Flemington Community Partnership Stakeholders' Gathering 11/11/19

2019 Year in Review 2020 and Beyond: Building a 3 yr / 5yr Sustainable Economic Development Plan



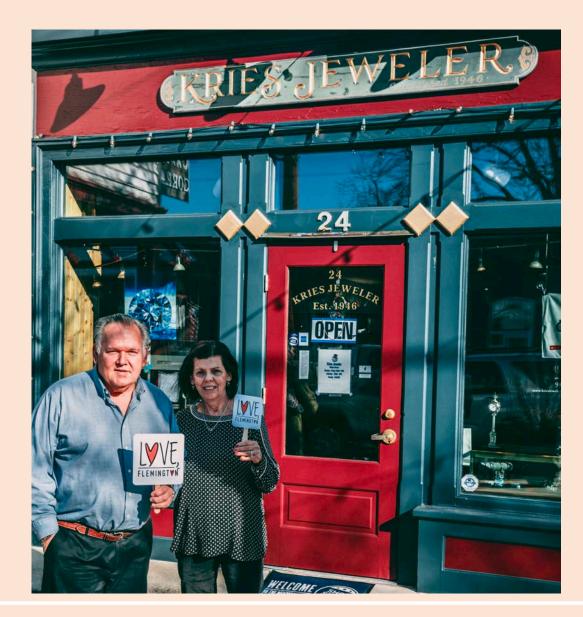
Agenda for 11/18 Stakeholder Gathering

- Happy Retirement Marsha & Jerry!
- New Business Welcome
- Meet the FCP Board Candidates
- 2019 Year in Review
- 2020 and Beyond: Building a 3 yr / 5yr Sustainable
 Economic Development Impact Plan

Goals for this Meeting:

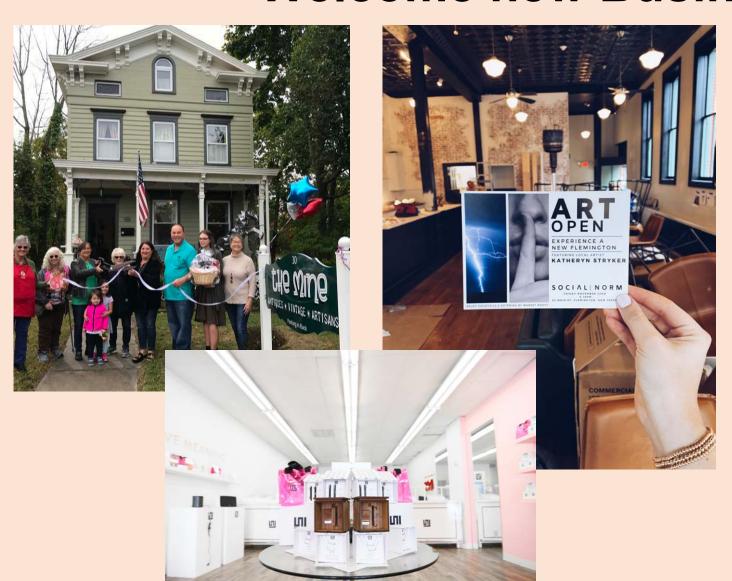
- Understand the FCP's 2019 year in review.
- Understand 2020 FCP Strategy and future 3yr / 5yr
 planning process Support 2020 FCP Strategy & Budget and urge council to approve it.
- Ensure that all stakeholders are fully informed about Hotel Project and ALL economic development projects coming before the Council or Planning Board.
- Celebrate winning \$100k OZ Challenge Grant from NJEDA

Happy Retirement Marsha & Jerry!





Welcome new Businesses!



- The Mine Artisans and Antiques (Mine St.)
- The Pita Grill & Creperie (Shoppes)
- Stella Valle Pop-up Jewelry Boutique (Main St.)
- The Social Norm (Main St.)



FCP Board Elections Ballots must be returned to Borough Clerk by Nov 20th

FOUR available seats:

- Andy Cohen, Barkley's Gourmet Marketplace
- Jim Gano, Crown Trophy
- Matt McPherson, Matt's Red Rooster Grill
- Dr Paul Marciano, Whiteboard, LLC
- Karen Shankoff, Attachments & Sage
- Kim Ward-Bacso, River Valley Realty

Year in Review: Marketing & Communications



- Increase in creation and placement of POSITIVE PRESS.
- Increased advertising by season
- DAILY Positive Mention of Flemington Businesses and Activities and Events.
- DAILY monitoring of social media.
- Reliable & packed events calendar.

POSITIVE Press Outreach!

Costar has more than 12.6 million monthly visitors

JULY 17, 2019: Costar

"Small New Jersey Town Gets Surprise \$25 Million for Opportunity Zone Development: Flemington Woos Real Estate Firms, Investors and Bankers at Summit." JULY 17, 2019 | LINDA MOSS

Small New Jersey Town Gets Surprise \$25 Million for Opportunity Zone Development

Flemington Woos Real Estate Firms, Investors and Bankers at Summit



The Spice Factory in Flemington, New Jersey, has received local approval for an expansion that would add 100 residential units. The former industrial site has already been repurposed to include some apartments, with the Regus coworking company on the first floor. Photo: CoStar files

The tiny New Jersey borough of Flemington, a federal opportunity zone unto itself, got a welcome surprise at the recent summit it hosted for investors: An area bank is setting aside about \$25 million to finance construction in town under the new government program.

