



2021 ANNUAL REPORT



NEW BRUNSWICK
CITY CENTER

New Brunswick City Center

Managed by New Brunswick City Market

A Message from Doug Schneider, Chairman of the Board



Mission Statement To Promote and Enhance the Economic Vitality of the New Brunswick Special Improvement District

Dear Friends and Colleagues,

It is an honor to address you all again in our Thirty-Forth Annual Report. Over the past two years, businesses and communities have experienced continued hardships beyond measure. However, we handled this historic crisis by responding to the needs of our district in real-time. Once again, we have risen to the challenges of an unprecedented year. Throughout the pandemic, the New Brunswick City Center continued to focus on its core mission - to keep downtown clean, safe, and vibrant, supporting our small businesses, and providing safe and exciting activities for our stakeholders.

The City Center district is undergoing significant changes such as new, cutting-edge developments rising around us, including the New Jersey Innovation & Technology Hub and the Rutgers Cancer Institute, both playing yet another prominent role for the city and local businesses.

This past year, we expanded programs by working with the municipality and local businesses to offer outdoor dining, collaborating with organizations expanding programming, and working with stakeholders on district beautification in our dynamic community.

A few of our successes include:

- Collaboration with Rutgers Global Health, and other partners, we remain committed to the safety of not only our district employees, but the entire community, with ongoing Covid-19 testing and vaccinations.
- Engaging in stronger marketing and promotional activities. Increasing our OTT video and digital advertising, such as the 48 hours in New Brunswick promotion, which took first place at the New Jersey Press Association Awards program. New Jersey Press Association's Advertising Contest recognizes excellence in creative and design of newspapers and digital news organizations throughout NJ.

- Promotions included ongoing website enhancements to include a Job Postings page as our businesses faced the now common staffing shortage challenges that prevent them from operating at full capacity. Special attention was given to sharing information regarding small business assistance, grants, and funding opportunities.
- Enhancing the physical appearance of the George St. corridor for outdoor dining, removing barriers and adding planters and evergreen trees.
- Purchasing and installing new cross street swags for the holidays.
- Enhanced the promotion of small business week; providing custom tote bags.
- Expanded trash pick up to 7-days a week, keeping the City Center clean.
- We successfully formed four new sub-committees: Reimage New Brunswick, Health & Wellness, Retail, and the Town and Gown committees.
- We initiated the Strategic Planning session, convening the first meeting in the fall of 2021. This initiative will lead our success for 2022.
- The City Center organization was the recipient of the Downtown NJ Place Making Award for our holiday program.

I'm enthusiastic about 2022, and pledge to you that we will continue to meet each of the unique challenges ahead of us with innovative approaches in our part of this great city. I believe we will be able to maintain a steady hand with the input from our board members, creating and implementing the strategic plan as we move the organization forward.

I'd like to thank our board and community members for their years of diligent work which has allowed us to function responsibly today and which continues to guide us into the future.

Sincerely,
Doug Schneider, Chair

2021 Financial Overview*

Total Revenue \$705,755

Property Assessments \$666,788

Contributions to Programs \$37,662

Other Income \$1,305

Total Expenses \$578,438

Retail Promos/Bus. Mktg. \$202,585

Admin. Expenses \$126,033

Program Services \$452,405

Clean Team Expenses \$73,066

Dist. Improv./Gen. Expenses \$22,019

* Audited/rounded to nearest dollar. A full financial report can be requested by emailing citymarket@newbrunswick.com.

Building Community - City Center Activities

Live Music Weekends - Live music continued to energize City Center on the weekends - from musical productions to acoustic musicians, DJs, and jazz performers collaborating with the New Brunswick Cultural Center and New Brunswick Jazz Project. Artists could be found throughout the district on the streets, outside bars, and in parks, ready to play to patrons as they enjoyed their outdoor dining experience.

New Brunswick Farm Market - The annual farm market returned to Kilmer Square Park providing healthy food options from local farms ensuring community members had access to sustainable options.

Covid-19 Testing and Vaccinations - Throughout the year, City Center worked closely with Rutgers Global Health and others to provide needed testing and vaccinations to ensure the safety of our workers. The program was soon expanded and became a central location for the entire community. Since the program began, approximately 2,842 covid-19 tests and 670 vaccinations have been administered.

New Brunswick Restaurant Week - As businesses started to reopen, Restaurant Week returned, celebrating the culinary diversity of City Center! New Brunswick's restaurants offered the perfect dining experience with options of alfresco dining under the lights, patio gardens, and sidewalk table service as they welcomed back customers.

Our shops and restaurants cooked up amazing offers for two weeks to get the foodie in each of us out the door and diving into new experiences and flavors.

Harvest Festival - Following all municipal and CDC guidelines, City Center expanded its fall celebration with a month-long Harvest Fest. Local establishments offered a variety of specialty menu and drink items enticing visitors to enjoy seasonal offers all month. The organization enhanced its marketing outreach, observing visitors coming to City Center from surrounding areas. Themed entertainment for the entire family took place October 21-24 with live music all weekend, sip and paints, pumpkin painting, stilt walkers, face painters, and a yappy hour and dog costume contest for families to enjoy.

