

**PERTH AMBOY BUSINESS IMPROVEMENT DISTRICT
CITY HALL
260 High Street, Perth Amboy, NJ 08861
(732) 442-6421**

**PERTH AMBOY BUSINESS IMPROVEMENT DISTRICT
PUBLIC MEETING**

Pursuant to the Open Public Meetings Act, please note that a special public meeting has been scheduled for the Perth Amboy Business Improvement District to take place on **Thursday, August 10, 2023 at 4:30 p.m.** at City Hall Council Chambers located at 260 High Street, Perth Amboy.

Notice of this meeting has been given to the Star-Ledger, the Home News Tribune, published on the City’s website, BID board webpage, and provided to the City Clerk’s office for public posting (bulletin board).

Public portion has been set for a maximum time of 5 minutes per speaker.

AGENDA

I. Salute to the Flag

II. Roll Call

Name	Present	Absent	Excused
Antonio Abreu			
Fausto Diaz			
Iris Diaz			
Mayor Helmin Caba			
Sergio Diaz			
Lisett Lebron			
Asim Malik			
Reyes Ortega			
Samuel Quezada			
<i>Mayor’s Designee*</i>			
Barry Rosengarten			
James Snyder			

III. Chairman's Report

Barry Rosengarten, Chairman

a. Request for BID Sponsorship:

- 1) United Dominicans of Perth Amboy (UDOPA)- 8-11-2023
(Letter and Sponsorship Packet)

Motion
Second

- 2) Perth Amboy Public Library – Hispanic Heritage Month 9-30-2023
(Letter and Sponsorship Packet)

Motion
Second

IV. Manager's Report

None

V. Committee Report

None

VI. Old Business:

None

VII. New Business:

None-

VIII. Public Portion:

Motion to open the public portion:

Motion
Second

Motion to close the public portion:

Motion
Second

IX. Adjourn:

Motion
Second

From: [Fermin De Jesus](#)
To: Buildbear@aol.com; [Noelia Colon](#)
Subject: United Dominicans of Perth Amboy
Date: Tuesday, July 11, 2023 12:34:40 PM
Attachments: [Note Jul 11 2023 at 8-19-51 AM.pdf](#)

Good afternoon Barry Rosengarten,

Please open attached letter.



July 11th, 2023

Barry Rosengarten
Chairman City of Perth Amboy BID
260 High St. Perth Amboy NJ 08861

Dear Chairman,

On behalf of United Dominicans of Perth Amboy, I would like to congratulate the City of Perth Amboy BID for the excellent work throughout the years which has been instrumental for promoting our businesses and our city, as well as supporting community events which are all geared to continue to move our city forward in a very positive way. It is worth mentioning that the city's 4th of July Fireworks have been a huge success throughout the years and this year was no exception, making it a memorable celebration.

We, United Dominicans of Perth Amboy, have been running a very successful cultural festival for over 30 years. The festival has been recognized as one of the best and biggest latino festivals in the tri-state area which is supported by local and neighboring businesses as well as known media outlets such as La Mega 97.9 FM, Univision Radio 96.3 FM, Channel 41 and various Dominican Television Networks.

This year we are celebrating the Dominican Festival on August 11th, 12th and 13th at our beautiful and historic waterfront. Our community is looking forward to this event with great anticipation since we haven't been able to hold the event since 2019 due to the COVID-19 Pandemic. We are working very hard to gather the necessary funds to provide the community and the city with a great festival. Therefore, we are reaching out to the BID for a donation/ sponsorship support of \$5,000.00. During the week of the festival, our business community, specially restaurants, supermarkets and our downtown businesses benefit immensely from the thousands of visitors to our city. We are looking forward for your support and collaboration to help us continue to promote our culture for the entertainment of our community.

Best regards,
Fermin De Jesus
(President of United Dominicans of Perth Amboy)

Proposal for:

DOMINICAN FESTIVAL 2023



LOCATION

- **Waterfront “La Playita” in Perth Amboy NJ
(Wilentz School Field)**

DATES & TIMES

- **Friday, August 11th: 5pm – 11pm**
- **Saturday, August 12th: 1pm – 11pm**
- **Sunday, August 13th: 1pm – 9pm**



DOMINICAN FESTIVAL 2023

AGENDA

- Location of Festival
- Dates & Times
- Reason for the Festival
- Who we are
- Benefits of Sponsorship
- Levels of Donation
- Q&A



