Mission Statement
To promote and enhance the economic and social vitality of the downtown Special Improvement District

ANNUAL REPORT 2017

New Brunswick City Market
A Message from Bruce Carnegie, Interim Chairman of the Board

On behalf of the Board of Directors, Executive Committee, and our staff, we are pleased to present the 2017 Annual Report of the New Brunswick City Market, Inc. City Market was formed in 1987 and has worked to improve and promote downtown New Brunswick since its inception. The services and programs we provide to the downtown community and to the Downtown Business Improvement District (BID) are outlined in this report.

Our goal is to make New Brunswick a regional destination for economic, cultural, and residential uses. Many of our activities are focused on that goal including our retail and restaurant initiatives. Our promotional activities continued in 2017 with an extremely successful Oktoberfest and the expansion of Restaurant Week to include the City as a whole. We enhanced the outdoor live music series which encourages people to enjoy a ‘To-Go’ lunch from local restaurants while listening to music in Kilmier Square Park, to include musicians strolling and buskering downtown on Big Ten weekends.

To promote downtown New Brunswick as a regional destination and to promote downtown businesses, NBCM uses print media, electronic media, and other communications and marketing methods.

In 2017, City Market revitalized its promotion of the downtown launching a new brand consisting of a new name ‘City Center’, a new logo, and new website. The new brand was used to redesign all ads, the quick lunch map, the monthly BID E-newsletter, social media sites, and other materials. City Market continued its destination marketing campaign in 2017 and beyond, creating print ads in select magazines such as the NJ State Tourism magazine, Rutgers University Visitors Guide, and The NY Giants Game Day Program Book. Local advertising was scheduled to promote specific events targeted at key demographics such as Restaurant Week, Oktoberfest, and Raritan River Festival, raising awareness of New Brunswick City Center as a destination for young adults and families.

I would like to thank my board colleagues, stakeholders, staff, and partners for your continued support.

Building Community

City Center Events

New Brunswick City Center is host to several events throughout the year encouraging visitors to the downtown.

9th Annual Restaurant Week – July 8 to July 22nd – 28 restaurants participated. New Brunswick City Center celebrates Restaurant Week, a promotion to raise awareness of New Brunswick as a dining destination. Restaurant Week unites New Brunswick’s internationally diverse range of chefs showcasing their signature style dishes during this 15-day extravaganza. Special offers provide diners the ability to taste the district’s celebrated food scene.

Shop Local Promotion – Throughout the year, NBCM promotes shop local initiatives to drive visitors to local retailers for; Valentine’s Day, Mother’s Day, Father’s Day, Back to School, holiday shopping, and graduation. Each business displays a window sign designating them as a ‘Shop Local Participating Business’ and distributes handouts detailing the importance of shopping local. 3,500 personalized New Brunswick calendars are given to participating retailers for their customers as a thank you for shopping local.

25th Annual Holiday Celebration – On the first Friday of December hundreds of residents filled the plaza at Monument Square for a community event celebrating the holidays.

Live Music Series – The Summer Afternoon live music series is a weekly program providing local artists the ability to perform to residents, employees, and visitors during the lunchtime hour.

Oktoberfest – City Center introduced its first successful Oktoberfest from 12-5PM on Saturday, October 7, 2017. The event featured Oktoberfest-style brews in the beer garden, German food, five hours of live music, live radio remote from 101.5 with Big Joe Henry, a children’s craft zone, and an array of vendors. Many local restaurants offered dining specials.

Marketing

Engaging Consumers with Downtown

NBCM implemented strategic programs that created awareness to drive visitors to Downtown businesses and events in 2017.

Rebranding was completed in 2017, placing a focus on downtown City Center as a destination. The brand update infuses a vibrancy and modernity in the promotion of the New Brunswick business identity. We were delighted to work with ITO Design to complete this process.

Our website and social media resources provide the opportunity to actively engage with the community and to listen to those who work and play in downtown City Center. Using our online resources to engage with stakeholders allows us to better serve our community.
Marketing (continued)

NBCM keeps subscribers informed of activities and developments of importance through the monthly BID newsletter, our website, and social media pages.

