



## Updates From the South Brunswick Economic Development Committee

Dear South Brunswick Business Community,

As Chairman of the South Brunswick Economic Development Committee SBEDC, it is our goal each month, to provide businesses with an email that includes pertinent information, announcements, and resources for our businesses.

### June SBEDC Open House

In lieu of our annual breakfast or luncheon program, the SBEDC hosted a virtual one-hour Open House on Wednesday, June 9, 2021. We welcomed several new faces to the Township, as well as greeted some existing friends. One of our businesses is experiencing a labor shortage, and they were successful in using the SBEDC as a resource to connect them with Middlesex County Workforce Development Department. We are hopeful this will prove to be a positive connection moving forward.

If you or another South Brunswick businesses could use the resources of the SBEDC, please pass our contact information along or reach out to us at [info@southbrunswickEDC.com](mailto:info@southbrunswickEDC.com).

Please keep a look out for future open houses.

We value your relationship and hope you and your families are continuing to staying healthy and safe.

Regards,

Allison Clancy  
Chairman  
South Brunswick Economic Development Committee

### Spotlight on Business

#### **Dunkin Donuts**

Sid Mody has been a longtime resident of South Brunswick. Driving frequently on Rt.1, he used to notice the unoccupied garage which he thought could be a perfect Dunkin' location.

His conversation earlier with past Mayor Gambatese and the township started

back in 2015 to convert this spot into a small retail center with a drive thru Dunkin. From thought to completion it certainly has been quite a journey with delays, cost overruns, and unexpected circumstances due to COVID. Sid notes, 'the Township officials have been very supportive and helpful in getting us to the finish line'.

On June 8<sup>th</sup> Dunkin' celebrated their Grand opening and ribbon cutting. The occasion was attended by many township officials including Mayor Carley, Township Manager Bryan Bidlack, Councilwoman Ann Grover, Councilwoman Jo Hochman, Councilman Ken Bierman as well as Allison Clancy and Jeff Hermann from the South Brunswick Economic Development Committee. Jeanne Wert, Director for South Brunswick Social Services was present to receive a donation to the Food Pantry from the Dunkin' Joy Foundation.

The community response to the opening of Dunkin has surpassed their expectations. In the last couple of years, the strip of Route 1 South from New Road to Wynwood drive has really come to life with Taco Bell, White Castle, Car Sense and now Dunkin'.

Sid and his team are excited to be part of the vibrant South Brunswick Community and look forward to serving the community for many years to come. South Brunswick runs on Dunkin!!!!

Welcome Dunkin' to the South Brunswick business community. Good luck to you and your team!



*Mayor Charlie Carley congratulating and welcoming Sid Mody and Dunkin to the South Brunswick business community!*



*Councilwoman Jo Hochman cutting the official ribbon for Dunkin (L-R Bryan Bidlack, Acting Township Administrator; Jeff Hermann, SBEDC; Allison Clancy, Chairman, SBEDC; Sid Mody, Dunkin; South Brunswick Mayor Charlie Carley; Councilwoman Ann Grover; Councilman Ken Bierman; and Councilwoman Jo Hochman)*

## CarShop

CarShop is a no haggle, no pressure, full-service dealership and part of the Penske Automotive Group. They pride themselves in offering high quality vehicles that look and drive like new. Only 1 in 50 cars meets their high standards.

CarShop was among the first to offer no-haggle pricing. They offered free home delivery long before other brands discovered it, and they're still among the only dealerships to offer a Lifetime Engine Guarantee on all of their Certified vehicles.

Now, they've taking their unique approach someplace entirely new! On May 8<sup>th</sup>, CarShop officially opened their doors to the public on Route 1 in South Brunswick!

If you've done business with them before – whether as a customer of CarShop or the CarSense brand that preceded it – you feel very much at home. They stock virtually every make and model, with Certified cars that are reconditioned like new with no dings, dents or scratches. Their sales consultants never pressure you and are paid without regard to the model you buy, so you can be sure the advice they offer is totally objective.

They also purchase vehicles directly from the public, and can service all makes and models regardless of where the vehicle was originally purchased. CarShop currently operates 7 stores in the area (2 in NJ and 5 in PA).

Need service? Wherever your current car was purchased, their service department is here to keep your vehicle in top shape, with ASE-certified technicians offering dealer-quality service without the dealer price. And if you're looking to sell your car, they're looking to buy – they'll give you a quick, no-obligation offer even if your vehicle isn't in pristine CarShop condition, and whether you bought it from them or not.