Unity Bank, based in Clinton, New Jersey, made the commitment at a recent conference on opportunity zones that Flemington held in order to pitch projects within its 1.1-square-mile

#Loveflemington Daily Messages Across Multiple Marketing Channels

2019 Working Across Multiple Channels

- LoveFlemington.com (updated!)
- New Video & Ad Creation and Placement
- Print: Brochures, Seasonal Guides,
 Supplements, Ads Rack Cards, Direct Postal Mailing
- Web & Social: Email Marketing, Targeted
 Ads, SEO, Social Media Strategy & Ads
- Public Relations story pitches, releases
- Merchandise
- Signage

2020 and beyond

- Expand marketing outreach: NJ, NY, PA.
- Enhanced story pitches, narrative approach, new print materials & maps
- Google Analytics & targeted ads.
- Tourism Marketing: County Partnerships
- Greater visibility for Individual Businesses.















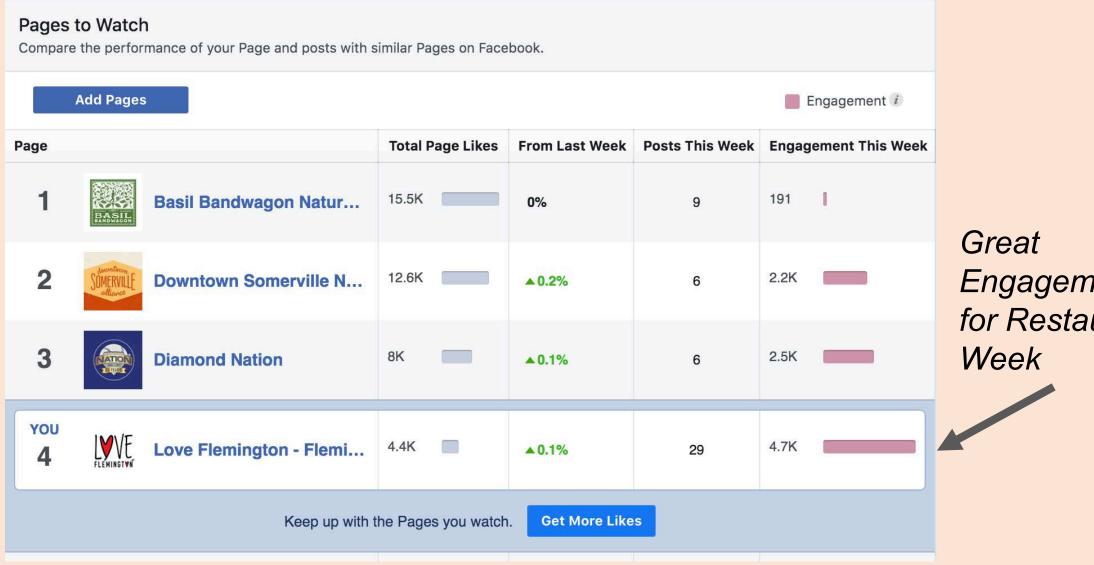








Facebook - Social Media Benchmarking – Nov 9-16th



Engagement for Restaurant

Love Flemington - Social Media Growth

Post Reach

September 16 - October 13

30,135

People Reached ▲ 2%



Post Engagement

September 16 - October 13

15,870

Post Engagement ▲ 34%



Facebook Posts (1 month)



Social Media Contest

290% increase in Instagram Followers

123% increase in FB Followers



SnapChat Filter,

Revised loveflemington our 24-7 Concierge!

New Blog

Enhanced Events Calendar functions **EMOTIONAL WELL-**BEING WITH ESSENTIAL OILS

HISTORIC TALK: THE COLONIAL HISTORY

OF FLEMINGTON

BOROUGH

Thursday

WIZARD WORKSHOP

Friday

5

TAI CHI

FLEMINGTON FLEA

Sunday

MARH SIDEV

Saturday

STAN FARM

View A

12

TAI CI STAN

FARM

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View A

19 HALL WIND

CONTEST

TAI CHI

STANGL FACTORY **FARMER'S MARKET**

View All 4 Events »

PUMPKIN HUNT

October 20 @ 1:00 pm - 1:15 pm



It's back! Our annual pumpkin hunt! PLEASE be aware that you can either purchase stand-alone tickets for the pumpkin hunt OR if you purchase our Spooktacular tickets, the hunt will be included. If interested in the Spooktacular activities, please be sure to register for that event and not this one. Pre-Registration is required on our...

PUMPKIN HUNT

GREYHOUND MEET & GREET AT LONE **EAGLE BREWING**

RECENT UPDATES

FROM OUR BLOG

BLOG 10 Oct at 9:03 pm

STANGL STATION **BRINGS MORE FUN** AND FOOD TO STANGL ROAD

"We're bringing more fun to Flemington, and to all of Hunterdon County," said Rob Mortara, right, with his daughter, Allison, and brother Ren, the...

BLOG 13 Sep at 10:10 am

HARDY'S COFFEE **BAR: A CRAFTED** COFFEE EXPERIENCE IN DOWNTOWN **FLEMINGTON**

Nestled on Bloomfield Avenue off Main Street, Hardy's Coffee Bar energizes the Flemington downtown scene with craft coffee in an artisan atmosphere. Not only...



18 **FORTNITE** & **OVERWATCH** MASHUP NIGHT AT GAME-U IN FLEMINGTON

OKTOBERFEST AT

TRUNK-OR-TREAT & MOVIE NIGHT

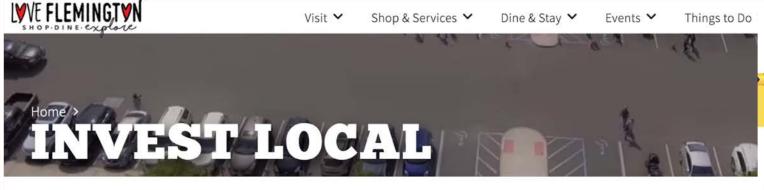
MONTHLY ROCK N

THE FILLING

ROLL JAMS

STATION

Added "Invest Local" page to solicit development & showcase commercial properties.