Rutgers Game Watch - The Rutgers Football City-Wide Game Watch program gave Scarlet Knights fans the opportunity to see their team taking on Big 10 rivals while enjoying their favorite establishments along George Street! Fans viewed games on big-screen TVs and took advantage of gametime food and drink specials. Patrons visited our retail shops both before and after kickoff, supporting all the small businesses in City Center. Local hotels benefited as well, booking rooms to people who traveled with the teams, but were unable to be at the stadium. The program was a crowd-pleaser for Rutgers alumni and students alike.

Small Business Week - New Brunswick Small Business Week ran November 15-21, with several merchants extending their hours. This event celebrated City Center's vibrant independent retail community and encouraged residents and visitors to support local merchants. New Brunswick is home to a wealth of merchants, service entities, and retailers, carrying quality goods from home décor to tailored clothing and footwear, from spas and salons to theaters and fine art. Participating merchants offered exclusive deals and promotions for shoppers to enjoy. Plus, the first 50 shoppers at each store received an exclusive Shop Local tote bag courtesy of New Brunswick City Center.

New Brunswick Winter Wonderland - Our annual Winter Wonderland is a month filled with activities the entire family can enjoy. It all begins with the annual tree lighting and a visit from Santa, followed by live ice sculptor demonstrations creating winter-themed figures, brunch with caricatures, and horse-drawn carriage rides through the district. This year we enhanced our decorative lighting throughout the area, keeping the streets lively well into the night with carolers, DJs and live music to entertain everyone.

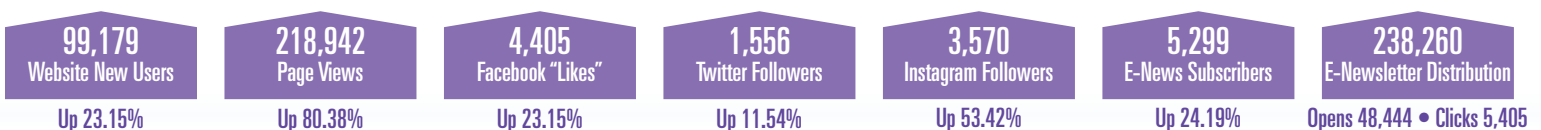
Marketing - Promoting the City Center Brand

Connectivity - NewBrunswick.com is the Central Hub for Everything City Center!

The New Brunswick City Market website is the primary resource keeping people connected and informed about everything downtown, where to eat, shows to see, and special attractions. Newbrunswick.com includes

interactive maps, where to dine, cultural attractions, historical tours, where to stay, and where to park. The events calendar features City Center happenings every month.

Social Impact



Staff

Pamela Stefanek, Executive Director
Christopher Moore, Program Coordinator
Donna Bosko, Administrator

2020 Board of Directors

Doug Schneider, Chairman - Tavern on George
Bruce Carnegie, Vice Chair - Red Hawk Realty
Natalie Bazaral, Treasurer - County of Middlesex
Robert Kenny, Secretary - Hoagland, Longo, Moran, Dunst & Doukas LLP

Elizabeth Barrood* - Barrood Property Management
Rebecca Brenowitz - Zimmerli Art Museum
Anthony Camaioni - Resident/Entrepreneur
Anthony Caputo* - New Brunswick Police Department
Tabiri Chukunta - St. Peter's Healthcare System
Amy Cobb - Edward J. Bloustein School of Planning and Public Policy
Harry Delgado - New Brunswick Parking Authority
Jay Driscoll - Johnson & Johnson
Daniel Dominquez^ - City of New Brunswick, Economic Development
Michael Drulis^ - City Administrator
Brandon Goldberg - City of New Brunswick
Peter Haigney - Robert Wood Johnson University Hospital
Daniel Hakim - Laserwave, Inc.
Matthew Kennedy^ - New Brunswick Parking Authority

Kevin Kim - The Elm Deli
Howard Levine - State Theatre New Jersey
Joselyn Lopez - Sofia's Accessories
Thales Nazario - Resident/Attorney
Tracey O'Reggio Clark^ - New Brunswick Cultural Center
Hasan Raza - Brunswick Dollar
Greg Ritter - George Street Camera
Kathy Romano - Amboy Bank
Kelly Ryman* - George Street Playhouse
Mary Ann Schrum - Rutgers Parent and Family Engagement/Resident
Melissa Selesky - Rutgers, The State University of New Jersey
Lynn Sherman - Resident
Suzanne Sicora Ludwig^ - City Council Liaison
Michael Tublin - The New Brunswick Jazz Project
Alexander Weiss - Weiss Properties

*Non-Voting, ^ Ex-Officio

Office

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Play an Active Role in City Center's Mission by Joining a Special Committee

District Improvement • Marketing/Promotions • Public Relations/Communications • Special Events
Town & Gown • Sponsorship • Imagine New Brunswick • Health & Wellness • Retail



Visit NewBrunswick.com

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