



# 2011 Annual Report

Dine, Shop, Stay,  
Live, Work, Play

*it all happens in downtown*

***New Brunswick***



## A Message from the Chairman

Greg Ritter  
Proprietor, George Street Camera

To our members, stakeholders and the Downtown New Brunswick Community.

We are pleased to present the annual report of the New Brunswick City Market Special Improvement District (SID) for 2011. The work of the SID, now in its 24<sup>th</sup> year of operation, continues to grow as it serves the needs of the business community.

Although 2011 was a challenging year for local business in this weakened economy, the City Market Board of Directors kept a close eye on the shifting economic ground beneath us and we are confident that the strategies and accomplishments of New Brunswick City Market, in partnership with local business and community, helped to strengthen the economic vitality of the downtown.

This past year, we observed the completion of the George Street Beautification project, welcomed new businesses, celebrated business expansions, and continued to promote downtown New Brunswick as a premier destination while building collaborations to expand those efforts. As the primary focus of City Market – as a special improvement district – is to promote downtown New Brunswick as the dynamic nexus of commerce, the arts, residential life and tourism, while providing the support services our businesses need to thrive ensuring that New Brunswick remains one of the states foremost districts.

Looking ahead, 2012 will bring with it additional challenges while we recognize that great progress has been made the Board of Directors and Staff of City Market will be seeking ways that we can all achieve economic success in these trying times. The Downtown is truly a work in progress and must always remain so to ensure its growth and vitality.

# New Brunswick City Market

## 2011 Board of Directors

**Greg Ritter, Chairman**

George Street Camera

**Rebecca Brenowitz, Vice Chair**

Zimmerli Art Museum

**Robert Kenny, Secretary**

Hoagland, Longo, Moran, Dunst & Doukas

**Natalie Bazaral, Treasurer**

County of Middlesex

**George Barrood**

George W. Barrood, PA

**Vinnie Brand**

The Stress Factory

**Chris Butler**

Office of the Mayor

**Anthony Caputo**

New Brunswick Police  
Department

**Rebecca Escobar**

City Council Liaison

**Lisanne Finston**

Elijah's Promise

**Peter Haigney**

Robert Wood Johnson  
University Hospital

**David Hartkern**

State Theatre

**Jean Holtz**

Interim, NB Cultural Arts  
Center

**Norma Kaplan**

New Brunswick Cultural  
Center

**Mitch Karon**

New Brunswick Parking  
Authority

**Tabiri Chukunta**

St. Peter's Healthcare System

**Chris Kourtev**

Alfa Art Gallery

**Hartmut Kramer-Mills**

First Reformed Church

**Tom Loughlin**

City of New Brunswick

**Eric Morrell**

Attorney at Law

**Christopher Paladino**

New Brunswick Development  
Corporation

**C. Rasujimma Paris**

New Brunswick Resident

**Glenn Patterson**

City of New Brunswick,  
Economic Development

**Mary Peppe**

Amboy Bank

**Michael D. Rose**

The Brunswick Group

**Conrad Renner**

Johnson & Johnson

**Juan Ruiz**

Downtown Printing

**Kelly Ryman**

George Street Playhouse

**Melissa Selesky**

Rutgers, The State University of  
New Jersey

**Stuart Smith**

Makeda Ethiopian Restaurant

**Michael Tublin**

The New Brunswick Jazz Project

**Rev. Dr. Gregory B. Young**

United Methodist Church

# Mission



- The mission of New Brunswick City Market, Inc. is to promote and enhance the economic and social vitality of the Downtown Business Improvement District within the city of New Brunswick.

# Vision

- New Brunswick City Market, Inc. envisions that the Downtown Business Improvement District will become the premier urban center in New Jersey.

# New Brunswick City Market

## Special Improvement District New Brunswick, NJ

### Who We Are

New Brunswick City Market is a non-profit corporation that oversees the downtown Special Improvement District (SID). It was created in October of 1987 to represent the unique interests of business and property owners within the designated Special Improvement District (SID). City Market was commissioned as a financing tool used by local businesses to provide specialized services to complement existing municipal government services as part of revitalizing the downtown such as graffiti removal, physical improvements, facade and awning grants, sidewalk clean-up, special events, holiday programming, area marketing and Business promotion.