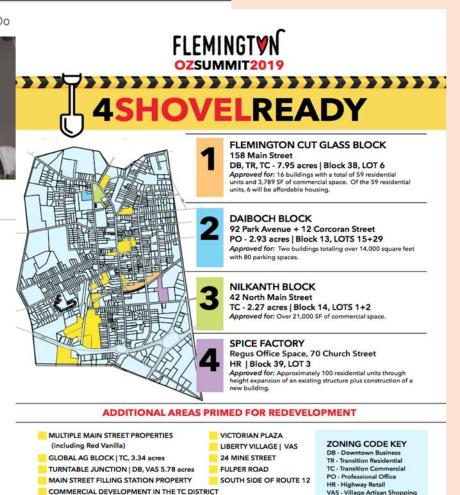


NJ Opportunity Zone Booklet

Available Commercial Properties

Welcome to Flemington — the only Opportunity Zone in Hunterdon County! This is GREAT news for investors who want to defer federal capital gains taxes and take advantage of tremendous opportunities in an upwardly mobile real estate development environment. Here's a little bit of background on the program.

The Opportunity Zones program, enacted as part of the 2017 federal Tax Cuts and Jobs Act, provides opportunities for private investors to support investments in distressed communities.







THE FLEMINGTON FILLING STATION Open every Friday & Saturday night May 24 - Aug 31 | (6-10pm)

Family-friendly gathering spot and beer garden open on Friday and Saturday for music, games,



FLEMINGTON CAR SHOWS

May 25 - Aug 31 (5:30-8:30pm) Alternate Saturdays beginning May 25th. Classic Cars, live music, great food, and kids activities. www.flemingtoncarshows.com



LET'S SIT TOGETHER, FLEMINGTON

Enjoy Flemington in whimsically painted Adirondack chairs located throughout town. Fun activities including a scavenger hunt and Musical Chairs pop-up performances will be announced on



SALSA NIGHT

July 20 | (4-10pm)

Salsa bands, dancing, food trucks, beer and wine, restaurants, vendors and fun for all.



AUG



ugust 10 | (12-8pm) Corn, tomatoes and beer star in Flemington's largest festival. See reverse

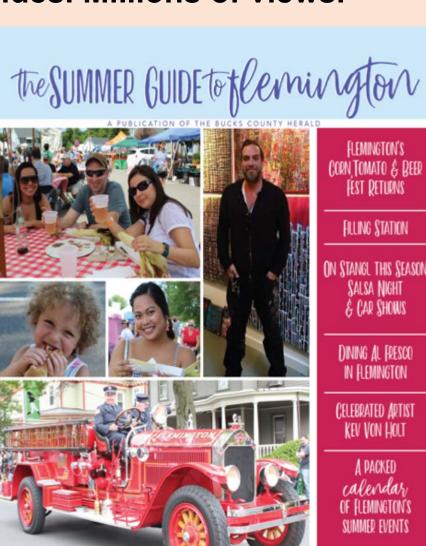


Stangl Road September 13 | (6-10pm) Live jazz, great food, beer and

loveflemington.com

Seasonal Marketing Approach: Direct Mail, Rack Cards, Ads, Guides. Millions of views.





Surveys and Stakeholder Feedback Inform Strategy

2019

- Event Surveys
- Stakeholder Surveys
- Opportunity Zone Survey
- Courthouse Square Petition

2020

- Quarterly Property Owner Survey
- Quarterly Business Tenant Survey
- Event Surveys
- Customer Intercept Surveys



Majority of Stakeholders Support Courthouse Square

PROPOSED



LAVE

<u>Flemington Community Partnership Flemington NJ</u> started this petition to Flemington Borough Council and 3 others

The Flemington Community Partnership (FCP) believes that the time is now for the Courthouse Square Project to move forward.

2,832 people have signed the petition

We the undersigned request:

- A public explanation from the Friends of Historic Flemington outlining the reason for their lawsuit and why the lawsuits continue after the developer addressed their original concerns (re: overall height and saving historic buildings).
- An explanation to the public of the recent Friends of Historic Flemington settlement letter contents and any further changes being requested of the developer.
- An immediate transparent, fair and reasonable negotiation to settle the lawsuits that are preventing this project from moving forward.

Year in Review: Events & Attractions



Marketing: Stakeholder Event Grants

- Supported Events an Event Promotions with Grants + Marketing
- 2020 FCP will produce a helpful guide to turn-key Business Marketing and Event Production.





- Queen for a Night
- Flemington Car Shows
- Salsa Night
- Flemington Fine Artisans Show
- Peach Festival
- Main Street Half Marathon of Hunterdon
- Cinco de Mayo Festival
- Main Street Manor Bridal Expo
- Shoppes Halloween Spooktacular



Spring & Fall Restaurant Week



Savor the flavors of Spring

MARCH 31 to APRIL 5

SPECIAL 3 COURSE **PRIX FIXE MENUS** \$25 or \$35

55 Main Blue Fish Grill Capuano's Ristorante Chimney Rock Inn **Dolce Ristorante Grateful Bites** Matt's Red Rooster Grill **Nespolo Ristorante** Platform One Viva Mexico

BREAKFAST, LUNCH DINNER

MP Takeout Specials!

