**REVISED 10.1.2012
(JAN 1 event date)**

Submitted By: TTF Communications Event Subcommittee

JANUARY 1, 2013 Community Event Recognizing the Consolidation of the Two Municipalities

EVENT ASSUMPTIONS
Date of Event: JANUARY 1, 2013 -- the 1st day of one municipality
- **Goal of the Event:** A community celebration to recognize the historic milestone of consolidating the first town in NJ – and to publically recognize all of the volunteers who helped throughout the process. (NOTE: there will be a table set up to welcome volunteers and give out name tags.
- **Target Audience:**   members of JJSSCC and TTF members; Staff; Elected officials; PU/WMC officials; All Residents, especially those who volunteered/helped
- **Location of the Event:**   New Municipal Building (former Twp Hall)
- **Timing of Event – TBD by TTF:**
    - Option 1: Prior to Swearing-In Ceremony
    - Option 2: Post the Swearing-In Ceremony
- **Expenses:** All event expenses will be covered by private sponsorship and donations.
- **Volunteer Force:** Will be secured for event implementation.

EVENT SCHEDULE – 1 HOUR
- **The following will happen during the entire hour-long event:**
    - Refreshments will be served -- menu items will be chosen based on time of the event
    - "Consoli-Cake for All" -- sheet cakes, screened with iconic Princeton images, will be served after Formal Remarks (served by volunteers and with coffee/hot coco)
    - Attendees will have an opportunity to Enter-to-Win a fantastic "Princeton's Best" Basket – winner chosen in the last 5 minutes of the event
    - Attendees will be able to take a tour of the building, and be to acquaint themselves with the location of all the important departments – (EXCEPT during the time that Formal Remarks are being made)
    - Attendees will be able to view the new website on a large computer screen to familiarize themselves with all of the FAQ information (manned by members of the Communications sub-committee)

- **Formal Remarks – 10-15 minutes into the event:**
    - Welcome speeches by the two Chairmen of the JSSCC and the TTF (Anton/Mark):
        - Recognize and thank the volunteers who worked on JSSCC and TTF committees
        - Introduce Video Presentation (**SEE below description)
        - Present Recognition Plaque to the two outgoing Mayors – acknowledging the names of the last 12 members to serve the individual municipalities. Plaque to be hung in municipal building
    - Speech by newly-elected Mayor
        - Speech
        - Introduce the new Council Members
        - Unveiling of the gift from J. Seward Johnson Foundation – a commissioned art piece, specifically representing a United Princeton. This will be placed in the municipal building. A plaque will indicate the January 2013 presentation date of the gift.

Video Presentation -- Initial video will be part of program and then an abridged version will be shown on a continual loop to music:
    - Shown on large screen above dais and on monitor screens in lobby
    - Open with 10-12 slide montage of recognizable Princeton images. Add a 1-2 line branded message to each slide, which will appear as an overlay on the photo.
    - Go to transition slide and then County Executive Brian Hughes giving an audio Congratulatory Comment
    - Go to transition slide and then Governor Christie giving an audio Congratulatory Comment

- o   Go to transition slide and then Rep. Rush Holt giving an audio Congratulatory Comment

INCLEMENT WEATHER PLAN: The activities planned for Municipal Building could happen rain or shine.

PUBLICITY: Pre-Event
- Press Releases and Media Alerts, including:
    - o   Announcement of the date (1/1/13) and event details
    - o   Reminder of event; highlight items in the Princeton Best Baskets
    - o   Try to get event information gets included into Consolidation stories done by US 1, PMag, PAW
- Town Topics – ask for donation of 2 ads to promote event to run in December
- Princeton Packet – have committed to a promotional insert to be inserted in Princeton only papers
- Princeton Patch – ask for donation of banner ad to promote event in December
- "Save the Date" Flyer sent home via schools during early December
- Robo-Call to all residents inviting them to attend event on December 26
- Find medium to connect with PU grad students via the school (note DP does not print during winter break)
- Add event information on TTF website (4th Q)
- Include event details in newsletters sent from Recreation Department, Library, Borough and Township (4th Q)
- Utilize all Social Media components introduced by TTF Community Outreach Committee

BUDGET
- Secure sponsors/donors to cover the entire cost for event, including – but not limited to:
    - o   Video Production in 2 versions – (hg media/(Ken Greenberg)
    - o   Sheet Cakes – (McCaffreys)
    - o   Sound (in-house units)
    - o   6' Tables and Podium (Township Hall – or other)
    - o   Print Ads and Printed Promotional Flyers (Town Topics/Bob Hillier and Princeton Packet/Jim Kilgore)
    - o   Banner Ads/Website – (Princeton Patch)
    - o   Princeton Best Basket Items – (Business, Arts, Sports, Entertainment Community -- for retail gift cards; restaurant gift cards; sporting tickets; theater tickets; parking cards; pool family membership, etc.)

SUGGESTIONS from COMMITTEE for POST January 1, 2013 CONSOLIDATION FUN

- January 2013 - Host a celebration event for the JJSSCC and TTF Committees to thank them for hard work (i.e., Champagne & Dessert Reception)

- January 2013 – Via PMA, suggest that retailers run a post-holiday "Consolidation Sale" (think: Sidewalk Sale)

- February 2013 - Create a Staff Unity event to bring build camaraderie

- February 2013 – Via PMA, suggest to restaurants that they run a pre-Valentine's Day "ConsoliDATE" promotion

- February 2013 – Possible Fundraiser for Library tied around Valentine's Day: sell red paper hearts for $1 that can be posted on exhibit wall after residents write what they love about consolidation.

- Spring/Summer 2013 -- Coordinate a Community Outreach Program for several weekends at the Library, and have staff members answer the community's questions concerning changes from consolidation.

- Spring 2013 -- Donate all Township and Borough signage to the Arts Council, so that they can have an art exhibition and auction it off as a fundraiser for the Arts Council.