

Park **Dine** **Shop** **Enjoy**

Enjoy up to 3 hours of free parking
at Pearl Street Parking Deck
through August 31st

**DOWNTOWN
METUCHEN**
explore · experience · enjoy

SAVE THE DATE

The next MDA Quarterly Membership Meeting is on Tues., July 11, at 7pm at Hailey's. John DeFoe of the Parking Authority will speak. Volunteers will update members. RSVP to Isaac Kremer: [732-515-9660](tel:732-515-9660) or isaac@downtownmetuchen.org by 7/10.

Metuchen's Sales Gap: \$167 Million in Opportunities

Have you ever stopped and thought about how the local economy in the Metuchen area will evolve in the 21st century?

Consider that:

- Middlesex County's population will grow by almost 7 percent between 2010-2020, outpacing the state's overall projected growth rate of about 5 percent.

- More than 2,800 people work within a quarter-mile radius of Main and New Streets, making downtown Metuchen the largest workforce in the borough and one of the largest in the county?

- Metuchen has an overall sales gap of approximately \$167 million. That's how much more shoppers within the area are spending outside the borough than in it.

- Only 11.5 percent of downtown Metuchen's business entities are retail businesses, compared with 15-18 percent in other towns.

- The district has a lower percentage of businesses in the "arts, entertainment and recreation" category than is usually found (only 2 percent.)

These findings from the ongoing market assessment commissioned by the Metuchen Downtown Alliance substantiate that there are real opportunities for businesses in the district.

The MDA's marketing consultant concludes that there are "numerous opportunities to attract sales from customers living within the five-minute drive time radius." This is especially true in the categories of furniture and home

furnishings, and food services and drinking places, where downtowns traditionally tend to do well, but there are possibilities in other categories as well.

The assessment suggests that there are also opportunities to attract customers from the broader region.

Achieving this may mean adjusting the goods and services offered to highlight unique qualities and experiences, and possibly building clusters of businesses that together would attract customers interested in comparison-shopping. Not simple but certainly doable for "brainy borough" businesses willing to seize the opportunities.

Flower Power!

New flower planters are arriving to replace older pots in the downtown. The older planters will be relocated to other areas of Metuchen.

The Garden Club has organized to order the plants and facilitate planting. The new planters will be self-watering to help keep the mini-gardens blooming all season. Since there are more pots than before, extra volunteers will be needed.

This is a collaborative project with the Garden Club and the MDA's Design Committee.

If you would like to volunteer to help with the project, please contact Grace Shackney at graceshackney@gmail.com.



MDA Member Perk: Validate Parking on Your Smart Phone

MDA and Nexus in June held the first parking validation training, which was enthusiastically received. Until August 31, there is three hours of free parking 24/7. Starting Sept. 1, MDA members will be able to validate through their smart phones or computers for up to three hours of customer parking at no cost to the customers. MDA members will pay a reduced amount for parking and will have complete discretion about whom to validate. The next training will be on July 17 at 10am at 16 Pearl Street (across from the parking deck). Please RSVP at pklein@emailric.com

Help the MDA Shape the Future

MDA is finalizing transformation strategies for the District which will give the organization a destination for the next 5 years. The strategies focus on being New Jersey's family-friendly downtown and being a center for innovation such as pop-up shops, technology and a night market. MDA will be reorganizing around those strategies and shifting from general teams to project-oriented teams. Volunteers are needed with a wide variety of skills and interests. To volunteer, please contact Isaac Kremer at isaac@downtownmetuchen.org

Log Your Hours

Please take a moment and let the MDA know your volunteer hours each month. Responses will be included in reinvestment stats put out monthly, so it is important to respond. Look for an email containing a Google Form and the subject "MDA Volunteer Hours."

MOVIE *under the* STARS

FEATURING: INSIDE OUT
JULY 20, 8 - 10 PM
SENIOR CENTER PARKING LOT

www.downtownmetuchen.org

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Movie Night!

The MDA and the Metuchen Arts Council are getting together to present an outdoor family movie night on Thursday, July 20. The movie will be the animated feature "Inside Out." It will take place in the Senior Center parking lot on the corner of New and Center Streets. There will be family friendly activities starting at 8 p.m. The movie will start at dusk. This is a free event.



Kids Take Over Downtown Metuchen

Metuchen school kids celebrated the start of summer vacation with the first Kids Takeover on June 21.

The MDA-sponsored event featured games, special offers and promotions from a variety of downtown businesses, much to the delight of the borough's youngest downtown denizens.

The event was a great success and the MDA has heard some wonderful feedback from stores about their business on this day. The MDA encourages all businesses to participate in special events when possible and to look out for upcoming events and ways to get involved. *(At left are enthusiastic shoppers at Runner's High on Main St.)*

ABOUT US: Metuchen Downtown Alliance represents more than 250 business owners and 89 property owners. It inspired 3,500 volunteer hours in 2016.