the town's business environment. The survey garnered over 30 responses from Netcong commercial property and business owners, managers, and staff. Respondents represented Netcong restaurants, beauty services, gift shops, professional services, and virtual shops.

Who Responded to the Survey?

Most respondents of the Netcong Community Partnership Survey have a strong foundation in Netcong, with 53.5 % (15) respondents reporting that they have been operating at their current/primary location for over 20 years and 60% (18) of all respondents reporting that they own their current/primary location. Two respondents reported that they have been operating at their current/primary location for 11 to 20 years, three for 5 to 10 years, and seven for 1-4 years. Only



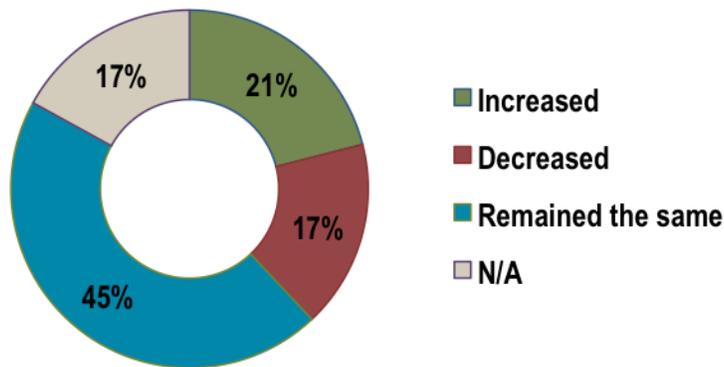
one respondent reported having only operating in their current/primary location for less than one year. Forty percent (12) reported that they are leasing their primary location. Most survey respondents reported having 5 to 10 employees. Fewer than 10 businesses reported having less than 5 employees. One business (Shop-Rite) reported having a total of 110 employees. Seventy percent (21) of survey respondents reported that they operate their business at street level, while 33% (10) reported that they operated with professional services, and 23% (7) operated as restaurants. Other respondents reported that they operated with beauty and professional services, medical services, entertainment, industrial businesses, and non-profit/civic organizations.

Survey Findings

How's business doing in Netcong?

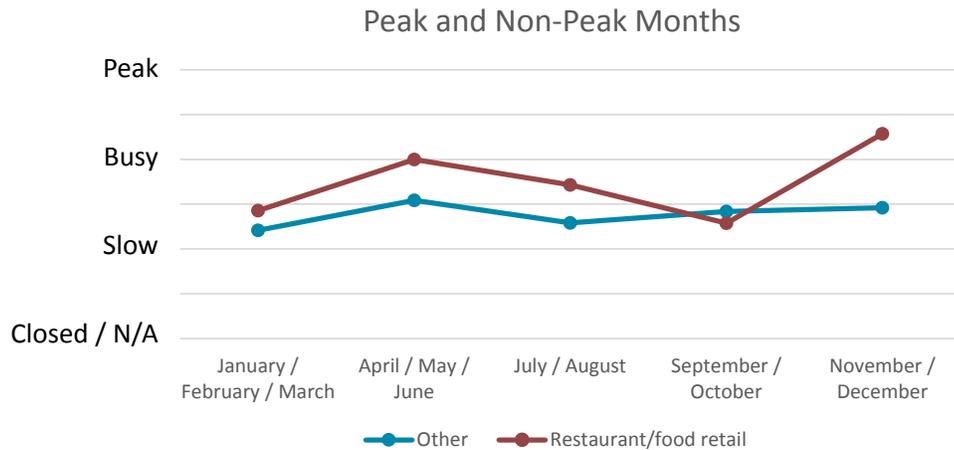
Nearly 7 in 10 respondents feel positive about how their business has performed over the past year, with 2 in 10 reporting that sales/customers has increased.

In the past year, business has...

