



- John Peneda**
KUEZ Department Coordinator
- Mayor Alberto G. Santos**
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- Michael J. Martello**
Bus. Admin / Member
- Councilwoman Susan McCurrie**
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- Councilman Albino Cardoso**
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- Billy Pena**
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- Jack Pettigrew**
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- Barbara Sherry**
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From the Coordinator *Continued from Page 1*

the paving of major Kearny business arteries, the Kearny Shopping Bus, the Kearny Avenue Sidewalk Sweeper, Kearny Avenue Police Patrolmen, Fire Engines and other important projects within our retail, commercial, and industrial areas.

Now faced with limited available funds and no new funding forthcoming, the KUEZ has been working harder than ever to continue to help bolster our local economy, balancing the needs of both our industrial members in South Kearny as well as our retail and commercial members along Kearny and Passaic Avenues and beyond. By promoting Kearny businesses, retaining and attracting new businesses, marketing our community outside the area by asking consumers to "Discover Kearny," prioritizing projects, and sponsoring attention-getting Kearny events, we believe we are meeting that challenge.

Although the KUEZ is not receiving any new funding, the KUEZ member businesses are still able to enjoy the benefits that the UEZ Program offers, including charging customers 3 1/2% sales tax, instead of 7%. This 50% sales tax reduction helps consumers save during these hard economic times. A common misconception is that all businesses in Kearny charge 3 1/2% sales tax. Unfortunately, some eligible businesses in Kearny are still not KUEZ members and as such, are unable to enjoy UEZ benefits, the reduced sales tax in particular. We encourage all eligible businesses to join us! As a Kearny consumer, be sure to look for and shop at KUEZ member businesses to enjoy the tax savings and at same time help our local economy, especially throughout the holiday season.

I would also like to invite you to participate in and enjoy the events sponsored either in full or part by the KUEZ. The recent Tree Lighting Festival, Town-Wide Yard Sale, among others, are not only popular and exciting for Kearny families as they bring our community together, but are also beneficial for our local economy as they encourage out-of-towners to "Discover Kearny," shop at our wonderful stores and eateries, and take advantage of all that Kearny has to offer.

For more information about the KUEZ or about KUEZ projects or sponsored events, please contact me at: 201-955-7400 (ext. 8041) or jpeneda@kearnynj.org



John Peneda

Shoppers & Stores Win Big in KUEZ Mother's Day Sweepstakes

This spring, the KUEZ sponsored the 2nd annual Mother's Day Sweepstakes. "This is just one of our ongoing programs designed to encourage shoppers, visitors and investors to 'Discover Kearny,'" said Peneda. The Zone promoted the sweepstakes not only locally in Kearny but also in surrounding cities and towns." We've had excellent response to this promotion, and have tracked shoppers from several surrounding communities into in our Zone as a result."



Grand prize was two tickets to the *Beauty and the Beast* at NJPAC, along with limousine service (sponsored by MD Limousines) and dinner at Applebee's. Additional prizes were donated by Rachel's Jewelers, Cathy's Hair Fashion, Art Joia, Irish Quality Shop, Arcos Pastry, and I Love Perfume. Sweepstakes sponsors also included Brady, Brady and Reilly, Crosspoint Mortgage and Clydesdale Auto Body. The KUEZ is grateful to these members for their support of this promotion.

Discover Kearny



Shopping, Santa, Smiles: Holiday Season in Kearny



'Tis the season to be shopping! While filling your holiday list, keep in mind that there's a better alternative to the stressful crowds and traffic nightmares of the malls and big box stores during the season: shop locally here in Kearny!

"We have heard time and time again about the importance of shopping locally, but with the holiday season just around the corner it becomes more important than ever," said KUEZ Coordinator John Peneda. Locally owned and managed businesses are critical to the Kearny economy -- they

help bring prosperity to our community and create jobs for our families and neighbors. "When local businesses succeed, we all benefit," he added.

