

Perth Amboy BID Presents Growing Your Business in New Media Landscape

The BID and Comcast Spotlight are hosting a business card exchange and presenting a program about enhancing a company's brand and attracting new clients.

PERTH AMBOY , NEW JERSEY , UNITED STATES OF AMERICA , April 20, 2018 /EINPresswire.com/ -- Perth Amboy's [Business Improvement District](#) (BID) is presenting a networking evening and a program titled "Growing Your Business in the New Media Landscape." The meet, greet and learn event is scheduled for Thursday, April 26, and begins at 6 PM at the Raritan Yacht Club, 160 Water Street. The BID is joining with Comcast Spotlight to host the business card exchange and present the program about enhancing a company's brand, attracting more customers and increasing sales.

The BID's program also provides company owners an opportunity to build new relationships with colleagues from a wide range of companies. Admission to the event is free, but pre-registration is required. Business professionals may register at the BID's event page on Eventbrite (<https://www.eventbrite.com/e/business-networking-event-tickets-44879170808>).

Before the presentation, Perth Amboy Mayor Wilda Diaz will review city-wide redevelopment projects that can help strengthen local businesses, which are the backbone of the community's economy. Recently, the Mayor reported that 16 economic and real estate development projects are planned or underway in the City. Projections show that these significant investments can yield over 1,000 new jobs for local residents, generate new tax revenues for the City, attract new residents and more visitors.

Following the Mayor, Comcast Spotlight's Artie Smallwood, multimedia advertising manager, and Zack Manfre, interactive media specialist, will discuss the new media landscape. During the presentation, business men and women will be able to learn more about digital, interactive media methods can connect their companies with clients in exciting, experiential ways.

Comcast Spotlight currently assists 1000s of companies in New Jersey by creating compelling messages that can connect their business with a broader and deeper group of clients. Scheduled to run for 20 minutes, the presentation will include a question and answer period.

BID Chairman Barry Rosengarten said, "We invite you to come early, build new business



Artie Smallwood and Zack Manfre, his colleague, will explain how digital, interactive media can contact companies with their clients in exciting and experiential ways.

relationships or rekindle existing ones at our networking event. You'll also have the opportunity to view the sweeping vista of our incredible waterfront that can truly be appreciated from the Raritan Yacht Club's dining room."

Business owners or executives who want more details about the networking event can contact the BID's Executive Manager Junel Hutchinson by email at JHutchinson@perthamboynj.org or by calling 732-826-0290, ext. 4048.

About the Perth Amboy BID

The Perth Amboy BID serves local businesses, property owners, the community and visitors by offering a year-long schedule of special events. The programs include business seminars, skill-building programs for employees, and such festivals as the Cinco de Mayo, the Xtreme Jeep Show, and Taste of Perth Amboy. The BID also provides façade grants to small businesses that make permanent improvements to their storefronts or buildings. In addition, the organization helps maintain and enhance the City's streetscapes by installing information kiosks, planters and directional signs, as well as seasonal decorations.

For more information about upcoming events, programs and continuing education classes, please visit the Perth Amboy BID's Facebook page



We are hosting the evening to provide small companies, the backbone of our local economy, with information that can help them grow and thrive."

Perth Amboy Mayor Wilda Daz

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Mayor Diaz will review city-wide development projects.



BID and Comcast Spotlight are presenting networking event and program at Raritan Yacht Club. Photo by James Erwin

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