Flemington Community Partnership 2019 Year in Review 2020 Plan to Impact our Growth



Love Flemington - Marketing Channels

2019 Multiple Channels

- Video Creation
- Seasonal Guides and Print Supplements
- Rack Cards and Direct Postal Mailing
- Email Marketing
- Strategic Print Ads
- Search Engine Optimization (SEO)
- Social Media Marketing
- Public Relations
- Merchandise
- Signage
- LoveFlemington.com (updated!)

In 2020

- Expand target marketing to NJ, NY, PA.
- Increase Google Analytics & targeted ads.
- Tourism Marketing Strategy: County Partners
- Greater visibility for Individual Businesses.
- NEW narrative print materials & maps



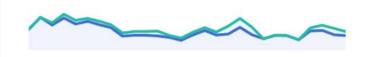
Love Flemington - Social Media Growth

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,

NEW! Seasonal Rack Cards





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, and fun! Menu station for take-out and delivery.



FLEMINGTON CAR SHOWS Stanal Road

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 oveflemington.com.



SALSA NIGHT Stangl Road

July 20 | (4-10pm) Salsa bands, dancing, food

trucks, beer and wine, restaurants, vendors and fun for all.





FLEMINGTON CORN, -TOMATO, BEER FESTIVAL Stanal Road

August 10 | (12-8pm)

Corn, tomatoes and beer star in Flemington's largest festival. See reverse



CENTRAL JERSEY JAZZ FEST

Stangl Road September 13 | (6-10pm) Live jazz, great food, beer and wine garden. Bring chairs.

loveflemington.com



SAT-AUGUST 10TH

RAIN DATE: SUNDAY AUGUST 11TH STANGL RD · NOON DEIGHT! FREE PARKING at LIBERTY VILLAGE













DELICIOUS CORN and TOMATO EATS







FLEMINGTON "CROWS"

Throughout Town Look for themed scarecrows throughout town! Take a pic and share on social media. #flemingtoncrows #loveflemington



HISTORIC WALKING TOURS + lunch! Main Street

The Guided Historic Walking Tour highlights Flemington's architectural gems and fascinating history. Tours begin at 10am select Saturdays. Tours + Lunch at 11am on select Wednesdays. Info and tickets: loveflemington.com



at the Filling Station

144 Main St. | Oct 11 | 5 -10pm Traditional oompah band, seasonal craft beers, and games at Flemington's Community Beer



MAIN STREET Half Marathon Oct 13 | 8am start

(Clinton to Flemington)
Begins on Main Street Clinton and continues
through the hills of Hunterdon and ends on
Stangl Road with a finish line celebration



HALLOWEEN Window Painting Contest

Oct 19 | 10am-2pm | Main St. Let's decorate Main Street! All ages invited. Pre-registration is required. loveflemington.com



SPOOKTACULAR at the Shoppes of Flemington

100 Reaville Rd. | Oct 26 | 4-7pm Free Trick or Treating store-to-store for kids, sidewalk sales, promotions, and special guests.
Costumes strongly encouraged!



PARADE & Costume Contest 144 Main Street | Oct 31 | 5pm

Costume Contest for Funniest, Scariest, and Most Original by age 0-3; 4-6; 7-9; and 10-13 years. Plus, group (3 or more) and dog costume contests sponsored by Barkley's Gourmet Marketplace.





FALL RESTAURANT WEEK

Nov 10-15th

Taste of Flemington Fall Restaurant Week features seasonal specials for breakfast, lunch, and dinner! \$25 or \$35 prix fixe dinner menu at participating table service restaurants. Participating restaurants and menus loveflemington.com.



Fleminaton FINE ARTISANS SHOW Nov 3 | 10-4pm

Stangl Factory

A show and sale of exceptional handmade art and crafts by outstanding area artists. Free admission and



B STREET BAND at Stangl Stage Nov 16 | 8pm Stangl Factory

BSTREETBAND, New Jersey's own Bruce Springsteen tribute band returns to Stangl Stage. Hurry, this is always a sell-out. Tickets: stanglstage.com



Flemington TURKEY TROT Nov 28 | 9:30 am

Main Street

Thousands gather on Main Street Thanksgiving morning to earn their turkey with a 5K hosted by the Center for Educational Advancement (CEA) and Johanna Foods, proceeds benefit the not-for-profit CEA.

