

Pending Approval

OBJECTIVES

Objective Number: 6

Short Description: Mount Holly UEZ Patrol Vehicle Project

Detailed Description

Mount Holly UEZ requests funding to purchase and outfit a patrol vehicle for use by Mount Holly UEZ officers to enable them to adequately patrol the UEZ and interact with the UEZ businesses.

Methods

This vehicle will serve as a dedicated UEZ patrol unit, allowing UEZ Officers to monitor high-traffic commercial areas, respond quickly to quality-of-life issues, and engage with UEZ business owners and visitors.

Evaluation

Mount Holly UEZ officers will regularly check-in with UEZ businesses and they will keep a log of interactions allowing them to measure the efficiency of getting from one area to another.

Application Program Component: Mount Holly UEZ Patrol Vehicle Project

Scope of Services

Executive Summary:

This proposal requests funding from the Mount Holly Township Urban Enterprise Zone (UEZ) to purchase and outfit a Ford Ranger patrol vehicle for use by Class II Officers. This vehicle will enhance public safety in the downtown business district and promote economic growth by ensuring a visible and responsive police presence. The plan outlines financial needs, operational advantages, and the positive impact on both UEZ businesses and the community.

Project Overview:

Mount Holly Township's downtown area is experiencing a steady increase in foot traffic, new UEZ businesses, and community events. The presence of Class II Officers patrolling on foot and bicycle will be beneficial; however, to increase their coverage, flexibility, and responsiveness, we propose the acquisition of a Patrol Vehicle. This vehicle will serve as a dedicated UEZ patrol unit, allowing UEZ Officers to monitor high-traffic commercial areas, respond quickly to quality-of-life issues, and engage with UEZ business owners and visitors alike.

Financial Requirements:

- Ford Ranger (XL 4x4 model)
- Vehicle wrap (UEZ branding)
- Radio and emergency light package
- Annual fuel and maintenance

Operational Benefits:

1. Enhanced Mobility for Class II Officers
 - Expands patrol reach beyond foot and bike patrols.
 - Increases officer visibility in key commercial corridors.
 - Enables quick response to minor incidents or community concerns.
2. UEZ Branding Opportunity
 - Vehicle can feature UEZ logos and township messaging.
 - Promotes UEZ investment in the community through visible presence.
3. Year-Round Functionality
 - Allows Class II Officers to patrol in all weather conditions.
 - Offers a mobile base to transport equipment, barricades and/or assist with downtown events.
4. Cost-Effective Policing
 - Leverages existing part-time Class II staff without burdening full-time personnel.
 - Avoids high capital costs of traditional police SUV units.

Community & Economic Impact:

- Support for Local Businesses: A consistent UEZ patrol unit reassures store owners and visitors that safety is a top priority, encouraging foot traffic and longer visits.
- Event Support: The vehicle can be utilized during special events, parades, or festivals to coordinate logistics and safety in partnership with the township.
- Community Engagement: Officers using the vehicle can be more proactive in making regular business checks and attending neighborhood meetings.
- Crime Deterrence: A visible police vehicle in the UEZ can deter petty crimes, such as theft, loitering, and vandalism, helping maintain a clean and safe downtown environment.

Reading Approval

OBJECTIVES

Objective Number: 7

Short Description: Mount Holly UEZ Clean Team

Detailed Description

To establish a dedicated Clean Team of four part-time employees to maintain cleanliness, beautification, and environmental stewardship within the Mount Holly Urban Enterprise Zone (UEZ).

Methods

We will hire 4 part-time staff who will work in several shifts. These staff members will report to the UEZ office and will be managed by the Public Works department. This structure ensures effective oversight and coordination, allowing us to maintain high standards of beautification and cleanliness in the Mount Holly UEZ business districts.