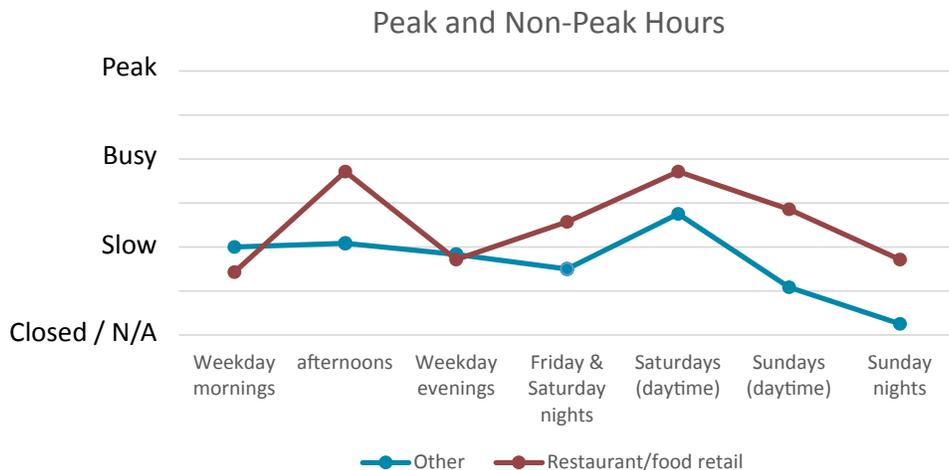


Peak and Nonpeak hours

Survey respondents operating as restaurants/food retail reported that they are most busy during the holiday season from November to December. They are also busy in the late spring to early summer. When restaurants/food retail are busy, other businesses tend to be busier than they are in other parts of the year. Restaurants/food retail reported that the slowest months are in the winter (January through March) and early fall (September through October). Other businesses actually reported being slightly busier than restaurants/food retail during the early fall.



Restaurants/food retail respondents reported that they are most busy during weekday afternoons and during the daytime on Saturdays. They also reported being busy throughout the rest of the weekend, including Friday and Saturday nights, as well the daytime on Sundays. Other businesses also reported that they are most busy during the daytime on Saturdays. Restaurants/food retail reported the slowest times of the week are weekday mornings, weekday evenings, and Sunday nights. This is line with what other respondents reported but with most businesses being closed on Sundays.





The Business Climate

Survey respondents reported that Netcong is a great place to do business and that they are pleased with their current business location. Respondents feel that there is good transportation access to Netcong. A large majority of respondents reported that they would recommend Netcong to another business owner for relocation.

The Customers

Survey respondents report that most of their customers are coming from outside of Netcong and a few virtual businesses are getting customers primarily through online channels.

Marketing Strategies that Work

The top effective marketing strategy identified by survey respondents is using social media tools such as Facebook, Twitter, and LinkedIn. Other top effective marketing strategies include website business promotion, print advertising, direct mail, and local news/interest pieces. Strategies that were not rated to be as effective include business recruitment materials and buy-local campaigns.



What is Important to Netcong Businesses?

Survey respondents ranked maintenance and cleaning of sidewalks and the streetscape as most important for improving Netcong's business climate. The other top five areas of importance include landscaping, maintenance of sidewalk improvements, community events, holiday decorations, and improved signage from roads to businesses. Public art received the least support as a strategy for improving Netcong's business climate.

What are the Most Pressing Issues to Netcong Businesses?

Survey respondents identified parking as the top pressing issue that affects business. One respondent explained that customers mostly complain about parking. Another respondent explained that there is a need to enforce the two hour parking ordinance so customers can have easy access to the shops, rather than top parking spots being occupied by business owners and employees.

Other top pressing issues include addressing vehicular traffic issues as well as store-front foot traffic. Respondents also identified a need to add more variety to the business composition and the need to promote community among Netcong's businesses. One respondent suggested that the Netcong Community Partnership could organize community events.



Recommendations from Netcong Businesses

The top reported ways that survey respondents feel that the Netcong Community Partnership could improve their business is through promoting their shop through communications and shop local campaigns. Respondents also feel that they could benefit from the Netcong Community Partnership working to attract new businesses and to provide ribbon cutting to newly opened businesses.

Respondents expressed concerns about the number of storefront vacancies and one respondent suggested that the Netcong Community Partnership could provide incentives to landlords to fill storefront vacancies.

Respondents also want the Netcong Community Partnership to address storefront and sidewalk maintenance, foot traffic, and the variety of businesses in Netcong.

Opportunities

Population and Visitors

> Increasing population of Latino/Hispanic population provides opportunities for dining, goods and services that cater to this population. For example, in November 2015 the La Tienda market opened and provides premade foods and grocery items that serve Latino/Hispanic tastes.



> Sunday worship parishioners of local churches come from surrounding areas both local and far away. Opportunity to serve this population can be enhanced with increased marketing and invitations to participate in local events.

> Netcong is at the convergence of several major highways (Routes 80, 46, 206, 183) and the Netcong Train station is located in the heart of the downtown. Morning and evening commute hours can be maximized to provide customers with food and services.

> The development of new housing units are underway. Four new development

projects are expected to begin construction in the next 2-5 years. The previous Dover Pocketbook factory property within a quarter mile of the downtown has been demolished and 72 high-end apartments are planned for construction. A mixed housing and retail complex related to the Transit Oriented Development (TOD) near the train station is in the planning stages. Within the TOD redevelopment area off Main Street, 110-120 apartment units are planned where the Quirk Trucking firm is currently located. Finally, a large housing development on the border of Netcong in Roxbury has recently been approved to begin construction. Although housing will be in the next town, given the orientation of the development, Netcong businesses and services will be more convenient for residents.