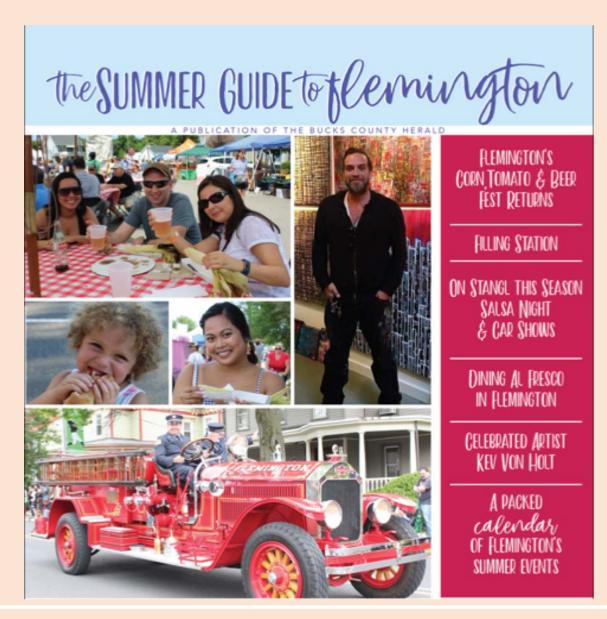
oveflemington.com

New! Seasonal Advertising





Seasonal Guides: Millions of Impressions







what sinside:

FLEMINGTON FLEA FALL ANTIQUING

RESTAURANT WEEK NOVEMBER 10 - 15

COMING SOON: STANGL STATION

RACE TIME

MAIN STREET HALF MARATHON & TURKEY TROT

pluz: FLEMINGTON'S HALLOWEEN avol FAIT CATINDAR OF (VINTS

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



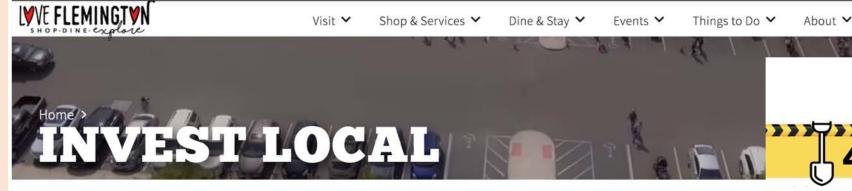
Storefront Improvement Grants







NEW improved website with new pages: Invest Local: Showcase commercial properties.



NJ Opportunity Zone

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.

FLEMINGTON CUT GLASS BLOCK 158 Main Street DB, TR, TC - 7.95 acres | Block 38, LOT 6 Approved for: 16 buildings with a total of 59 residential units and 3,789 SF of commercial space. Of the 59 residential units, 6 will be affordable housing. DAIBOCH BLOCK 92 Park Avenue + 12 Corcoran Street PO - 2.93 acres | Block 13, LOTS 15+29 Approved for: Two buildings totaling over 14,000 square feet with 80 parking spaces. NILKANTH BLOCK 42 North Main Street TC - 2.27 acres | Block 14, LOTS 1+2 Approved for: Over 21,000 SF of commercial space SPICE FACTORY Regus Office Space, 70 Church Street HR | Block 39, LOT 3 Approved for: Approximately 100 residential units through height expansion of an existing structure plus construction of a new building. ADDITIONAL AREAS PRIMED FOR REDEVELOPMENT

VICTORIAN PLAZA

24 MINE STREET

FULPER ROAD

LIBERTY VILLAGE | VAS

SOUTH SIDE OF ROUTE 12

ZONING CODE KEY

DB - Downtown Business

TR - Transition Residential TC - Transition Commercial

PO - Professional Office

VAS - Village Artisan Shopping

HR - Highway Retail

MULTIPLE MAIN STREET PROPERTIES

GLOBAL AG BLOCK | TC, 3.34 acres

TURNTABLE JUNCTION | DB, VAS 5.78 acres

MAIN STREET FILLING STATION PROPERTY

COMMERCIAL DEVELOPMENT IN THE TC DISTRICT

(including Red Vanilla)

