



TOWN OF NEWTON

NEW JERSEY

*City Style.
Country Cool.*

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Who is Newton and Who Do They Want to be When They Grow Up?



Newton Wants:



Objectives

1. Understand how to coordinate events
2. Understand most effective way to communicate events to
 - Residents
 - Non residents
3. Recognize attitudes on specific areas on Spring St
4. Understand how to better the town in comparison to popular cities



Executive Summary

How can the Town of Newton better understand and accommodate the community needs from their long-standing residents and new residents?

AND

How can we attract the large “daytime” population of Newton into the downtown to support current businesses and alter negative perceptions, especially about Spring Street?

Phase 1

Conducted 114 IDIs of Newton residents and Sussex county residents

- Younger demographic have more town pride
- Current events are not well planned

Phase 2

Received 641 completed surveys of Newton & Sussex county residents

- Respondents want family oriented events
- Marketing techniques are based on age groups
- Morristown & Hackettstown should be used as inspo

Survey Breakdown



641 Total Responses & 858 Partial Responses

270 Newton Residents

370 Non Residents

277 Sussex County

93 Outside Sussex County



Methodology

On 11/03/17 3,000 surveys were sent out via email to Newton and Sussex County residents. The survey was also posted on:

- Newton's town website
- ThorLabs
- School website
- County College of Sussex



Objectives

1. Get a better insight on how to coordinate town events.
2. Understand the most effective way to communicate town events to residents/non residents.
3. Recognize specific areas of Spring St. residents feel safe/unsafe.
4. Understand how to better the town in comparison to popular cities.

Sample

3,000 survey emails sent out.

Surveys sent out to:

- Newton residents
- Sussex County residents
- Male and Female of all ages
- Long time/ new residents
- Students/ Workers in town of Newton

641 Responses



Community Perception



People want community engagement. Both residents and non-residents feel that there is a strong sense of Newton Town pride.

There was *no difference* from age groups in feelings towards a strong community feel in Newton.

Local business support is key for community events. Many respondents identified that as a reason they enjoyed events. Those who did not enjoy often stated they wanted to have more of the local businesses involved.

“It is so nice to see Spring Street come alive! It is an important event to support local business and for community“



“I love the community coming together to celebrate!”

How Are Current Efforts Shaping the Downtown?

Most Acknowledged Improvements:

- Streets are Cleaner
- Spring Street is More Family Friendly
- Current Events
(Taste of Newton, Newton Day)
- Retail Renovations
- New Local Businesses



Most Desired Improvements:

- Fill Retail Vacancies
- 2-Way Traffic on Spring Street
- Additional Parking
- Decrease in Crime
(Drugs on Spring Street)
- Revitalize the Old, Shabby
Appearance of the Downtown



How do the people really feel?



“I have seen great improvements over recent years. Spring Street becoming a one way street was very helpful as well.”

“I am not aware of what the current efforts are.”

“Still shabby looking, no parking, still unsavory characters lurking about with an unattractive feeling which does not make me want to be there.”

- Many respondents stated that they could see improvements being made in the Downtown, especially in terms of cleanliness and retail renovations.

Continue current efforts

- Despite the stigma of Spring Street, most respondents said they felt safe in all areas on our heat map

Comfortability in Newton



Total Responses: 674

Highest Response Rate for all Areas: Indifferent

(>45% for each region)

Most Uncomfortable: Theater

(15.5% of respondents)

Most Comfortable: Historic District

(38.5% of respondents)

Most Indifferent: Hayek

(75% of respondents)

Ordering by Discomfort: See Picture

(1 is most uncomfortable -- 7 is most comfortable)*

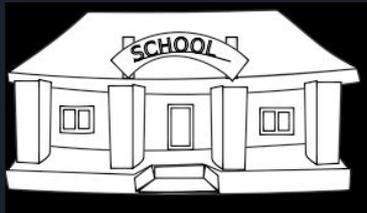
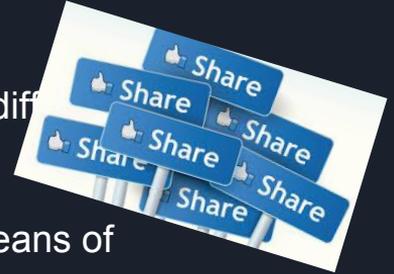
*Areas 1 & 2 correlate with what we heard while conducting in-person surveys. All discomfort <15.5%.

How Do People Hear About Events?

Currently people of all ages are hearing through primarily word of mouth. While this is a good method for reaching people, it can fall short if it is the main source of information.

Depending on what age group you are targeting with an event there are different channels to take:

- ❑ **Facebook, street banners and posters** are the most preferred means of information across **all age groups**.
- ❑ The younger crowd wants to hear from the school system and street banners.
- ❑ Longstanding residents prefers the NJ Herald and emails for information.



The Downtown View

**“Variety of business, historic charm maintained”
(Morristown)**



**“It’s a quaint little town that has so much
history, you can walk everywhere and
the businesses are great.”
(Hackettstown)**



**“Very walkable, cute town, you actually
want to sit outside on porches, upscale
specialty places” (Milford)**



**“Walkability, safety, atmosphere. it’s a
quaint little town that has so much
history. the businesses are great too.”
(Warwick)**

Event Prices

Would not pay - Sidewalk Sales, Fall Fest

\$1-\$9 - Movie Nights, Music Nights, Fall Fest

\$10-\$19 - Music Nights, Bacon and Brews, Cinco de Mayo

\$20-\$29 - Taste of Newton, Bacon and Brews, Girls Night Out

\$30-\$39 - Taste of Newton

\$40-\$49 - Taste of Newton



Most Popular Event

Days

1. Saturday
2. Sunday
3. Friday
4. Thursday



Weekends are obviously the most favored day for events. Therefore, for the highest attendance, host more events on the weekends. If it needs to be a week day event, host it on a Thursday or Friday for greatest attendance.

