

DOWNTOWN
 NEW JERSEY
Excellence Awards

Downtown New Jersey Recognizes Achievements in Downtown Economic Development at Awards Ceremony

Downtown New Jersey (DNJ) celebrated initiatives that made a significant impact on downtown economic development in New Jersey during a luncheon awards ceremony at the [2023 New Jersey Downtown Conference](#) on Thursday, October 19th at The Vogel in downtown Red Bank.

Each year, Downtown New Jersey recognizes New Jersey’s best downtown projects and programs completed within the last two years, as well as individuals dedicated to downtown revitalization. Downtown Excellence awardees are considered exemplary models worthy of emulation.

“With each passing year, we are more and more impressed by the dedication and creativity of downtown organizations and their partners in providing services, engaging new audiences, and promoting economic development,” DNJ’s Executive Director, Courtenay Mercer said. “We are privileged and honored to recognize these efforts at our annual Downtown Excellence Awards ceremony.”

DNJ presented the following Downtown Excellence Awards:



TOOLS OF THE TRADE EXCELLENCE AWARDED TO THE HOBOKEN BUSINESS ALLIANCE AND MAIN STREET POPS FOR THROUGH THE WINDOWS – A HOBOKEN ART WALK

In the Spring of 2023, the *Through the Windows – A Hoboken Art Walk* transformed the City of Hoboken into an expansive live public gallery. The works of 75 local artists were displayed at 100 storefront windows across the city for six weeks, offering an opportunity for residents and visitors alike to experience public art while celebrating Hoboken as a cultural, retail, and dining destination. This unique and innovative program showcased the talented local creative community, featuring up-and-coming established artists, and drew traffic to local storefronts and restaurants. *The Through the Windows* initiative supports the arts through active and passive engagement, encourages diversity, and builds a sense of community. The organizers put significant effort into inclusion by introducing an “Emerging Artists” program for Hoboken’s young artists to participate in *Through the Windows*. The initiative also gets top marks for promotion, with citywide “Opening & Closing Night” parties, guided art tours, and a bingo art card contest.

“The *Through the Windows* Art Walk event is a creative way to not only support our local artists while helping our small businesses thrive,” said Mayor Bhalla. “As the success of last year’s Art Walk showed, *Through the Windows* helps to bring the energy of our art scene and our local business together to build support for both.”

Downtown New Jersey

DNJ is a non-profit membership organization of individuals, businesses, developers, government agencies, and local and regional entities that are passionate about downtowns. Downtowns reflect our communities’ unique identities, provide a focal point, a convenient local place of commerce, and offer a sense of place where people can gather and truly be a community. DNJ provides advocacy, education, and technical assistance resources dedicated to ensuring the vitality of our downtowns. For more information, visit www.downtownnj.com.