

LEONIA MAYOR'S ADVISORY COMMITTEE ON ECONOMIC DEVELOPMENT

MISSION STATEMENT

The Leonia Economic Development Committee (EDC) is an advisory committee to the Mayor and Council and appointed by same. The EDC is comprised of individuals appointed by the Mayor and Council on an annual basis and includes a Council Liaison and the Borough Administrator. The EDC receives professional support from the Borough's consultants as required. The EDC will meet on a regular basis and will make recommendations to the Mayor and Council. The following is the Leonia Economic Development Mission Statement.

The purpose of the EDC is to promote the economic well-being of the Borough of Leonia in a sustainable and fiscally-responsible manner. In accomplishing this goal, the EDC acknowledges the need to maintain and support the unique quality of life, character and culture of Leonia while seeking to establish a sound economic-base for the Borough. This includes the recognition that the Borough needs to attract new ratables and achieve greater diversification of its tax-base which is overwhelmingly residential. Additionally, the EDC recognizes that the development and implementation of any successful economic development plan or program requires the participation of Leonia's residents, business and commercial community and other Borough institutions and stakeholders.

The EDC has initially identified three areas of focus:

1. West of Grand Av. – explore opportunities for a broad range of development, redevelopment and the rehabilitation of properties in the general area west of Grand Av. Included in the review are the potential economic opportunities associated with the proposed New Jersey Transit Northern Branch Light Rail, the location of a Leonia station and parking facility and the transit-oriented development opportunities that may be created.
2. Broad Av. Corridor – Seek ways to strengthen the Broad Av. central business district. Among the topics potentially to explore are the identification of tools and techniques that may promote new commercial development. The EDC is also interested in developing a process to include the direct participation of the business owners and landlords such as the development of a merchants association or chamber of commerce.
3. Build upon Leonia's Cultural Heritage – Leonia's rich cultural heritage can be a source of economic activity and promotion. The EDC is interested in exploring ways of using the Borough's roots in the arts as a means to promote the Borough, increase economic activity in the downtown and bring visitors in from surrounding areas.

The EDC is committed to engage the Boroughs residents in the discussion, analysis and potential recommendations associated with the general focus areas and other economic opportunities that the

EDC may identify. The EDC will develop a Communications Plan and put forward ways that the Borough will be both knowledgeable and participate in the Committee's work.