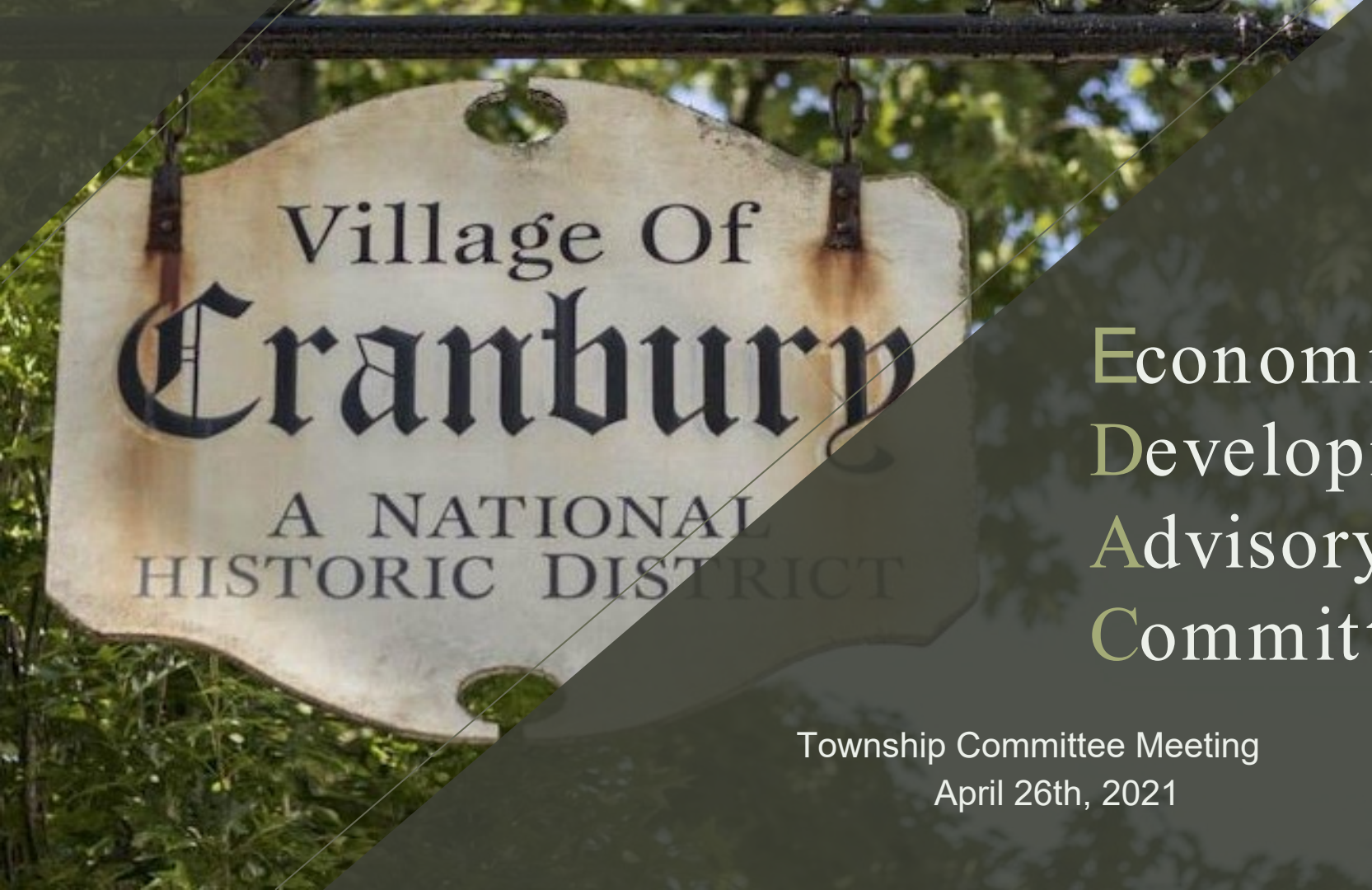


Economic Development Advisory Committee

Township Committee Meeting
April 26th, 2021

Agenda

01 Mission in Focus

Economic Development while preserving heart & soul of Cranbury

02 Discover → Define

Our approach to analyzing and refining the data collected

03 Community Workshop

Focus group working together to prioritize ideas

04 Marketing Audit

Taking stock of our marketing and communications

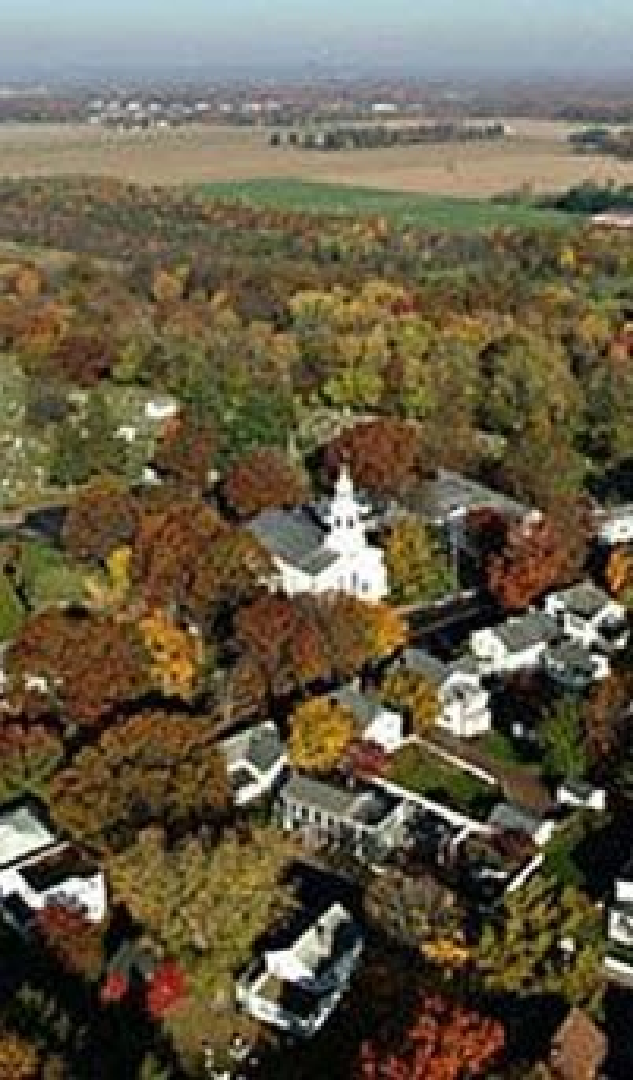
05 Next Steps

Next steps both short and long term

06 Thank You

01

Mission in Focus