Since the enactment of the law allowing SIDs, New Jersey has witnessed the formation of over 90 SID/BIDs. Some of the earliest BIDs formed are among the most successful and still very active in the program: The first six were established between 1985-1988: Cranford, Trenton, Elizabeth, Englewood, Somerville, and New Brunswick. As one of the original six SIDs, New Brunswick City Market continues to emerge as a Strategic partner in the resurgence of the City of New Brunswick, committed to strengthening the business district as the center of community life.

City Market is dedicated to promoting downtown New Brunswick as a preferred destination to Live, Work, Play, Dine, Shop and Stay, through publicizing the advantages of the downtown such as: Rutgers, The State University of New Jersey, Johnson & Johnson world headquarters, two nationally recognized hospitals, two premier academic hospitals, three professional theaters, two four-star hotels and several four-star restaurants.

**New Brunswick Business Improvement District** – Within a 15 block radius the downtown is home to 79 property owners, over 225 businesses, more than 50 restaurants and eateries, and a bustling theatre district, the downtown district is the heart of New Brunswick, promoting interest in the City as a great place to visit in addition to fostering economic growth. Since its inception, the New Brunswick City Market SID has upgraded and improved the District by focusing on a variety of quality services creating a more attractive and aesthetically pleasing place to visit..



# *Organizational Highlights*

## **2011 Highlights include:**

City Market and the City of New Brunswick launched an improved trash and recycling program for the Special Improvement District, greatly enhancing the appearance of the business corridor by utilizing tote containers for all businesses.

Strategic enhancements and business collaborations helped to boost the organization's Marketing and Promotions, building awareness of what New Brunswick has to offer through many media outlets.

City Market maintained its inter-local contract with the New Brunswick Parking Authority and the City of New Brunswick Urban Enterprise Zone for the "Clean Team" program that provides services, that compliment the current ordinance, seven days a week providing an esthetically pleasing downtown for all visitors.

City Market formed a working partnership with the City of New Brunswick and the State Theatre regarding the management of the Bus Shelter backlit poster display boards.

City Market collaborated with the City of New Brunswick to enhance local ordinances; Downtown Sidewalk Upkeep and Maintenance; Truck Route within the downtown and the downtown Trash and Recycle program.

City Market hosted a Strategy Development Session with key community members to identify key initiatives in order to achieve our mission and priorities within the current economic environment.

The Edward J. Bloustein School of Planning and Public Policy held a redevelopment studio comparing other downtown S.I.D.'s to New Brunswick City Market identifying best practices.

The 2010/2011 New Brunswick Guide booklet continues to be a strong marketing tool for promoting the downtown and local area activities, focusing on Historical and Cultural attractions as well as dining, retail and services. Highlighting what New Brunswick has to offer. The book consists of 32 pages and 70,000 guide booklets were printed and distributed to regional conference and tourist centers, regional hotels, cultural centers, educational institutions, museums, hospitals and more.

City Market continues to serve as an active member of the Middlesex County Regional Chamber of Commerce, Downtown New Jersey, Elijah's Promise, New Jersey State Tourism Commission, Middlesex County Regional Convention & Visitors Bureau, New Brunswick Sister Cities, New Brunswick Salvation Army, Raritan River Festival and a communication partner with Keep Middlesex Moving and New Brunswick Farmers Market.



# ***Organizational Highlights***

## ***New Brunswick Public Sculpture***

**Did you know that this installation of Col. John Neilson presenting the Third Reading of the Declaration of Independence will be the only public sculpture statue of its kind in America?**

City Council approved the location of the inaugural installation; in Monument Square at Livingston Avenue and George Street.

The Board of Directors have raised close to \$100k

**Colonel John Neilson was a most prominent and respected man throughout his life as he was;**

Appointed Colonel of a battalion of Middlesex County minutemen;

Appointed Colonel of the Second Regiment Middlesex County Militia;

Appointed Brigadier-general of militia;

Appointed quartermaster general position in Trenton;

Served on the State Assembly, taking minutes;

Director of the New Jersey Turnpike Co.;

Member of the Grand Jury;

Judge of the Court of Common Pleas;

Register and Recorder of the City of New Brunswick;

Board of Trustee of Rutgers College;

Treasurer of the original Presbyterian Church of New Brunswick

# *Organizational Highlights*

## **City Market managed and funded programs:**

Awning and Façade Improvements

Graffiti Removal; downtown, route #27 and adopt a highway for route #18

Power washing within the SID and surrounding trestles

Three dynamic and colorful landscaping plantings & watering yearly

“Clean Team” – maintenance program to keep sidewalk and curbs free from litter

Shop Local Program for retailers with signage and gift certificate the promotions

