

September 1, 2022

Local Business Owner

Re: Florence Township Economic Development Committee  
“Shop Florence Township Program”

Valued Business Owner:

The Florence Township Mayor and Council realize the importance of having a strong local economy consisting of healthy businesses in the community. That is why the Mayor and Council charged the Florence Township Economic Development Committee with developing the new “Shop Florence Township Program” to promote local businesses during the upcoming holiday season. The program will run from Black Friday, November 25, 2022 to Saturday, December 17, 2022, which coincides with the conclusion of Christmas in Roebling.

To help finalize the promotional program, the Economic Development Committee prepared a brief survey to solicit your input and obtain your information about your business. A copy of the survey is attached to this letter and may be accessed online at the following link **Local Business Questionnaire**. You are encouraged to complete the online survey to automatically populate our online promotional tools. As an alternative, completed hard copies of the survey may be delivered to:

Clerk’s Office, Municipal Building, 711 Broad Street, Florence, New Jersey

Local businesses that completed and submitted their surveys will be promoted on the Florence Township website and social media, and in flyers circulated among various community organizations and posted in public buildings and participating business establishments. During the promotional campaign, participating businesses will be spotlighted on the Township’s website and social media. Videos, which contain a brief interview with business owners and an overview of their business establishments, will be part of the business spotlight. Any special offers provided by the businesses will be included in the promotional campaign.

Representatives from the Economic Development Committee will schedule time to meet you to discuss the “Shop Florence Township Program” and learn about your interest in participating program. During our visit, you are encouraged to ask questions about the program and provide your thoughts about ways Florence Township could help the local business community.

We look forward to meeting you and appreciate your time and consideration in this matter.

Sincerely, and  
On Behalf of the Florence Township Economic Development Committee,

Martin Eckert Jr.  
Economic Development Liaison