Invest Local V

New Web Functionality

Events Calendar







HISTORIC TALK: THE **COLONIAL HISTORY** OF FLEMINGTON BOROUGH

Thursday

EMOTIONAL WELL-

BEING WITH **ESSENTIAL OILS**

> TRUNK-OR-TREAT & MOVIE NIGHT

OKTOBERFEST AT

THE FILLING

STATION

Friday

WIZARD WORKSHOP

MONTHLY ROCK N ROLL JAMS

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

19 HALL

WIND CONTEST

TAI CHI

STANGL FACTORY **FARMER'S MARKET**

View All 4 Events »

PUMPKIN HUNT

Saturday

5

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



Sunday

FLEMINGTON FLEA

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...



Spring Events: Restaurant Week



MARCH 31 to APRIL 5

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

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 (*)

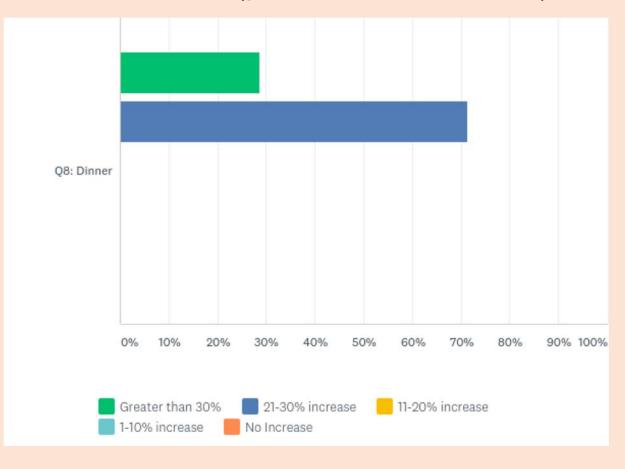
DETAILS & MENUS at loveflemington.com







Q: How did this Restaurant Week compare to a typical week this time of year? Was there an increase in overall sales? (pre-fixe dinner Menu)



Restaurant Week: new press + new customers + new word of mouth...

- Marketing Strategy includes: Extensive Social Media, press releases & print ads, table tents, billfold messaging, posters, email campaign!
- Saw an increase in Foot Traffic, Word of Mouth" & Testimonials

2020

- Added "mini" festivals -- look for a Nov "Dessert and Holiday Wine Sampling"
- Expanded marketing beyond Hunterdon and Bucks Counties into greater NJ/ Philly (Edible NJ), and NYC.



Cinco de Mayo: New event, new audiences, and new location!







Flemington Filling Station

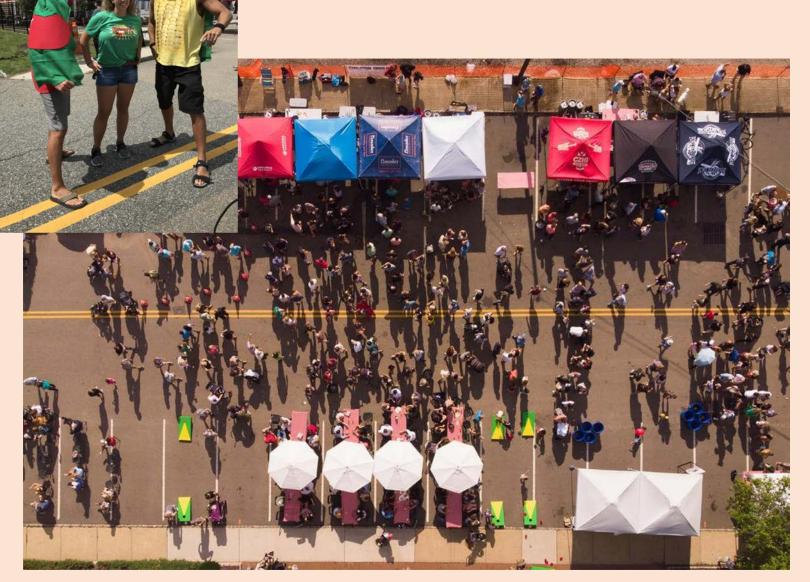
- 500 people on busiest night.
- Great to bring community together in positive ways did see visitors from other towns coming back.
- Brought out younger people.
- Active use makes everything brighter and feel safer and more lively.
- Support restaurants with Menu Station







Flemington Corn Tomato & Beer Festival: 12k+ Attendees - Millions of views!