Mission: Economic Development

Preserving what makes our town special while invigorating our businessesand inspiring more community engagement

- ❑ Research that is data driven & fact based
- ❑ Direct feedback from the community
- ❑ Advising and amplifying the work being done

02

Discover → Define

Phase Approach

Discover

Cranbury Perception Survey
Business Survey
Fireside Chats & Zoom

Define

Community Workshop
Marketing Audit
CBA

Deliver

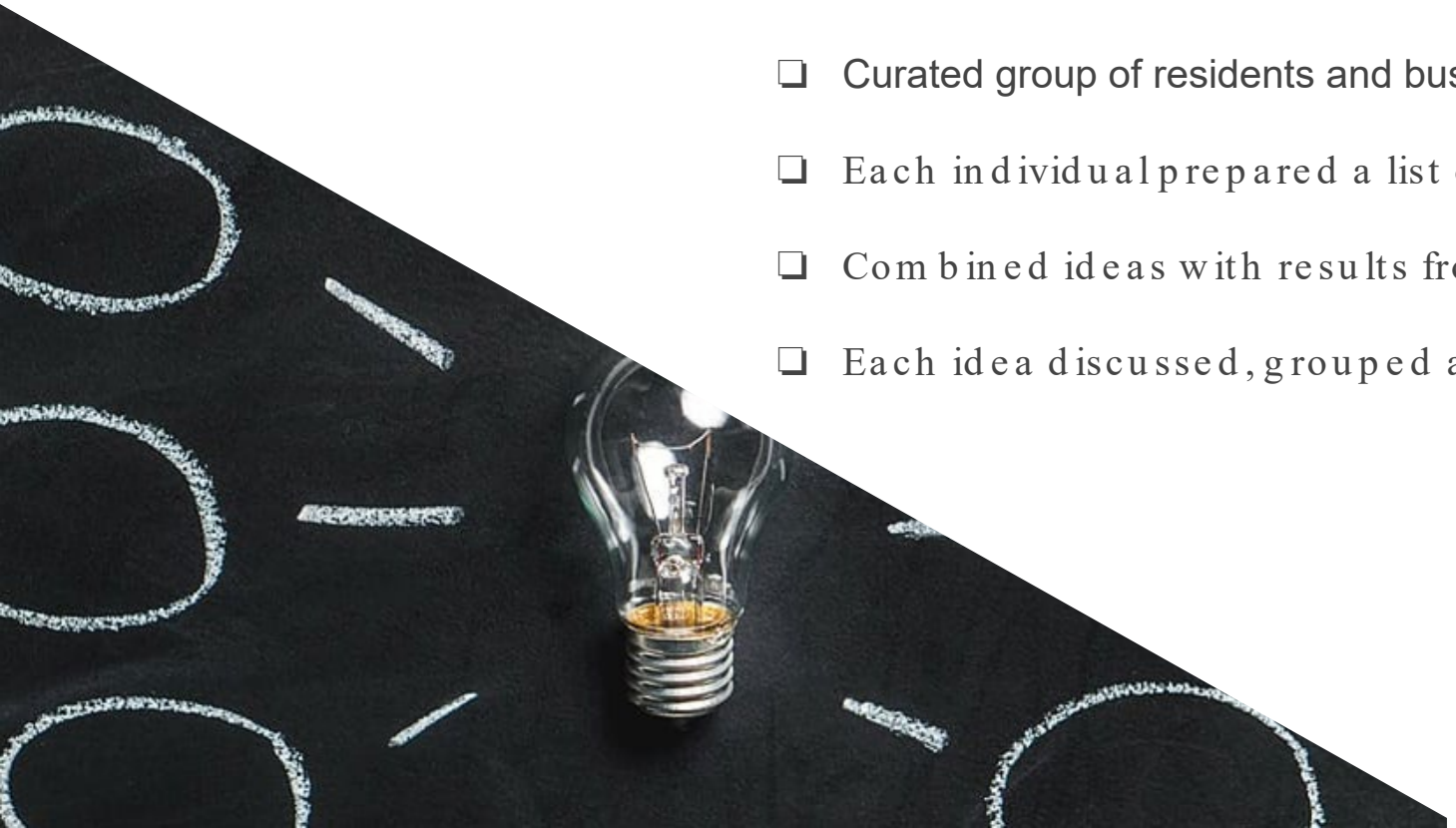
Timeline of EDAC Initiatives
Appendix of Resources
Continued Discovery

