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## *Advisory Board Unveils Plan for Exchange Place Special Improvement District*

*Exchange Place Alliance will be financed entirely from private sector funding & will promote and guide economic revitalization, social growth while making the area cleaner, safer, and greener*

JERSEY CITY — The Exchange Place Alliance Advisory Board and Ward E Councilwoman Candice Osborne announced today detailed plans for the formation of a Special Improvement District (SID) on the Jersey City Waterfront. The Exchange Place Alliance, which will be financed entirely from private sector funding, will promote and guide economic revitalization and social growth while making the area cleaner, safer, and greener. The Jersey City Council is expected to introduce the measure authorizing the proposal at its meeting next week, with a final vote on Nov. 22nd.

“The creation of the Exchange Place Alliance will benefit residents, businesses, and visitors by helping to create a true live/work/play destination,” said **Councilwoman Osborne**. “This is a great example of the public and private sectors working together to deliver results for Jersey City.”

In order to promote economic growth while also attracting new retail and businesses to the area, the Exchange Place Alliance will elevate the neighborhood through capital improvements, repairs and maintenance, landscaping, cleaning, and programming. Previously untapped sources of revenue will be utilized for improvements including the restoration of and upgrades to Peninsula Park, as well as Colgate Park.

“The Exchange Place Alliance will be a growth engine for the Jersey City Waterfront – and we are excited to play such an active role in its development,” said **Michael J. DeMarco, Mack-Cali President and advisory board member**. “We are particularly proud of the improvements that the Alliance plans to make to our neighborhood parks and green spaces and look forward to the many other contributions that will make the waterfront an even more vibrant place.”

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The Alliance will also work to enhance the sense of arrival for the area. New amenities will include wayfinding signage and informational kiosks to help direct the public, public restrooms, tables and chairs along the Hudson River Waterfront Walkway, Citi Bike stations, and public Wi-Fi.

The Alliance will hire a crew of workers that will be responsible for timely trash and snow removal, street cleaning, and litter removal, as well as landscaping and hardscaping. New bollards and lighting are planned to be installed in coordination with PATH and PSE&G.

As part of its mission, the Exchange Place Alliance will bring excitement to the area with vibrant weekend and weekday events and programming. It will have a strong social media presence and website, as well as sponsor local groups and support local non-profits and businesses. Through these various communication channels, the Alliance will focus on getting the word out about the new organization and the area as a destination more generally.

The proposed Alliance would run from the intersection of Essex and Hudson Streets north to Thomas Gangemi Drive. It includes the entire Harborside complex where Mack-Cali is undertaking a complete transformation and reimagination to introduce enhanced dining options, an energized urban landscape, unique retail experiences, and more.

“I want to thank the volunteers and private entities who spent time drafting this plan,” said Mayor **Steven Fulop**. “The expansion and improvement of amenities along our waterfront will be a great benefit that all residents will enjoy.”

The Exchange Place Alliance will hire an Executive Director who will lead the entity under the guidance of a Board of Directors. The Board will include local business and property owners. The SID will also create new jobs, including for a team of cleaners.

There are currently five other SIDs in Jersey City including in Journal Square, Central Avenue, McGinley Square, Historic Downtown, and Jackson Hill Main Street.

**All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at [jenniferm@jenj.org](mailto:jenniferm@jenj.org) or 201-376-0699. ////**