

The Partnership for Haddonfield (PfH)

# 2025 Budget

Borough of Haddonfield  
Camden County, New Jersey

Introduced:  
June 16, 2025  
Adopted:





# Current Board Members

- Abigail Sparrow (Retail)
- Adam Puff (Prof.)
- Andrea Ranno (Retail)
- Bob Hochgertel (Landlord)
- Dan Silvestri (Landlord)
- Itir Cole (Commissioner)
- Gary Klosner (Prof.)
- Jackie LaMania Russell (Prof.)
- Morgan Falasca (Alt. I)
- Sean Leonard (Resident)
- Scott Leonard (Landlord)
- Tricia MaGrann (Alt. II)

Vacancies by Category:

1. Retail



# Introduction

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The Partnership for Haddonfield is the District Management Corporation for the Borough of Haddonfield's Business Improvement District ("BID"). The mission of the Partnership is: "To provide leadership that produces the best downtown in the region by creating and promoting a superior business mix and enhancing the image of Haddonfield in the marketplace."

The Borough levies an assessment on Business District owners. This assessment's annual amount of \$250,000 represents the PfH principal sources of funding. Additional funding comes from sponsorships, interest earned\* on our Money Marker account and appropriate surplus. Each year the Partnership prepares a budget for approval by the Commissioners. This presentation fulfills that obligation. New for 2025, the Partnership for Haddonfield raised \$8,000 in January alone, allowing for the Board to incorporate \$7,500 into its budget this year.

\*Due to lower interest costs (nationally) the amount of interest included in the 2025 budget was reduced from 2024.

# 2025 WORK PLAN

## A Supportive and Responsible Downtown

**The Partnership for Haddonfield (PfH) has never been more ready than it is right now.**

After years of redeveloping the organization's priorities, analyzing the impact of its promotions, and working with the Borough of Haddonfield to make a substantial impact on the Downtown, the Partnership for Haddonfield has never been in a better place. With last year's Main Street designation, the Board and its staff can connect and learn from other thriving Main Streets, tackle similar challenges and find new ways of supporting the business district.

## Budget Highlights

- The Marketing Committee has reduced its budget in a way that maintains an effective and sizeable promotional package while opening doors to new ways to promote more businesses.
  - Funding for photography and videography is paramount and remains a crucial part of the budget. Assets captured are generously shared with the business community for their use.
- The Visual Enhancements Committee hopes to erect a new wayfinding signage directing towards businesses south of Chestnut St and implement a new standard for additional wayfinding signage at key areas in Downtown Haddonfield.
- The Events Committee continues to plan and execute 20 events to welcome visitors Downtown. With a new Commissioner appointed to PfH/joining the Committee, Events hopes to implement an impactful and significant series of Fall events.
- The RRR Committee continues to directly support businesses by reviewing and awarding Retention and Outdoor Planters Grants. The Board's overall approach is the uphold financial responsibility when reviewing these applications.
- Additional campaigns include coordinating /promoting non-profits that help drive foot traffic to the Downtown; offering Haddonfield businesses unique opportunities, improving SEO, and other digital platforms' performance.

# Retail Retention & Recruitment

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The purpose of the Recruitment and Retention Committee is to administer incentive programs, including reviewing applications for Retention Grants for existing retail businesses and Planters Grants for Food & Beverage businesses.. Funds are only dispersed after the full PfH Board's review and approval..

In 2024, the Board saw a decrease in Retention Grant and Planters Grant applications. This is typical with trends in a major Election Year. Already for 2025, applications and interest in the Grant programs have driven major components of Board meetings

The Board, as it has in the past, thoroughly reviews these applications and only disperses funding for those who meet its responsible criteria. This requires the businesses to flesh out their asks and maintain professional decorum and be in good standing with Borough departments (HFD, C&C, etc)

Downtown Haddonfield has welcomed and promoted 10 Grand Openings and Check Cutting in 2025 thus far! The Board's "Giant Check" is ready for creating photo opportunities for those businesses that are awarded Grants.



# Marketing



The PfH Marketing Committee continues to support and promote a full roster of events that serve as an important vehicle for attracting visitors from around the Delaware Valley to shop & dine in the Haddonfield business district.

After reviewing pages of data, receiving feedback from the full Board, the Marketing Committee has reinvested in a sizeable advertising campaign on the PATCO train line to help drive foot traffic Downtown. In 2025, the Committee is taking extra steps to track ad impact, foot fall and additional ways of gathering data. Ads will again appear in cars, on station sheets, and digital screens.