> The expansion of the Shop Rite property that includes sections of Down Street is in the planning and property acquisition stages. This will add additional retail along Route 46 near the Train Station.



Events and Placemaking

> The need for more business sponsored community events was identified in the survey. Building more on annual events like Netcong Day and town parades plus adding new events is a goal of NCP.

> Survey respondents also would like more town-wide promotion through social media like Facebook, Twitter and Instagram while still retaining traditional media markets like print advertising and local media outlets.

> Place matters. One way to address building foot-traffic is through creative placemaking as a way to engage local residents, enhance public spaces and contribute to a healthy, sustainable community. Successful projects need to

be a collaboration between government, non-profit, private investment, artists and citizen groups. NCP strives to serve as a convener and sounding board for unique ways to brand Netcong as a creative hometown. One way to improve place is through unique and fun events like pop-up stores, music and arts events and improving areas for community gatherings.

> There are times of year and days of the week which were reported by business owners as slow. This gives NCP the opportunity to target events and campaigns at times of the year and on days where increased business would be beneficial. For example, sidewalk sales, seasonal markets, Ladies Night Out, Taste of Netcong, etc.

Streetscape

> Although the streetscape along Main Street received praises, the need for more amenities that make the pedestrian environment more pleasant were noted. For example the need for additional benches and trash receptacles along Main Street closer to Lake Musconetcong is one area of improvement. The NCP has started discussions with Netcong Council and Department of Public Works about adding street trees, especially along Maple Ave. Extending the duration and use of flower planters to include foliage or other decorations for all seasons can be addressed as meetings with NCP and the Department of Public Works continue.

- > Outdoor seating is an element that can increase business and general foot traffic in a town. NCP can be a resource for working with restaurants on ways to make outdoor areas comfortable and welcoming both through expertise and grant funds. In addition, NCP can work with the Borough on outdoor seating ordinance to help streamline the application process.
- > Work with the owners of the strip mall where Quick Chek is housed to improve the parking lot and to address the blank space along the side of Quick Check along Main Street.
- > Create a strategy for diversifying retail and filling vacant properties.
- > Activate empty spaces in the short-term with temporary window displays or talk to the owner about the potential for pop-up shops.

Parking

- > Talk to business owners about off-site employee parking opportunities.
- > Explore shared parking strategies for the lots that are in back of businesses that front Main Street and Maple Avenue.
- > Work with the Borough to consider removing future parking minimums in the zoning code. Too many parking spaces make the town feel empty and unwelcoming. Over built parking is known to kill the pedestrian environment, decrease foot traffic and increase project costs for developers regardless of whether there is demand for these spaces.
- > Provide secure bicycle parking on Main Street and Maple Avenue and encourage larger business like ShopRite and Quick Chek to incorporate bike parking into their redevelopment plans.

Holiday and Event Decorations

One of the top issues identified by the business owners was improvements to town wide decorations.

- > Flags: Currently there are 34 “Welcome to Netcong” lamppost flags that decorate the Main Street, Maple Avenue and Ledgewood Avenue in the spring and summer months. The Netcong Department of Public Works installs and removes the flags every year. In May 2015, the DPW reported a need to replace some of the banners that have faded or have minor fraying. In addition, new lampposts have been



installed that create the opportunity for adding new banners. In total, 45 lamppost flags could be installed. There are also 21 American flags that are installed for the summer, some are in need of replacement.

> **Holiday Lights:** For the last several years, holiday decorations have consisted of greenery and bows installed on lampposts without lights. There is some debate as to the availability to add strands of lights or other lighted decorations to existing posts. More research and contact with JCP&L to identify opportunities is needed before lighting decisions can be made. However, this may also provide an opportunity to explore creative lighting like overhead strands that straddle Main Street or ways to use existing flower pots to provide decoration.

