



Experience Princeton
Executive Director's Report
July 28, 2025

One Big Item

- As required by ordinance, we are submitting our Annual Report one month after the close of the fiscal year.

Additional Items

- Rebooting Stakeholder and Merchant Meetups: Meetup planned for July 31 at Meeting House from 6:00 PM to 8:00 PM has 37 RSVPs.
- Working to repair lighting in Hinds Plaza with contractor.
- EP was asked to provide naming and custom wrap design for expanded municipal bus routes.
- Currently working with several prospective businesses looking to open in Princeton.
- Discussion is happening with municipality related to enhanced cleaning services.
- Have received several questions and awaiting to hear timing of Nassau Street Streetscape project.

Experience Princeton Annual Report 2024-2025

Overview

- 2.8 million out-of-market visitors (not residents or employees)
- 23,600 employees
- 33,300 residents
- Note: data from Placer.ai for July 1, 2024 to June 30, 2025

Recognition and Attracting Resources

- Designated a Main Street New Jersey community by the NJ Department of Community Affairs and Main Street America
- Secured a \$150,000 grant from Main Street New Jersey to assist with attracting new businesses, physical improvements, promotions around the 250th, and tech upgrades.
- Designed logo and launched page for 250th anniversary of the Declaration of Independence.
- Signed partnership agreements with Morven Museum & Garden, Sustainable Princeton, and Princeton Battlefield Society.
- Economic Development Team worked with stakeholders and Municipality on update to allowable uses ordinance.
- Assisted businesses with finding a new locations in Princeton.
- Attended International Council of Shopping Centers Deal Show and other regional shows to promote Princeton.
- Worked with volunteers on Business Spotlights for Milk & Cookies, Hinksons, Princeton Record Exchange
- Welcomed 3 new Board Members
- Launched Storefront Improvement Program matching grant and completed first three projects for Center Barbershop, Bella Boutique, and Princeton Bridal.

Dohm Alley

- Feature Dohm Alley refresh (photos attached)
- Recognize team lead by Charlie Yedlin and including volunteers Farzana Fariha, Elana Berk, Sheila Nall, George Akers, Brom Snyder
- Installation of exhibit by Einstein Museum

Meetups

7/25/2024	Princeton Makes	Princeton Shopping Center
8/29/2024	The Corcoran Group	195 Nassau St
9/26/2024	1000 Herrontown Rd	206 North
10/3/2024		Virtual
10/24/2024	Maman	Palmer Square
11/7/2024		Virtual
	Triumph Restaurant and	
11/28/2024	Brewery	Dinky
1/23/2025	Sticky Fingers Cooking	Witherspoon

2/27/2025	Virtual
4/24/2025	Virtual
6/26/2025	Virtual
7/31/2025	The Meeting House Witherspoon

- Virtual meetups continue, total of 5 held
- In person meetups continue, total of 6 held
- Included well attended Holiday Party at Morven where volunteers were recognized
- 340 people have attended at least one in-person or virtual Meetup since first held
- 213 participants represent a business (63% of total)
- 48 Experience Princeton volunteers (23% of total)

Gift Card

- 19710 impressions
- 621 gifts sold
- \$67,947 gifts sold value
- 504 gifts redeemed count
- \$48,751 gifts redeemed value
- 257 bonus cards sold
- \$19,278 bonus cards value
- 76 participating businesses
- \$641.46 average redemption by business
- 3.4 average customers attracted by business
- See Yiftee log attached for additional data should you wish to pull out, make a chart, etc.

Holiday ad campaign

- Shop Princeton 2 Win campaign had 138 participating businesses
- 582 entries into sweepstakes
- Gave out \$7,500 in prizes to customers and businesses (\$500 each)
 - o Winners week 1: Cosmo Bleu Salon / Michele Meyer-Shipp
 - o Winners week 2: Witherspoon Grill / James Diorio
 - o Winners week 3: Labyrinth Books / Susan Goetz
 - o Winners week 4: Princeton Pizza Star / Ally Powers
 - o Winners week 5: Whole Earth Market / Lisa Interollo
 - o Winners week 6: Cross Culture Indian Cuisine / Joseph Herman
 - o Grand Prize Winner: Adriana Gorza, \$2,500

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Total
Total Number of Entries	72	70	127	117	103	93	582
% Growth week over week / largest gain		-3%	81%	-8%	-12%	-11%	

Unique Entrants/Shoppers	36	36	74	66	56	35	218
Unique Businesses	38	43	51	58	51	56	138