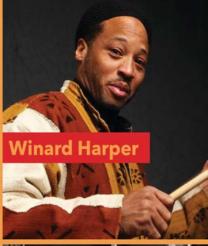






Central Jersey Jazz Fest

Robert Wood Johnson | RW.Barnabas University Hospital | New Brunswick & Somerset







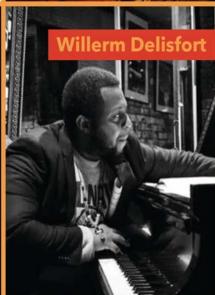
SOLD AT FESTIVAL: DINNER, SNACKS

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



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











Fall Events: Flemington & Oktoberfest



OCT 5 娅 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)!

963!

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







#FlemingtonCrows & Halloween Window Painting







CALLING ALL ARTISTS, GHOULS, AND GOBLINS!

Join us for a devilishly good time as Main Street transforms into a spooktacular Window Painted Halloween trail!

We need YOUR creative talents to bring out the best of the season for all to enjoy!

SATURDAY, OCTOBER 19TH

10am to 2pm Main Street in Flemington Flemington Halloween Window Painting

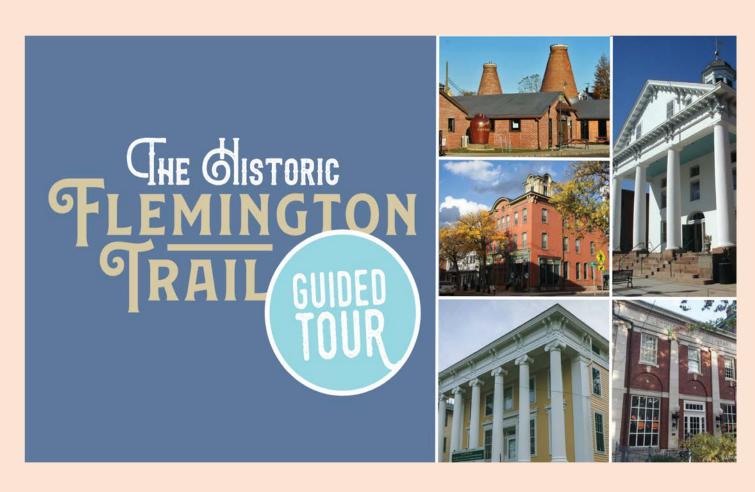
Open to adults and students in grades 3 - 12. Artists of any experience level are encouraged to participate.

REGISTER TO PARTICIPATE: loveflemington.com

- Open to all residents Hunterdon County.
- Free event, pre-registration required.
- Most supplies needed will be provided for all
- Designs must be family friendly with no obscenities or overly political or scary scenes.
- Five (5) prizes will be awarded by age
- Additional details and rules will be sent by email prior to the event.
- Event sponsored by The Flemington Community Partnership.



We are HIP and HISTORIC!







Coming up Next: November Restaurant Week – 11/10 – 11/15









Homecoming Thanksgiving Weekend featuring, Turkey Trot, Black Friday, Shop Small Saturday! AND Three Thursday Night Holiday Lights and Holiday Market Weekends 12/5-12/8, 12/12-12/15, 12/19-12/22



- Shop Small Saturday Tote Giveaway
- 2019 = more events inside business locations
- Santa's Mailbox at Courthouse