Restaurant Week – promoting the best of Central NJ’s eclectic and savory dining options

Summer Afternoons in Kilmer Park an outdoor live music series August - September

Go Nuts Holiday Arts Collaboration

## **The Holiday Program highlights:**

Free Horse Drawn Carriage Rides

Brunch with Santa at the Elks

Free Santa Photos at Gold Coast Jewelry

Holiday Tree Lighting with Santa and Mrs. Claus arriving via Fire Truck

Community organization participation

Chili Cook-Off raised over \$645 for Elijah’s Promise

## **City Market supported an array of downtown programs:**

The Restaurant Guys New Year’s Eve Firework Celebration

Alfa Art Gallery “New Brunswick Art Salon”

Collaborative Arts “New Brunswick Theatre Arts Festival”

New Brunswick Recreation July 4<sup>th</sup> Fireworks program

Raritan River Festival & Duck Race– connecting the downtown to Boyd Park

9/11 Commemorative Community Program

Downtown Trash and Recycle Tote Program

Go Nuts Holiday Promotion

## **City Market enhanced downtown exposure through on-site exhibiting:**

MCRCC Largest Networking Party

NJ Great Destination Showcase

Rutgers Day

Rutgers Home Football Games

Downtown NJ Excellence Awards

Chocolate’s Very Best – Central Jersey CVB

Rutgers Homecoming Festival

Rutgers Admissions Student Orientation

Rutgers Parents Association



# *Marketing & Promotions*

New Brunswick City Market's Board of Directors worked closely with the staff to develop the most effective means of executing the mission of the organization in which to actively promote and enhance the business district.

With the George Street beautification project ongoing throughout the year, City Market continued to build on its successful image campaign promoting the business district through enhanced advertising: commercial runs, internet, radio, print, as well as social networking and direct mail:

## **Commercial Advertising**

### *Comcast Spotlight*

:30 sec. sports and general commercial

89 "In Game" sports commercial runs: NCAA College Football, Monday Night Football, on ESPN, ESPN 2, BRAVO, Spike and Comedy Central

47 local business holiday ads

2,321 original and sports commercial spots running on nine networks:

Bravo, A&E, ABC Family, LOGO, E!, Comedy Central, Cooking, Spike and Lifetime Movie Network

## **Internet Promotions**

Comcast.Net online banner ads w/hyperlink – 222,082 impressions

Optimum online banner ad w/hyperlink – 215,434 impressions

NJ.Com leader and rectangle rotating ad w/hyperlink – 35,000 impressions

101.5 rotating banner ad w/hyperlink and a live streaming ad

Nassau Broadcasting (WPST) 220 internet streaming commercials

Mycentraljersey.com – 40,000 impressions leader board banner display advertising

New Jersey Press Media – 35,000 impressions banner display advertising w/hyperlink

New Brunswick Patch – online banner ads w/hyperlink

## **Radio Advertising**

Magic 98.3 - 102 (:60) second on-air commercials

New Jersey 101.5 – 176 (:60) second on-air commercials

# *Marketing & Promotions*

## **Print Advertising:**

Courier News; Somerset, So. Bound Brook, Franklin Park, Hillsboro, Bell Mead, Woodbridge,  
Metuchen, The Brunswick's  
Greater Media Newspapers; East Brunswick Sentinel, Suburban, North/South Brunswick Sentinel,  
Edison and Metuchen  
The Star Ledger \* Dining Out in the Brunswick's \* Inside Jersey  
New Jersey Press \* Community Life \* Holiday Booklet \* The Pulse  
State Theatre Playbill  
Sister Cities Program  
First Reformed Church  
Middlesex County Chamber of Commerce Business Resource Guide  
NJ State Travel Guide '11 – 400,000 printed (800,000 circulated)  
Official Middlesex County Guide – 7,000 printed  
New Brunswick Guide Booklet – 65,000 distributed at NJ Turnpike & NJ Parkway visitor centers

## **Social Media**

Twitter - 349 followers  
Facebook - 615 members  
E-Newsletter - 3,004 members  
YouTube \* Flickr  
NJ.Com – Mobile TXT Program – four week 500 text message program  
“I Like New Brunswick” Facebook promotion