Top Campaign Businesses Entries

1. Cosmo Bleu Salon 96
2. McCaffrey's Market 52
3. Whole Earth Center 31
4. Labyrinth Books 14
5. Village Silver of Princeton 14
6. OTHER 13
7. CVS #1069 11
8. Elite Five Sushi & Grill 11
9. Jammin Crepes 11
10. Paper Source 11
11. Homestead Princeton 8
12. JaZams 8
13. maman 8
14. Olive's Bakery & Deli 7
15. Princeton Consignment 7
16. Kristine's 6
17. Miya Table & Home 6
18. Pastiamo Pasta Bar and Cafe 6
19. The Bagel Nook 6
20. The Meeting House 6
21. Chez Alice 5
22. Jamminâ€™ CrÃªpes 5
23. Maruichi Japanese Food & Deli 5
24. Princeton Pizza Star 5
25. Princeton University Art Museum Store 5
26. 30 Burgers 4
27. Cloak & Dagger 4
28. Costello's Ace Hardware 4
29. Delizioso Bakery + Kitchen 4
30. La Mezzaluna 4
31. Mamoun's Falafel 4
32. Mtea 4
33. Princeton Soup & Sandwich Company 4
34. Small World Coffee 4
35. Sunoco gas station 4
36. Winberie's Restaurant & Bar 4
37. Witherspoon Grill 4
38. Agricola Community Eatery 3
39. Alchemist & Barrister 3
40. Aspendos Mediterranean Cuisine 3

41. Bread Boutique 3
42. CHOPT Creative Salad Co. 3
43. Dandelion 3
44. Diesel and Duke 3
45. GIFT CARD - EXPERIENCE PRINCETON DIGITAL GIFT CARD= 5 ENTRIES 3
46. Kung Fu Tea and Noodle House 3
47. Lindt Chocolate Shop 3
48. Mandalay Trading Co. 3
49. Nassau Street Seafood 3
50. Princeton Corkscrew Wine Shop 3
51. Princeton Garden Theatre 3
52. Taste of Mexico 3
53. The Blue Bears Special Meals 3
54. Toobydoo Princeton 3
55. Urban Outfitters 3
56. illy At Earth's End 3
57. Arhaus 2
58. Bluemercury 2
59. Chuck's Spring Street Cafe 2
60. Concord Pet Food & Supplies 2
61. Cross Culture Indian Cuisine 2
62. Experience Princeton 2
63. Greene Street Consignment 2
64. Halo Pub 2
65. Hamilton Jewelers 2
66. Hinkson's The Office Store 2
67. Image Arts 2
68. Johnny Was 2
69. Jules Thin Crust 2
70. Lan Ramen 2
71. Limelite 2
72. Local Greek 2
73. Lucy's Kitchen & Market 2
74. Lululemon Athletica 2
75. Madewell 2
76. Milk & Cookies 2
77. Mistral 2
78. Nomad Pizza 2
79. Olsson's Fine Foods 2
80. Pizza Den Princeton 2
81. Pj's Pancake House 2
82. Princeton Bottle King, LLC 2
83. Ralph Lauren 2
84. Rojo's Roastery 2
85. Salon Pure 2
86. Studio Copacabana 2

87. Sustainable Princeton 2
88. Tacoria 2
89. Teresa's Caffè 2
90. The Mint 2
91. Theo's of Princeton Salon 2
92. Thomas Sweet Chocolates 2
93. Triumph Brewing Co. 2
94. Walgreen's #17580 2
95. 4 Elements Wellness 1
96. Art on Hulfish 1
97. B + B Hair Color Studio 1
98. Barbour Inc. 1
99. CVS #5871 1
100. Casa Aziz Salon 1
101. Charbellem 1
102. Color Me Mine Pottery Painting 1
103. Cyndi Shattuck Photography 1
104. Dunkin Donuts 1
105. Dvaraka Indian Restaurant 1
106. EXPERIENCE PRINCETON DIGITAL GIFT CARD 1
107. Exxon 1
108. Ficus 1
109. Fruity Yogurt 1
110. H1912 1
111. Historical Society of Princeton 1
112. J. Crew 1
113. J. McLaughlin 1
114. Junbi Princeton 1
115. Lace Silhouettes Lingerie 1
116. LiLLiPiES Bakery 1
117. Mavis Discount Tire 1
118. McCarter Theatre 1
119. Metro North Bar & Grill 1
120. Metropolis Spa & Salon 1
121. Mi Espana 1
122. Mi España 1
123. Morgenthal Fredericks 1
124. Morven Museum & Garden 1
125. NIC + ZOE 1
126. Princeton Farmers Market 1
127. Princeton Makes: An Artists' Cooperative 1
128. Princeton Public Library 1
129. Princeton Record Exchange 1
130. Princeton University Store 1
131. Say Cheez Cafe 1
132. Signature Cleaners & Tailors 1

133. The Pastry Room 1
134. Tico's Eatery & Juice Bar 1
135. Tiger Noodles 1
136. U.S. Postal Service 1
137. Viburnum Designs 1
138. Whole Earth Center Deli 1