REASON FOR THE FESTIVAL

- On August 11th, 12th and 13th 2023, the Dominican community will be celebrating the 160th anniversary of the Dominican Republic's Restoration of Independence.
- We, United Dominicans of Perth Amboy (UD of PA) in association with IRVING LOZADA are proud to host the 31st Dominican Festival in celebration of the restoration of our Independence.
- This Festival is to be held on the beautiful, scenic and spacious Waterfront "La Playita" in Perth Amboy
- Last year, this festival attracted in excess of 25,000 people and 50 vendors over the course of three days. This event draws coverage from leading tri-state newspapers, Latino radio station, as well as prominent commercial firms such as Bacardi, Dewar's 12, Supremo Supermarket, 1st Constitution Bank, Tropical Cheese, 1-800-DEMANDA , Coors Beer, EDP Lounge among others.
- We have featured high profile artist like, Fernando Villalona, Raulin Rosendo, Amarfis, Aguakkate , El Prodigio, Tono Rosario, Sergio Varqas, Milly Quezada, Hector Acosta, Los Hermanos Rosario, Rubby Perez, Maria Diaz, Johnny Ventura, Jose Alberto el Canario, among others . This year's festival, we plan to continue to feature prominent musicians/artist, as well as, music from other Latin-American cultures to continue to enhance the Festival.



WHO WE ARE



- **United Dominicans of Perth Amboy (UD of PA) is a non-profit organization**
- **This organization was formed with the objective to promote and support cultural and social events in the community**
- **We have been in the Latin entertainment/promoting industry for over 30 years**
- **We have promoted Latin events at almost all the major night clubs in NJ, as well as larger venues like “El Mayimbe Vive Concert” in the United Palace NY.**
- **We have partnered with the different Dominican organizations since 2003 to help create, organize, produce and market a very successful Dominican festival**



LEVELS of DONATIONS

DIAMOND SPONSOR:

- **\$10,000.00 (Only two will be sold) will be the recipients of a special plaque at the ceremony on Sunday, can display a banner the size of one of the speaker towers, entitled to TWO vendor spots to display your product, a prominent artist will be sponsored by them, name will be announced every hour and with every performance, will appear on newspaper as premier sponsor of the total event.**

PLATINUM SPONSOR:

- **\$7,000.00 (Only 4 will be sold) will co-sponsor a prominent artist to close the festival on Saturday. Your banner will be display on a place of you choice on stage, name will be announced every hour and with every performance, and will appear on newspapers as co-sponsor of festival, you will also be entitled to ONE vendor spot.**

GOLD SPONSOR:

- **\$5,000.00 (Only 6 will be sold) will co-sponsor an artist of your choice not sponsor by the platinum or Diamond sponsor. Your banner will be display on stage of top or on the skirt of stage. Your name will be announced 10 times a day plus your name will appear on all posters and newspaper ads.**



Q&A

THANK YOU!



**UNITED
DOMINICANS**
PERTH AMBOY, NJ



id *Entertainment*
IRVING LOZADA



SUMMARY

We ask that you be one of our strategic sponsor to this wonderful event. Our success in the last 25 years will only help build on the tremendous success we feel 2023 will be.

The fact that the festival will now be three days, it only enhances the ability to reach more potential customers. It will be two days of fun, celebration, music, dancing and most important, three days of community bonding between the Latino community. This type of event and the success it has had presents a very promising opportunity for any business to reach the Latin market.

However, our success can only be achieved by partnering with strategic sponsors. We need your support to make this happen.

Let us take this opportunity to THANK YOU for your time and consideration and do hope that we can count on your company's sponsorship for this year's Dominican 2023 Festival.



From: [Joel Rosa](#)
To: [Noelia Colon](#)
Subject: Please support Perth Amboy's 3rd Annual Hispanic Heritage Celebration
Date: Monday, July 31, 2023 7:13:32 PM
Attachments: [Sponsorship Package.pdf](#)
[3rd Annual Hispanic Heritage Celebration \(3\).png](#)

Hi Noelia,

I hope this email finds you well. We are reaching out to you because of your shared interest and commitment to the City of Perth Amboy residents. As we gear up for the 3rd Annual Hispanic Heritage Celebration on Saturday, September 30, from 1:00 pm to 5:00 pm at the Perth Amboy Free Public Library parking lot, we are excited to invite you to join us as a valued sponsor for this remarkable event.