If they can be of assistance, or if you just want to say hello, feel free to stop by. They're located at 4095 Route 1 South. Sales hours are 8am-8pm Monday through Friday, and 8 am-6 pm on Saturday; Service is open 8 am – 5 pm weekdays, and 8 am – 2pm Saturday.

Welcome CarShop to the South Brunswick business community! Good luck to you and your team!



*Grand Opening- Mayor Charlie Carley welcoming Roger Penske and the CarShop Team to South Brunswick Township*



*Grand Opening Ribbon Cutting (L-R) Joe Camarota, Deputy Mayor; Charlie Carley, Mayor; Allison Clancy, Chairman, SB EDC, Roger Penske, Penske Automotive Group*



*Tyler Heard (Penske Automotive Group - Executive Vice President, Central Region); Roger Penske (Penske Automotive Group – Chairman & CEO); Acting Township Administrator Bryan Bidlack; Anthony Sciorilli (Penske Automotive Group - Chief Financial Officer, Central Region)*



*first row L to R: Matt Taylor (CarShop GM – Glen Mills); Amy DiJenno (CarShop Accounting Manager); Gary Tate (CarShop GM – Scottsdale)  
second row L to R: Nate Muir (CarShop VP of Purchasing & Merchandising); Nate Hutchinson (CarShop GM – Cranberry); Ryan Addeo (CarShop GM – Robinson); Patrick Solliday (CarShop GM – S. Brunswick); Rick Day (CarShop GM – Hatfield); Tim Wright (CarShop Chief Operating Officer); Joe Malick (CarShop GM – Chester Springs); Barbara Bengston (CarShop Area Controller); Rob Shields (CarShop GM – Mt. Holly); Eric Rilee (CarShop VP - Digital Operations, Advertising, Innovation)*

## News from the Township Administration

### **Township Building Update:**

After seeing our COVID-19 statistics drop drastically, and after being closed to the public for more than a year, South Brunswick Township has reopened the following building to the public.

- Municipal Center- Main Building
- Police Headquarters
- Water & Sewer
- Public Library
- Recreation
- Senior Center

After considering the statistics and the trends, Township officials determined that it was safe to allow the public into our buildings again, after operating on a virtual, or appointment-based system for over a year. We will continue to take precautions to protect our employees and visitors, such as requiring masks to be worn within the building, but opening the buildings to the public is a major step in returning to the normalcy we enjoyed pre-pandemic.

We request that you wear a mask when entering the building for your safety and the safety of municipal employees. Disposable masks will be available at the counters if you forget to bring one.

We would like to thank our residents, visitors, and businesses for their patience and support.

### **Social Services/Food Pantry Update:**

Social Services is a division of the Township of South Brunswick that focuses on assisting the needy residents in the community. Families and individuals go without proper food, shelter and essential medical care every day due to a variety of factors including low wages, job loss, injuries, illness, age, mental illness, domestic violence or divorce. It is our Mission to help the residents in South Brunswick deal with these situations and circumstances to the best of our abilities. We provide many resources and referrals to clients to help ensure clients receive the assistance they need. Our food pantry provides food to over 100 families per month. The pantry is run entirely on donations from the generous individuals, groups, schools, clergy and businesses in South Brunswick. In addition to our food pantry, we run an Adopt a Family-Holiday Program and a Back Pack program. We operate an Emergency Assistance Trust Fund. With the money raised, we assist residents in a financial crisis with utility costs, rent, prescriptions and other emergency needs.

The Municipal Building has re-opened to the public. We are seeing clients by appointment only. Residents may drop off food in the bins in the Drive-Up behind the Municipal Building 8:30am – 4:30pm Monday through Friday. We are hosting an Outreach Event on June 24 from 10am-Noon. We are hoping to reach those in the community that are not aware of our services. We will give each person a box of food and resource information for a variety of programs they may be eligible for. If you know of anyone in need, they may call (732) 329-4000 Ext 7674 or email [jwert@sbtnj.net](mailto:jwert@sbtnj.net) to register for the event.