Evaluation

Performance Metrics will include:

- Number of blocks cleaned per week
- Number of bags of trash collected
- Graffiti removal incidents
- Community/business feedback surveys
- Decrease in complaints or reported litter

Application Program Component: Mount Holly UEZ Clean Team

Scope of Services

Daily/Weekly Tasks:

- Litter and debris pickup
- Sweeping sidewalks and curbs
- Emptying public trash/recycling bins (if applicable)
- Spot-cleaning graffiti and posters/stickers
- Weed removal and light landscaping (planters, tree beds)
- Reporting damaged infrastructure (lights, benches, signage)

Monthly Tasks:

- Deep cleaning priority areas
- Seasonal flower planting or mulch spreading
- Graffiti audits and wall washing
- Community engagement via cleanup days or merchant surveys

Work Schedule:

- Monday-Friday (with rotating Saturdays for coverage)
- Each employee works 20-25 hours/week
- Flexible shifts to provide visibility during business and pedestrian hours

Supplies and Equipment:

- Safety vests, gloves, and weather-appropriate gear
- Trash grabbers, brooms, dustpans, buckets
- Push carts with garbage bags and tools
- Portable graffiti cleaning supplies
- Cell phones or radios for communication/reporting

ZONE DEVELOPMENT PLAN PROJECT SECTION CITATION:

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Approved

OBJECTIVES

Objective Number: 5

Short Description: Mount Holly UEZ Class II Officer Patrol

Detailed Description
Mount Holly UEZ and the Mount Holly Police Department will hire Class 2 Police Officers dedicated to patrolling and securing the Urban Enterprise Zone (UEZ).

Methods
The Mount Holly UEZ will partner with the Mount Holly Police Department to supplement full-time officers without exceeding budget constraints.

Evaluation
- Reduction in crime rates within the UEZ - Business owner and community feedback surveys - Number of community engagements and officer interactions - Financial efficiency assessment comparing cost and benefit outcomes

Application Program Component: Mount Holly UEZ Class II Officer Patrol

Scope of Services

Executive Summary:

This business plan outlines the proposal for the Mount Holly UEZ and the Township Police Department to hire Class 2 Police Officers dedicated to patrolling and securing the Urban Enterprise Zone (UEZ). The plan details the financial requirements, operational benefits, and expected impact of these officers in ensuring safety and supporting economic growth within the UEZ.

Objectives:

- Enhance public safety within the Urban Enterprise Zone.
- Provide a visible police presence to deter crime and support local businesses.
- Improve community relations through dedicated officers assigned to the UEZ.
- Supplement full-time officers without exceeding budget constraints.

Justification and Benefits:

- Class 2 Officers are cost-effective compared to full-time officers, as they work on a part-time basis without full-time benefits.
- Their presence increases law enforcement visibility in commercial areas, reducing crime and improving business confidence.
- Hiring Class 2 Officers ensures that full-time officers can focus on high-priority calls and investigative duties.
 - Additional officers for downtown special events will enhance safety.
- Training Issues: Class 2 Officers must complete a full-time police academy, making them desirable hires for other agencies, posing a retention risk.
- Targeting Retired Officers: Recruiting seasoned retired officers provides a wealth of experience and stability, ensuring greater long-term commitment to the UEZ initiative.

Staffing and Compensation:

- Number of officers hired: Up to 4
- Hourly rate: \$30 per hour
- Weekly shifts per officer: 24 - 30 hours; 3 days per week
- Monthly: 12 days per month
- Annually: 144 days per year
- NO overtime or compounding of compensation will be available.
- ALL uniforms and equipment will be labeled "Purchased by Mount Holly UEZ"

EQUIPMENT:

- All UEZ equipment will be used exclusively for and in the UEZ.
- All UEZ equipment will not be replacement or supplement for existing municipal supplied material.
- All equipment will remain in the UEZ for use in the UEZ as long as the program they were purchased for is in operation, or as long as the UEZ exists, or a minimum of five (5) years.
- All equipment is to be sold when retired and will not be donated or given away. It will be disposed of at fair market value.
- All proceeds from the sale or retirement of UEZ purchased equipment will be deposited in the Municipalities UEZ account and used as second generation funds.
- If equipment is to be owned by the municipality, a document must be signed with the municipality agreeing to the above conditions in order to receive funds from the UEZ for the equipment purchase

