



PURPOSE STATEMENT

Red Bank RiverCenter is a downtown alliance, founded in 1991, for the purpose of economic redevelopment of downtown Red Bank, NJ. As a non-profit corporation, RiverCenter is funded through a commercial property assessment as well as fundraisers, grants, sponsorships, and other revenue streams. Red Bank RiverCenter serves as the management organization for the borough's Special Improvement District.

MISSION STATEMENT

RiverCenter's mission is to cultivate and promote a thriving economic environment in downtown Red Bank that benefits members of the district and all Red Bank taxpayers. RiverCenter's multi-pronged approach employs programs in business recruitment, marketing and promotions, design, development management and capital improvement.

CORE VALUES

RiverCenter's mission is informed by our commitment to the following values:

- **Creativity:** We believe that the creative industries are the largest economic driver in Red Bank and we support and encourage the promotion of Red Bank as a destination for patrons of the arts, artists and all those working in creative fields.
- **Uniqueness:** We value that Red Bank is a unique destination in New Jersey and we promote a central business district containing a healthy mix of independent, regional and national retailers, restaurants and service businesses.
- **Community:** We are committed to effective partnerships with other community organizations and we promote a collaborative work environment for the betterment of the Red Bank central business district.



- **Accountability:** We are committed to carry out our work with integrity and transparency and we strive to maintain a financially viable organization.



VISION STATEMENT

Located along the historic and scenic Navesink River, Red Bank's central business district is New Jersey's premier year-round destination and the most sought after, sophisticated and stylish business address, convenient to New York City, Philadelphia and the Jersey Shore. This riverside gem's clean, safe and multi-faceted downtown serves a simultaneously discerning and increasingly diverse customer base of residents, employers, workers and visitors who make the most of Red Bank's:

- 1. Re-imagined & Reinvigorated Riverfront**
- 2. Regional Center for the Arts & Creativity**
- 3. Place for Unique Dining & Shopping Experiences**
- 4. NJ Transit Village**
- 5. Center for Health and Wellness**
- 6. Center for Financial Services**

The attainment of this vision will be facilitated by Red Bank Rivercenter, the organization charged with managing Red Bank's business improvement district, in strong partnership with the borough and in alliance with the Red Bank Visitor's Center and other non-profit and private sector organizations dedicated to strong collaboration and continuous and transparent communication.