Contact: Jeanne Wert, Director of Social Services at [jwert@sbtnj.net](mailto:jwert@sbtnj.net)



*Sid Mody, Dunkin Joy Foundation, presenting Jeanne Wert, Director of South Brunswick Social Services with a \$3,000 check in support of the SB Food Pantry.*

## South Brunswick PD Update

Over the course of the past few months, South Brunswick Township, along with many other municipalities in the tristate area, has been experiencing a rash of thefts involving motor vehicles. These thefts involve both theft from motor vehicles, as well as theft of motor vehicles.

Items stolen from motor vehicles often include pocketbooks containing money, credit and debit cards, checks, and other items of identification which may later be used to perpetrate identity theft and fraudulent transactions. In a perfect world we would not have to worry about leaving valuables in a car, but in reality, we should always be cognizant of the possibility of crime. Removing items of value from a motor vehicle and locking the car doors will almost

eliminate the chances that you'll be the victim of theft from a motor vehicle. Without a target in sight, and on encountering locked doors, thieves are likely to move on to another target, leaving your vehicle alone.

Similarly, we have recently had several reports of cars stolen within the township. All of the vehicles in question had their keys or key fobs left in them and the doors unlocked, which makes the thief's job very easy. Thieves will typically try the car doors to see if they are locked, and on finding unlocked doors, they will get in, hit the brakes, hit the starter button, and if the car starts, they quickly drive away. The key to preventing this from happening to you is to always take your car keys and key fobs with you, even if the vehicle is parked in a safe location like your driveway or your place of business, and to lock your vehicle's doors, especially overnight.

Detectives from South Brunswick Police Department recently worked with partners across New Jersey and into Pennsylvania to track down and arrest a woman involved in cashing checks stolen during car burglaries in South Brunswick. She was responsible for over \$30,000 in losses, and she wasn't working alone. We are continuing to follow up on leads into the organization she was working with, but we are also asking our residents and visitors to do all they can to prevent additional acts of theft, and to secure their belongings.

Lieutenant Rickle may be contacted at [erickle@sbdnj.net](mailto:erickle@sbdnj.net)

### **South Brunswick Police Raise Over 15k for New Jersey Special Olympics:**



South Brunswick Police officers and staff raised over \$15,000 dollars by running over 9 miles on highways and roadways around town today. Officers not only ran on the roadways, but with students at South Brunswick High School, Monmouth Junction Elementary School, and Crossroads South Middle School. The mission of NJ Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them

continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes, and the community. The 21 officers and staff who ran today exemplify the best of who we are and our deep commitment to our community.

If you would still like to help out you can donate by going to the South Brunswick Police NJ Special Olympics Torch Run page - <https://www.classy.org/team/338939>



## Small Business Grant Program

NJEDA Announced Reopening of Pre-Registration for Phase 4 of the Small Business Emergency Assistance Grant Program – click below for more details.

<https://mailchi.mp/c125ee555821/njeda-5100983?e=cd3f015dbb>

## Middlesex County Regional Chamber of Commerce

In addition, the South Brunswick EDC partners with the Middlesex County Regional Chamber of Commerce. See below for information and links to helpful resources from the MCRCC.

**News At The Chamber - This Week's Career Opportunities:** Featuring Provident Bank... [Click Here For Details](#)

**Resources - Treasury, IRS Provides Guidance on Tax Relief for Deductions for Food or Beverages From Restaurants:** The Treasury Department and the Internal Revenue Service issued Notice 2021-25 PDF providing guidance under the Taxpayer Certainty and Disaster Relief Act of 2020. The Act added a temporary exception to the 50% limit on the amount that businesses may deduct for food or beverages... [Click Here For Details](#)

**Featured Career Opportunity - Europastry USA:** Talent Acquisition Specialist... [Click Here For Details](#)

**1Huddle Game of The Week - Website Builder Vs Content Management System:** Learn the difference between a Website Builder and Content Management System, How to select which platform is right for your business and Strategies & Best Practices to Optimize Your Website... [Click Here To Request Access to The MCRCC 1Huddle App](#)

**Virtual Program – You're Invited!**: Business Resources and Loan Opportunities Webinar on *June 24, 2021*... [Click Here For Details](#)

**Make A Difference - Call for Artists:** For Downtown Perth Amboy Mural! Help us design a creative community mural for all to enjoy... [Click Here for Details](#)

## [Email List](#)

As always, we are trying to grow our business database and network. If there is someone within your organization or another business that you feel would benefit from our emails, please feel free to provide us with his/her email and respond to [info@southbrunswickedc.com](mailto:info@southbrunswickedc.com).

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Company Name | [Website](#)



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