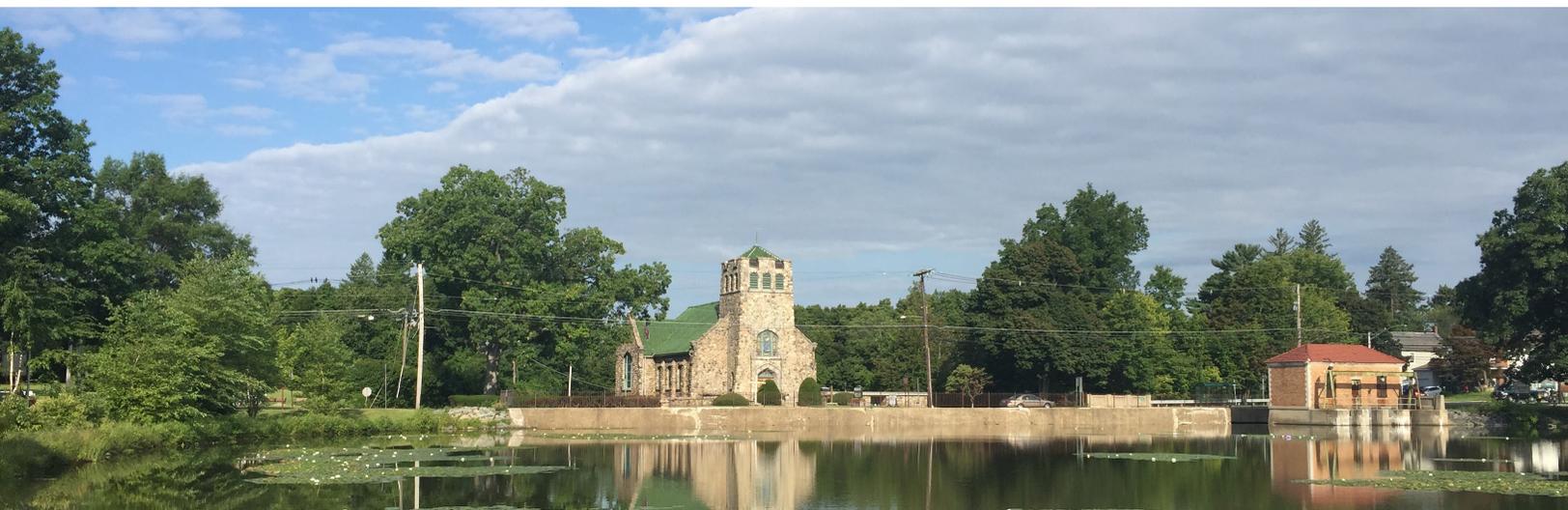
> **Signs:** Beautiful wooden Welcome to Netcong signs are currently located at Borough entrance points. In addition, several wayfinding signs were recently added to help guide visitors to business, recreational and government locations. For the Welcome to Netcong sign on Main Street, there is an opportunity to add a similar sign to the back of the sign to give direction to downtown business. Temporary signs and banners that advertise events and reminders to shop and dine local are also effective ways to keep information about businesses fresh.

Next Steps

The Netcong Community Partnership serves the businesses and property owners of our Special Improvement District in order to foster economic growth and revitalization within the community. As part of the survey, open-ended questions addressed topics about NCP and how to improve its functioning. In general, the NCP received positive feedback with respondents giving suggestions on specific ways NCP can improve. The following is a comprehensive list of findings from the survey, including how NCP can better serve businesses.

New Strategies

- > Conduct a survey of residents to determine what retail, restaurants and services they use and how to make businesses more attractive destinations.
- > Create a strategy for diversifying retail and filling vacant properties including a business recruitment brochure, strategies for providing multi-lingual materials and ways to encourage Hispanic/Latino businesses.
- > Create a plan for ribbon cuttings and provide materials to welcome new businesses.
- > Develop a marketing plan that more effectively uses social media, the NCP website and print to advertise special events and highlight businesses.
- > Work with local faith organizations to promote town businesses and destinations to their members.



Business Community Connections

- > Find new ways to “cross-pollinate” between businesses and keep people in town to visit multiple locations during each trip. Create a compelling atmosphere for shopping and dining in Netcong.
- > Facilitate opportunities for more business to business coordination and ways local businesses can support each other.
- > Work with merchants to provide a common parking area for business owners and employees that will allow more turnover in prime parking spots.
- > Develop and promote periodic, pop-up, and seasonal markets. Seasonal, temporary markets provide novelty that attracts people to the Borough.

Work with Netcong Borough and Regional Organizations

- > Work with the town administration, council and developers to make sure new housing, office, and retail construction is completely integrated with the existing Main Street fabric and the surrounding natural resources like the Musconetcong River and Furnace Pond.
- > Identify and prioritize streetscape improvements including holiday decorations, lamppost flag replacements, enhanced signage, flower pots, bike parking and trees.
- > Work with town to enhance aesthetic appeal through streetscape design guidelines and a storefront improvement program.
- > Work with local and regional organizations that promote tourism like fishing and boating on Lake Musconetcong and visitors to the Morris Canal and Canal Greenway.
- > The long-term vision for Netcong includes more mixed development for the existing Main Street. Historically, development patterns were that of a traditional small town with 2 or 3 stories of apartments over single-story storefronts or offices. Several historic buildings were lost over time and replaced with one-story retail. According to the Netcong Station Area Design Study, “There are several locations along Main Street where multi-story, mixed use development could be again recreated. This includes the existing Quick Chek surface parking lot at the corner of Main Street and Maple Avenue where new buildings should be built out to the existing property line with zero set back from the sidewalk.” NCP can help lead future efforts to provide mixed development and redevelopment as opportunities arise.



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