

SPRINGFIELD AVENUE PARTNERSHIP



2023

ANNUAL REPORT





Dear Friends of Springfield Avenue,

Greetings and happy 2024.

As we look back on 2023, we saw a return to near normal, with a full year of events, lots of new business openings, and further investment in Springfield Avenue.

Playbook for the Next Five Years

The Partnership developed a strategic plan through 2030 to guide our priorities and measure our impact. Our mission--to improve Springfield Avenue Maplewood while maintaining the district's existing diversity--will guide our action in areas like merchant support, event planning, streetscape beautification, and business attraction/retention.

Business Support and Attraction

The Partnership aims to both provide support to the existing businesses on Springfield Avenue and help new owners navigate the steps to opening their businesses.

- Fourteen new or rebranded businesses opened last year, with support from our executive director and the design review committee.
- We awarded over \$10,000 in signage and facade grants in collaboration with the Township and the Neighborhood Preservation Program to encourage attractive signage and facades which will continue to elevate the look of Springfield Avenue.
- Together with the SOMA Chamber of Commerce, SAP hosted a well-attended workshop with Tendai Ndoro of the Rutgers Small Business Development Center.

Events, Promotions, and Beautification

Our efforts in this area aimed to bring visitors back to Springfield Avenue and to welcome new ones. The well-attended MayFest highlighted a record number of local businesses. Two fundraisers brought in over \$5,000 for a new public art project in 2024. To beautify Springfield Avenue, we added new banners, purchased new garland, and installed seasonal storefront art.

As always, thank you to SAM's Executive Director, Nicole Wallace; our Board of Trustees; Maplewood Township; our business owners; and all the volunteers and visitors who support Springfield Avenue.

Jim Nering
President,
Springfield Avenue Partnership



2024 Goals and Objectives

Diverse representation of business owners

- Identify and promote State programs for small businesses
- Highlight business owners and celebrate business owner diversity

District continuity

- Identify and do outreach to owners of underutilized businesses and properties
- Hold events and promotions around the two primary commercial nodes of Prospect and Burnett

A safe, attractive, and accessible avenue

- Continue facade and signage grant program
- Hold annual meeting for business owners and the Township

A stop for every interest

- Promote SAM to potential food and beverage businesses
- Connect with existing businesses with in-person visits

Top of mind for purchases and services

- Market events in Union and neighboring Essex County towns
- Create multi-purpose directory and maps for use throughout SOMA



2023 Business Openings

RETAIL

General Store Shops and Café

1875 Springfield Avenue
Café and Co-Retail Space

Liquor Cave

1830 Springfield Avenue
Liquor, Beer, and Wine

Lums Cellars

1718 Springfield Avenue
Wine, Beer, and Liquor

Puffers Choice

1611 Springfield Avenue
Smoking and Lifestyle Accessories

Stanhope Africa

1611 Springfield Avenue
Clothing and Accessories

RESTAURANTS

Asado

1846 Springfield Avenue
Tacos and Tapas

Avenue Pub

1790 Springfield Avenue
Restaurant and Pub

Honey and Hive

1611 Springfield Avenue
Ice Cream Parlor



2023 Business Openings

SERVICES and CLASSES

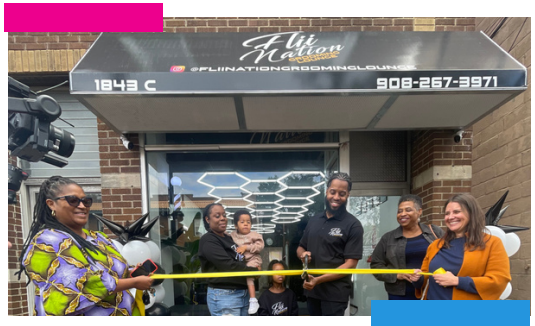
CKO Kickboxing

1933 Springfield Avenue
Kickboxing and Classes



Flii Nation Grooming Lounge

1843C Springfield Avenue
Barbershop



Soul to Sole

1550 Springfield Avenue
Dance Studio

Thread and Lash

1611 Springfield Avenue
Brow and Lash Salon

Unique Brokerage

1574 Springfield Avenue
Brokerage Firm

Your Third Base

1585 Springfield Avenue
Coworking Space and Café





2023 Events



MayFest 2023 brought thousands of visitors to Springfield Avenue, and dozens of local businesses took part. Our sponsors allowed SAM to provide free entertainment, rides, and games.

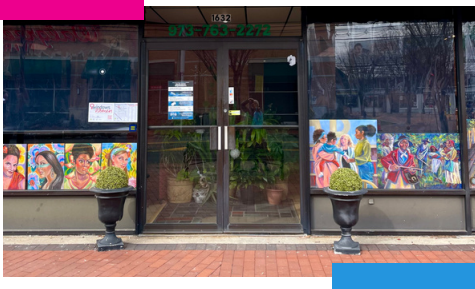
Nobody Beats the Fiz was a bubbly version of SAM's wine-tasting fundraiser; it returned for the first time since 2019. This event raised \$2,000 for use on Springfield Avenue beautification.



Craft Beer Tasting remains one of SAM's most popular events, attracting beer and cider fans from all over the region. This event raised \$3,000 for Springfield Avenue beautification.



2023 Events



Windows for Women

spotlighted 12 of our women-owned businesses and local female artists in celebration of Women's History Month.

Sunday Summer Jazz Series

returned for two Sundays with live jazz music curated by Gregory Burrus. This crowd-pleaser is one of SAM's newer offerings and draws a bigger crowd each year.



WNTR Market, relocated to the Gazebo, coordinated with an art show at 1978 Gallery for an “end to end” winter celebration weekend. In addition to crafts and entertainment, visitors enjoyed free Jitney service along Springfield Avenue.



Thank you to the following collaborators and supporters



Gregory Burrus Productions



Springfield Avenue Partnership

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