

PLAINFIELD SPECIAL IMPROVEMENT DISTRICT

GIVING TUESDAY

DECEMBER 3, 2024



EMPOWER DOWNTOWN PLAINFIELD



DONATE TODAY



GIVING TUESDAY

Transform Downtown Plainfield This Giving Tuesday

Dear Friends of Plainfield,

The Plainfield Special Improvement District (SID) is transforming Downtown Plainfield into a vibrant hub of activity, culture, and community. As a nonprofit organization, we are dedicated to creating a welcoming environment for businesses, residents, and visitors. Our mission is to drive economic growth, celebrate the city's rich cultural diversity, and build a stronger sense of community.

Through impactful initiatives like public art, cultural events, and beautification projects, the Plainfield SID is reshaping our downtown into a thriving space for connection and opportunity. From colorful murals and live music to seasonal markets and small business support, our efforts bring joy and vitality to the heart of Plainfield.

This Giving Tuesday, we invite you to join us in continuing this transformation. Your contribution will directly fund projects that make a real difference in our community:

- Public Art: Bring vibrant murals and sculptures to life.
- Community Events: Host cultural celebrations, concerts, and seasonal markets.
- Beautification Efforts: Enhance public spaces with flowers, banners, and decorations.
- Small Business Support: Empower local entrepreneurs to succeed.

Together, we can build a brighter, more prosperous future for Downtown Plainfield. Thank you for believing in our mission and helping us create a community everyone is proud to call their own.

Join us in this transformation—one project at a time!

Donate Today: <https://gofund.me/b1213ad6>

Warm regards,

Abel Gomez

Executive Director, Plainfield Special Improvement District



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Use of Funds

Your generous donation will directly support the transformation of Downtown Plainfield through the following impactful initiatives:

1. Public Art Projects

- Transform blank walls into vibrant murals that celebrate Plainfield's rich cultural diversity.
- Install sculptures and other creative art installations to beautify and inspire public spaces.

2. Community Events

- Host exciting events that bring the community together, such as:
 - Winter Market: A festive celebration featuring local vendors, music, and holiday cheer.
 - Cinco De Mayo: A vibrant cultural festival highlighting music, dance, and food.
 - Arts in Bloom: A spring festival showcasing local artists, performers, and vendors.

3. Beautification Efforts

- Enhance public spaces with seasonal flower planters and street banners.
- Install additional trash receptacles and other amenities to keep downtown clean and welcoming.

4. Small Business Support Programs

- Provide local entrepreneurs with tools to succeed, including marketing assistance and workshops.
- Create promotional opportunities for businesses during SID-sponsored events.

5. Music and Cultural Programming

- Bring live music and cultural performances to downtown in 2025, creating memorable experiences for residents and visitors alike.
- Enrich the community with diverse cultural programming that reflects Plainfield's unique identity.

By contributing to these projects, you are helping us build a more vibrant, welcoming, and prosperous Downtown Plainfield for generations to come. Thank you for making this transformation possible!



GIVING TUESDAY

Transforming the Neighborhood with Art

The transformation brought by the Birds in Bloom mural in Downtown Plainfield has been remarkable. Created and unveiled during our Arts in Bloom Festival in April, what was once a drab, blank wall surrounded by an underutilized space is now a vibrant and eye-catching centerpiece for the neighborhood. The mural, bursting with bright colors and meaningful imagery, has breathed new life into the area.

This project has not only changed the physical appearance of the neighborhood but has also revitalized its spirit. The mural has become a conversation starter, drawing in residents and visitors alike who stop to admire its beauty and take photos. Local businesses nearby have shared how they've seen an increase in foot traffic, with more people visiting the area to experience the mural firsthand. The space now feels inviting, filled with energy and positivity.

For us, this mural represents more than just art; it's a symbol of what's possible when we invest in our community. It showcases the potential for transformation, turning an overlooked space into a source of pride for everyone who lives and works here. This is the power of the Plainfield SID's efforts—bringing people together, beautifying our shared spaces, and creating a neighborhood where everyone feels inspired to contribute and belong.

The Birds in Bloom mural is just the beginning of what we can achieve, and I'm excited to see how this transformation continues to ripple through our downtown. It's proof that when we invest in projects like these, we're not just changing spaces—we're changing lives.





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GIVING TIERS



BRONZE

\$100

NEWSLETTER RECOGNITION

SOCIAL MEDIA RECOGNITION

SUPPORTS SMALL SCALE
BEAUTIFICATION PROJECTS;
DECORATIVE ELEMENTS



SILVER

\$250

BRONZE PACKAGE +

LOGO DISPLAYED AT ONE EVENT

SUPPORTS A CONTRIBUTION FOR A
COMMUNITY EVENT; PERFORMERS,
SUPPLIES, ETC



GOLD

\$500

SILVER PACKAGE +

FEATURED EVENT/MURAL SPONSOR

SUPPORTS MEDIUM PROJECTS &
PROGRAMMING FOR THE
BETTERMENT OF THE COMMUNITY



PLATINUM

\$1000

GOLD PACKAGE +

MAJOR EVENTS SPONSOR

SUPPORTS LARGER PROJECTS &
PROGRAMMING FOR THE
BETTERMENT OF THE COMMUNITY



GIVING TUESDAY

This Giving Tuesday, you have the power to create change in our downtown.

Your support will help us bring art, culture, and joy to Plainfield while boosting local businesses and creating a vibrant community space for everyone.

Here's how you can contribute:

Donate Online: <https://gofund.me/b1213ad6>

Drop off or mail your donation at: 131 North Ave, Plainfield NJ 07060

Spread the Word: Share our mission on social media using #GivingTuesdayPlainfieldSID.

Act now! Every dollar counts toward creating a brighter, more vibrant downtown.

Thank you for believing in our vision and making it a reality.

Warmly,
Abel Gomez
Executive Director, Plainfield SID





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