Discover → Define

03

Community Workshop

Community Workshop



- Curated group of residents and business owners
- Each individual prepared a list of ideas in advance
- Combined ideas with results from discovery phase
- Each idea discussed, grouped and prioritized

Result →

117 unique ideas

across 7 categories

discussed over 4 hours during the 2 day workshop

EDAC Community Workshop Brainstorming Output:

Downtown /Town Attractiveness	Maintain Flower Baskets yearlong – coco liners and Hydroponic		Repair fountain at Heritage Park		Fix Sidewalks down main street		Create Mini Gardens in Large Spaces		Re-grade Cranbury Neck Road in front of house #64 (safety) TC		Clean up run down properties (half acre road and house on West Property)		Put light at intersection of Ancil Davison and Old Trenton			
	5	1	5	1	4	2	1	4	5	5	2.6	5	3.6	5		
Events and Amenities	Organize Multicultural Events (Chinese New Year, Diwali etc.)		Schedule a periodic Farmer's market / food truck		Maintain Basketball and Tennis court at Village Park(rec)		Make Lake usable for Swimming and Boating		Cranbury School to have an ingress and egress		Create a paved walking trail in Village Park					
	5	2	5	3	5	3	5	4	5	5	5	5				
Events and Amenities	Involve greater Cranbury restaurants in events on Main Street		Put proper signage across trails (Village Park)		Start Hiking Clubs MARCOM		Add more plaques at Historic Locations (HPAC)		Plan 'Tour de Cranbury' event (bike, Triathlon)		Create art sculptures and performances in Village Park		Install 'Splash Pads' at playgrounds			
	5	1	3	1	3	1	3	2	3	3	3	3.5	3	5		
Events and Amenities	Organize a Halloween walking tour in October		Create a Community garden with school children		Install a Public Bathroom in the park		Open a Ice Skating / Roller Rink in Village Park									
	2	2	1	4	1	5	1	5								
Opening and Running a Business	Take inventory of open real estate		Create marketing info package for potential new business owners		Connect new business/ restaurants in all three biz areas (CBA)		Conduct once a quarter office hour with zoning officers		Create general gift card that can be purchased and used in any store							
	5	1	4.8	2	3.6	3	4.2	4	2.9	5						
Opening and Running a Business	Zoning changes to allow for expanded outdoor dining permanently		Relax restrictions on new biz like parking		Document planning, zoning and construction process		Handicap Ramps, elevators need to be added to older building housing		Audit of restrictions on opening new businesses							
	4.4	3	3.3	1	4.8	4	2.7	5	5	5						
Historic Legacy and Preservation	Start a swap pile on town cleanup day(freecycling)		Historic Cranbury to be incorporated into Cranbury Day		Make Public Story of Wind-Up Clock		Start Historic Walking Tours		Opt in Clean up with bags next to bins		Improve Historic notation Plaques on Main Street		Reference Paul R trail in Boston (in Cranbury) Marked			
	5	2	4	1	3.6	1	4.2	3	4	2	2.9	3	1	4		
Sustainability	Install more recycling bins along Main Street		Keep separation of East 130 (Commercial) and West 130 (Historic)		Start a Clean Up Cranbury Day and continue stream cleanup		Promote Silver Level Sustainability as Township Mission		Install Solar for Street Lights		Install Bike Path(roads)		Extend hours of Recycling Center DPW		Install Electric Charging Stations in Town (Cars/Trucks)	
	3.7	1	3.7	1	3.4	1	3.4	1	3.4	3	3.8	4	5	4	3.4	5
Sustainability	Provide Reusable bags when plastic bags are banned		Offer woodchips mulched by DPW to residents		Develop flyers digital map for 'One Day in Cranbury (Historic)		Install Solar Panel on School Rooftop		Prevent Lake Eutrophication (EC)		Prevent invasive week like 'Celendine' (EC)		Install Rain Water Management in Parks			
	3	2	2.7	2	3.6	2.5	3.3	5	3.3	5	3.3	5	2.5	5		
Communications & Marketing	Determine current state of CBA and include all biz and orgs		Create/ Revamp central HUB for news and events (CBA website?)		Create multichannel communication plan to promote biz and events		Promote and maintain interactive map on Township and CBA website		Create a FAQ on commercial on Township website		Assign QR code for interactive signs in town by using interactive feature		Put up signage as you approach town off Hwy 130			
	5	1	5	2	4.3	3	4	3	3.7	4	3.4	2	3.9	5		