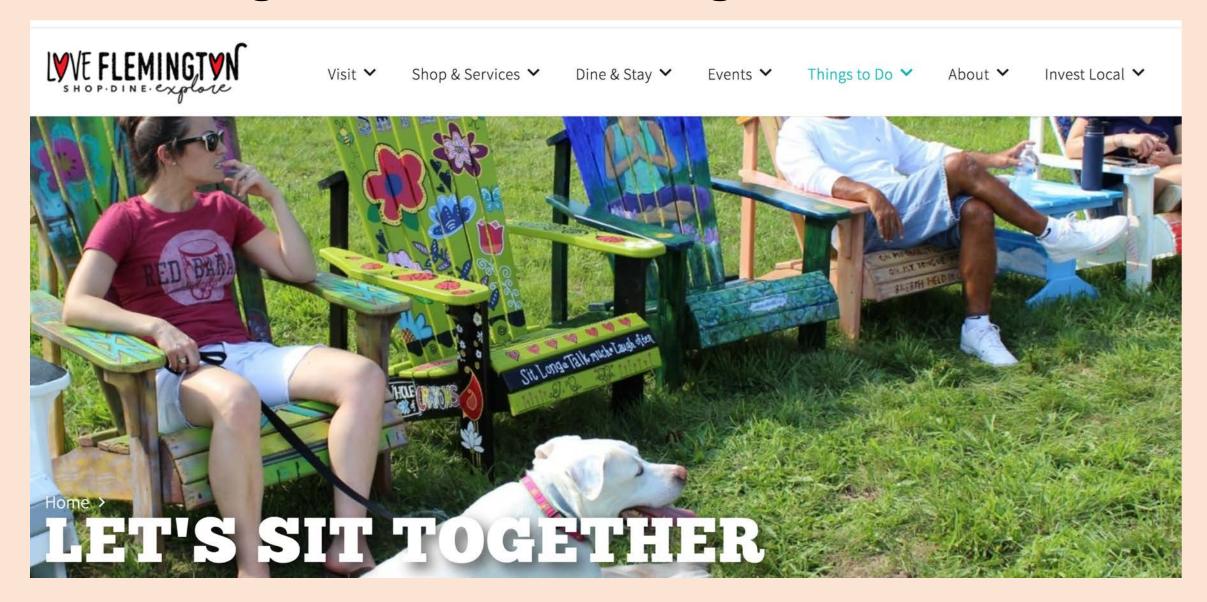








loveflemington.com/lets-sit-together



Streetscape Improvement Project

- Established new B2B Facebook Group to continue
- Created Signage & Marketing to drive customers to stores, through traffic, to parking.
- Lessons Learned:

 Parking -- customers expect to be able to park on Main Street or else.
 Most business back doors are not clearly identified & "customer-friendly"
 We need a strategic parking sign and communications plan immediately!
- FCP is working on messaging for newly improved Main Street including Historic Tours, regular Sidewalk Sales, and other events to drive foot traffic along Main and surrounding areas.
- FCP will also bring back "Music on Main" and work with Car Shows and other groups on returning to Main Street.



Harnessing Traffic & Way-Finding Signs



2020 Economic Development Growth

We have a great mix – with something for everyone:

- 1) A Historic Downtown / Main Street Area
- 2) An Artisans District including Stangl & Central, Turntable Junction, Liberty Village.
 - 3) Shopping Plazas with a mix of box and boutique and mom & pop retail and services
 - 4) We have overflow parking in each locations

Each area needs:

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

2020 Areas of Focus

Broaden "Artisan" identity for Stangl, Turntable and Liberty Village as one area

Work with Turntable owner to improve amenities & identity (create turntable outdoor destination and connect to rail and other areas New businesses are opening on Stangl & Central at advanced rate. Get answers from Liberty Village on future plans.

Work with property owners to support retail pop-ups as temporary solutions - work on incentives to support more retail / less services. Help improve store signage via FCP Grant Program