Aunt DeeDee's **Factory Fuel** Flemington Coffee Shop Freshii Garden State Salad Jersey Mike's Subs Kombucha Bar Mi Sabor Theresa's Cafe Teaberry's Tea Room (*) DETAILS & MENUS at

loveflemington.com









Doctor raises awareness, funds for lung cancer research . 11

"it's a reason to get together with groups of friends, try new places, and a great excuse to eat out almost every

night. We are lucky to have so many

amazing BYOB restaurants in Flem

ington, and I love supporting the local

usinesses in our community."
This year, Taste of Flemington will coincide with a milestone for local chef Matthew McPherson, owner of

Matt's Red Rooster Grill, who will be

elebrating his restaurant's 15th anni-

"Restaurant Week creates a welcome

opportunity to introduce ourselves to new guests and to showcase our love

McPherson will feature Restaurant

Week specials like Griggstown Farm

rusted salmon, pumpkin bread pud-

Not to mention his famous grilled

comaine salad — the only item on the

menu that has not changed since they

chicken paillard, walnut and mustar

for Flemington," McPherson said.

A Paper for the People

Taste of Flemington returns for a week from Sunday, Nov. 10, to Friday, Nov. 15

The Taste of Flemington Fall Restaurant Week returns to the borough of Flemington from Sunday, Nov. 10, through Friday, Nov. 15, offering a full spread of tasty offerings from the borough's most beloved eateries.

This year, more than 20 participating restaurants will showcase their offerings, including prix fixe menus at \$25 or \$35 in addition to special Restaurant Week pricing, so that everyone from across Hunterdon County and beyond can come out to enjoy something new, at reasonable prices.

Amidst the town's bustling social historic, and cultural offerings, Flemington's food culture is alive and thriv ing, with something for everyone, no matter their tastes.

From wood-fired calamari and cavatelli primavera, to chicharrón and catfish Po' boys, Flemington Restaurant Week is the perfect time to ex plore the downtown charm and ecle

Whether it's casual, formal, medi um-rare or vegan, Taste of Flemington is the perfect time to indulge your

cravings.
"I love Restaurant Week," says pant in Flemington Restaurant Week.

Photo by Bill Brokaw

first opened. Platform One owner Brendan Stokes Chef/Owner Matthew McPherson of Matt's Red Rooster Grill is an enthusiastic partici-

ding and more.

PLEASE SEE FALL PAGE

	INSIDE
103	Crossword

Editorial Police News Things To Do News: (908) 766-3900 Advertising: (908) 766-3900 NEW JERSEY HILLS

CALL US

MEDIA GROUP @2019

RKER PUBLICATIONS,

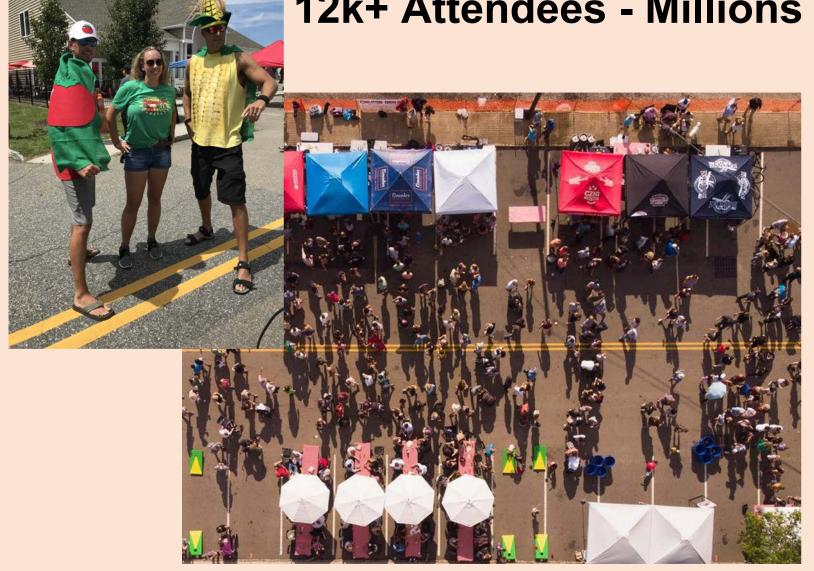
We've tried new events in new locations: Cinco de Mayo, Oktoberfest at the Filling Station







We've seen record crows at our events! Flemington Corn Tomato & Beer Festival: 12k+ Attendees - Millions of views!











Flemington Filling Station

- 500 ppl on busy night!
- Younger Audiences! New Visitors! Brings Community Together!
- Active uses make everything brighter and more lively.
- Supports restaurants with Menu Station
- 2020 More Special & Themed Events, Partner with non-profits





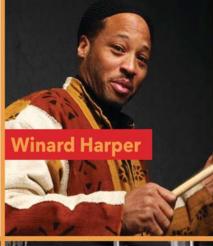


Enhancing our identity as a cultural destination: Central Jersey Jazz Fest

Robert Wood Johnson University Hospital
New Brunswick & Somerset

(ENTRAL JERSEY

JACOB TO THE PROPERTY OF THE







SOLD AT FESTIVAL: DINNER, SNACKS
BEER, WINE & COCKTAILS!
PERFORMANCES FROM

6 TO 10 PM FREE TO THE PUBLIC

RAIN OR SHINE | BRING A CHAIR FREE PARKING AT LIBERTY VILLAGE





LOVEFLEMINGTON.COM

Seasonal Events: Flemington Flea & Oktoberfest



OCT 5座6意

STROLL AND SHOP the Main Street area from The Filling Station to Teaberry's (and don't forget to visit the newly opened MINE)!

9 to 3!

