

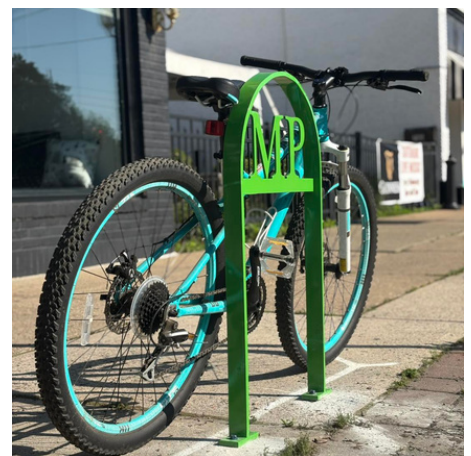


MORE TO MORRIS PLAINS

2025-2026 ANNUAL REPORT

**THANK YOU FOR SUPPORTING THE ECONOMIC, SOCIAL
AND CULTURAL ENRICHMENT OF OUR DOWNTOWN**

Happy 100th birthday, Morris Plains! As our community celebrates its centennial, we are proud that Downtown Morris Plains is part of this historic story. What we have accomplished together over the past three years, and especially in 2025, reflects a shared commitment to honoring our rich past while building a strong, vibrant future. When Downtown Morris Plains was incorporated as a nonprofit, the phrase “More to Morris Plains” became a guiding idea. Often considered a small “drive-through” town, we believed then—as we know now—that there is far more to Morris Plains than meets the eye. Today, that belief is undeniable. Through collaboration, investment, and community pride, we are creating meaningful momentum in our downtown and strengthening our local business community. Thank you for your continued support and partnership in 2025. Together, we are making more happen in Morris Plains—and we could not do this work without you.





MORE TO MORRIS PLAINS

2025-2026 ANNUAL REPORT

WHAT A YEAR!

We celebrated many exciting milestones and achievements last year, including:

- Installation of 3 custom bike racks, designed and fabricated by local residents
- Three Morris Plains Business Roundtables, hosted at Uncle Giuseppe's, Autodidact and Weichert
- 3rd annual Pumpkin Illumination and new onsite Pumpkin Contest
- New businesses welcome to town, including The Messy Smock, Sammy's Barber Shop, Morris County Orthodontics, Poke One, and Mumbai Tadka
- Creation of a searchable online Morris Plains Business Directory (140+ businesses)
- Free Social Media 101 course for local business owners
- Introduction of Borough Bucks gift cards and bonus incentives from DMP
- NJTransit's selection of Morris Plains for the 2026 TRANSITional Art Project
- Small Business Saturday, AmEx Neighborhood Champions (+ the 2025 ornament)
- Transformational investments in our mission
- Partnership with local businesses at the Morris Plains Farmers Market
- **Anniversaries, exciting collaborations, new volunteers, endless ideas and so much energy!**



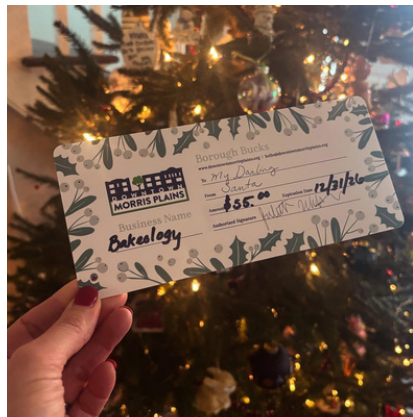
THANK YOU



MORE TO MORRIS PLAINS

2025-2026 ANNUAL REPORT

Thank you for supporting the economic, social and cultural enrichment of our downtown!