## **Restaurant Week Internet Promotion**

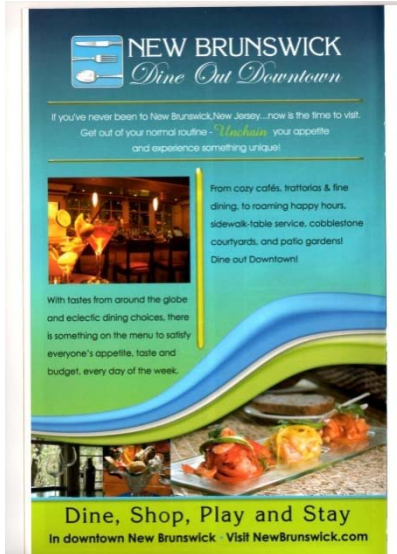
Comcast Cable- 124,458 impressions  
NJ.com – 86,698 impressions  
WPST – 83,698 impressions  
MyCentralJersey.com – 174,275 impressions  
Yahoo Internet – 150,000 online banner display w/hyperlink

## **Direct Mail:**

Rutgers Football season ticket holders 10,000 promotional pieces mailed



# Image Promotion



State Theatre  
Playbill  
Posters &  
Print  
Advertising

## 2011 NJ State Travel Guide



## Internet Advertising



## Print advertising



# Commercial Flights

Downtown New Brunswick  
:30 second Commercials



**Post Free Classifieds**  
in print or on NJ.com



## Comcast Spotlight

2,321 commercials on nine networks:  
Bravo, A&E, ABC Family,  
LOGO, E!, Spike, Comedy  
Central, Cooking and Lifetime  
Movie Network

## Comcast Spotlight

- ❖ “In Game” sports commercial on Comcast
- ❖ Four month flight Jan - March
- ❖ Networks: ESPN, ESPN2, BRAVO, Spike, Comedy Central
- ❖ Monday Night Football Announcements
- ❖ 222,082 banner adverting impressions





# *Collaborating in 2011*

## **Go Nuts Holiday promotion**

**A collaboration between City Market and the New Brunswick cultural organizations**

- 101.5 media partnership with advertising on the Big Joe Henry show; :10 sec. commercials, in-show sponsor ID's and :10 sec. closing tag (3 sponsorship hours per week)
- One week of online contesting with 25 promotional ads directing listeners to the website to Enter to Win. All theatres were listed on the website page
- Two hour van appearance in front of the Theatres with trivia games and mentions on NJ 101.5 on air and events page. Go Nuts gift bags distributed
- City Market URL webpage “[www.NewBrunswick.com/GoNuts](http://www.NewBrunswick.com/GoNuts) created and received 6,679 unique visits with 24,068 page views
- Posters displays in bus shelters and at Garden State Exhibit Center
- 250 “Go Nuts” Rack cards printed and distributed locally and at select NJ Turnpike and NJ Parkway visitor centers.
- Promotion included exhibiting at the Mall and at Rutgers Football & Tree Lighting
- 200 “Passport to the Arts” interactive and sweepstakes entry on Rutgers Day.



## **I Like New Brunswick” – Facebook Promotion**

**A collaboration with the City of New Brunswick and local business to heighten awareness**

- Three week Facebook campaign
- Strong Social Media communication
- 14 local Businesses Participated
- Over 2,500 “New” Likes captured
- Online sweepstakes give-a-way

**I**  **Like**  
**NewBrunswick**  
**Contest**

**WIN PRIZES TO YOUR  
FAVORITE NEW BRUNSWICK  
BUSINESS JUST FOR ‘LIKING’  
ALL OF THEM ON FACEBOOK.  
DRAWING DEC. 16.**

VISIT: [WWW.FACEBOOK.COM/EVENTS/186968091393483](http://WWW.FACEBOOK.COM/EVENTS/186968091393483)  
FOR CONTEST DETAILS AND LINKS TO PARTNER FACEBOOK  
PAGES.



# Restaurant Week 2011

Check cards

Comcast Cable internet  
sweepstakes page



Announcing the Second Annual . . .

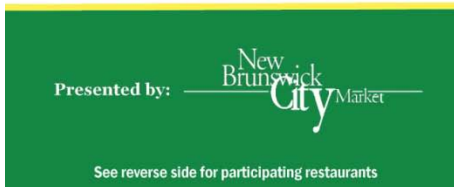
## **DOWNTOWN NEW BRUNSWICK RESTAURANT WEEK**

Over 25 participating downtown  
New Brunswick area restaurants  
will offer unique prix-fixe menus\*  
or discounted breakfast, lunch  
and/or dinner specials to diners  
for two exclusive weeks.

Make your reservations now to  
experience some of New Brunswick's  
finest restaurants at an incredible value.