2020 Goals

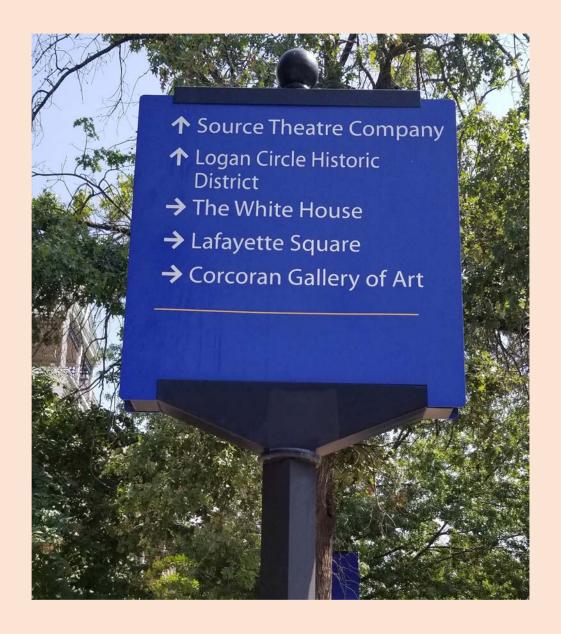
- Advocate for Economic Development Growth
- Open Welcome Center/ Economic Development Office
- Host OZ events
- Continue to build Partnership with NJ EDA
- Develop Community Charettes
- Update all Wayfinding Signage, Parking Communication and Signage
- Develop long term and short-terms strategy for Connectivity and Customer sharing
- Invest in connectivity project: Rail Trail/ Trolleys

