



Special Meeting – Tuesday, June 17, 2025

Vineland City Hall – Microsoft Teams

AGENDA

The Board secretary has given a notice of this meeting pursuant to the Open Public Meetings Act in the following manner: Posting written notice on the official bulletin board at City Hall, written notice to the Daily Journal, the Atlantic City Press and the City Clerk of the City of Vineland on June 10, 2025.

I. CALL TO ORDER

- Mayor Benjamin Romanik (Chair)
- Mayor Anthony Fanucci (Vice-Chair)
- Paul Spinelli
- Raquel Soto
- Suzette DeMarchi
- Fernando Torres
- Larry Malone
- Samantha Silvers

II. NEW BUSINESS

- a. Vineland UEZ Downtown Promotion Year 2 (*Resolution 25-19*)
\$350,000 to promote the downtown by having concerts, conventions, and special events that draw activity to the UEZ.

III. RESOLUTIONS

RESOLUTION NO. 25-19 - A RESOLUTION OF THE ENTERPRISE ZONE DEVELOPMENT CORPORATION OF VINELAND-MILLVILLE AUTHORIZING AN APPLICATION TO THE NEW JERSEY URBAN ENTERPRISE ZONE AUTHORITY FOR FIRST GENERATION ENTERPRISE ZONE ASSISTANCE FUNDS FOR VINELAND UEZ DOWNTOWN PROMOTION – YEAR 2.

IV. ADJOURNMENT

New Jersey Department of Community Affairs
APPLICATION FOR GRANT FUNDS

STANDARD GRANT COVER SHEET

2022-08032-2080

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 - Year 2			
Program Type Projects : Promotion: Vineland UEZ Downtown Promotion - Year 2			
7. Total Cost of the Project \$350,000	8. Requested Amount \$350,000	9. Funds from Other Sources \$0	
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:			
15. Briefly describe the project for which you are seeking funds. to promote the downtown by having concerts, conventions, 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 Corp. It brings people from out of town to the UEZ and they spend money on dinner and shopping downtown.

Methods

The 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 - Year 2 _____

OBJECTIVES

Objective Number: 2 _____

Short Description: Weekly Conventions and Special Events _____

Detailed Description

The new Vineland Convention Center will be a catalyst for activity in the downtown. It will bring people from out of town that will stay at the local hotels and eat at local restaurants. The convention attendees will be able to eat at the local downtown restaurants and shop while attending the convention.

Methods

The VDC has hired a General Manager for the convention center who will responsible for booking conventions and special events and managing outside vendors.

Evaluation

The number of conventions and events and number of attendees.

Application Program Component: Vineland UEZ Downtown Promotion - Year 2 _____

OBJECTIVES

Objective Number: 3 _____

Short Description: Attract new businesses to the downtown _____

Detailed Description

The convention center can act as a catalyst for attracting new hotels, restaurants, and entertainment venues to the area.

Methods

Conventions require city hotel rooms and other amenities such as restaurants to accommodate the convention attendees.

Evaluation

New hotels and food establishments.

Application Program Component: Vineland UEZ Downtown Promotion - Year 2 _____

Scope of Services

A downtown convention center brings numerous economic and community benefits. It boosts local business, attracts tourists and investment, creates jobs, and can serve as a catalyst for further development in the downtown area. The convention center attracts visitors who stay in hotels, eat in restaurants, and shop local businesses, boosting hotel occupancy and sales tax revenue. The convention center employ staff and also generate indirect jobs in related industries like hospitality, transportation, and catering. They serve as a focal point for development, encouraging new hotels, restaurants, entertainment venues, and other businesses in the surrounding area. Every dollar spent at a convention center can generate three to five times that amount in economic activity in the local community.

A theater in the downtown draws people to the downtown area, benefiting nearby businesses such as restaurants, shops, and hotels. Through ticket sales, concessions, and other related activities, theaters contribute to the local economy. The presence of a vibrant theater can enhance the appeal and value of properties in the downtown area and can also be instrumental in attracting investment and stimulating economic growth in downtown areas.

Both a convention center and a theater in the downtown can serve as a catalyst for community revitalization, enhancing the quality of life for residents and contributing to the economic and cultural vibrancy of the area. Both venues can host community events and festivals, further enhancing the downtown atmosphere and attracting residents and visitors. A successful theater and convention center can enhance the city's image and attract more visitors and businesses.

Zone Development Plan Project Citation: Page 34 Goal 2

Redevelop Vineland Downtown and Surrounding Area in Order to Attract More Shoppers to the Downtown for Restaurants, Entertainment, Specialty Retail and Improve the Overal Quality of Life.

Budget Summary

Projects/Promotion: Vineland UEZ Downtown Promotion - Year 2
Vineland G.I.B.