Legend:

Description	
Urgency	Complexity

e.g. Under Major Category of 'Downtown Attractiveness'

'Maintain Flower Baskets yearlong – coco liners and Hydroponic'

was rated as:

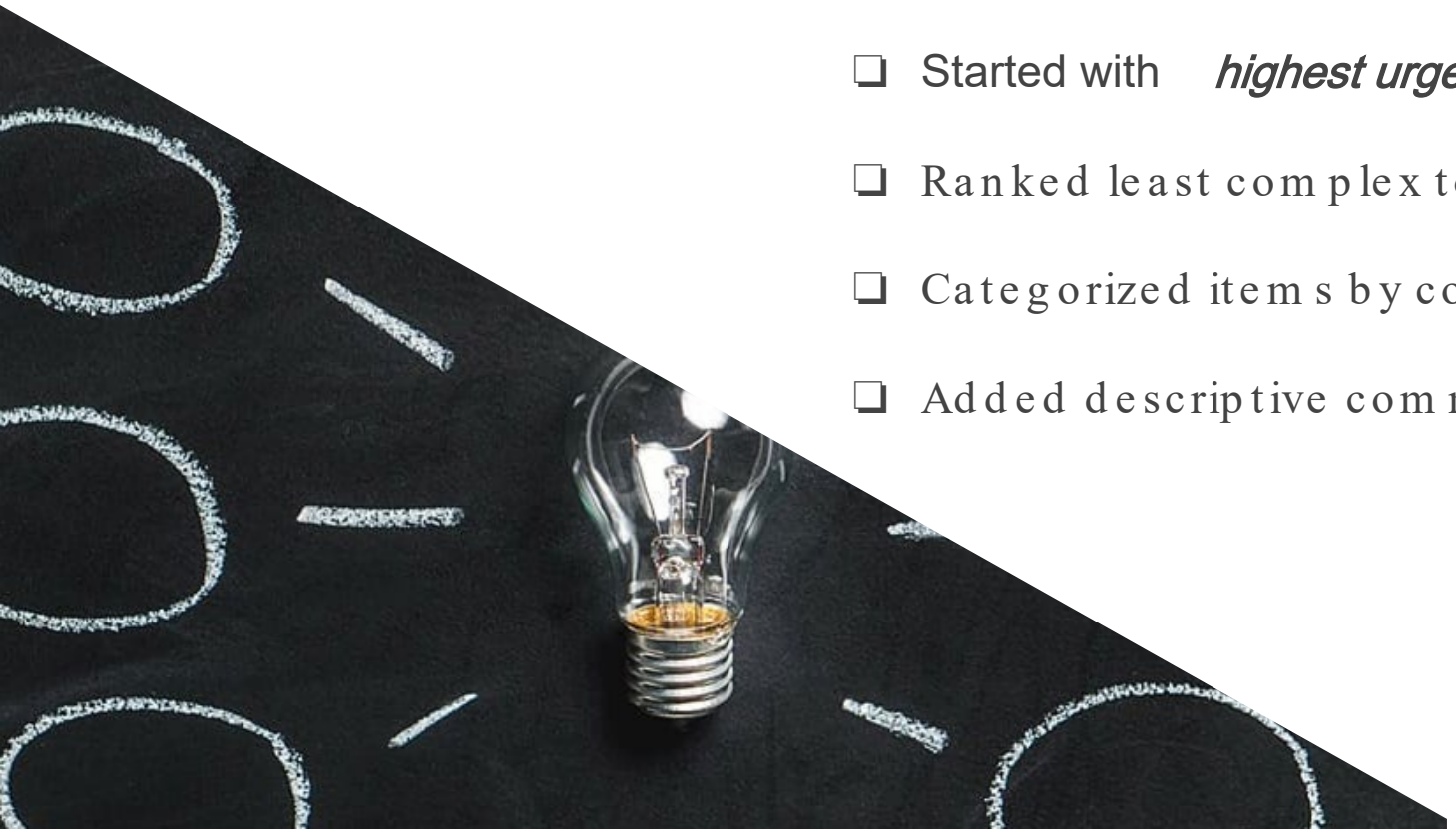
Urgency: 5
Complexity: 1

Meaning that it was extremely important to get it to done quickly and according to the judgement of the team the implementation complexity of getting it done was relatively low

All the other ideas were similarly rated as shown in the matrix

Phase 1		Phase 2	

Creating the Brainstorm Matrix



- Started with *highest urgency*
- Ranked least complex to most complex
- Categorized items by committee type
- Added descriptive comments