For more information, visit:  
**[www.newbrunswick.com](http://www.newbrunswick.com)**

\*prix-fixe menus exclude beverages, tax and gratuities



Comcast  
Cable TV  
AD



Post it  
Note





# *Marketing and Promotions*

## **Restaurant Week 2011**

Restaurant Week(s) April 3<sup>rd</sup> – 16<sup>th</sup> 2011  
Extension through April 23<sup>rd</sup>

### **Radio Advertising:**

WPST 44 :60 sec. commercials  
Magic 98.3 10 :60 sec. commercials  
WCTC 10 :60 sec commercials  
NJ 101.5 26 :60 sec and 4 :10 sec. commercials  
WCTC 16 :60 sec. commercials  
Magic 98.3 20 :60 sec. commercials  
WPST will run 44 :60 sec commercials

### **Cable TV Announcement:**

Comcast cable TV announcements Middlesex, Princeton and  
Union South –1125 total over a 2-week period.

### **Internet advertising:**

NJ.Com- Rotating Leaderboard & rectangle banner &  
texting  
WPST – 44 :60 sec. Streaming audio Commercials  
YAHOO internet – Banner Ad (150,000k)  
WPST – Banner Ad (83,698k)  
MyCentralJersey.com –Pencil roll down Ad (174,275k)  
(Highland Park, New Brunswick, Piscataway, E. Brunswick,  
N. Brunswick, Jamesburg, Hillsborough, Somerset,  
Milltown, Edison)  
NJ 101.5 – 26 :60 sec. Live streaming audio commercials  
Comcast.net – Banner Ad Multi-zone Geo Targeting,  
Entertainment page, signup page, home, news, Finance.  
Landing Page and Enter to Win Give-a-way promo.

### **Print advertising:**

Star Ledger – Star Notes Post It (48k)  
Home News Tribune – Print Ad – Friday Pulse Ad  
Home News Tribune- Post It Note –Sunday front page (56k)

### **Marketing**

Cross Street Banner on George Street @ Albany St.  
Intersection  
Check Inserts - 15,000 distributed to participating  
establishments, jury room, select retailers, J&J employees,  
bar crawl participants  
E-communications – Press Releases, monthly Newsletter  
New Brunswick.com website, Facebook, Twitter and  
Blogging  
Facebook giveaway Promotion  
Bar Crawl - April 2<sup>nd</sup> 2:00 – 10:00 PM (produced in part  
by New BrunswickNiteOut.com) Kick off Rest. Week

### **Results**

NJ.Com – 86,698 impressions/145 click through –  
0.17% CTR  
New Brunswick.com website- 18,363 new unique visitors;  
86,400 page views  
Face book event: 339 monthly active users by April 11<sup>th</sup>  
with 2,001 active monthly users by end of Promotion  
MyCentralJersey.com –Pencil roll down Ad –(40K  
impressions) 313 clicks 0.40% CTR (over 3 days)  
7,600 impressions for Middlesex County w/ 69 clicks =  
0.09% CTR  
128,675 impressions nationally w/393 clicks = 0.31%  
CTR  
38,000 impressions Somerset County w/26 clicks =  
0.06% CTR  
Comcast.net Banner Ad – 124,458 impressions – Multi-  
zone Geo Targeting, Entertainment page, signup page,  
home, news, Finance. With Sweepstakes Landing Page  
w/ enter to win a Give-a-way promo  
100 entries for sweepstakes give-away  
269 clicks on banner ad with a CTR of 0.23%

Bar Crawl facebook promotion – sent to 2,626 with  
Responses: 129 Attending; 188 Maybe  
Comcast tweeted to its members  
Rutgers Cook Personals listserv w/3,000 members

# Marketing and Promotions

## New Brunswick Guide Booklet

70,000 printed and distributed to regional conference and tourist centers, hospitals, regional hotels, cultural centers, educational institutions, museums and more

## Shop Local



Retail Window Sign and take-one cards distributed to all retail shops. Promotion included Theatre Ticket promotion

Take-Ones created in English and Spanish

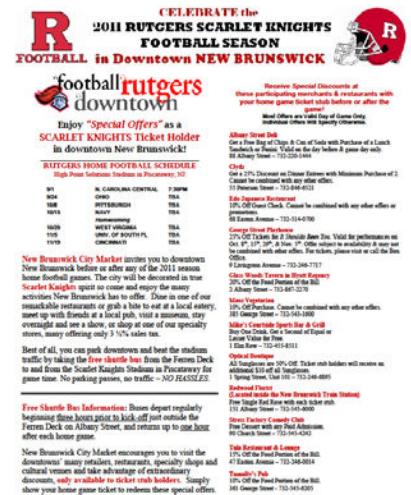


## Summer Afternoons in Kilmer Park

A 12 week outdoor summer music series in Kilmer Park with local performers



## Rutgers Football 10k direct mail pieces



Visit City Market's website at [www.NewBrunswick.com](http://www.NewBrunswick.com) for more information

