

# THE JERSEY CITY REPORTER

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## Jersey City's Historic District kicks off holiday season

JERSEY CITY—With a new slate of holiday retail programs and special events, the Jersey City Historic Downtown Special Improvement District (HDSID) promises that this will be a holiday season like no other.

“We’ve worked very hard this holiday season to expand our normal programming to take into account all of the diverse people and resources that downtown Jersey City offers,” says Jerry Blankman, President of the HDSID. “We’re really excited.”

One of the major components of this year’s expanded program includes the introduction of the Historic Downtown Employee Discount Guide, which is a color brochure that lists advertisements from 19 select retailers. The program’s goal is to encourage more downtown employees to take advantage of the great shopping opportunities that exist right around the corner by ordering via phone and fax, or by taking a stroll downtown.

The guide will be distributed to city employees and workers located in some of the major office buildings downtown and at Exchange Place. Pete

Klapper, owner of Hudson Camera, says, “This is win-win situation in that the retailers receive terrific exposure, while at the same time downtown employees get the benefit of some great discounts just in time for the holidays.”

In addition to the Employee Discount Guide, the HDSID will be sponsoring several holiday special events. The first event on Friday, Dec. 14 at 7 p.m. will introduce downtown Jersey City’s first-ever holiday tree lighting at Mercado Park located on the corner of Newark Avenue and Jersey Avenue. The event will feature free donuts and hot chocolate compliments of Dunkin’ Donuts. On Dec. 15 and 22 the HDSID will host its annual “Photos with Santa” at its office at 344 Grove St. Both events will be from 12 noon to 4 p.m. and will be free of charge, thanks to a sponsorship from Hudson Camera.

In recognition of the downtown’s neighborhood diversity the HDSID will be hosting two events that focus specifically on Kwanzaa and Three Kings Day. On Dec. 29 from 12 noon to 4 p.m., the district will celebrate Kwanzaa. Children will receive free candy and gifts

from a traditional Kwanzaa figure who will tour the district visiting popular locations downtown. Similarly, on Jan. 5, from 12 noon to 4 p.m. the district will celebrate Three Kings Day with

a visit from traditional holiday figures giving free candy and gifts to children. Anyone with questions regarding the HDSID’s Holiday programming should contact Don Smartt, HDSID Administrator, at (973) 857-1467.

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The Community Advocates have assisted The Historic Downtown District in creating and implementing many successful development programs to enhance the downtown district.

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