

# Pennington

## EDC Newsletter

Publication of the Economic Development Commission

October 2009

### Co-Chairs

Ron Roveda

Ph: (609) 737-6480

Rachel Donington Torpey

Ph: (609) 737-7344

### Members

Will Dickey

Susan Porcella

Cosmo Iacavazzi

Chris Murphy

Mike Rothwell

Mike Townsend

### Council Liaison

Joe Lawver

**The EDC mission  
is to promote  
the economic  
well-being of  
Pennington  
Borough.**

### FREE ASSISTANCE FOR SMALL BUSINESSES

From Oct. 19 to Oct. 23 the City of Trenton hosts the 16th Annual Small Business Week. This year's theme is "Building Business in a New Economy." There are activities for businesses, entrepreneurs, and individuals who are starting or changing careers. There will be many workshops detailing how to make your business more profitable. And it's all free. For more information go to [www.smallbizweek.com](http://www.smallbizweek.com).

### BUSINESS DIRECTORY AVAILABLE

The Pennington Borough Economic Development Commission has created a tri-fold directory of retail businesses in the Borough. The directory provides a current list of all Borough retail businesses and a map showing the location of each business. Directories have been available each week at the Pennington Farmers Market and are also in the EDC rack at the Borough Hall.

### HISTORIC PRESERVATION IS AN ECONOMIC ASSET

Recently, a group of Pennington Borough residents has been working toward revising the Historic Preservation Plan Element in the Pennington Borough Master Plan. This group believes that the Borough needs to pay a lot more attention to protecting Pennington's precious historic resources. Did you know that historic preservation can be a powerful economic asset?

In addition to the aesthetic, historical, and cultural reasons for historic preservation, there are also several economic reasons. For example, it usually costs less to rehabilitate an old building than invest in new construction. (It saves time too). Federal Tax incentives such as easements and rehabilitation tax credits may be profitable. Because rehabilitation is labor intensive, more jobs are created. Dollar-for-dollar, historic preservation is one of the highest job-generating economic development options available. Also, it saves on land fill costs. (It's a "green" alternative.) The life expectancy of the building can be longer because of the likely use of high-quality materials and construction methods. Historic buildings, because of their modest size, provide an ideal location for small businesses. Likewise, many older buildings can serve as "Incubators", providing lower start-up and operating costs for new businesses. And attractive older buildings can project an image of stability, quality, and intimacy, helping to promote the business(es) inside. Property values do not go down; they are likely to go up. All in all, as Dr. Listokin of the Center for Urban Policy Research at Rutgers University says, "Historic preservation is an economic pump primer."

**2009 BUSINESS AWARD NOMINATIONS ARE OPEN**

The Pennington Borough Economic Development Commission is proud to announce its second annual Business Award. The purpose of the award is to recognize, promote and reward the achievements and accomplishments of Pennington Borough business men and women who have made a difference and contributed to the success of their business, as well as contribute to the betterment of the quality of life in Pennington.

Selection criteria and eligibility requirements include maintaining a permanent business location in Pennington Borough for at least one year prior, stability and successful growth as a business; strong community involvement and customer friendly service. Last year's award went to N.T. Callaway and its agent, Brit West.

Nominating forms are available to download on the Pennington Borough website at [www.penningtonboro.org](http://www.penningtonboro.org), or can be picked up at Borough Hall, located at 30 North Main Street. Anyone can nominate a business, including owner, employee or customer. Deadline for nominations to be received is November 1, 2009. The award will be presented by the Mayor and Borough Council in January 2010. Prizes for the winning business person include recognition on the commemorative plaque in Borough Hall, Mayor's proclamation and local media attention.

For more information about the Pennington Borough EDC 2009 Business Award go the Borough website at [www.penningtonboro.org](http://www.penningtonboro.org), under Economic Development, or call Rachel Torpey at 737-7344

**PENNINGTON BOROUGH WELCOMES THREE NEW BUSINESSES**

**Eastern Pedorthics** has shoes to correct foot problems and shoes for your total foot comfort: custom molded shoes and boots, custom orthotics, special fittings, walking shoes, athletic shoes, etc. It is a Board Certified Pedorthic facility with certified pedorthists available at all times. Products are manufactured on the premises. General shoe repair is also available. 7 Rt 31 North, 737-7701, [www.eastped.com](http://www.eastped.com).

**Transform Crossfit**, 10 North Main, is a licensed affiliate of the well-known CrossFit program which combines exercise and nutrition for physical fitness. It's a core strength and conditioning program centered upon constantly varied, functional movements (normal everyday actions). Workouts are adjusted for each individual. Contact Tracy Garito at 851-3693 or go to [www.transformcrossfit.com](http://www.transformcrossfit.com).

**The Pennington Barber** is open at 21 West Delaware. Owner Frank Whyte has refurbished the building and is ready to cut hair Tues-Fri 8am-6 pm and Saturday from 7:30-2 pm. 213-7086.

**Upcoming events:**

**Oct. 16 - 17:** Pennington School Homecoming/Reunions

**Oct. 17:** Pennington's Chili Cook-off & Guac Off sponsored by the Pennington Parks & Recreation Commission (rain date Oct 18)

**Oct. 19 - 23:** Small Business Week in Trenton

**Dec. 11:** Pennington Holiday Walk

Send us your business announcements and we would be happy to include them in our next newsletter. Contact [wdickey@lawrenceville.org](mailto:wdickey@lawrenceville.org) or 737-0914.

This newsletter and previous issues are available on line at [www.penningtonboro.org](http://www.penningtonboro.org)

---

**Always remember to support Pennington Businesses!**

---