ANTIQUES + SIDEWALK SALE LOCATIONS:

- Flemington Filling Station
- LadyLike Antiques
- Ye Old Antique and Curiosity Shop
- Camp Flemington Antiques
- The MINE (on Mine St. near Stangl Factory) NEW!
- Sage Boutique
- United Methodist Church (sale on the lawn)
- Flemington DIY

- Market Roost (tent sale out front + great food!)
- Twice Told Tales & Moonstone Mystery Bookstore (Bloomfield Ave)
- Garden State Salad
- (record sale out front + great food!)
- Black Lab Studio
- Kries Jewelers
- · Teaberry's Tea Room Carriage House Boutique
- TREAT YOURSELF ALONG THE WAY:
- Hardy's Coffee Bar @The Filling Station (serving coffee + homemade sweets)
- Garden State Salad
- Market Roost
- JS Shaker Cafe
- Main Street Bagels

- Hardy's Coffee Bar (Bloomfield location)
- Kombucha Bar (opens at 12pm)
- Dolce Ristorante
- 55 Main
- · Teaberry's Tea Room







Thursday Night Holiday Lights + Holly Jolly Flemington TROLLEY

- Addition of Trolley with 6 stops to move customers around
- Holiday Market at Stangl Factory
- 2019 = more events inside business locations
- Entertainment at Courthouse brings customers



HOLIDAY 2019

- Holiday Decorations and Planters going up this Weekend
- Shop Small Tote Giveaway – sign up!
- Shop Local Social Media Campaign begins this week





DEC 5th,12th,19th 5-8pm sponsored by

Evening Shopping & Special Offers

New this Year!

Beautiful Luminaries & Festive

Decorations

Live Music and Caroling

Wine Tasting

Visits from Santa & Mrs Claus

Paw Patrol

Sweet Treats & Great Eats

Live Nativity Details + Schedule: loveflemington.com

historic downtown.

Calendar of Events!

Guided Walking Tour of Historic Flemington | 11AM

NOV 28 Flemington Turkey Trot | Main Street | 9:30AM

NOV 30 Shop Small Saturday & Love Flemington Tote Giveaway

DEC 05 Thursday Night Holiday Lights | 5-8PM

DEC 08 Hunterdon Holiday Parade | Main Street, Flemington | 5PM

DEC 08 Whitehouse Wind Symphony Holiday Concert | 3PM

DEC 12 Thursday Night Holiday Lights | 5-8PM

Whitehouse Wind Symphony Holiday Concert | 7:30PM **DEC 12**

DEC 19 Thursday Night Holiday Lights | 5-8PM

Check out Flemington's Calendar of Events all year round!

loveflemington.com

Economic Development and Sustainable Growth



Flemington Opportunity Zone Marketing & Summit: 120+ Investors! Great use of re-purposed Stangl Space!









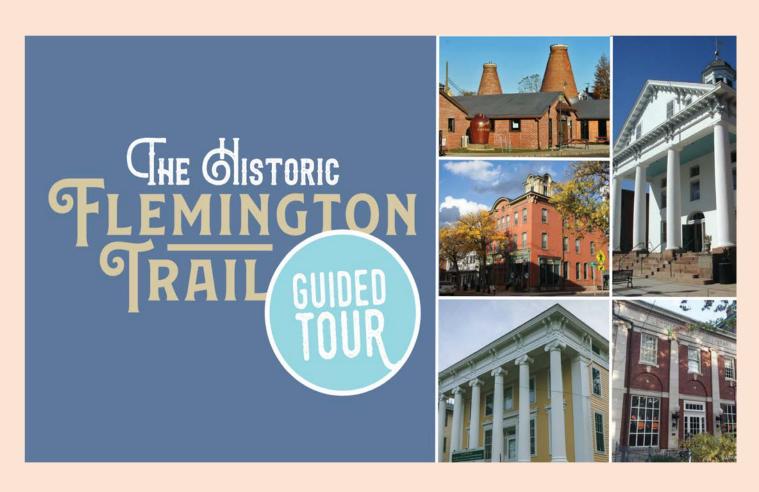


Opportunity Zone Challenge Grant

- We WON a 100k NJEDA Opportunity Zone Challenge Grant!
- Out of 75 NJ Opportunity Zones we are 1 of 5 areas to win this grant – the others are Jersey City, Cumberland County, Hackensack, & Patterson.
- We asked for funding for:
 - A series of "charrettes" and guided "community conversations" regarding trends in retail and development, job growth, zoning review, sustainability etc.
 - Host monthly OZ Summits for site-locators, brokers, developers.
 - Create accurate "Property Locator" tool updated in real time/ with OZ data and marketing.



We had people walking regularly along our streets proving that we are both HIP and HISTORIC!







Storefront Improvement Grants







Streetscape Improvement Project

Created Signage & Marketing to drive customers to stores, through traffic, to parking.



- FCP will bring back "Music on Main" and regular schedule of events on Main Street while continuing to have large scale events on Stangl.
- FCP will help with future construction phases II and III as those plans move forward.



New FCP Workspace:

Economic Development Office

Meeting & Event & Gallery Space



2020 Goals

- Build consensus with Stakeholder around sustainable growth
 - Host series of guided charrettes to create 3yr and 5yr plans.
- Advocate for Economic Development Growth at Council & PB.
- Locate Welcome Center/ Economic Development Office
- Build Partnership with NJEDA and other State Agencies.
- Update ALL Wayfinding Signage & Parking Communication & signs.
- Invest in connectivity projects: Rail Trail/ Trolleys
- Develop long term and short-terms strategy for Connectivity and Customer sharing
- Plan events that bring customers to businesses, positive press, and build identity.

2020 Areas of Focus

- Create definable destinations of our 3 Major Shopping Areas:
 - Historic Main Street
 - "Artisan" area = Stangl, Central, Mine, Turntable and Liberty Village.
 - Work with Turntable owner to improve amenities & identity (create turntable outdoor destination and connect to rail and
 - Get answers from Liberty Village on future plans.
 - Shopping Plazas Intercept Surveys
- Work with property owners to support retail pop-ups as temporary solutions
 work on incentives to support more retail / less services.
- Work with property owners on occupancy and redevelopment plans, help recruit new businesses.
- Help improve business area and individual business signage via FCP Grant Program.