# 2011 Holiday Promotions

Mobile Texting NJ.com

Holiday Advertising



**GO NUTS FOR THE HOLIDAYS IN NEW BRUNSWICK**

**Holiday Tree Lighting**  
Friday, December 2, 2011 • 5:00-7:00 PM  
Monument Square on Livingston Avenue  
Holiday Music, Chili Cook Off,  
Visit from Santa, Kids Activities,  
Scavenger Hunt, Tree Lighting

**Free Horse-Drawn Carriage Rides**  
6:00pm – 9:00pm  
Hyatt Regency & The Heldrich  
Friday's (Dec. 2nd, 9th, & 16th)  
Saturday's (Dec. 3rd, 10th & 17th)

For details visit:  
[wwwNewBrunswick.com](http://www.NewBrunswick.com)



**GO NUTS FOR THE HOLIDAYS IN NEW BRUNSWICK**  
[www.NewBrunswick.com/GoNuts](http://www.NewBrunswick.com/GoNuts)

For information about downtown happenings throughout the holidays visit [www.NewBrunswick.com](http://www.NewBrunswick.com)  
Follow us on Facebook: [www.facebook.com/societymarket](http://www.facebook.com/societymarket)

**Holiday Jubilee 2011**  
December 8-10  
The holiday season brings a peaceful moment of spirit in the struggle for peace. Mutual respect, tolerance, and love are the spirit of the season. Join us for a celebration of spiritual songs and stories, a unique view of emerging movement, and join together for the greater community.

**CROSSROADS THEATRE COMPANY**  
December 17-18  
American Repertory Ballet's **NUTCRACKER**  
December 17-18  
1211 - 1213 - 1215 - 1217 - 1219 - 1221 - 1223 - 1225 - 1227 - 1229 - 1231  
1211 - 1213 - 1215 - 1217 - 1219 - 1221 - 1223 - 1225 - 1227 - 1229 - 1231  
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1211 - 1213 - 1215 - 1217 - 1219 - 1221 - 1223 - 1225 - 1227 - 1229 - 1231

**Tree Lighting**  
Friday, December 2 • 5:00-7:00pm  
Take a FREE Horse Drawn Carriage Ride  
with a historical tour of the history of downtown New Brunswick  
Friday, December 2, 9, and 16  
Saturday, December 3, 10, and 17  
Pick up location: New Brunswick and the historic hotel  
**NEW BRUNSWICK**  
1231-1233

**STATE THEATRE**  
1231-1233

Sponsored in part by New Brunswick Cultural Center



Shop downtown  
**New Brunswick** for your  
**Holiday Gifts** and  
**Save Big** – with only  
**3.1/2% sales tax**  
**at most small businesses!**  
For information visit  
[www.NewBrunswick.com](http://www.NewBrunswick.com)

4,500 Holiday Calendars  
for all retail stores



**GO NUTS FOR THE HOLIDAYS IN NEW BRUNSWICK**

New Brunswick City Market invites you downtown this  
Holiday Season with Free community activities

**19th Annual Holiday Tree Lighting**  
Friday, December 2, 2011  
5:00-7:00 PM  
Monument Square on Livingston Avenue  
**Kid's Menu**  
Live Performances  
Visit from Santa and Mrs. Claus  
Kids Activities  
Tree Lighting  
Scavenger Hunt  
Featuring the Annual Chili Cook-Off  
From 5:00-6:00pm  
Donate \$1 - Taste all the chili recipes while  
supporting Elija's Promise!  
Vote for Your Favorite recipe  
**Community Food Drive**  
Being a non-profit, we need food to help us help others  
during this holiday season. Please donate to Elija's Promise.

**Free Horse-Drawn Carriage Rides**  
6:00pm – 9:00pm  
Friday's (Dec. 2nd, 9th, & 16th)  
Saturday's (Dec. 3rd, 10th & 17th)  
At the Hyatt Regency & The Heldrich

**Saturday, December 9th**  
Breakfast with Santa - 9:00am – 11:00am  
New Brunswick Elk, 40 Livingston Avenue  
Advance reservations suggested. Ticket  
Price \$5 per child, (grades K-5)  
To reserve call 732-343-4848, seating  
limited.

