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# Lt. Governor Kim Guadagno Highlights Importance of Revitalization Efforts to Renaissance of New Jersey's Downtowns During Hammonton Visit

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## Community Vision And Determination Create Vibrant And Exciting Downtown District Generating Jobs And New Future For Hammonton

**Trenton, NJ** – Celebrating the economic vitality and promise of New Jersey's downtowns, Lt. Governor Kim Guadagno today walked Hammonton's downtown district, an example of how a cultural and economic revival has led to the creation of new jobs and become a source of significant community pride.

"Downtown Hammonton is the result of a combination of state help and a whole lot of community grit and determination," said Lt. Governor Guadagno, who stopped in at several shops during her walk along Bellevue Avenue. "The wisdom and vision of Hammonton's business and government leaders has created a beautiful downtown district that provides important jobs and a source of wonderful community spirit."

The downtown's revitalization and promotion efforts are led by Hammonton Main Street, which operates the Downtown Hammonton website, organizes downtown arts and musical events, manages the Downtown Hammonton brand and markets the downtown as a popular shopping and dining destination.

"Main Street Hammonton has been working to revitalize Downtown Hammonton since 1993," said Cassie D. Iacovelli, executive director of Main Street Hammonton. "Our success is primarily from the years of dedication and hard work from our many volunteers, business leaders and strong support from the mayor and town council. The people of Hammonton love their town and they have pulled together to create one of the most dynamic and interesting downtowns in New Jersey."

To raise money for its efforts, Hammonton Main Street does everything from organizing yard sales to knocking on doors. It also receives significant support from NJM Bank and AtlantiCare.

"I opened Casciano Coffee Bar & Sweetery in November of 2007, which was just a couple months before the recession of 2008," said Linda Cashan, whose shop is at 212 Bellevue Avenue. "Even with the uncertainty of these years, my business has flourished because of a strong downtown branding, special promotions and a renewed tendency for consumers to reward their local, independent stores with their business. I've had the support of my local community, but have seen more and more customers from South and Central Jersey who regard our town as a destination stop. I feel the credit for this success lies with having a successful Main Street program and a dynamic local government."

"I can't imagine my business being anywhere else," said LeeAnn Garvey, owner of SaDee's Clothing at 210 Bellevue Avenue. "Our downtown just has a wonderfully warm feeling and a family atmosphere that attracts people who live far from Hammonton."

Downtown Hammonton's revitalization is due in part to assistance from the state's Main Street Program, which provides selected communities with technical assistance and training resources and training.

The New Jersey Partnership for Action (PFA) supports the vital role business plays in advancing the state's economy and creating jobs. Led by Lt. Governor Guadagno, the PFA is a three-pronged public-private approach to economic development and the starting point for all initiatives, policies, and efforts to grow New Jersey's economy and create quality, sustainable jobs in our communities. The three elements of the PFA include the Business Action Center, reporting directly to the Lt. Governor and providing the business community with a single point of contact, applying a proactive, customer-service approach to businesses' interactions with State government; the New Jersey Economic Development Authority, serving as the state's "bank for business"; and Choose New Jersey, an independently funded and operated 501(c)(3) not-for-profit corporation created to encourage and nurture economic growth throughout New Jersey.

Businesses considering a move or in need of assistance are encouraged to call New Jersey's Business Action Center at (866) 534-7789 or visit the State's Business Portal at [www.newjerseybusiness.gov](http://www.newjerseybusiness.gov).

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