Harnessing Traffic & Way-Finding Signs

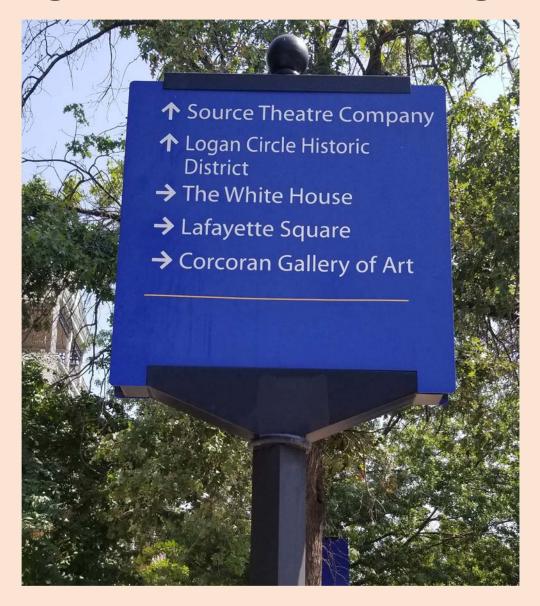


Overhaul Wayfinding, Parking, and Tourist Attractions Signage



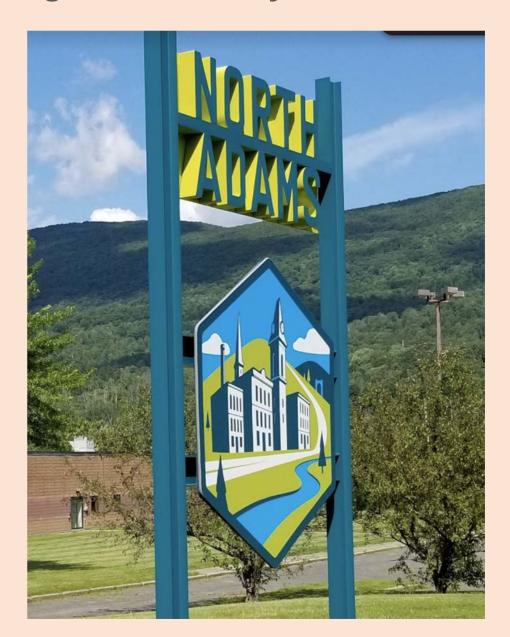


Signs that are built to be changeable....





Signs that convey information and a consistent look and feel





Unified Design and Color Theme, Large Maps

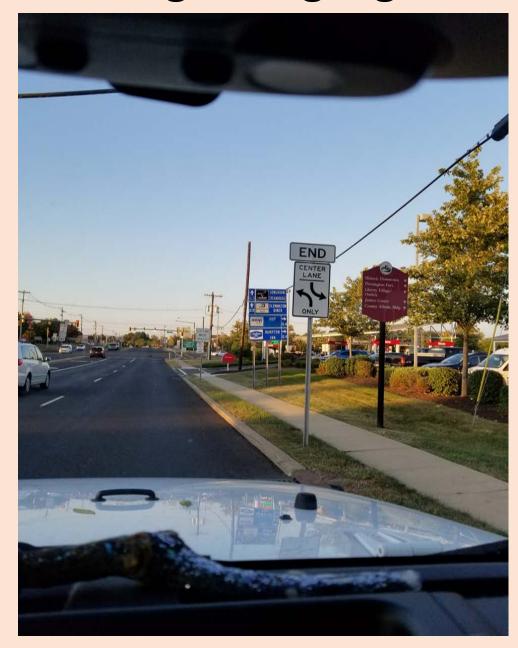


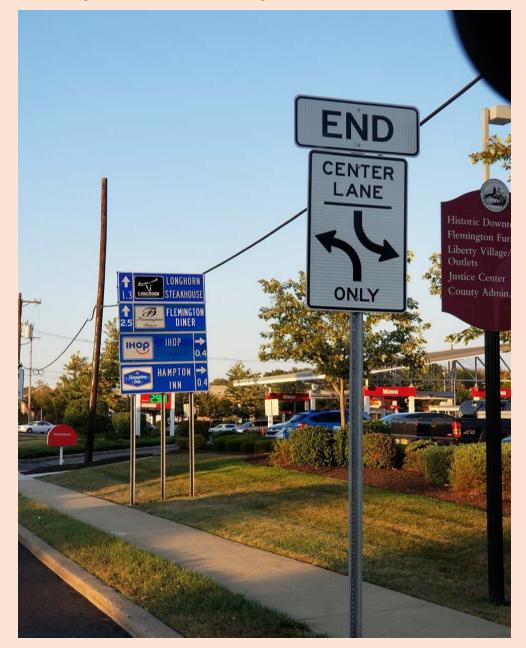


Informational Maps needed in all Three Business Areas



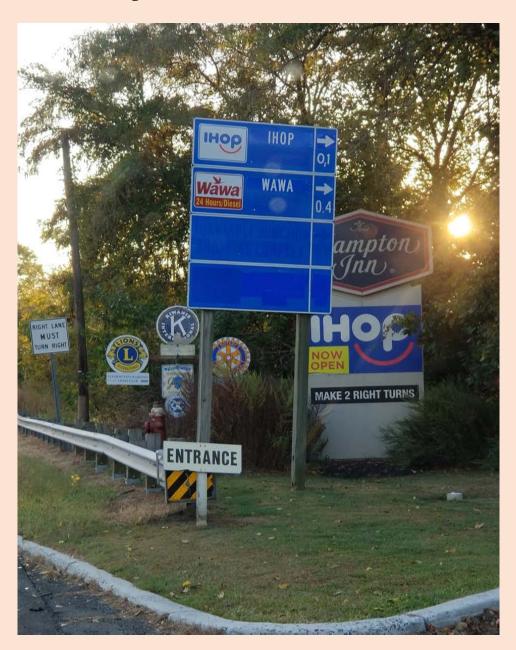
Flemington Signage – Out of Date, Unclear, Visual Clutter