The Hispanic Heritage Celebration aims to embrace the rich cultural tapestry of the Hispanic community, celebrate diversity, and foster unity. Through engaging activities such as Live Latin Bands, Hispanic Heritage Art Exhibit, Cultural Performances, Hispanic Food, and more, we anticipate a day filled with joy and celebration for attendees of all ages.

Our 2nd Annual event had over 1,500 residents in attendance and we're expecting well over 2,000 celebrants this year. To see pictures of last year's event, click on the following link:
<https://pafpl.org/news-announcements/308-2nd-annual-hispanic-heritage-celebration>

We believe that the Perth Amboy BID shares our vision of empowering and enriching the Perth Amboy community, making this event a perfect platform for showcasing your support and dedication.

To learn more about the sponsorship opportunities available and the benefits your organization will receive, please find attached our comprehensive sponsorship package document. Your sponsorship will not only contribute to the success of the celebration but will also help us continue providing meaningful and culturally enriching experiences for our community.

As a sponsor, you will gain exposure to a diverse audience, enhance your brand recognition, and demonstrate your commitment to promoting cultural diversity and community engagement in Perth Amboy.

We invite you to take part in this extraordinary event and be an essential part of our mission to celebrate the shared heritage and cultural contributions of the Hispanic community.

To confirm your sponsorship or discuss further details, please contact me at jrosa@perthamboynj.org or call 732-300-5752.

Thank you for considering our invitation. We eagerly anticipate your positive response and look forward to collaborating with you to make the 3rd Annual Hispanic Heritage Celebration an unforgettable experience for all.

Warmest regards,

Joel Rosa
Library Director

p.s. In case you missed it, please find a link to the last year's Hispanic Heritage Documentary that includes Tropical Cheese Founder, Rafael Mendez in the link below:

https://drive.google.com/file/d/1EzNvr6t_Bg0MQaYo0nDiTcwyNJRgDABN/view

Joel Rosa, Library Director
City of Perth Amboy
Library

Email: jrosa@perthamboynj.org

Phone: (732) 826-2600 ext. 4902

Website: www.perthamboynj.org

Receive alerts from the City of Perth Amboy: Text 08861 to 888777 for mobile alerts or sign up at <https://local.nixle.com/register/>

HELP PREVENT THE SPREAD OF COVID-19

MASK-UP ♦ KEEP 6 FEET APART ♦ SANITIZE AND WASH HANDS FREQUENTLY

DISCLAIMER: *The filters and firewalls needed in the current internet environment may delay receipt of emails, particularly those containing attachments. We strongly urge you to use delivery receipt and/or telephone calls to confirm receipt of important email.*

CONFIDENTIALITY NOTICE: *Some emails and files transmitted might be considered privileged and confidential that may also be considered advisory, consultative and deliberative (ACD) material under OPRA. If the reader of this e-mail is not the intended recipient or his or her authorized agent, the reader is hereby notified that any dissemination, distribution or copying of this e-mail is prohibited. If you have received this e-mail in error, please notify the sender by replying to this message and delete this e-mail immediately.*

WARNING: *Email received by or sent to City officials is subject to the Open Public Records Act (OPRA). This means that absent some specific privilege, all such communications are considered a public record and are subject to publication and/or dissemination to the public upon request.*

3RD ANNUAL HISPANIC HERITAGE CELEBRATION

SATURDAY, SEPTEMBER 30, 2023

1PM-5PM

RAIN DATE OCTOBER 7

WHAT TO EXPECT

LIVE LATIN BANDS

HISPANIC HERITAGE ART EXHIBIT

HISPANIC CULTURAL PERFORMANCE

HISPANIC FOOD

THE "MANNY PACHECO" ARTS AWARD CEREMONY

DOMINO TOURNAMENT

LATINO GREEK LIFE

FUN KIDS ACTIVITIES

FACE PAINTING



PERTH AMBOY FREE PUBLIC
LIBRARY



The City of
PERTH AMBOY
Helmin J. Caba, Honorable Mayor
& City Council Members



Sponsorship Package for Perth Amboy Library's 3rd Annual Hispanic Heritage Celebration

Hello Community Stakeholders,

We are excited to share with you our sponsorship opportunities for the 3rd Annual Hispanic Heritage Celebration at the Perth Amboy Free Public Library. This vibrant and culturally rich event will take place on Saturday, September 30, 2023 from 1pm-5pm inside the Perth Amboy Library's parking lot located at 196 Jefferson St. The Hispanic Heritage Celebration will showcase the diverse traditions, art, music, and cuisine of the Latino community in Perth Amboy and beyond. We are seeking your support to make this event a resounding success and create a lasting impact on our community.