Local KUEZ businesses need the support, not only for their own business, but also for the vitality of the entire area. Buying locally supports business owners and employees, local producers, and more. In addition, many shops offer special deals this holiday. With only 3.5% sales tax and no tax on clothing, Kearny UEZ stores offer a great place -- and a great price -- for holiday shoppers.

"Kearny is really a perfect place to shop for gifts," added Mayor Alberto G. Santos. "We have a wonderful variety of specialty shops with knowledgeable business owners and staff ready to provide personal assistance."



The 2012 Kearny Calendar Available

Time for the 2012 Kearny Town Calendar, compliments of the KUEZ. It's filled with recipes from Kearny eateries and restaurants as well as students in Kearny High School's new Culinary Arts program! Each recipe features ingredients that can be found shopping at the Kearny Farmers Market. The calendar also includes other useful information for residents, including the garbage pick-up, recycling pick-up, clean out and hazardous waste collection schedules. Pick up a free copy at the KUEZ offices, as well as public buildings throughout Kearny.

As a reminder, from December 9 through 26 there is free parking at all curbside and parking lot meters, compliments of the Town of Kearny. Parking is also available at the Chestnut Street lot behind Mande's, the Kearny Avenue lot directly across from Mande's, and the Kearny Avenue lot directly across from the Oh Calameres restaurant.



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New UEZ Members p3



From the KUEZ

Coordinator

Welcome to our second issue of the Kearny Urban Enterprise Zone (KUEZ) Newsletter, *Discover Kearny*. Through the publication, we're hoping to let both Kearny residents and visitors know what we're all about here at the KUEZ, learn about news, ongoing projects and events the KUEZ has spearheaded, sponsored and most importantly, accomplished on behalf of our community.

This year, as many of you may already know, has been a difficult one for Urban Enterprise Zones with Governor Christie and his administration cutting all funding for the program. This means that since July 1, 2010, and at least until June 30, 2012, funds collected by the State of New Jersey for the UEZ project fund (which were raised by the 3.5% sales tax collection of KUEZ member businesses) are being diverted directly to the State's General Fund to help pay off the deficit. In the past, the KUEZ has strategically and effectively used its funds for such projects as the Kearny Avenue Streetscape and its upkeep,

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Shop Kearny this
Holiday Season!
 Enjoy **3 1/2% Tax**
 at **KUEZ Stores**
FREE PARKING
 Dec. 9th - 26th

Did you Know? KUEZ projects at a Glance

Funding for the KUEZ does not come from the town or county budget. As such, it literally does not cost local taxpayers a penny. It has, however, over the years funded and supported a wide variety of projects, promotions and events on behalf of Kearny. And although the KUEZ hasn't received any new funding since July 1, 2010, it has still been actively working on projects to attract consumers to Kearny and to help local businesses during these difficult economic times. In short, the KUEZ works for Kearny. Here are some ongoing projects brought to the town by the KUEZ:

The Kearny Avenue Streetscape – Complete with paving, vintage lampposts and street furniture, this project has upgraded Kearny Avenue and helped make it more attractive for residents and customers alike. Phase V of the project, which will extend from Midland Avenue north to the railroad bridge overpass, has already been approved and will soon be completed.



Kearny Avenue Resurfacing – This summer, Kearny Avenue was resurfaced from Bergen to Quincy Avenues. . . thanks to the KUEZ. The smooth surface in this busy section certainly provides for a more pleasurable driving experience for everyone.

Kearny Avenue Walking Police Patrols – The presence of two Kearny police officers has helped keep Kearny Avenue safer since KUEZ funds helped underwrite their hire. Since the start of the walking police patrols, crime statistics on Kearny Avenue are much improved, especially in Quality of Life statistics.

Kearny Fire Department Fire Engines – Two brand new fire engines were delivered during the last two years, compliments of the KUEZ. A pumper truck and a squad truck, which is a multi-purpose vehicle that contains the apparatus of a pumper and a rescue truck, are now in service. One of these state-of-the-art engines is housed in the Kearny Avenue Fire House, near West Hudson Park; the other in South Kearny.