Flemington Signage – Consistency Needed

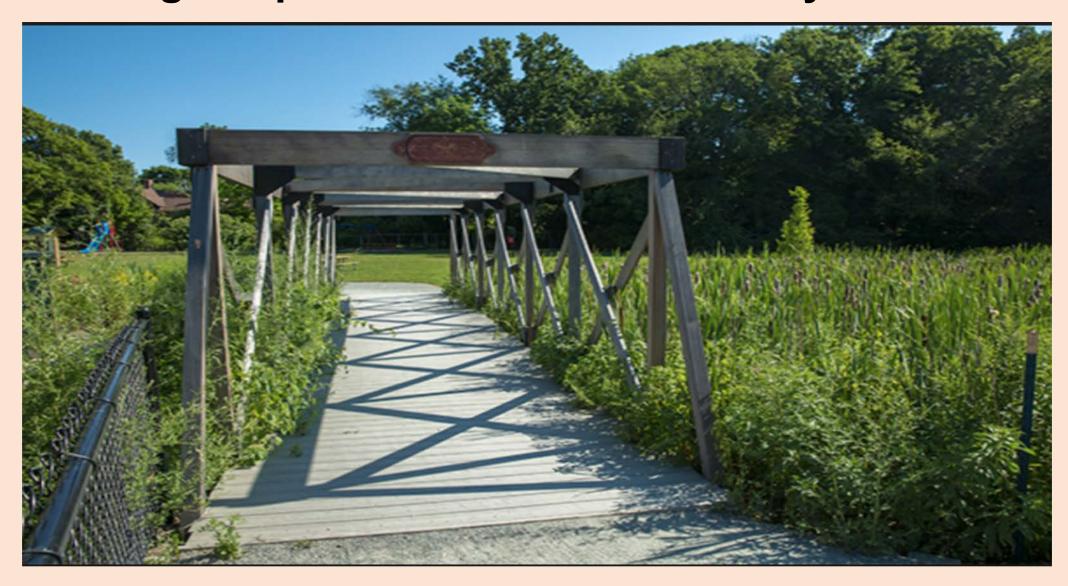




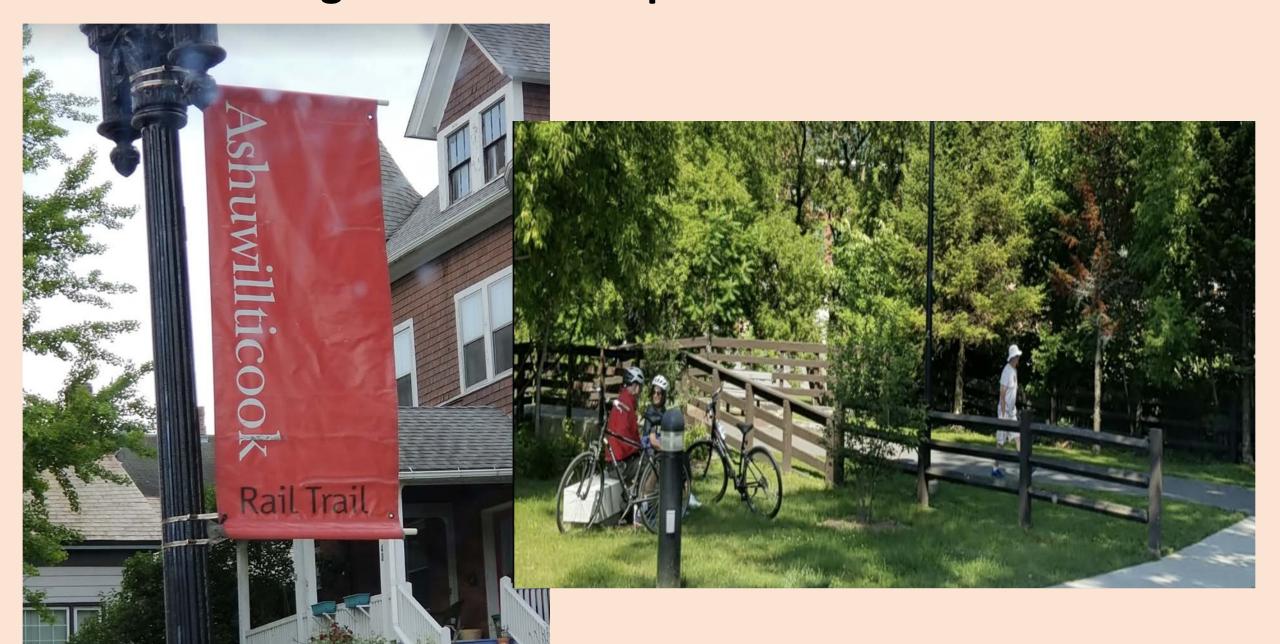
Example – Consistent Storefront Signage



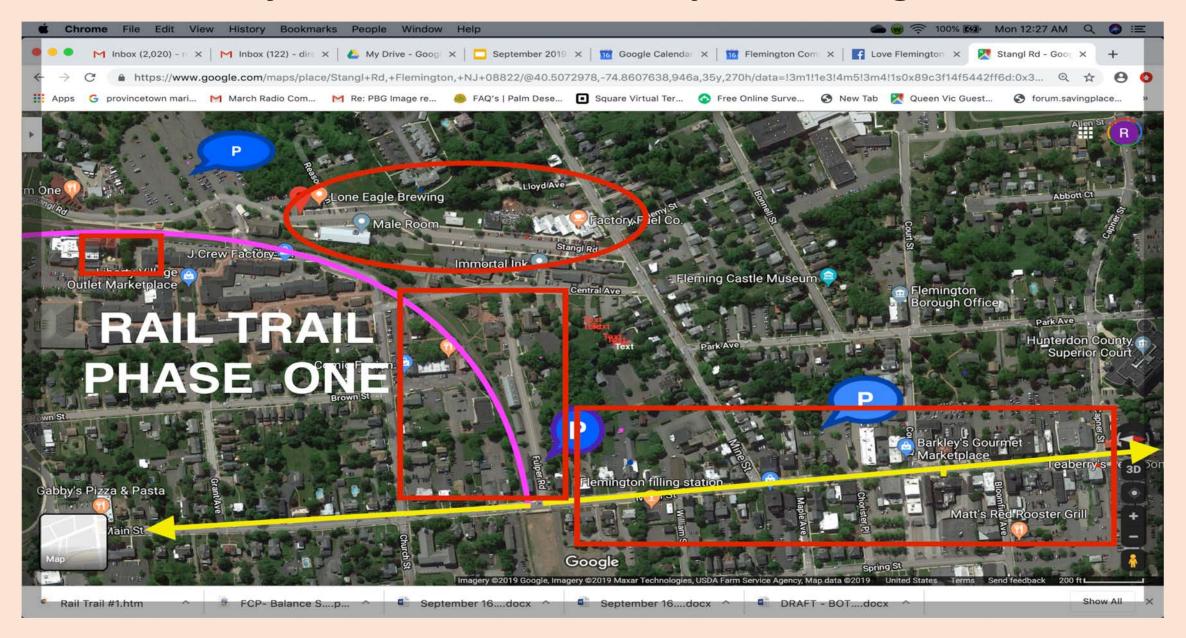
Creating Paths for Running, Walking, Strolling & Connecting People and Areas near Railways!



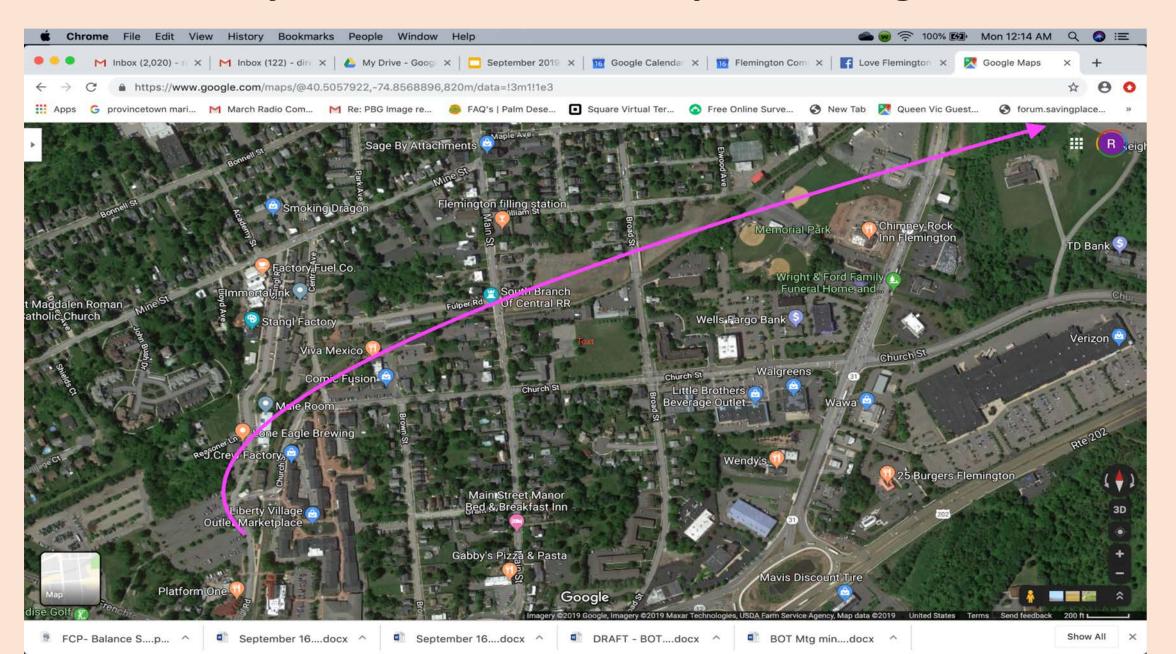
Rail Trails Bring Customers – a proven return on investment!



Connectivity and Tourism: Concept: Flemington Rail Trail



Connectivity and Tourism: Concept: Flemington Rail Trail



Historic Turntable Junction – Future Destination and Gathering Spot



Trolley – Test Market in 2020

 Test Market a Hop ON/ Hop Off sponsored Trolley Tour on the weekend for visitors that stops on Main Street, Stangl Area, Shopping Plazas, Northlandz and Diamond Nation.

Sponsor Trolley Tour that originates in Flemington with parking that makes stops in Lambertville, Frenchtown, Clinton (at non-dining hours)



Trolley – Test Market in 2020



Trolley – Test Market in 2020



Planning and Metrics:

- 1) Synthesis of past plans / outline of current challenges
- 2) Metrics: Need data! Need total sq. feet in our commercial areas.
 - Current vacancy rates.
 Inventory for sale / lease.
 New purchases and building permits -- y.o.y.
 Rate of growth in property evaluation y.o.y.
 Meet with property owners block by block to assess opportunities and path to success created on-line property inventory with Flemington marketing.

Each area needs:

- 1) New descriptive narrative and marketing strategy.
- 2) New-Wayfinding Signage.
- 3) Unique events.
- 4) Customer sharing & new customers.
- 5) A way to harness "Drive By" traffic

MOST IMPORTANTLY AN INCREASE IN VALUE TO COMMUNITY AND TO PROPERTY OWNERS!