



MORE TO MORRIS PLAINS

2024-2025 ANNUAL REPORT

THANK YOU FOR SUPPORTING THE ECONOMIC, SOCIAL
AND CULTURAL ENRICHMENT OF OUR DOWNTOWN

When Downtown Morris Plains was incorporated as a nonprofit in March of 2023, selecting a name was one of our first challenges. One phrase kept resurfacing: *there's so much more to Morris Plains*. More than meets the eye. More than people realize. More reasons to visit. More benefits for residents. More reasons to be a Morris Plains business owner! Inspired by this mantra, and through partnerships, events, and community support, we have worked to extend the reach of local businesses and expand their opportunities so that we can say that now in 2025, **there is even more to Morris Plains**.

WE HAVE A LOT TO CELEBRATE...

- Cho's Legacy moved from Morristown to Morris Plains and celebrated their 10th anniversary
- Grand Opening of BeCrafted
- Renovation and reopening of 520 Speedwell
- Bliss Hair Studio's beautiful new location
- Laboratory Hair Studio moved from Morristown to Morris Plains
- 70th anniversary for Arthur's Tavern
- 5th anniversary for Chick-fil-A
- 3rd anniversary for Scoop Station
- 1st anniversary for Autodidact Beer
- Giving Tuesday donor gift match



...AND A LOT TO KEEP US BUSY!

- 2nd annual Pumpkin Illumination
- Bike Rack Design Contest with funding from Morris Arts
- 1st Morris Plains Business Roundtable
- Private Facebook group for local businesses
- Small Business Saturday and 2024 commemorative ornament giveaway



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Thank you for supporting the economic, social and cultural enrichment of our downtown!



THANK YOU TO OUR 2024 SPONSORS

As sponsors and donors, these businesses generously helped to underwrite the cost of events like the Pumpkin Illumination and Business Roundtable in 2024.



Morris Plains



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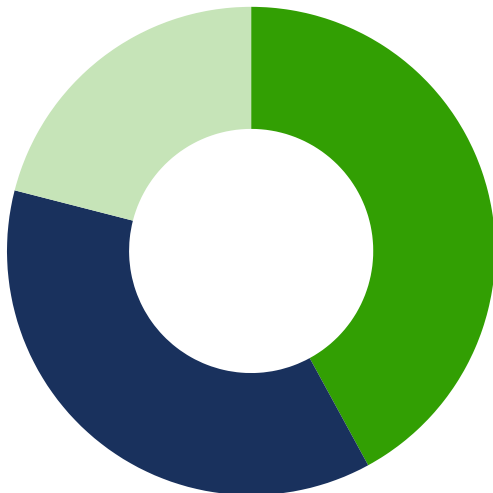


2024 BY THE NUMBERS

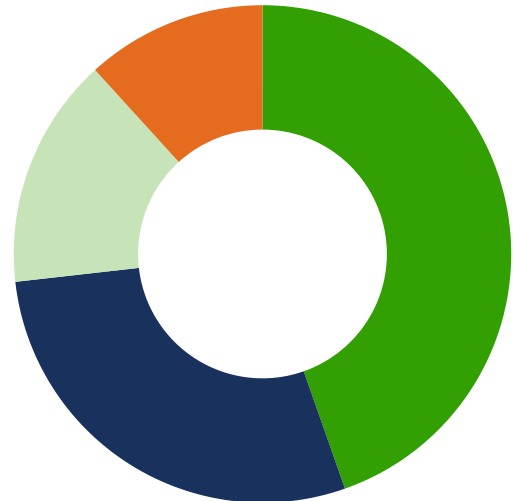
REVENUE BY SOURCE

In 2024 we received \$11,516 in philanthropic support. This money was raised through merchandise sales, grantwriting, sponsorships and fundraising appeals.

- Donations
- Events + Merch Sales
- Grants



- Local Projects
- Events
- Operations
- Other



EXPENSES

Money raised directly funds our commitment to the economic, social and cultural enrichment of our downtown. Examples from 2024 include everything from insurance and pumpkins to Roundtable materials and locally made bike racks .



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LOOKING AHEAD

We kicked off 2025 with new Board members, increased collaboration with local businesses, and an incredible number of new ideas and opportunities! The Board has agreed on the following priorities:

COMMUNICATIONS

- Build and launch the online Business Directory
- Further support + promote businesses through website and social media
- Amplify our communications beyond Morris Plains

PARTNERSHIPS

- Increase opportunities for local businesses
- Strengthen relationships with and between local businesses
- Collaborate with the Council's Business Development Committee

COMMUNITY ART

- Install first 3 original Morris Plains bike racks
- Explore opportunities for a mural installation

ENGAGEMENT THROUGH EVENTS

- 3rd annual Pumpkin Illumination
- Leverage opportunities for businesses in connection with existing local events
- Explore new event opportunities and partnerships

THANK YOU

On behalf of the Board of Downtown Morris Plains, our local businesses, and all who benefit from a thriving downtown, thank you for your support. Please follow us on social media, check out our website, and reach out with questions or for opportunities to get involved.

Amanda Cocheo | Teri DiGrande | Lucia Galdi | Portia Levasseur | Allison White | Juliette Whitten