About the Event:

The Hispanic Heritage Celebration at the Perth Amboy Library is a family-friendly event that brings together people of all ages and backgrounds to celebrate the rich cultural heritage of the Hispanic community. The event will feature an array of activities, including live music, cultural performances, an art exhibit, Latino poets, a domino tournament, and fun children's activities. This festival not only promotes cultural awareness and appreciation but also serves as a platform for fostering unity and understanding among the diverse residents of our city. Last year we had nearly 1,500 people in attendance and we're projecting to have over 2,000 people at the 3rd Annual event.

Click here to see a short video of the Hispanic Heritage Celebration 2022.

Sponsorship Benefits:

As a valued sponsor of the 3rd Annual Hispanic Heritage Celebration, your organization will receive the following benefits:

1. Live Band Sponsor [approx. \$2,000]

- ✓ Prominent logo placement on all marketing materials, including event banners, flyers, and posters.
- ✓ Recognition as the exclusive sponsor of one of the main events (Food, Live Band Entertainment, Cultural Performances, Domino Tournament, Art Exhibit, Latino Poets, or Children's Activities).
- ✓ Featured mention in all press releases and media promotions.
- ✓ Acknowledgment in the event's opening and closing speeches.
- ✓ Booth space for showcasing your organization's products or services during the event.
- ✓ Logo and link on the event's website and social media pages.
- ✓ Recognition in the library's newsletter.

2. Cultural Food Sponsor [approx. \$2,000]

- ✓ Prominent logo placement on all marketing materials, including event banners, flyers, and posters.
- ✓ Recognition as the exclusive sponsor of one of the main events (Food, Live Band Entertainment, Cultural Performances, Domino Tournament, Art Exhibit, Latino Poets, or Children's Activities).
- ✓ Featured mention in all press releases and media promotions.
- ✓ Acknowledgment in the event's opening and closing speeches.
- ✓ Booth space for showcasing your organization's products or services during the event.



Sponsorship Package for Perth Amboy Library's 3rd Annual Hispanic Heritage Celebration

- ✓ Logo and link on the event's website and social media pages.
- ✓ Recognition in the library's newsletter.

3. Cultural Performance Sponsor [approx. \$1500]:

- ✓ Logo placement on event banners and marketing materials.
- ✓ Recognition as a sponsor of a specific event category (e.g., Cultural Performances and Poets).
- ✓ Logo and link on the event's website and social media pages.
- ✓ Booth space for showcasing your organization's products or services during the event.
- ✓ Acknowledgment in the library's newsletter.

4. Art Exhibit Sponsor [approx. \$1500]:

- ✓ Logo placement on event banners and marketing materials.
- ✓ Recognition as a sponsor of a specific event category (e.g., Art Exhibit).
- ✓ Logo and link on the event's website and social media pages.
- ✓ Booth space for showcasing your organization's products or services during the event.
- ✓ Acknowledgment in the library's newsletter.

5. Award Ceremony Sponsor [approx. \$1000]:

- ✓ Name listing on event banners and marketing materials.
- ✓ Name listing on the event's website and social media pages.
- ✓ Booth space for showcasing your organization's products or services during the event.
- ✓ Acknowledgment in the library's newsletter and annual report.

6. Children's Activities Sponsor [approx. \$1000]:

- ✓ Name listing on event banners and marketing materials.
- ✓ Name listing on the event's website and social media pages.
- ✓ Booth space for showcasing your organization's products or services during the event.
- ✓ Acknowledgment in the library's newsletter and annual report.

In-Kind Sponsorship Opportunities:

If a financial contribution is not possible at this time, we also welcome in-kind sponsorships that can directly support the event, such as donating prizes, or offering services that enhance the festivities.

We believe that partnering with the Perth Amboy Library's 3rd Annual Hispanic Heritage Celebration will provide your organization with excellent exposure and a chance to demonstrate your commitment to community engagement and cultural diversity.

Please let us know your level of interest and desired sponsorship package. Feel free to reach out to us with any questions or to discuss customizing a sponsorship package that aligns with your organization's goals.

Thank you for considering our sponsorship proposal. We look forward to partnering with you to create a memorable and impactful Hispanic Heritage Celebration in Perth Amboy.