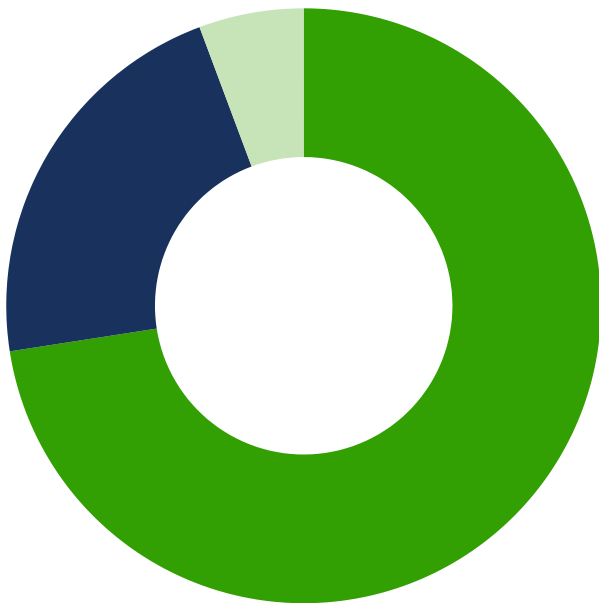


2025 BY THE NUMBERS

REVENUE

In 2025, we received \$18,804 in philanthropic support. This money was raised through individual donations, merchandise sales, events and sponsorships.

- Donations
- Events + Sponsorships
- Merch Sales + Boro Bucks



EXPENSES

- Local Projects
- Events
- Operations
- Equipment + Marketing



Money raised funds our commitment to the economic, social and cultural enrichment of our downtown. Total expenses in 2025 were \$9,826, including Bike Racks, event costs, Roundtables, insurance, website fees, signage, ornaments, and Borough Bucks bonuses.

THANK YOU TO OUR 2025 SPONSORS

As sponsors and partners, these businesses generously helped to underwrite the cost of events and opportunities throughout the year.





MORE TO MORRIS PLAINS

REFLECTIONS ON 2025 PRIORITIES

The Board identified the following priorities for 2025, with key progress updates provided below. We are grateful for the support of every volunteer, donor, and partner that made 2025 such a successful year.

COMMUNICATIONS

- Build and launch the online Business Directory
- Further support + promote businesses through website and social media
- Amplify our communications beyond Morris Plains

In 2025, we launched, updated and expanded the business directory which is linked on the Borough's website and leveraged to attract visitors to town.

PARTNERSHIPS

- Increase opportunities for local businesses
- Strengthen relationships with and between local businesses
- Collaborate with the Council's Business Development Committee

In 2025, Roundtables attracted more than 45 individuals for speed networking, updates and collaborative discussions. We partnered with the Farmers Market to better support local businesses and will continue to seek collaboration with the Business Development Committee.

COMMUNITY ART

- Install first 3 original Morris Plains bike racks
- Explore opportunities for a mural installation

The 3 bike racks were installed on Speedwell Ave and immediately put to great use. Downtown Morris Plains facilitated the selection of our town for NJTransit's 2026 Transit Art Project and has engaged an artist for a mural installation.

ENGAGEMENT THROUGH EVENTS

- 3rd annual Pumpkin Illumination
- Leverage opportunities for businesses in connection with existing local events
- Explore new event opportunities and partnerships

With an expanded layout, new businesses and additional volunteers, the Pumpkin Illumination was a smashing success! We are working to add onto existing events to better support our businesses. And although it did not come to fruition, we explored bringing an exciting Two Girls Media event to town.



LOOKING AHEAD

The Board has committed to the following priorities for 2026:

BUILD ON SUCCESS

- Expand upon initiatives already proven to be successful (Roundtable, Pumpkin Illumination, Business Directory, Borough Bucks)
- Leverage success and plans to secure philanthropic support
- Fueled by momentum generated through the bike racks and NJTransit project, bring additional community art to Morris Plains

STRENGTHEN PARTNERSHIPS AND BUSINESS SUPPORT

- Increase participation in Roundtables and expand Borough Bucks initiative
- Identify and create opportunities to highlight and support local businesses
- Introduce community business collaborative model as a way to celebrate support from local businesses and safeguard their resources
- Further refine partnership with Farmers Market and local businesses

INCREASE CAPACITY

- Expand organizational capacity through new committees and project leads
- Elevate current operations through documented standard operating procedures
- Recruit, onboard and train new volunteers and leaders

2026 BOARD OF DIRECTORS



President, *Portia Levasseur*
Vice President, *Juliette Whitten*

Treasurer, *Allison White*

Secretary, *Teri DiGrande*

Volunteer Coordinator, *Amanda Cocheo*

Community Liaison, *Lucia Galdi*



On behalf of the Board of Downtown Morris Plains, our local businesses, and all who benefit from a thriving downtown, thank you for your support. You made our 2025 success possible and we look forward to achieving the priorities above in partnership with you!

Contact us at hello@downtownmorrisplains.org

