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***Mayor Fulop and the Jersey City Small Business Services Launch
Citywide Campaign Promoting Shopping Local This Holiday
Season & Year-round***

SHOP JERSEY CITY BUY LOCAL Kicks-Off With Seasonal Events, Free Holiday Parking, Reusable Shopping Bag Campaign and More Activities to Engage Residents and Visitors Alike

JERSEY CITY – Mayor Steven M. Fulop and the **Jersey City Small Businesses Services** have launched a citywide, year-round campaign - **SHOP JERSEY CITY BUY LOCAL** - to support local and independently-owned businesses just in time for the 2016 holiday season.

The goal of the campaign is to drive traffic and awareness around Jersey City's diverse selection of small businesses in every business district throughout the City.

Components of the campaign include branding participating businesses with a **SHOP JERSEY CITY BUY LOCAL** vinyl decal for shop windows, free holiday parking in nine designated municipal lots from November 25th to December 31st, distribution of reusable bags by the Central Avenue Special Improvement District during Small Business Saturday and community events highlighting small businesses around the City.

"Small businesses reflect who we are as a city and our unique diversity," said **Mayor Fulop**. "What better way to support your community than to spend locally at a business, store or restaurant where the owners are your neighbors, friends and people who are working to improve the quality of life across our city."

From revamping the Buildings Department to expedite approvals, to driving new development throughout the city with an innovative tax abatement policy, to expanding funding opportunities and access to capital through innovative partnerships with the private and nonprofit sectors, the Fulop Administration has made improving the small business climate citywide a top priority.

As a result of these efforts, since Mayor Fulop took office, more than 450 new small businesses have opened shop in Jersey City. Small business growth has contributed to unprecedented job growth, with over 6,000 new jobs created since July of 2013. Unemployment has also dropped substantially since Mayor Fulop took office, hitting a 25-year low of 4.1 percent earlier this year.

The **SHOP JERSEY CITY BUY LOCAL** campaign was designed and developed by **Jersey City Small Business Services**, which is comprised of the **Jersey City Economic Development Corporation**, the **Office of Innovation**, **Office of Diversity and Inclusion**, the **Hudson County Chamber of Commerce** and the five special improvement districts: Central Avenue, Historic Downtown, Jackson Hill Main Street, Journal Square and McGinley Square.

SHOP JERSEY CITY BUY LOCAL Events and Details:

November 25 – December 31, 2016: Holiday Parking

Shoppers may park in select municipal lots for two hours for free. You may view map of participating lots at this web address: <http://tinyurl.com/jcholidayparking>

November 26, 2016 - Shop Small Saturday

Central Avenue Special Improvement District will be distributing 2,000 reusable bags at participating businesses starting on Small Business Saturday and while supplies last.

Mondays and Thursdays, November 17 – December 22, 4pm to 8pm: Historic Downtown Special Improvement District Holiday Market

The Artist & Maker Market is back for the holiday season. Find fabulous gifts for everyone from local artists and small businesses at the Grove Street Path Plaza every Monday and Thursday before Christmas.

December 7, 5pm to 7pm: Pictures with Santa

The Jersey City Police Department will be hosting a "Free Pictures with Santa" event at A Little Gelato located at 280 Central Avenue.

December 8, 5pm-6pm: HDSID Annual Tree/Menorah Lighting with Mayor Fulop and Santa at the Pedestrian Mall

The Historic Downtown Special Improvement District presents its Annual Historic Downtown Tree Lighting and Menorah Ceremony. Join Mayor Fulop and Santa in celebrating the holiday season. Free cookies for kids! Sponsored by SILVERMAN, GothamWest, Raval JC, Two Boots Jersey City, Roman Nose, Hard Grove Café and Congregation B'nai Jacob of Jersey City.

Saturday, December 3: TEDx Jersey City and Shop Journal Square

On Saturday, December 3rd, TEDx Jersey City presents their 2016 conference 'Go' with 11 speakers and performances and an engagement center for hands-on tech demonstrations, brain games, boot camp physical challenges and more ways to get involved with TEDx JerseyCity. During session breaks, shop and dine at Journal Square stores and restaurants along Kennedy Boulevard, Bergen Avenue, Newark Avenue and Sip Avenue.

December 17: 20% off at Participating Historic Downtown Special Improvement Businesses

Shop local this season with 20% off at participating HDSID businesses! Find and print the red coupon posted on the HDSID Facebook event page. Individual exclusions apply. Please contact each business directly for more information regarding any and all exclusions.

Shop Jackson Hill Main Street District

From delicious cupcakes and pies at Sweets for Miles just steps from the MLK Drive Light Rail Station to getting styled and fashionable at The Store or finding that antique lamps at The Aladdin Lamp & Shade Company on Monticello Avenue, the Jackson Hill Main Street district carries one-of-a-kind finds to suit unique tastes. Visit the Jackson Hill Main Street website at <http://www.jacksonhillms.com/> to see the variety of local merchants for your shopping needs.

Urban Enterprise Zone - 3.5% Sales Tax

One-third of Jersey City is designated as Urban Enterprise Zone. The UEZ Program was started to cultivate an economic climate for revitalizing designated urban communities and stimulating growth by encouraging businesses to start and develop private-sector jobs through public and private investment. Customers pay half the normal sales tax at participating registered UEZ businesses.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at 201-547-4836 or 201-376-0699.////