

**“Chuckles and Cheese Steaks” on February 27**

Take some top area and local comedians, add delicious cheese steaks and wings from Donkey’s Place Steak Sandwiches, and you have “Chuckles and Cheese Steaks,” an evening of good laughs and good food on Friday, February 27, at Hangar 84, 20 S. 6th St., Vineland. Dinner is at 7 p.m. and the show starts at 8 p.m.

Tickets for this event, which is sponsored by VDID/Main Street Vineland, are \$20 and include admission and food. Proceeds for the event benefit downtown revitalization.



*The Legendary Wid*

Highlighting the evening will be The Legendary Wid, a favorite at comedy clubs for over a decade. Also appearing will be Chip Chantry, voted one of “Philly’s Phunniest” by Philadelphia Magazine, and Vineland’s own Mike KC. Who made a brief appearance in Touch-



*Chip Chantry*

stone Pictures’ Ladder 49. Since the show may contain adult material, no one under the age of 21 will be admitted.

“It’s a winning combination of a great downtown eatery, our newest entertainment venue, and hilarious

**Wal-Mart Awards VDID/Main Street Vineland \$4,000 for Downtown Merchant Marketing Consultant**

Wal-Mart has awarded VDID/Main Street Vineland \$4,000 for a downtown marketing/advertising project.

This consultantship initiative, a project of the VDID’s Economic Restructuring Committee, involves the hiring of a marketing and/or advertising professional or firm to provide marketing and advertising consultations and services for several downtown businesses.

The goals would be for the consultant to provide effective, implementable plans for a minimum of three months



*Mike KC*

and that such plans be cost-effective and within the businesses’ budgets.

Prior to the execution of the plan, meetings with the businesses would take place over a three-month period to develop the plan.

**VDID/Main Street Vineland \$4,000 for Downtown Merchant Marketing Consultant**

The grant from Wal-Mart, which was formally awarded on January 20, will be used to leverage public funds tentatively earmarked for the project.

“The awarding of this grant is certainly a great thing for this project and for downtown Vineland,” said VDID/

area talent—put together for an important cause,” said VDID/Main Street Vineland Organization Committee Chair Ronda Abbruzzese.

“This is exactly what we are working to achieve—making our downtown a des-

ination for food, culture, and entertainment and showing some of what we have to offer,” said VDID/Main Street Vineland Executive Director Todd Noon.

For ticket information, call the VDID/Main Street Vineland office at (856) 794-8653 or visit the organization’s website at [www.mainstreetvineland.org](http://www.mainstreetvineland.org).

**Main Street Vineland Executive Director Todd Noon**

“These additional funds will significantly increase the size and scope of this project and allow us to provide even more effective assistance to our downtown merchants.”

“This will go along way toward helping downtown businesses capitalize on the revitalization effort, which is a primary goal of the Economic Restructuring Committee,” said the committee’s chairperson, Jeannine MacDonald. “Such corporate support as this is needed and most welcome.”

**Downtown Merchants’ Association**

**Aims to Give Voice to Landis Avenue Businesses**

A vital link between downtown businesses in Vineland for many years was the downtown merchants association. Stephen Wilson, general manager and co-owner of The Sweet Life Bakery, along with several other downtown merchants, is in the process of bringing back such an association.

Three meetings of the organization have taken place and a core group of merchants are already participating.

Wilson sees important reasons for reestablishing this group. “The merchants association was formed, for one thing, to counter the misconception of danger that continues to be voiced by highlighting the positive happenings downtown. It will allow us to talk to each other to find common goals and marketing opportunities and—with the economy being the way it is—it’s good to have a strong community-based group of merchants.”

The association, for now, will include the merchants on Landis Avenue from the Boulevard to Myrtle Street. Block captains have already been selected.

“I am very encouraged and enthusiastic about the formation of this association,” said VDID/Main Street Executive Director Todd Noon. “We want to see it succeed and look forward to being good partners with them for our common goals.”

“The merchants that are

moving here see the future of Landis Avenue,” said Wilson. “It’s encouraging to get other people involved in conjunction with volunteers and governmental organizations to improve Landis Avenue.”

Meetings of the association will take place on the second Thursday of each month at 5:45 p.m. at Bain’s Deli, 636 E. Landis Ave.

To get involved, or if you have any questions, call Wilson at The Sweet Life Bakery at (856) 692-5353.

**VINELAND DOWNTOWN IMPROVEMENT DISTRICT**

603 E. Landis Avenue  
Vineland, New Jersey 08360  
[www.mainstreetvineland.org](http://www.mainstreetvineland.org)  
Phone 794-8653 Fax 794-2541

**Board of Directors**

*Gary Galloway, Chairman  
Diane Sacco, Vice-Chair  
Donata Dalesandro, Secretary  
Harry Hearing, Treasurer  
Robert DeSanto, Esq.  
Brian Lankin  
John Epifanio*

*Caleb Soto  
Michael Testa Jr., Esq.  
Obie Bermudez  
Michele Coccagna  
Carleen Greco  
Honorable Mayra Arroyo,  
City Council*

**Honorable Robert Romano, Mayor**

**PROGRAM STAFF**

Exec. Director Todd Noon  
Assistant Director Rosemary Gregg  
Maintenance Sam Klein