Social Impact

In 10 months, the rebranded NewBrunswick.com website attracted 36,400 users with 48,500 sessions and 110,000 page views.

Connecting with SID businesses, residents of New Brunswick, and visitors is essential to our marketing, promotion, and advocacy efforts. We are fortunate to have created an extensive electronic communications network that allows us to share rich and robust information in a near real-time manner, enabling us to convey what our downtown has to offer.

Promotional activities included the rebranding of the Quick Lunch Map targeted toward patrons of the performing arts, jurors, hotels, hospitals, and retailers providing locations where they can grab lunch in under 30 minutes.

NBCM acts as an advocate on behalf of downtown and its stakeholders and works with partners on issues and initiatives that are critical to downtown growth and development. The Quality of Life committee meets with downtown stakeholders to develop, influence, and advocate on important business matters of interest.

Operations

Keeping Downtown Clean

On a daily basis, the members of the Clean Team worked 7,852 hours to sweep up litter, discard trash, weeds and leaves, spot powerwash, and remove minor graffiti. The Clean Team is proudly committed to assisting those who live, work and play in the district. This highly visible, well-trained staff of maintenance personnel continues to provide daily, supplemental services to maintain cleanliness within the district providing a vibrant downtown.

Economic Development

Bringing investment to downtown, The NBCM continues to be a main hub for data and research on downtown NB, responding to hundreds of requests for information.

District Improvements

City Market provided assistance to local businesses earmarking $16,000 in facade and awning improvement grants in 2017. Maintaining a vibrant downtown is important and over $148,500 was invested in removing graffiti and gum, power washing and degreasing, litter removal, landscaping, streetscape maintenance, and décor.

2017 Financial Overview*

Total Revenue $647,434
Property Assessments $616,366 (94.5%)
Total Expenses $540,803 (84%)
Program Services $335,143 (61%)
Clean Team Expense $135,715 (25%)
Management Expenses $69,945 (13%)
Marketing & Promotions Revenue $19,239 (3.7%)
Contributions $9,800 (1.5%)

* Unaudited
2017 Board of Directors

Bruce Carnegie, Interim Chairman - Red Hawk Realty
Natalie Bazarat, Treasurer - County of Middlesex
Robert Kenny, Secretary - Hoagland, Longo, Moran, Dunst & Doukas

John Anderson^ - City Council Liaison
Dorothea Berkhout - Edward J. Bloustein School of Planning and Public Policy
Rebecca Brenowitz - Zimmerli Art Museum
Mona Carbona - Due Mari
Anthony Caputo* - New Brunswick Police Department
Tabiri Chukunta - St. Peter's Healthcare System
Jay Driscoll - Johnson & Johnson
Scott Gould* - New Brunswick Police Dept.
Peter Haigney - Robert Wood Johnson University Hospital
Mitch Karon^ - New Brunswick Parking Authority
Howard Levine* - State Theatre New Jersey
Tom Loughlin^ - City of New Brunswick
Tracey O'Reggio^ - New Brunswick Cultural Center
Glenn Patterson^ - City of New Brunswick, Economic Development
Greg Ritter* - George Street Camera
Kathy Romano - Amboy Bank
Kelly Ryman* - George Street Playhouse
Melissa Selesky - Rutgers, The State University of New Jersey
Mary Ann Schrum - Rutgers Gardens/Resident
Michael Tublin - The New Brunswick Jazz Project
Jim Zullo - Tim Haahs

*Non-Voting, ^ Ex-Officio

Staff

Pamela Stefanek, Executive Director

Play an Active Role in City Market’s Mission by Joining a Committee

- Marketing/Advertising Committee
- Promotions Committee
- Business Improvement Committee
- Public Relations/Communications Committee

109 Church Street, New Brunswick, NJ 08901
732-545-4849 • Citymarket@NewBrunswick.com

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