

DMDA 2017 HIGHLIGHTS

- Development of social platforms
 1. implementation of Instagram; gains about 60 followers/month for the last 5 months- #bestsmalltownaround #millburnnj
 2. Facebook is up 222 followers
 3. Twitter 129 followers
- Integrated MPay to Park and the Millburn High School discount program into our Close.By/Millburn app that is now at 940 downloads 210,000 screen & web views and 30,500 push email and phone alerts to date.
- Together with the Township of Millburn funded the installation of the Millburn Mural
- Hosted a banner design contest with the Millburn High School where the winner's design hangs now throughout the downtown on the new light poles
- Helped to host a "Pop Up In The Park" event with Pure Barre
- Introduced a new event to coincide with our current Sidewalk Sale Days; Millburn Live! This event ran for 5 weekends.
- Assisted the Township of Millburn with the installation of the Parklets
- Currently working with a PR firm to spread more positive news pieces about Downtown Millburn and our merchants. Our 25th Anniversary piece was just aired on Fios 1
- Working with an Urban Planner to introduce guided tours to further expose our downtown to shoppers and diners with a more interactive/experienced based event
- Ran our traditional events, Pre School Trick or Treat, Farmer's Market and the upcoming Shop Small Saturday and Snowflake Parade