What Businesses Should Come to Spring Street?



	Resident	Non-Resident	Total
Bakery	185	235	420
Sit-Down Restaurant	169	223	392
Coffee Shop	171	216	387
Icecream/ FroYo Shop	156	194	350
Total	681	868	1,549



The top 4 most wanted businesses to fill up vacant retail buildings on Spring Street were selected by both Newton residents and non residents.

People love to eat! These business encourage a family oriented atmosphere which shows the vibe Newton is encourage to maintain. There can be a tradeoff between a coffee shop and bakery.

Who Are the Residents and What Do They Want ?



Age: 21

Lives in a town near Newton

Student at Sussex County
College

Has Limited Money to Spend

Wants to: Drink, stay out late
with friends and eat food



Mom and Dad with Kids
Ages: 5 and 10

Live in Newton

Want to: Have one drink,
eat food with the family,
spend little-to-moderate
amount of money

Where can they all go and be satisfied?

Newton Nuggets!

Local non-chain theoretical business Inspired by Buffalo Wild Wings or similar

Attracts: Current Residents, Families, College students, People from Surrounding Towns

Why?: People who want to stay out late, drink (breweries), go out with their families and not spend too much money.

Newton Nuggets can offer:

- Late hours of operation
- Town of Newton Microbrews
- Pictures on the inside/ interior design inspired by the Town of Newton

Newton Nuggets!

Coming Soon to
Spring Street!



Bring The kids!



heSmokies.com



Come Enjoy a drink!

Married a Music Man (Music Store)

- Music Store started by a couple in late 30s; met on the Broadway set of Billy Elliot
 - She was a actress
 - He played cello in the orchestra
- Wanted to move to country after attending Newton Theater



- Residents wanted more businesses and more entertainment options in the town
- Specialty Shops like a music store attract non-resident shoppers to the town

What they do:

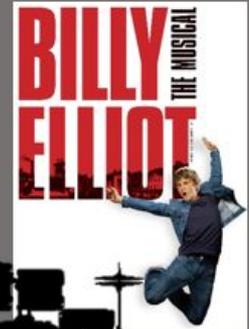
- Sell and rent Instruments
- Teach Acting & Music Lessons
- Community Involvement

Aspirations:

- Inspire Newton residents to pursue entertaining as a creative outlet and a potential career

Community Involvement:

- Host a Music Festival
- Host talent show at Theater
- Free Music Fridays



Bacon and Brews

- Admission: \$15 in advance, \$20 day of
 - This would cover a set of beer samples and a Bacon and Brews mug
- Events:
 - Beer flights and tastings
 - Bacon eating contest
 - Local Restaurants sponsoring “bacon themed dishes”
 - People’s choice contest for best bacon and beer based dish from local restaurants
 - Small vendors sending bacon/pork/beer based products (ex. beer infused sauces, apparel, bacon lollipops and more)
 - Host a band or two for outdoor performances



Music Festival

- Charge: \$10-\$14 in advance
 - \$15-\$19 day of
 - Admission would provide you with an event t-shirt
- Promotion:
 - Facebook and Posters around town
- Location:
 - Newton Theatre (Winter)
 - Memory Park (Summer)
- Events:
 - Kiddies corner - an area where younger kids can play and get their faces painted etc.
 - Roped off bar area for 21+
 - Food trucks and local food vendors
 - Host 3-5 bands
- Local Involvement
 - Local restaurants and bars would host tables and stands for light refreshments

Town of Newton presents

MUSIC FESTIVAL

June 12-15, 2019

\$10
in advance
\$15
At door

+ROCK
+COUNTRY
+R&B
+LOCAL MERCHANTS
Memory Park

111 Moran St, Newton, NJ 07860



Harry Potter Festival

Admission:

Pay As You Go



Key Takeaways:

- Facebook Promotion
- Popular topic leads to tremendous draw
- Local Restaurant/Vendor Involvement
- Back-to-back

You are cordially invited to join
Spring Circle as we transform
Spring St Newton NJ into

Diagon Alley

November 25 immediately following the holiday parade

Join our local businesses as they
transform into

Ollivanders

The Leaky Cauldron

Weasleys Wizard Wheezes & More

- Cosplay Contest
- Giveaways
- Quidditch Lessons
- Horcrux Hunt
- Potion Making
- Owls delivering discounts
- And everything Hogwarts!



Come to the
sorting hat
to find out
which house
you're in

Albus Dumbledore



Recommendations

- Utilize the Town of Newton's Facebook page or Facebook ads to promote events
- Plan events for weekends
- Try to make event prices under \$30
- Fill up spring street with affordable businesses, a mixture of mom and pop shops and chain stores, and a bakery
- Many respondents cited feeling unsafe in parking areas. By beautifying the areas with more lights, plants or street art it could help the appearance and overall feeling of safety.
- Fill retail vacancies and continue to renovate existing stores. Respondents seem very excited by the current renovations so posting weekly updates on the town's website can excite and engage possible customers as the renovations continue.
- Incorporate local businesses as vendors at new events. Help build a following for newly established businesses and increase foot traffic on Spring Street. Also, emphasize local business participation in community events. People want to support these businesses and see them engaging with the community.
- Facebook events are a preferred means of information from younger residents to older residents. Take advantage of these for community events. Most people said they would share Newton Events that they saw on Facebook. This method is similar to word of mouth except it sticks better because it is a visual and has event reminders and descriptions. One share can reach way more people than one person mentioning it to another.