New business openings

1. The Corcoran Group, 195 Nassau St
2. Haru Grab and Go, Spring St
3. The Rain of Spain, Palmer Square, 28 Palmer Sq E
4. Ayat Palestinian Cuisine, Spring St
5. 4EverYoung, 301 N Harrison St
6. Alo Yoga, 23 Hulfish St
7. Alfalfa, 140 Nassau St – Dec 6, 2024
8. Kids United, 301 N Harrison St, #110
9. Belle Journee Bakery, 15-19 Chambers St
10. Capriottis, 301 N Harrison St
11. Sticky Fingers Cooking, 28 Spring St #395
12. Anej Skin Ribbon Cutting, 10 Nassau St
13. Ooika, 300 Witherspoon St
14. House of Ishan, 16 Spring St
15. Ohm Fitness, 301 N Harrison St
16. The Tox, 23A Witherspoon St
17. XiBei Cuisine, 43 Witherspoon St
18. Tropical Smoothie, 301 N Harrison St
19. Form By Two Lagree + Pilates, 301 N Harrison St
20. Madras Dosa Company, 180 Nassau St
21. House of Cupcakes, 142 Nassau St
22. Tiger Treats, 55 Witherspoon St
23. Chickbomb, Nassau St
24. Back Nine Golf, 301 N Harrison St
25. Princeton Makes, 301 N Harrison St
26. Ooika, 94 Nassau St

Restaurant Week

- \$142,939.50 in Restaurant Week offers sold
- 2,298 Restaurant Week offers sold
- Does not include off menu purchases for non-Restaurant Week offers
- In order of most sales from highest to lowest.
 1. Blue Point Grill
 2. The Meeting House
 3. Kristine's
 4. Lan Ramen
 5. Witherspoon Grill
 6. Ani Ramen

7. La Mezzaluna
 8. maman
 9. Nomad Pizza
 10. The Blue Bears Special Meals
- See Restaurant Week Debrief document for more details

Newsletter audience

- Increase in subscribers (4311 to 5811) 34.8% increase
- Average open rate 51%
- 2,808 clicks
- 27,519 opens

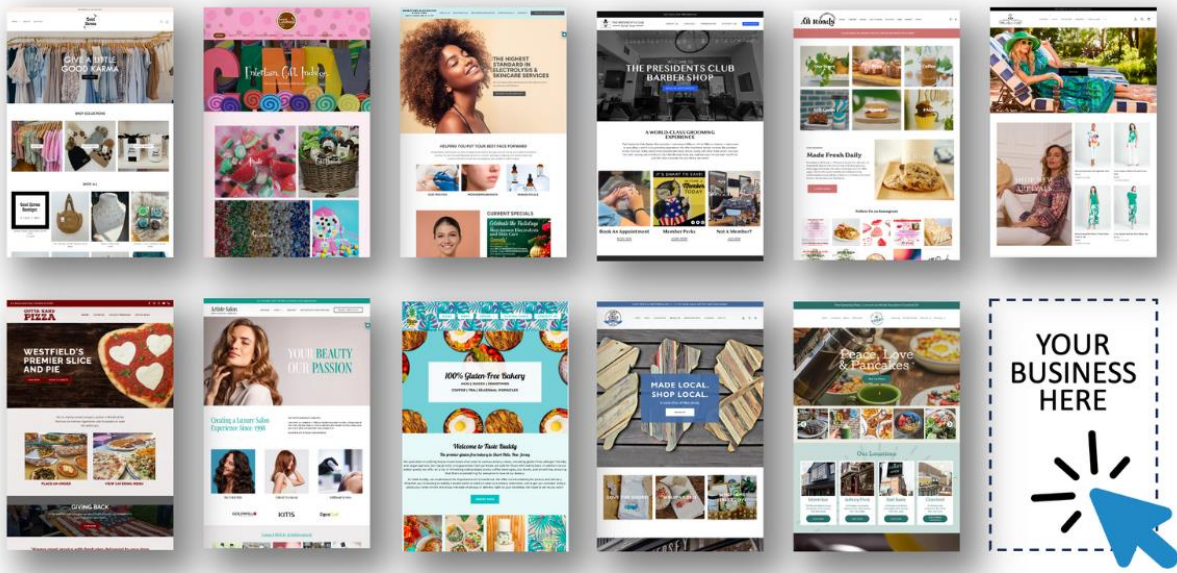
Website stats

- 144,637 views
- 50,833 active users
- 2.85 views per active user
- Top pages:
 - o Restaurant Week (21.93%)
 - o Princeton Events (13.18%)
 - o Home Page (8.92%)
 - o Visit (5.05%)
 - o Directory (3.99%)

Social media stats

- 181,270 Instagram users reached
- 46,649 Facebook users reached
- 1,026 Facebook content interactions
- 5,011 Instagram content interactions
- 144,637 unique views of the EP website
- 7,908 LinkedIn impressions

New Jersey Economic Development Authority Grants



- \$10,000 grant through New Jersey Economic Development Authority
- Websites produced for
 - o LiLLiPiES
 - o Homestead Princeton
 - o Charbellem
- David Sorkin, President of New Frontier spoke at April 24 Meetup.

Thank you to donors

Experience Princeton Restaurant Week 2025

- Princeton Federal Credit Union
- Avalon Princeton Circle
- Acrisure
- Palmer Square Princeton
- Stark & Stark
- New Frontier Storefront
- Triumph Restaurant and Brewery

In-kind contributions: Town Topics, Edible Jersey, Jerseys Best/NJ.com, US-1, TapInto, Garden Theater, Princeton Mercer Chamber, Nassau Inn valued at \$28,000

Grants from Mercer County in support of Princeton250



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