**Sunday, December 11th**  
Free Photo's with Santa - 10am – 4pm  
Have your child or family photo taken  
with Santa! At Gold Coast Jewelry, 346  
George Street.


For details visit [www.NewBrunswick.com](http://www.NewBrunswick.com)  
visit [www.NewBrunswick.com/GoNuts](http://www.NewBrunswick.com/GoNuts) for special theatre  
performances this holiday.

8,000 School  
Flyers  
English and  
Spanish



**New Brunswick City Market**  
Think Local First - Shop New Brunswick  
Support Local Business & Community  
[NewBrunswick.com](http://NewBrunswick.com)


Internet Promotions



New Brunswick is *Going Nuts* for the Holidays  
You'll find Special Holiday Shows • Contests for Gift Certificates  
Scavenger Hunt • Tree Lighting • Visit from Santa

**Chili Tasting/Competition**  
**Free Horse Drawn Carriage Rides**  
and so much more..

**Click here for details!!**





# Events Supported by New Brunswick City Market

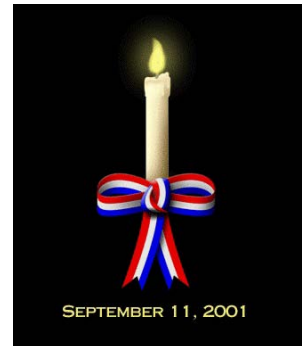


New Year's Eve Fireworks

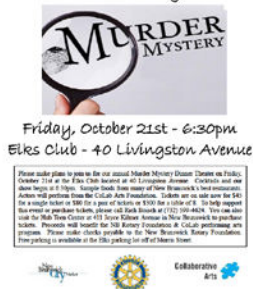
9/11 Commemorative  
Community Program

CVB's Chocolate's Very Best

Fourth of July Fireworks



New Brunswick Rotary Presents:



Raritan River Festival &  
Duck Race

New Brunswick Rotary  
"Murder Mystery

Largest Networking Party



Collaborative Arts Fest



Alfa Art Gallery  
New Brunswick Art Salon



# New Brunswick Public Sculpture

## *Illuminating the Soul of the City*

- ***Mission Statement***

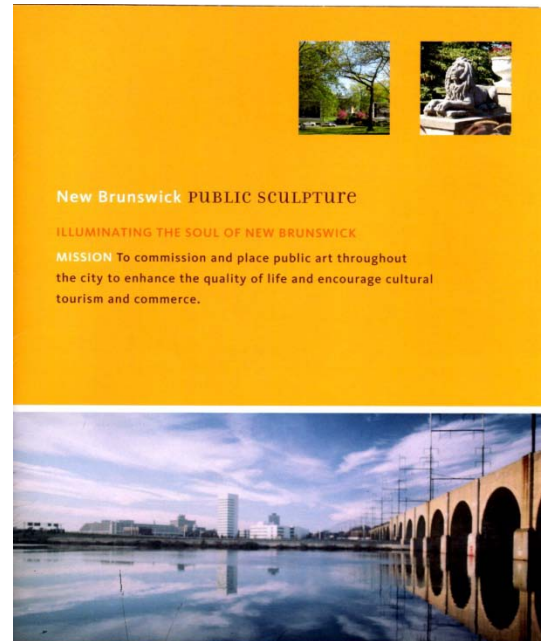
Designed to educate and promote to residents, visitors and tourists the significant historical and cultural aspects of the City of New Brunswick, through the commissioning and placement of art in public places throughout the city

- ❖ Public Sculpture celebrates its fourth anniversary and went public in July 2011.

- ❖ Its passionate board has raised close to \$100,000 dollars toward its first sculpture project, the “Third Reading of the Declaration of Independence”

- ❖ Sponsorships of individual signers of the Declaration of Independence are available.