Clean Team Project – The KUEZ has purchased a variety of sanitation machines on behalf of the town. On a daily basis these new machines help keep our main shopping district clean and attractive. The initiative also includes the changing of flowers, the beautification of the Kearny Avenue Streetscape Project, and weekly street cleaning of the South Kearny industrial Area.

Kearny Magazine – Now in its 7th edition, the *Kearny Magazine* continues to be one of the most anticipated publications for Kearny residents. It has won two prestigious awards in the last three years as it helps promote the town and encourage businesses and customers to "Discover Kearny." The next issue will feature articles on new businesses that are now calling Kearny their home, Kearny's version of Restaurant Row, new heliport in South Kearny, Kearny and other KUEZ news and events.



Holiday Street Decorations – The KUEZ delivers "Seasons' Greetings" all around town with its funding of the holiday lights and decorations that trim Kearny, Midland, Passaic, and Schuyler Avenues, the Belleville Turnpike, Town Hall and Town Hall Park.

Farmers Market – The popularity of this KUEZ-sponsored event, now in its 6th season, literally grows with each year. Shoppers were once again able to purchase Jersey Fresh produce every Thursday from April through October. New this year was the sale of freshly baked breads, cookies and cakes at the Market thanks to the participation of Brother's Bakery. Also this season, the KUEZ offered shoppers a \$1 off coupon for purchases of \$10 or more during June and August. "This year's Farmer's Market was the best attended so far," said KUEZ Coordinator John Peneda. "We looking to increase those numbers again next season by attracting new and different vendors and developing new ways of promoting the Market."



HOLIDAY TREE LIGHTING FESTIVAL

There was plenty of Santa, spirit and smiles during the Annual Kearny UEZ Holiday Tree Lighting Festival which took place earlier this month.

Hundreds of families, friends and neighbors gathered to celebrate at what has become a popular town-wide tradition and the kick off of the holiday season here in Kearny. The KUEZ once again co-sponsored the event, along with the Mayor and Town Council.

The evening began with a holiday concert featuring local school and community groups. Mayor Alberto Santos joined Santa Claus who helped light the Kearny Holiday Tree. Families gathered in Town Hall Park to enjoy free music and activities, including visits with Santa and Mrs. Claus, magic shows, music, balloon making, face painting and much more.

Returning were the Kearny Fire and Police Departments, Ambulance Corps, the Salvation Army and Calvary United Methodist Church, as well as volunteers from the Kearny High School ERASE club. The KUEZ also thanks, Midtown Pharmacy and River Terminal Development for their support.

"This tree lighting festival has become a wonderful start to the season," said Mayor Santos. "I encourage all residents to come out and enjoy the holidays in Kearny."



KUEZ Welcome New Members

G & M Garcia Agency, Jersey Shore Tanning Salon, Jersey Travel Center & Insurance, Josam Realty, Kearny Self Storage, Mi Pueblito Mexican Restaurant, Neno-Rosa Agency, Serene Dreams, Pizza Hut, WOW! Café and Restaurant, 10 Spot, Bindi, Café Au Lait, Dulce's Bakery, Hamburgão, O' Imperial Bar & Restaurant, Pipers Cove.

2nd Annual Town-Wide Yard & Sidewalk Sale Another Success!

Over 250 residents, shops and eateries throughout town participated in the 2nd annual KUEZ Town-Wide Yard and Sidewalk Sale this fall. "The weekend-long event once again energized the town and brought plenty of new visitors and shoppers into the Zone," said KUEZ coordinator John Peneda.

Several KUEZ members, including 10 Spot of Kearny, Midtown Pharmacy, Cleaner America, Cathy Hair Fashion Center, Applebee's, Chicken Galore, Classic Cleaners, Fighting Tigers Dojo, Irish Quality Shop and Mace Brothers participated with special sales, and promotions. "The town was buzzing," said Peneda, "and once again we had fantastic feedback!" Based on the success, it's never too early to start getting ready for the 3rd Annual event in fall of 2012!

