



FOR IMMEDIATE RELEASE

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**DOWNTOWN NEW JERSEY WELCOMES JOE GETZ TO DISCUSS COMMUNITY
INSIGHTS® RECRUITMENT TOOLKIT: AN EFFECTIVE AND INEXPENSIVE WAY
TO RECRUIT STORES, RESTAURANTS, AND DEVELOPERS TO YOUR
DOWNTOWN**

Spring Lake, NJ – Downtown New Jersey will be welcoming Joe Getz, Principal, JGSC Group to their April 12, 2013 meeting held at Greenbaum, Rowe, Smith and Davis, Metro Corporate Campus 1,99 Wood Street, Iselin, New Jersey 08830-2712– 4th Floor, 10 am.

Mr. Getz will provide information to Downtown New Jersey members, downtown managers, chambers of commerce and municipal leaders on how to recruit new stores and restaurants to their downtowns. Mr. Getz, noted, “Across New Jersey, and the country, communities are struggling to recruit new stores and restaurants to their downtown. Among the most common challenges to recruitment are identifying appropriate prospects and producing marketing materials to reach them. We will be addressing these issues at the DNJ meeting.”

This special event is free and open to the public. An RSVP is required. Contact: Dawn McDonough, Downtown NJ: info@downtownNJ.com or 888-228-8116.

Downtown New Jersey (DNJ) is a non-profit corporation comprised of individuals, business leaders, government and non-profit representatives that are passionate about downtowns. New Jersey downtowns act as a focal point for our communities, reflecting their unique identities, and providing residents with a convenient local place of commerce, and an opportunity to gather and enjoy their community. Michael Redpath, President, Downtown New Jersey, stated, “DNJ is a resource dedicated to ensuring the vitality of our downtowns and we are pleased to present this program.”

JGSC Group is a national leader in downtown revitalization and retail recruitment. Over the past decade, they have served nearly 200 public and private sector clients in 8 states. They provide clients with market analysis, consumer research, strategic planning, retail recruitment, and marketing and advertising services. Clients include state, county and local government agencies, improvement districts and community development corporations, retailers, shopping centers, and developers. Most recently, JGSC has been working with the City of New York to jump-start the local economy, organize local merchants, and create and implement strategic plans to recruit new businesses to replace the estimated 1,800 businesses that were lost due to Hurricane Sandy.

Downtown New Jersey
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