- ❖ Public Sculpture website  
[www.newbrunswickpublicsculpture.com](http://www.newbrunswickpublicsculpture.com)



# Slate of Officers & Directors for Nomination and Election for New Brunswick City Market

## *Officers of the Board for a one-year appointment 2012-2013*

Chairman: Greg Ritter – George Street Camera

Vice-Chair: Rebecca Brenowitz – Rutgers Jane Voorhees Zimmerli Art Museum

Secretary: Robert Kenny - Hoagland, Longo, Moran, Dunst & Doukas

Treasurer: Natalie Bazaral – County of Middlesex

## *Executive Committee Member one-year term 2012-2013*

Natalie Bazaral - County of Middlesex

Rebecca Brenowitz -Zimmerli Art Museum

Dave Hartkern – State Theatre

Norma Kaplan – New Brunswick Cultural Center

Robert Kenny - Hoagland, Longo, Moran, Dunst & Doukas

Mitch Karon - New Brunswick Parking Authority

Tom Loughlin - City of New Brunswick

Glenn Patterson – Dept. of Economic Development

Greg Ritter - George Street Camera

Melissa Selesky – Rutgers, The State University

## *New Executive Committee Member for a one-year term 2012-2013*

Jean Holtz – New Brunswick Development Company



Slate of Board of Directors  
for Nomination and Election  
for New Brunswick City Market

*Elected Directors renewing a two-year appointment 2012-2014*

Rebecca Brenowitz - Zimmerli Art Museum

Natalie Bazaral - County of Middlesex

George Barrood – George Barrood, Esq.

Chris Kourteva – Alfa Art Gallery

Pastor Dr. Hartmut Kramer- Mills – First Reformed Church of New Brunswick

Eric Morrell, Attorney at Law

Michael D. Rose – The Brunswick Group

Juan Ruiz – Downtown Printing

Michael Tublin – New Brunswick Jazz Project/ New Brunswick Sister Cities

*Voting Ex-Officio Director for appointment*

Norma Kaplan – New Brunswick Cultural Center

*Elected Director for their first one-year appointment 2012-2013*

Neil Glass - Harvest Moon Brewery and Café

*Non-Voting Elected Director for a second one-year appointment 2012-2013*

Reverend Dr. Gregory B. Young – The United Methodist Church at New Brunswick



## *City Market Awards 2011 Recipients*

- ▶ Community Neighbor Award
  - G & P Lebanese
- ▶ Business Award
  - The Old Bay Restaurant
- ▶ Outstanding Community Program
  - State Theatre “Family Day” celebration

# *A Special Thank You*

Thank you to all of our supporters! New Brunswick City Market relies significantly on sponsorships to underwrite our promotional activities. As such, we would like to take this opportunity to thank those who have contributed to our success during the past year.

- Amboy Bank
- B & M Bagel and Deli
- Boraie Development, LLC.
- Catherine Lombardi Restaurant
- Central Jersey Property Maintenance
- City of New Brunswick
- Clydz Restaurant
- County of Middlesex
- Downtown Printing
- Dunkin' Donuts
- Elijah's Promise
- Eric B. Morrell, Attorney at Law
- Evelyn's Restaurant
- Filippo's Restaurant
- Financial Resources Federal Credit Union
- Flower Station
- Frog and Peach Restaurant
- George W. Barrood, P.A.
- George Street Camera
- George Street Playhouse
- Gold Coast Jewelry
- Greater Media, Inc.
- Harvest Moon Brewery and Cafe
- Hoagland, Longo, Moran, Dunst & Doukas
- Hotoke Restaurant
- Hyatt Regency New Brunswick
- Indigo Hair Salon
- Jersey Subs
- Johnson & Johnson
- KMS Development Partners, LP
- Laserwave Graphics, Inc.
- Makeda Ethiopian Restaurant
- Middlesex County Regional Chamber of Commerce
- Mike's Courtside Bar & Grill
- New Brunswick Cultural Center
- New Brunswick Elks Lodge #324
- New Brunswick Jazz Project
- New Brunswick Development Corporation
- New Brunswick Department of Public Works
- New Brunswick Night Out
- New Brunswick Parking Authority
- New Brunswick Police Department
- New Brunswick Recreation
- New Brunswick Urban Enterprise Zone
- New Millennium Bank
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- Otterbein Landscaping
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- Prevent Child Abuse
- Rebenack, Aronow, and Mascolo, LLP
- Redwood Florist
- Robert Wood Johnson University Hospital
- Rutgers Film Co-op/NJ Media Arts Center
- Rutgers, The State University of New Jersey
- Saint Peter's University Hospital
- Stage Left Restaurant
- State Theatre
- Stress Factory
- Student Housing Urban Renewal
- The Frog and the Peach Restaurant
- The Heldrich
- The Intersect Fund
- The Spa at The Heldrich
- Tony O'Reilly and Associates
- Tula Restaurant
- Tumulty's Pub
- WithumSmith+Brown
- Zimmerli Art Museum