Approved

OBJECTIVES

Objective Number: 4

Short Description: Mount Holly UEZ Community Events & Music

Detailed Description

Mount Holly is seeking UEZ funding to support a series of community-focused events throughout the summer and fall of 2025. These events are designed to enhance community engagement, drive foot traffic to the downtown business district, and promote Mount Holly as a vibrant and welcoming destination for residents, visitors, and businesses alike. All activities will take place within the designated UEZ.

Methods

Funding will be used to provide entertainment, activities, and logistical support for multiple events and musical acts in the downtown UEZ area throughout the year.

Evaluation

The attendance will be monitored during each event and recorded to measure immediate UEZ impact, and to assist in enhancing future events.

Application Program Component: Mount Holly UEZ Community Events & Downtown Music Project

Scope of Services

1. Summer Concert Series

This free outdoor concert series will feature live performances by local and regional artists throughout the summer months. Concerts will be held at Veterans Park, located within the UEZ, creating a family-friendly atmosphere where residents and visitors can gather, enjoy music, and support nearby local businesses. The series will strengthen community pride while boosting evening foot traffic to Mount Holly's UEZ commercial areas.

2. Senior Appreciation Day

Mount Holly will host a dedicated day within the UEZ area to celebrate and honor its senior citizens with live entertainment, refreshments, giveaways, and engaging activities. Senior Appreciation Day fosters social engagement, combats isolation, and recognizes the invaluable contributions of Mount Holly's senior community. The event will be marketed through the Township's senior outreach channels and held at an accessible location in the downtown area.

3. Mount Holly Family Fun Day

Family Fun Day will provide a full day of activities for families, including games, inflatables, food vendors, live entertainment, and more. The event will take place in the heart of Mount Holly's UEZ and is designed to draw families from both within and outside the township, offering them an opportunity to experience local businesses, parks, and dining establishments while creating positive memories tied to the community.

4. Live Music at the Downtown Gazebo

Throughout the late spring, summer, and early fall, Mount Holly will organize pop-up live music performances at the Downtown Gazebo, which sits within the UEZ zone. These performances will add vibrancy to the downtown core, encouraging more residents and visitors to shop, dine, and explore the surrounding area. This activation directly supports UEZ goals of enhancing commercial activity in designated zones.

Conclusion:

These four initiatives align closely with the mission of the Urban Enterprise Zone program by promoting economic vitality, enhancing quality of life, and creating opportunities for small business support through increased foot traffic. The total request of \$25,000 will be strategically used to fund entertainment, staging, marketing, and logistical costs to ensure successful, well-attended events that benefit both Mount Holly's residents and its local economy – all within the Township's UEZ boundaries.

ZONE DEVELOPMENT PLAN PROJECT SECTION CITATION:

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Approved

OBJECTIVES

Objective Number: 3

Short Description: Mount Holly UEZ Economic Development Loan Program

Detailed Description

To assist qualified UEZ businesses who seek funds to develop, redevelop, renovate or otherwise improve their business. This award will provide funds from the Mount Holly Zone Assistance Fund.

Methods

Mount Holly UEZ will make funds available to qualifying businesses in the form of a low interest loan via application process that will be underwritten by Mount Holly UEZ Development Corporation chosen financial institution, and the Mount Holly Development Corp board of trustees will approve or deny the application. If the Mount Holly UEZ Development Corp board of trustees approves the application, this act is memorialized via board resolution.

Evaluation

The loans will help the Mount Holly UEZ businesses with expanding their businesses and incentivize them to increase employment.

Application Program Component: Mount Holly Township

Scope of Services

The following loan program, the parameters and criteria fall under the banner of this Economic Development Loan program. The loans will include:

Goal: To encourage UEZ businesses to come to the Mount Holly UEZ, to encourage expansion of existing UEZ businesses, and to enable UEZ businesses to obtain cost effective loans.