Ideas Sorted by Committee

Historic / Cultural & Heritage

Major Area	Description
Events and Amenities	Add more plaques at Historic Locations
Events and Amenities	Organize a Halloween walking tour in October
Historic Legacy and Preservation	Historic Cranbury to be incorporated into Cranbury Day
Historic Legacy and Preservation	Start Historic Walking Tours
Historic Legacy and Preservation	Improve Historic notation Plaques on Main Street
Sustainability	Develop flyers digital map for 'One Day in Cranbury (Historic)
Historic Legacy and Preservation	Make Public Story of Wind-Up Clock

Rec / Environmental / Parks

Major Area	Description
Events and Amenities	Start Hiking Clubs
Historic Legacy and Preservation	Start a swap pile on town cleanup day(freecycling)
Historic Legacy and Preservation	Opt in Clean up with bags next to bins
Sustainability	Install more recycling bins along Main Street
Sustainability	Start a Clean Up Cranbury Day and continue stream cleanup
Sustainability	Promote Silver Level Sustainability as Township Mission
Sustainability	Install Solar for Street Lights
Sustainability	Offer woodchips mulched by DPW to residents
Events and Amenities	Put proper signage across trails (Village Park)
Events and Amenities	Maintain Basketball and Tennis court at Village Park(rec)

Ideas Sorted by Committee

Township

Major Area	Description
Communications & Marketing	Create/ Revamp central HUB for news and events (CBA website?)
Communications & Marketing	Create multichannel communication plan to promote biz and events
Downtown / Town Attractiveness	Maintain Flower Baskets yearlong – coco liners and Hydroponic

CBA

Major Area	Description
Downtown / Town Attractiveness	Repair fountain at Heritage Park
Downtown / Town Attractiveness	Fix Sidewalks down main street
Opening and Running a Restaurant	Zoning changes to allow for expanded outdoor dining permanently
Opening and Running a Restaurant	Relax restrictions on new biz like parking
Sustainability	Keep separation of East 130 (Commercial) and West 130 (Historic)

Ideas Sorted by Committee

EDAC

Priority	Major Area	Description	Notes	Primary	Secondary	Budget
2	Communications & Marketing	Determine current state of CBA and include all biz and orgs	Work with the current CBA to determine current status of the CBA and reimagine its functions, responsibilities, and benefits	EDAC	CBA	$ -
5	Communications & Marketing	Promote and maintain interactive map on Township and CBA website	Work with the developer to make improvements to current map and begin promoting it in marketing materials.	EDAC	CBA	$ 500.00
1	Events and Amenities	Organize Multicultural Events (Chinese New Year, Diwali etc.)	Recognizing and embracing diversity is essential to ensure Cranbury remains an inclusive town. We will partner with local organizations to bring cultural events to Cranbury for residents to experience.	EDAC		$ 5,000.00
1	Events and Amenities	Schedule a periodic Farmer's market / food truck	A Farmer's Market rose to the top of requests in the community survey and during the workshop. A Market (timing and frequency TBD) paired with food trucks would be a new and exciting experiential event for the community. Assumes 4 events @ $2K per event	EDAC		$ 8,000.00
6	Events and Amenities	Involve greater Cranbury restaurants in events on Main Street	We must be inclusive of all Cranbury businesses in order to, ultimately, increase revenue. We will build relationships and partner with companies outside of Main Street to participate in future events and sponsorships.	EDAC		$ -
3	Opening and Running a Restaurant	Take inventory of open real estate	Create an inventory of open real estate and categorize these locations based on suitability for particular purposes/businesses.	EDAC		$ -
4	Opening and Running a Restaurant	Create marketing info package for potential new business owners	Create marketing materials which can be used to promote Cranbury as an excellent place to do business and information/How Tos/FAQs to get started. Partnership with TC to understand the process and rules to open a new business will be critical.	EDAC	TC	$ 2,000.00
7	Sustainability	Provide Reusable bags when plastic bags are banned	Canvas totes can be provided to the community in partnership with our local businesses and the EDAC	EDAC		$ 2,000.00
						$ 17,500.00

Top Initiatives for the EDAC

- development of an inclusive town marketing campaign that takes advantage of interactive resources
- support the relaunch of the CBA
- host cultural events to reach broader community of customers & residents
- organize periodic farmer's markets & food trucks
- involve greater cranbury restaurants in events on main street
- take stock of available commercial real estate to identify potential biz match
- create marketing info package to attract and inspire new biz
- provide branded reusable sacs to promote sustainability and marketing campaign

Top Initiatives for the EDAC

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04

Marketing Audit

Audit Prompts

Cranbury	how does someone discover Cranbury & what message are we communicating?
Neighbors	how do similar towns find success or struggle?