Overhaul Wayfinding, Parking, and Tourist Attractions Signage



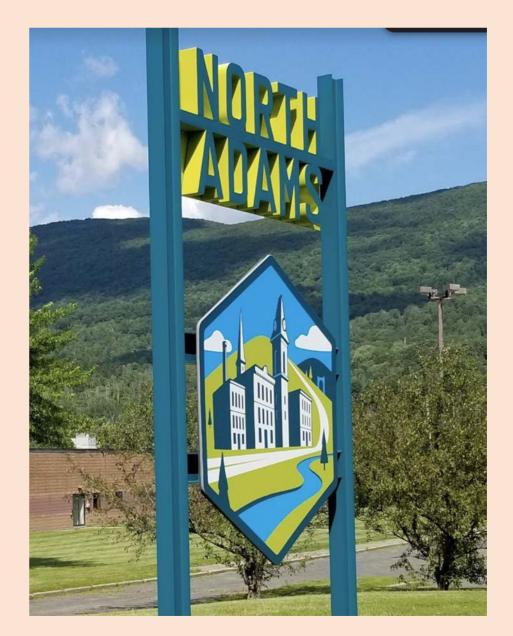


Example of Signage that can be Updated





Signage Examples





Unified Design and Color Theme, Large Maps

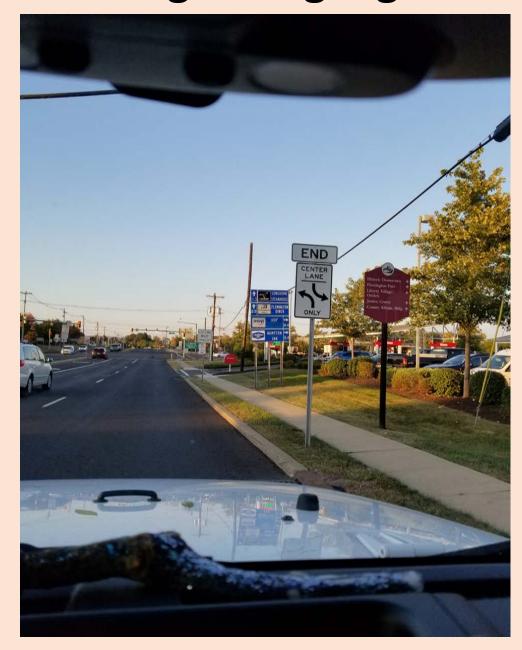




Informational Maps needed in all Three Business Areas



Flemington Signage – Out of Date, Unclear, Visual Clutter





Flemington Signage – Consistency Needed

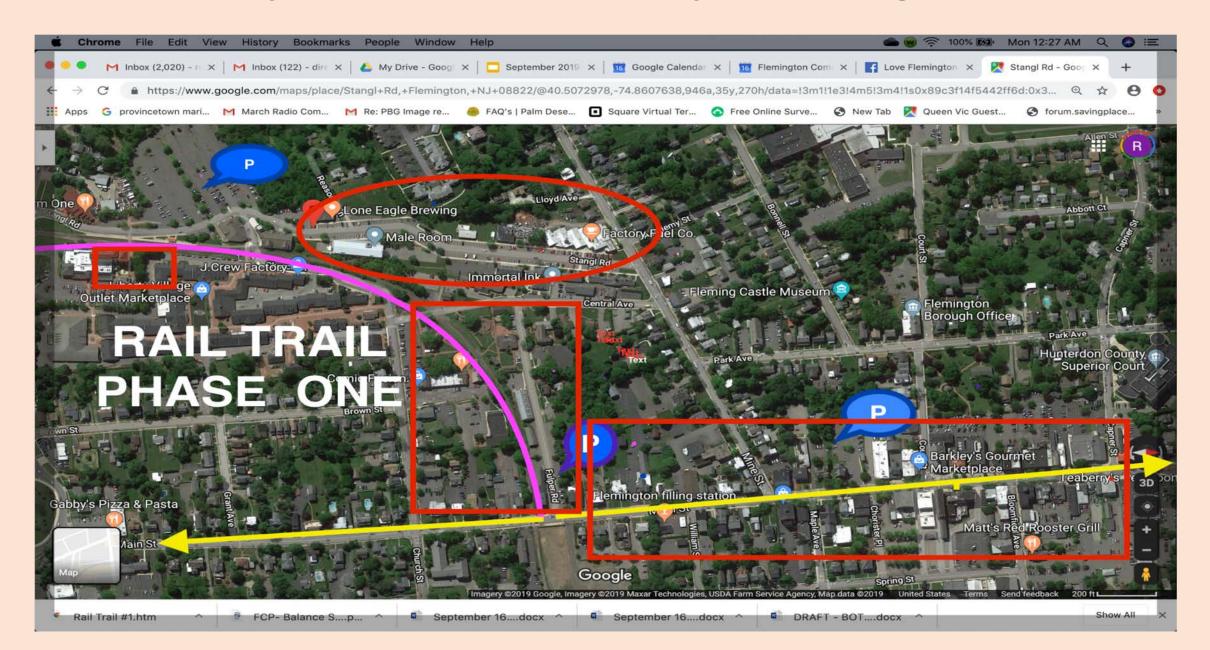




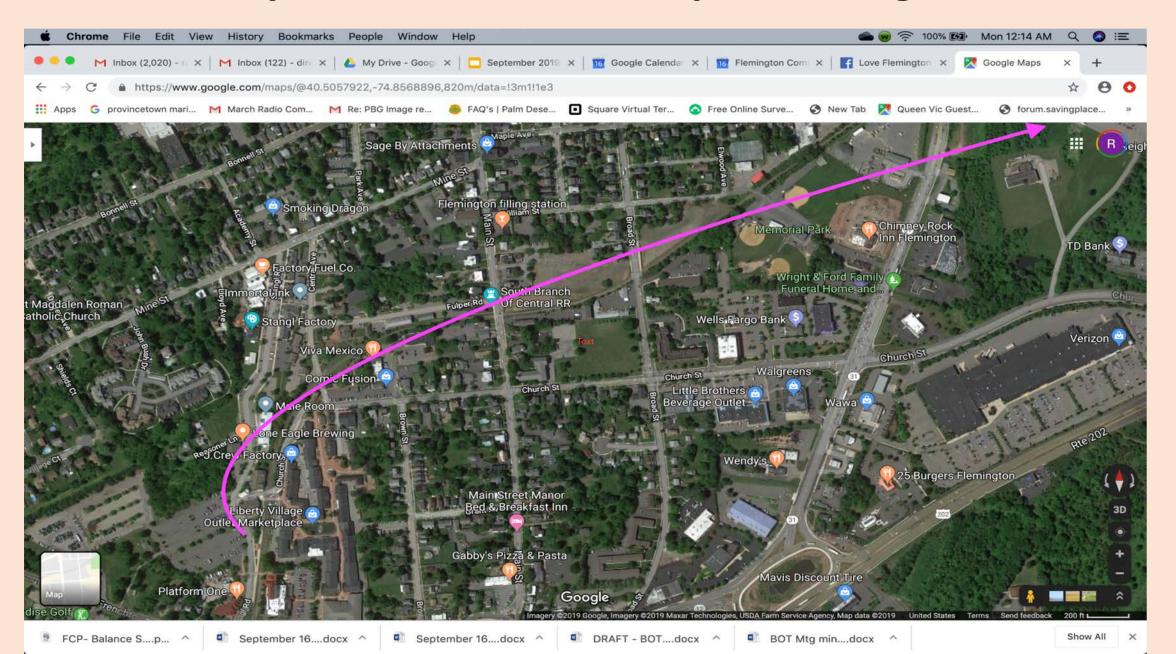
Example – Consistent Storefront Signage



Connectivity and Tourism: Concept: Flemington Rail Trail



Connectivity and Tourism: Concept: Flemington Rail Trail

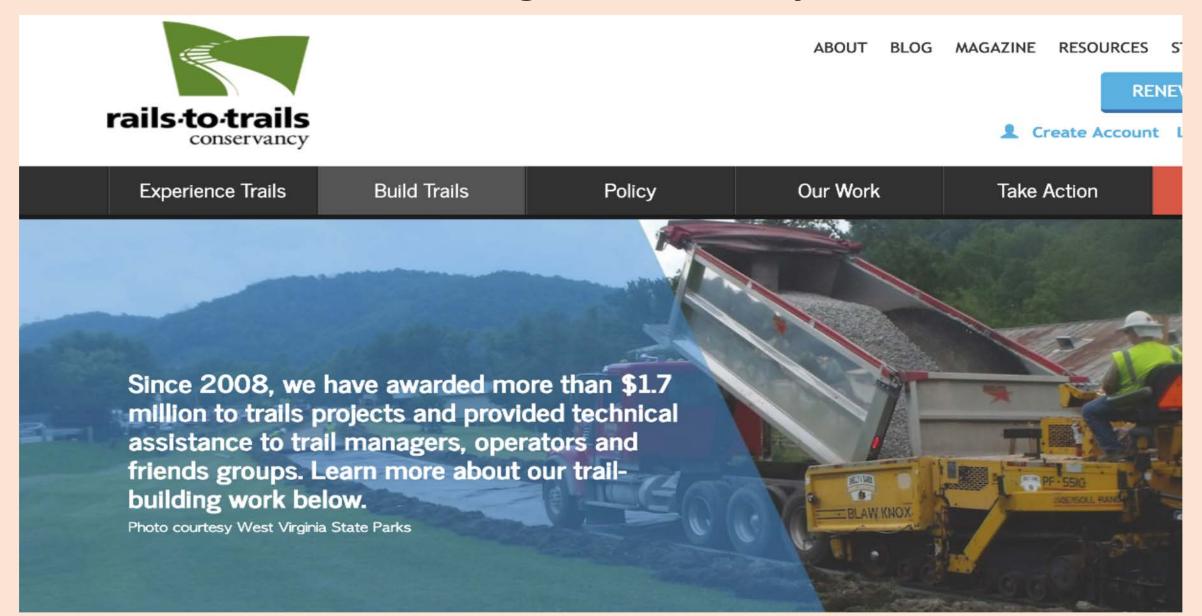


Rail Trails: Proven ROI





Rail Trails: Grant Funding, Connectivity, ROI



Rail Trails Bring Customers



Rail Trail with Working Train





We are a Railroad Tourism Destination



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





Collect data - ownership, vacancies, open space, active first floor retail and opportunities, other data points.

Work with Partners at HC Economic Development, The Borough, The HC Chamber on Opportunity Zone and continue building our relationship with NJEDA.

Work with Property Owners, Borough, and community on plans for more active uses, healthier retail mix, improved design guidelines, improved public spaces...

TURN AROUND PROPERTY VALUES AND INVESTMENT GROWTH!

APPLY FOR MORE ECONOMIC DEVELOPMENT GRANTS!

Opportunity Zone Recap

- The OZ partnership applied for 100k NJEDA Opportunity Zone Challenge Grant.
- We asked for funding to:
 - Host a series of "charrettes" and guided "community conversations" regarding trends in retail and development, job growth, 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 are applying for additional Economic Development grants.



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 on market for sale / lease.
 Growth of 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.