

SAM Business Meet-Up

Join us for a Springfield Avenue Business Meet-Up

Meet Maplewood Mayor
Nancy Adams

Get to know the Township Council
and SAM Board Members

Mingle and meet other businesses

Learn about NJEDA grants and the
NPP Program

Light refreshments will be served
Please RSVP



Wednesday, April 3



5:30PM to 7:30PM



**Your Third Base
1585 Springfield Ave.**



Initiatives for 2024

Business Outreach and Promotion

- 1. Make connections**
- 2. Identify and promote grant opportunities**
- 3. Expand type and reach of business promotions**
- 4. Develop visual content that sells Springfield Avenue to visitors**
- 5. Encourage excellent design with signage and facade grant program**
- 6. Continue to beautify Springfield Avenue**

Initiatives for 2024

New branded elements

1. Directory map
2. Constant Contact template
3. Social media templates
 - general events
 - ribbon cuttings
 - shopping guides
 - general announcements
 - business highlights
 - food-based business highlights
4. Banner Design
5. Brand ad



Initiatives for 2024

Print Ad Campaign

TASTES OF SPRINGFIELD AVENUE

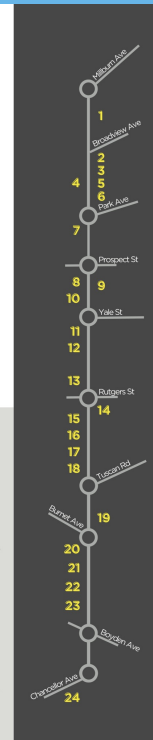
- | | |
|--|-------------------------------------|
| 1 Dunkin'/Blimpie (1994) | 13 Burger King (1833) |
| 2 Park Wood Diner (1958) | 14 Avenue Pub (1790) |
| 3 Subway (1942) | 15 Hunan Wok (1767) |
| 4 Gigi's Cupcakes (1925) | 16 Sabor Catracho (1753) |
| 5 El Rey (1908) | 17 Campy Ravioli (1669) |
| 6 Panda Kitchen (1906) | 18 Makeen's Caribbean (1651) |
| 7 N&K Prime Marketplace (1899) | 19 Cielos Final Touch (1628) |
| 8 The Sandwicheria (1883) | 20 Honey and Hive (1611) |
| 9 Woulibam (1878) | 21 Peets Coffee (1585) |
| 10 General Store Cafe (1875) | 22 Cornbread (1565) |
| 11 HLS Juice Bar & Grill (1859) | 23 Bradfords Barr (1553) |
| 12 NYC Bagels (1857) | 24 Maplewood Diner (1473) |

AMERICAN FAVS & GLOBAL FLAVORS

Baked Goods & Desserts • Coffee • Diners • Ice Cream • Fast-Casual • Fast Food • Prepared Foods to Go • Pub Fare & Drinks • Smoothies • Soul Food • Caribbean • Chinese • Haitian • Honduran • Italian • Mexican • Peruvian • Polish • American



WWW.SPRINGFIELDAVENUE.COM/DINING



SPRINGFIELD AVE MAPLEWOOD

Initiatives for 2024

Public Art



Initiatives for 2024

Streetscape and Benches



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