Google

Keywords	#1 Google Result	First Page Results	Top Sites
"Cranbury" "Cranbury Twp" "Cranbury NJ"	Township Website	Wikipedia Cranbury School Cranbury Inn Middlesex Twp Site Facebook page	History Center Museum Brainerd Lake

→ Web presence not visitor or business related

Google

THINGS TO DO IN CRANBURY

yelp	tripadvisor	shopping	restaurants
PA Dutch Farmers Market	Plainsboro Preserve	Lenox	Saravana Bhavan
Princeton Tour Company	Cranbury Museum	Chic Boutique	Italian Touch Restaurant
Christmas Spectacular	David Wells	High Bar	Molto Bene
Main Street Cranbury	Cranbury Inn	Perennial Home	Gil and Bert's
Thompson Park		Princeton Meadows	Zinna's
			12 Farms
			Taqueria Maria's
			Chef Jason

Google

THINGS TO DO IN CRANBURY

yelp	tripadvisor	shopping	restaurants
~~PA Dutch Farmers~~	~~Plainsboro Preserve~~	Lenox	~~Saravana Bhavan~~
~~Market~~	Cranbury Museum	Chic Boutique	Italian Touch Restaurant
~~Princeton Tour Company~~	~~David Wells~~	~~High Bar~~	~~Molto Bene~~
~~Christmas Spectacular~~	Cranbury Inn	~~Perennial Home~~	Gil and Bert's
Main Street Cranbury		~~Princeton Meadows~~	Zinna's
~~Thompson Park~~			~~12 Farms~~
			~~Taqueria Maria's~~
			Chef Jason

→ A central website to promote biz, activities & events

cranburytownship.org

2020 website snapshot

How the website addresses the needs of these categories:

- ❑ Business Operation
- ❑ Resident Information
- ❑ Community Engagement
  - ❑ Things To Do
  - ❑ Events
  - ❑ Promotions

cranburytownship.org

EDAC recommends:

Add a business category to the homepage

- ❑ Get to Know Cranbury
- ❑ Business resources
- ❑ Start-Up Guide
  - ❑ Why Cranbury?
  - ❑ Available properties
  - ❑ Checklist and How-To
  - ❑ EDAC

cranburytownship.org

EDAC recommends:

A residential newsletter & monthly digest

- ❑ Review how to subscribe and preferences
- ❑ Organize & schedule by calendarizing content
- ❑ Highlight unique stories each month to engage readers
- ❑ Polished delivery through a creative email template

Cranbury Township

MARCH 2021 | MONTHLY DIGEST

MAYOR'S MESSAGE

Happy Spring! Thanks to all who attended Monday night's Township Committee meeting --- we had over 90 people join the Zoom call (which is twice the fire capacity of the Town Hall meeting room, and 22 times more than current COVID restrictions would allow in the same space). While no one enjoys Zoom meetings, it has allowed us to use visual aids more readily, and people can join and listen more easily from home. We welcome any member of the public to join the meetings and speak during the public comment session. Where possible, we will address questions after the public comment session, and will capture action items that can't be addressed on the spot. People can also send any public comments in via twpclerk@cranbury-nj.com by 4:00 on the day of the meeting, or via USPS.

NJ Cannabis Legislation

The new NJ cannabis regulations, include six classes of licenses from cultivation through retail. We are doing our due diligence on the new rules, and exploring all the implications (and unintended consequences) of permitting or prohibiting each of the six classes of licenses.

READ MORE

Cranbury Pizza - Now Open!

At their new (larger!) location at 55 N. Main St (next to our own Teddy's). We are so glad the team persisted through the June fire and are opening, better than ever, in their new location.

VISIT

Library Groundbreaking

There will be a groundbreaking ceremony available via live-stream April 29 at 11:00 a.m. (details forthcoming). This has been the culmination 10+ years of dedication from our library board and foundation volunteers and was made possible through your donations and matching NJ State grant!

LEARN MORE

COVID-19 UPDATE

Vaccines continue to be increasingly available to our residents. As of March 15, at least 20% of our residents have received at least one dose of vaccine (the second highest in Middlesex County after Monroe at 22%). Please continue to practice CDC protocol, even as the weather warms up.

MORE INFORMATION

CRANBURYTOWNSHIP.ORG

Sample Newsletter

Sample Calendar

- ❑ 4 Mayor's Weekly Updates
- ❑ 1 Monthly Digest
- ❑ 1 additional email - if needed, per week

→ Total 5 - 9 emails a month

cranburytownship.org

2020 website snapshot

How the website performs for:

- ❑ Resident Information
- ❑ Business Operations
- ❑ Community Engagement
  - ❑ Things To Do
  - ❑ Events
  - ❑ Promotions

→ Community Engagement is underserved

Social Media

63 unique Facebook pages with over 8500 followers just in groups & community org!

27% of all Cranbury households on Nextdoor

most active topic in online forums is a bulletin board with community info

→ Actively seeking out info & connection

Traditional Media

Cranbury Press online & Twitter account lack engagement

Opportunity to leverage community engagement in the Chronicle and Cable Access Channel

Opportunity to feature our businesses on WPRB & The Nassau Weekly

→ Create dynamic news and coverage will follow

Neighbors & Like towns

	Pennington	Allentown	Clinton	Cranbury	Hightstown
TWP WEBSITE	✓	✓	✓	✓	✓
VISIT WEBSITE		✓		✓	✓
EDAC	✓	✓	✓	✓	✓
BIZ ASSOCIATION	✓	✓	✓	✓	✓
TWP SOCIAL	✓			✓	✓
BIZ SOCIAL		✓	✓	✓	✓

Neighbor Takeaways

Neighbors

how do similar towns find success or struggle?