The Marketing Committee has worked with a variety of photographers to capture the Downtown during the key times of the year, add new graphics to its library of assets, and release a new Candlelight Shopping commercial every year. These assets, which capture Haddonfield businesses, have been made available to the owners/ social media managers for their use, royalty-free. This facet of the Market Budget was praised by Main Street America reps.

# Marketing (cont'd)

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In 2025, the Marketing Committee reduced its overall Advertising line, noticing a lack of impact in traditional marketing. This reduction allowed for a focus on the more effective/ impactful forms of localized promotion.

The most successful, effective, and cost-per-impact line item for promotion is the Social Media Ads line for \$11,000. Average cost ranges from \$.05 - \$.35 (cents) per person/ engagement. This service, which requires a professional's management, is covered by the PfH staff line. Additional funding is put aside for graphic design software, digital asset management, and printing costs.

The Yiftee Community E-Gift Card has integrated \$80k into the Haddonfield business community in just 3 years, with \$44k still to be redeemed as of June 2025. The new "Tap to Pay" function will allow for an easier purchase-to-redeem transaction; it is the hope of PfH this will lead to more participating businesses. The Marketing Committee continues to increase its email database through fun and innovative campaigns. The Constant Contact email database is currently set at 8,100.

# Visual Enhancements

The Visual Enhancements Committee is focused on the construction and implementation of a new wayfinding signage located at 35 Kings Highway East, to better direct the public to businesses located closer to the PATCO Speedline. This project is set to be the kick-off to revitalizing the existing wayfinding signage.

Additional funding is set for an interchangeable mural in Haddy Lane, the maintenance of Haddy Lane, and holiday lighting. Policies for the new facets of the Visual Enhancement budget are in development.





# Events

Events continue to be the highlight of the calendar year in Downtown Haddonfield. Feedback, survey results, and overall comments from Haddonfield business owners speak to the overall success of the events and the meaningful impact on the businesses' success.

In January, the Events Committee collected over \$7,500 in event revenue. The Committee was able to include this in the overall 2025 Budget. The continuation of annual events allows the volunteer committee to improve and innovate their success, and thus, contributes to their overall success and impact.

- Souper Bowl Saturday (3<sup>rd</sup> annual event) brought in more revenue (\$2,000 in 2023 vs. \$5,000 in 2025) and business participation than ever before (7 in 2023 vs. 14 in 2025).
- The 3<sup>rd</sup> annual Women's History Networking event sold out in 2025, with over 50 tickets sold.
- Halloween Night Market Part IV has already drawn state-wide hype as a WSJ-recognized holiday event.



# Admin

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The Admin Committee Budget supports the many tools, insurance, professional and membership fees needed to maintain an effective and successful organization. The line item for the Board's staff person includes the staff's salary, medical compensation package, and State mandatory unemployment taxes.

New for 2025 is the addition of the line item to cover the costs of storage and the fitting of the PfH office in the Borough Hall building. The Storage fees keep PfH event and promotional tools safe and secure. While much of the PfH office is fitted with donations from the Haddonfield Library and various businesses, PfH incurs the costs of its overall operation as to not to take away from Borough resources.

Tools such as Constant Contact and Dropbox are included in this section of the budget so that they are available to all PFH Committees.

# PfH Financial Summary

	2024 Actuals	2024 Budget	2025 Budget
<b>INCOME</b>			
PfH Assessment	\$250,000.00	\$250,000.00	\$250,000.00
Sponsorship	0.00	0.00	\$7,500.00
Appropriated Surplus	\$47,000.00	\$47,000.00	\$48,050.00
Money Market Interest	\$3,600.00	\$3,600.00	\$2,500.00
Total Income	\$297,600.00	\$297,600.00	\$307,550.00
<b>Spending</b>			
Retail Retention & Recruitment	\$9,815.42	\$11,350.00	\$13,850.00
Marketing & Public Relations	\$83,726.50	\$89,600.00	\$78,450.00
Executive Director	\$90,168.92	\$91,346.24	\$93,105.00
PfH Administration	\$18,503.15	\$28,422.00	\$31,405.00
Visual Enhancements	\$28,476.36	\$34,550.00	\$36,315.00
Events	\$44,040.60	\$42,311.76	\$54,425.00
<b>TOTAL</b>	<b>\$275,030.95</b>	<b>\$297,600.00</b>	<b>\$307,550.00</b>





# THANK YOU!

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