HISTORIC DOWNTOWN JERSEY CITY
SPECIAL IMPROVEMENT DISTRICT

DOWNTOWN JC

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YEAR IN REVIEW 2025

2025 was a year of great big changes throughout the district. We loved the addition of many new members in our expansion area, as well as over 11 new businesses joining the district. We've also focused on the overall appearance of our streets and sanitation, making Historic Downtown JC an even more attractive destination.

LOOKING BACK

MOVING FORWARD

We're so happy with what we've achieved and can't wait to show you what's next!

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HISTORIC DOWNTOWN
JERSEY CITY
SPECIAL IMPROVEMENT DISTRICT

WELCOME TO JC
NEW BUSINESSES

Small Businesses make our district a desirable place to live, work and play.

- Kat Khao | 527 Jersey Ave.
- Barky Way | 277 Newark Ave.
- Crumbl Cookie | 306 Grove St.
- B Bagels | 367 Grove St.
- Kinder Pediatric Urgent Care | 152 Newark Ave.
- Panaderya Salvaje | 9 Erie St.
- Kkot Floral Studio | 304 Newark Ave.
- The Sicilian Guy | 211 Newark Ave.
- Wonder | 352 Grove St.
- San Patricios | 8 Erie St.
- Legends FC | 130 Newark Ave.

11 NEW BUSINESSES BRINGING HISTORIC DOWNTOWN NEW LIFE

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EVENTS + MILESTONES

- Morlees 60th Anniversary
- Kanibal & Co 16th Anniversary
- Raine n River 5th Anniversary
- HDSID 3rd Women's Lunch at Orale
- NEW "Handmade With Love" Shopping Event
- NY Blood Center Summer Blood Drive
- PostNet wins JCEDC Small Business Award
- The Archer Bar 10th Anniversary
- PLNTD 4th Anniversary
- 2025 Special Edition Holiday Market Bags
- Farmers Market Mini Tote 2025
- HDSID IG reaches 40K Followers
- First Let's Go Mini Golf Event
- Governor-Elect Mikie Sherrill tours JC Downtown with HDSID Director Rachel Sieg
- NEW First online JC Holiday Shopping Guide including businesses throughout Jersey City
- Rachel Sieg receives "Outstanding Leader" award from Hudson County

HELPING NEW AUDIENCES DISCOVER HISTORIC DOWNTOWN

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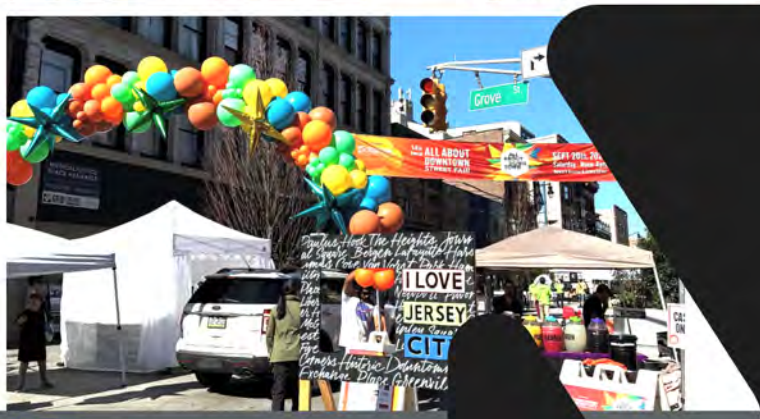
GRANTS + FUNDRAISING

The Historic Downtown SID pursues critical supplemental funds.These efforts allow us to expand activities that make the district even more attractive to investors, business owners, visitors and residents.

IN 2025, WE WERE PROUD TO RAISE

$821,975

- Participated once again in Hudson Gives and met our fundraising goal
- Awarded a Fiscal Year 2025 Hudson County Office Of Cultural & Heritage Affairs/Tourism Development (LAP) Grant
- Sponsorship funds, donations and event vendor fees $581,975
- Will receive $240,000 in UEZ reimbursement funding for marketing and landscaping for the district



NEW FUNDING SOURCES

BUILD HISTORIC DOWNTOWN

HISTORIC DOWNTOWN JERSEY CITY
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ADVERTISING + MARKETING

We keep working to keep Historic Downtown in front of local consumers, bringing in new visitors, potential residents and business owners. Dollars spent on digital and print show a strong ROI by driving increased attendance at events and growing foot traffic to local service businesses, retail stores and service providers.

WE GET THE WORD OUT:

DOWNTOWN IS THE PLACE TO BE

jcdowntown.org

HISTORIC DOWNTOWN
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CLEAN TEAM + NEWS

We have been working diligently to improve the appearance and cleanliness of the Newark Avenue Pedestrian Plaza, as well as public areas throughout the district.

We implemented a thorough cleaning of the tiles and trash bins on the Plaza. This process included a resealing of the pavers to maintain their sparkling new glow.

CLEANING + MAINTENANCE STRENGTHENS HISTORIC DOWNTOWN

- Garden State Bins removed stains and deep-cleaned the Newark Avenue Pedestrian Mall pavers
- Power washing of garbage cans, liners and lids removing grime and graffiti
- Repaired and refurbished the clocks located in the district at the Grove PATH Plaza and Mall