- Dedicated community website promoting biz & town tourism
- Focus on business centric resources on Township website
- Local business association is public facing economic leader
- Unique & engaging social media content

Audit Takeaways

Cranbury

how does one discover Cranbury & what message are we communicating?

- Township website serves daily needs, not business or community
- Community site improves engagement and accuracy of info
- CBA & EDAC will drive the creation of this message and platform

Top Initiatives for the EDAC

- ✓ development of an inclusive town marketing campaign that takes advantage of interactive resources
- support the relaunch of the CBA
- host cultural events to reach broader community of customers & residents
- organize periodic farmer's markets & food trucks
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The Cranbury Business Association

CBA & CRANBURY DAY CELEBRATING OVER 40 YRS

The EDAC's work to advise and amplify the mission of the CBA quickly resulted in:

- New branding
- Bylaw revision
- Enhanced member benefits
- Info session set for May 2021

19

78

THE

NEW

C B A

As the cornerstone of the local business community, the **Cranbury Business Association** has historically knit Cranbury together and celebrated all it has to offer for more than 40 years.

Join us as we start a new chapter in the history of the CBA.

JOIN US

for an online info session to learn more

May 3rd @ 7:00pm
or
May 6th @ 7:00pm

register for the Zoom at
cranburybusinessassociation.com

Membership Benefits

$125/year

join now and save $25 at
cranburybusinessassociation.com
offer valid until April 30th

· Professional and industry networking opportunities

· Access to exclusive professional development workshops

· Reserved space during Cranbury Day 2021, celebrating its 43rd anniversary

· Branding and presence on the CBA website and town map

· One podcast feature in our CBA podcast series

· Marketing & Communications support by the Economic Development Advisory Committee

· Complimentary ticket to the annual CBA banquet

The Cranbury Business Association

CBA &ECONOMIC DEVELOPMENT

Initiatives in Action →

- ❑ Community Support
- ❑ Online Info Session
- ❑ CBA led Cranbury Day Committee
- ❑ Discover Cranbury Website