Economic Development Loan Parameters include; (100% UEZ funded)- the due diligence and analysis being performed by the Mount Holly UEZ Corporation and underwritten by the Mount Holly UEZs Financial Institution. Loans available from \$10,000 up to \$100,000 with terms up to ten (10) years; interest rate determined on a case-by-case basis influenced by the strength of the application. Standard loan may be secured by personal and/or business guarantees, personal/business real estate and/or qualified equipment (with consideration to depreciation rations as applicable) as collateral.

Application Criteria:

- Up to \$100,000 per loan
- Closing costs to be determined
- Low interest rate available
- Up to 10-year term
- 1st Payment will be due no sooner than 30 days from the closing date
- Collateral: Real estate

Business must be UEZ registered in good standing at time of application and remain in tax compliance and compliant with all registrations and licensing required by the state of NJ as a UEZ business during the repayment of the loan.

- A LIEN will be placed on the property for any loans of \$10,000 or more.
- Loan proceeds cannot be used to pay off existing debt
- Prior to disbursement of funds, the UEZ business must be cleared as being in tax compliance with the State of New Jersey Division of Revenue
 - No active bankruptcy, civil judgements, or tax liens
- Must be current on all bills and obligations
- Provide a business plan outlining to include but not limited to, pertinent information about the business, its projected financials, target market, etc.
- The design standards will be consistent with township design guidelines and meet the engineers approval.
- Disclosure of intended use of loan proceeds - If there is a purchase of equipment, the purchase must not lead to a decrease in jobs and the equipment must be "purchased by Mount Holly UEZ."
- ACQUISITION OF LAND OR PROPERTY IS NOT ELIGIBLE.

Pending Approval

OBJECTIVES

Objective Number: 1 _____

Short Description: Mt Holly UEZ Admin Budget FY 26: 7-1 to 12-31-25

Detailed Description
Administrative expenses include salary for personnel, as well as operating expenses such as advertising, membership, equipment, and consumable office supply costs.

Methods
This program will include the use of marketing and advertising as a means to reach the businesses in Mount Holly UEZ for participation in the UEZ program.

Evaluation
The number of UEZ certified businesses will increase and in turn will create more local job opportunities.

Application Program Component: Mount Holly UEZ Admin Budget FY 26: 7-1-25 to 12-31-25

Scope of Services

This request is for the first half of FY2026 Administrative Budget from July 1, 2025 to December 31, 2025. Sean Kennedy is the UEZ Coordinator, and is spending the majority of his time on UEZ projects, planning and implementation. He is responsible for daily oversight and administration of the program and he reports to the Township Manager, and the Mount Holly UEZ Development Corporation Board of Trustees.

He manages the promotion of the program and business relations with the business community in the UEZ corridors and in the Township.

Mr. Kennedy is also the Neighborhood Preservation Program coordinator and serves as the administrator of several other grants for the Township. Mr. Kennedy submits applications for UEZ projects, monitor funded UEZ projects, submit reports, conduct UEZ site visits and is involved in UEZ membership certification applications and recertifications. Mr. Kennedy is involved in economic development efforts and communications with interested developers, business owners, existing stakeholders, residents, and many other community based organizations. Including the Rotary Club of Mount Holly, Spellbound Community Giving Corp, Mount Holly Recreation, Main Street Mount Holly, Mill Race Village, Rancocas Valley Education Foundation, Mount Holly Elks, and more.

The Mount Holly UEZ strives to increase our certified UEZ business count, and we are actively pursuing outside organizations to come and join our business community.

The UEZ program is vital to the Township's growth and economic development aspirations.

The administrative budget allows us to support the costs associated with the Mount Holly UEZ FY 2026 budget and join our UEZ business community. Including salary, personnel, membership, equipment, consumable office supplies, and an allowance for promotion.

Zone Development plan project section citation: Page: 59 Section: 2