



# NJCM Business Council

## New Member Introduction

Please join me in welcoming our  
newest Silver level member

Catalyst Experiential is pioneering a new breed of public/private partnership, allowing municipal officials to improve the quality of life and sense of place for their community at no cost to taxpayers. In this age, citizens are demanding ever-higher levels of government services and amenities while having little tolerance for the tax increases necessary to pay for them. At the same time, as our suburbs have expanded and the borders between them have blurred, many communities have lost their sense of identity. Travel down almost any busy street, and you will be greeted by a sea of sameness—a generic landscape of residential and commercial developments that could be anywhere.

Catalyst is helping communities recapture their sense of identity, as well as to achieve other important needs and goals, by integrating visual communications technology with community landmarks, experiences, and infrastructure. Imagine dog parks, pedestrian bridges, art centers, and fire stations that serve the public while enabling local government and organizations to speak directly to the communities they serve. Advertising revenue funds the projects, enabling Catalyst to bring benefits to communities at no cost.

Read more about the new type of Public Private Partnerships that Catalyst is pioneering:

[https://www.catalystex.com/wp-content/uploads/2019/04/Public\\_Private\\_Partnership\\_Bucks\\_County\\_Dog\\_Park\\_Catalyst\\_Experiential.pdf](https://www.catalystex.com/wp-content/uploads/2019/04/Public_Private_Partnership_Bucks_County_Dog_Park_Catalyst_Experiential.pdf)

Visit our website to learn more about Catalyst and to see examples of projects:

<https://www.catalystex.com/>.

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Director/Mayor  
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