05

Next Steps

EDAC supporting Township Communication

Content Calendar

EDAC will create content categories and rhythm template

Format Newsletter

EDAC will create newsletter template

Start-Up Guide

EDAC will create content for Business resources on Twp website

Spotlight

EDAC will shine the spotlight on key events that need the Townships support

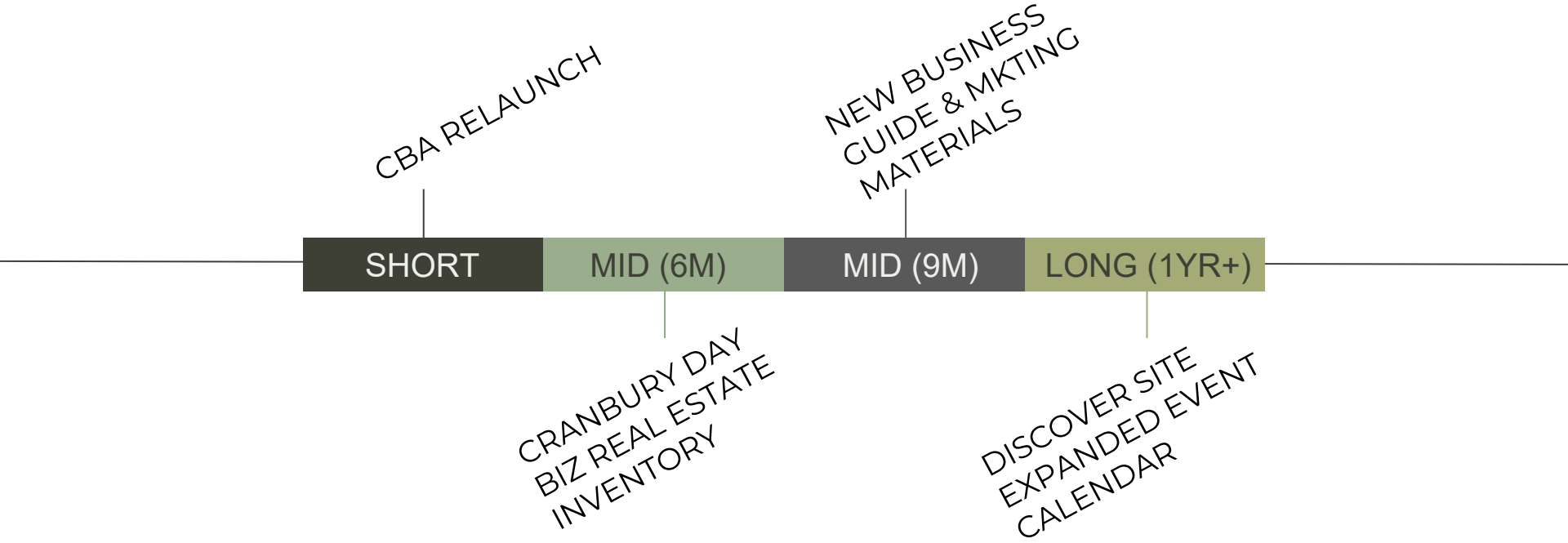
Press Releases

EDAC will draft press releases and pitch stories to the media

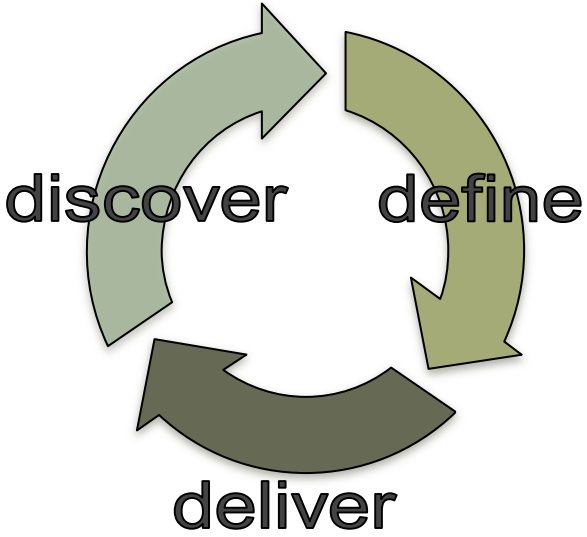
Intern/Position

EDAC will assist in recruitment of a Communications Manager

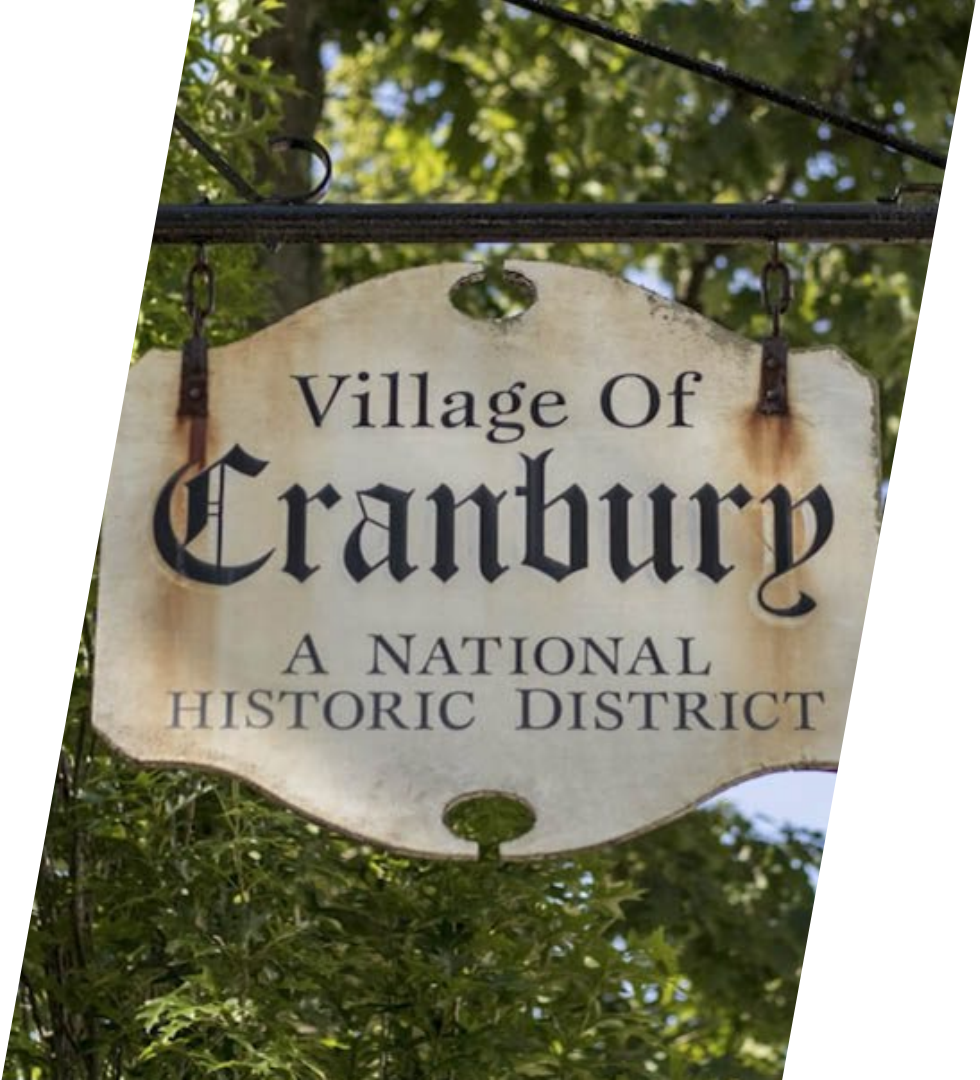
Workshop Initiatives: Timeline



Continual Phase Approach



- Connect with other committees to discover opportunities
- Support and amplify work being done
- Gather together information & resources



Thank you.

Have any questions?

Contact us here.

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