

From The Executive Director:

Steady Progress Being Made in Downtown Vineland

Progress—real, true progress—does not always happen quickly, and it often takes time before it is visible to people. What is often seen and reported, at the beginning, is the tip of the iceberg. The planning, commitment, and dedication of many people, however, make progress inevitable and people will come to see the fruits of the behind-the-scenes work—the hidden part of the iceberg. Incredible progress, indeed, filled the year of 2007 in downtown Vineland’s revitalization.

The renovation of the four corners of East and Landis Avenues is steadily moving forward. Early last year, City Council chose a redeveloper for the project to create a spectacular eastern gateway to the downtown. This approximately \$40 million dollar project will bring new commercial space, an expansion of

Sacred Heart High School, and the revitalization of the landmark Landis Theatre, and work is already underway.”

Nearly 70 downtown businesses have enrolled in the façade program. Five of these already have fresh new looks and residents can expect to see many more businesses get similar façade makeovers that will help bring added beauty and luster to Landis Avenue.

Over \$8.1 million dollars in investments—property purchase, rehabilitation of buildings, construction, etc.—was made in the future of Landis Avenue. Considering the Avenue’s 11-block length, that amount of investment in this 1½ mile corridor is impressive. When you add in the almost \$3 million of investments from 2006, the tremendous degree of progress becomes very apparent.

Dozens of community-

minded people from Vineland and throughout the county, forming a small army of volunteers, have donated their time—over 3,000 hours worth in 2007—to the revitalization efforts. All this goes toward ensuring that Landis Avenue proudly resumes its place in the list of Great American Main Streets.

How is that for progress!

This year, the City—through its Restaurant Row Initiative—began an aggressive program to make Landis Avenue a destination for a wide variety of restaurants and eateries. A state-of-the-art Public Market in the heart of downtown has been in development and the upcoming months should bring substantial, visible progress. Main Street Vineland has held one seminar for downtown businesses, has several more planned for the year, and will

provide further assistance to merchants as we expect to issue a “Tools for Better Business” publication. All this is in addition to many popular special events, including the American Rock-n-Roll-n-Ribs-n-Chili Cook-Off, the International Food and Cultural Festival, the Family Soap Box Derby, the Holiday Parade, and much more.

Planning, commitment, dedication: these were the keys to downtown progress in 2007, and they will be just as important in 2008.”

Todd Noon

2008 VDID/ Main Street Events

May 26 -
Memorial Day Parade

June 7
Soap Box Derby
(4th Street/Landis)

June 14
Cruise Down Memory
Lane

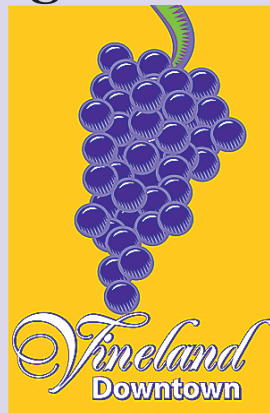
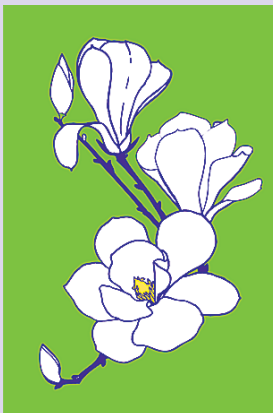
June 7-Sept. 30
Fresh & Specialty
Foods Market

August 23
International Festival

Sept 27
Rock ‘n Roll ‘n Ribs ‘n
Chili Cook-off

Nov 28
Holiday Parade
*Events listed will be held on
Landis Avenue with dates and
times subject to change.*

Coming this Spring



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IMPROVEMENT DISTRICT**

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