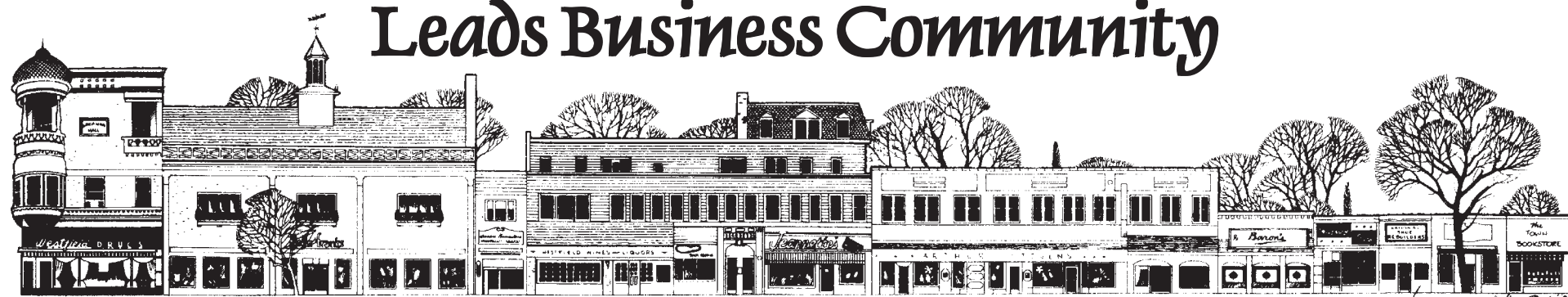


Local Chamber of Commerce Leads Business Community



WESTFIELD AREA CHAMBER OF COMMERCE

The Westfield Area Chamber of Commerce is a voluntary partnership of progressive business and professional men and women, working together to build a healthy economy and to improve the quality of life for the Westfield area.

The Chamber is known to be the leading advocate for businesses in the Westfield area, having worked with the business community for over 50 years.

Membership in the Chamber offers local businesses opportunities for promotion and referral involvement in the business community, networking with fellow Chamber members at meetings, and education through various seminars held during the year.

Member businesses are listed on the Chamber's Internet web site, www.westfieldnj.com/wacc, and can be linked to the individual business's web site.

Some of the Chamber's initiatives this year include working with the Mayor and Town Council on parking, with the creation of additional parking in the downtown, pedestrian safety, advertising and promotion, and beautification efforts.

The Chamber organizes two street fairs every year in downtown Westfield for local businesses, charitable organizations and crafters to present their products and services.

Spring Fling will be held on Sunday, April 18, and FestiFall on Sunday,

September 26, on Elm, Quimby, East Broad and Prospect Streets. Both festivals will take place from noon to 6 p.m. Each of the events offers arts, crafts, food and entertainment, attracting over 20,000 visitors to downtown Westfield.

The Chamber also works with the Downtown Westfield Corporation to arrange promotions throughout the year to bring people to Westfield, including "Sweet Sounds Downtown" musical performances, and Westfield Antique and Classic Car Shows.

The Westfield Farmers' Market is held the end of June through the end of October on Thursday afternoons from 2 to 7 p.m. at the South Avenue train station parking lot.

Local farmers bring their "Jersey Fresh" fruits and vegetables to sell in a festive outdoor market atmosphere.

"Welcome Home To Westfield" promotions will be held downtown during the holidays for shoppers and families to enjoy.

The Chamber provides a forum for the exchange of ideas and information among local retail and service businesses and professionals. It administers an on-going schedule of programs and projects designed to keep local business people in contact with one another and with current information about the business community.

The Chamber is the voice of business in the community, monitoring local developments and regulation, keeping in regular contact with town officials and local legislators, and continually informing members about issues that may affect them.

The Chamber represents both its individual members and the business community as a whole and acts on their behalf. It builds working relationships between business people and the larger community by working in coalitions with other town groups on charitable projects and civic events.



DISCOVER WESTFIELD



How to get involved:
Westfield Area Chamber of Commerce (908) 233-3021
wacc@westfieldnj.com



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Email RCFW@aol.com

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<http://members.aol.com/rcfw>

Downtown Westfield Corporation Continues Plans to Maintain Fine Westfield Reputation

The Downtown Westfield Corporation (DWC), the management entity for the Westfield Special Improvement District, is dedicated to promoting downtown Westfield as a preferred commercial destination service the needs of local residents and attracting new shoppers and visitors from throughout the region.

"The DWC is committed to strengthening the downtown special improvement district as the center of community life," said DWC Executive Director, Michael La Place.

This includes improving the district's economic viability by supporting existing businesses and encouraging the establishment of new enterprises to complement existing stores and services.

The focus of the DWC is to make downtown Westfield a safer, cleaner and more attractive pedestrian environment, with adequate public parking and to preserve the downtown's rich architectural legacy. The 1999 DWC program continues the previous year's successful format, with activities in the

The Downtown Improvement Plan



areas of urban design, economic development and promotions.

The corporation has contracted with the Westfield Area Chamber of Commerce to supervise and implement a year-long schedule of events and to coordinate a regional marketing program.

The major design and economic development project to be presented this year will be the downtown improvement plan, a blueprint for the physical enhancement and upgrade of the improvement district, explained Mr. La Place.

The proposal will be a long-term action plan setting forth streetscape design guidelines, including new ornamental street lighting, attractive benches, bike racks and trash receptacles. Parking recommendations and highlighting potential development opportunities in the downtown area will also be part of the plan.

"The DWC is looking forward to continued success in 1999," said Mr. LaPlace.



DOWNTOWN Westfield CORPORATION
A MainStreet Community

How to Get Involved:
Downtown Westfield Corporation
(908) 789-9444
mlaplace@ix.netcom.net

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Milt Faith, Executive Director
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* a United Fund of Westfield Agency

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