



# Highlands Business Partnership

**2014  
Annual  
Report**

# 2014 Officers of the Corporation

Board Members	Business/ Affiliation	Resident/ CPO/BO	Board Assignment	Term
1. Carla Cefalo-Braswell <b>President</b>	ShoreGrafx	Resident CPO	Executive Committee Chair – Events Co- Marketing/Comm	2014 - 2017
2. Jay Cosgrove, <b>VP</b>	Bahrs Restaurant	CPO	Executive Committee Chair – Events Co- Marketing/Comm Bridge – DOT Liaison	2012 - 2015
3. Rafaella Lee, <b>Treasurer</b>	Beach House Apartments	Resident CPO	Executive Committee	2013-2016
4. Kim Slate, <b>Secretary</b>	OffThe Hook	Resident CPO	Marketing & Events Committee	2013 - 2015
5. Nancy Burton	In the Garden	Resident BO	Visual Improvement Committee	2013 - 2016
6. Leo Cervantes	Chilangos Restaurant	Resident BO	Marketing & Events Committee	2013 - 2016
7. Larry Colby	Colby Plumbing	Resident BO	Economic Development Committee	2014 - 2017
8. Jim Filip	Doris & Eds	Resident BO	Co-Chair Economic Development Committee	2012 - 2015
9. Douglas Lentz	Inlet Cafe	Resident BO	Marketing & Events Committee	2012 - 2015
10. Ara Jamgochian	Claddagh	CPO	Marketing & Events Committee	2012 - 2015
11. Garrett Newcomb	Kranky Cycles	BO	Marketing & Events Committee	2014 - 2017
12. Rob Higgins	Windansea			2014 - 2017
13. Councilwoman Rebecca Kane	Council Rep		Executive Committee	2014
14. Councilman Kevin Redmond	Planning Rep		Economic Development Committee	2014
15. AJ Solomon	Resident	Resident	Visual Development Committee	2014
16. Jeanne DeYoung	Monmouth County	Assoc.	Marketing	Tourism Rep.

## **HBP Board of Directors**

The HBP Board of Directors provides leadership, oversight and financial control of the operations of the corporation, Highlands Business Partnership. The 15th year, 2014 assessment budget approved by the Board of Directors and submitted to the Council on January 15, 2014 was for \$50,000. The HBP by-laws are posted on [www.highlandsnj.com](http://www.highlandsnj.com). There are thirteen (13) voting members consisting of six (6) commercial property owners, six (6) business operators and one (1) voting resident that comprise the HBP Board of Directors. There are two (2) members appointed by the Mayor, one (1) Council Liaison and one (1) member of the Planning Board. Councilwoman Kane was appointed as the Council Liaison and Councilman Kevin Redmond served as the Planning Board Liaison for 2014.

## **2014 Officers of the Corporation**

Carla Cefalo-Braswell, President; Jay Cosgrove, Vice President; Rafaella Lee, Treasurer; Kim Slate, Secretary. The Officers serve according to the bylaws and form the Executive Committee of the corporation providing the overall management of the corporation and overseeing decision-making on behalf of the Board of Directors. These Executive Committee members also serve as Board members and answer to the Board of Directors.

**15th Year Objectives:** During the fifteenth year of operation the primary objectives include:

- Expand regional image of Destination Highlands
- Seek and apply for marketing, streetscape and other available Grants.
- Create new 2014 – 2015 Visitor Guide featuring local resources.
- Develop a comprehensive marketing campaign/media buy for winter (Nov – April).
- Partner with Monmouth County & State Tourism Office.
- Expand our Social Media Marketing Campaigns.
- Expand sponsorship opportunities with local corporations.
- Maintain the event calendar to include Beef & Brew, Chili Cook Off, St. Pat's Parade, Seaport Craft Show, Taste of Highlands, Clam Fest, Twin Lights Bike Ride, Oktoberfest, Holiday Lights and the Annual Tree Lighting. Added the First Annual Guinness Run.
- Attend Annual regional events for marketing opportunities to promote Highlands.
- Continue part time seasonal maintenance program between Memorial and Labor Day on Bay Ave.
- Seek Arts funding to Implement Murals/Art throughout the community.
- Complete zoning recommendations with the borough to use as recruitment tool.
- Encourage a fast track process with Borough Officials to attract investment.
- Create a six-month billboard campaign.
- Ribbon Cuttings and Welcome Packets for new and reopened businesses.

Due to health issues, Board member Bill Weber gave a letter of resignation at the January 30, Board meeting. Kim Slate was nominated to fill the vacant seat.

Members of the district, according to the HBP By-Laws, elect HBP Board members that have expiring terms annually. Board seats that become vacant prior to the end of the expiration of the term are filled by Board action at regular or special meetings. The Mayor appoints two positions annually at the reorganization. Highlands has a unique situation, where a majority of the Board Members are residents. Resident stakeholders, who are also commercial investors, enhance the level of commitment to improve Highlands and bring a broader perspective to the decision-making process. These board members maintain residency in the community where they have invested in their commercial businesses.

### Non-Voting Board Members:

These members bring institutional and corporate private-sector talent and resources to the Board. These members should bring an added outside viewpoint to the board that assists in their decision-making process. The seat is vacant at present.

### Committee Chairs

Board Members Jim Filip, Carla Cefalo-Braswell, Rafaella Lee, Jay Cosgrove, and Nancy Burton took leadership roles to Chair and Co-Chair HBP Committees. Committee chairs, which also serve as Board members, direct HBP activities that promote the objectives of the Board.

### HBP Administration:

Legal publication notices, as outlined in the state statute for BIDs, announced the HBP meeting schedule for four regular meetings and one annual meeting in 2014.

State of New Jersey filing fee, Corporate Filings, dues for Memberships in various organizations, postage, stationery, educational conferences were administrative expense line items. As required by the state statute, the Churchin Group will complete a certified audit for 2014. The Audit was filed with the Department of Community Affairs, Division of Local Government Services, and Borough of Highlands and remains with HBP corporate records. Charitable Registration was completed for HBP 2014. HBP Insurance is provided through a partnership with the Borough and the Monmouth JIF, Joint Insurance Fund. Diane Keaveny worked from January 2014 through December 31, 2014, as a part time employee, working 30 hours per week. HBP Board President maintained the event calendar on a volunteer basis with support from many volunteers.

The HBP phone # is (732) 291-4713 and Fax # is 732-872-1031. HBP has an account with Verizon for their Phone and fax#. HBP pays JCP&L for their electric meter usage. Checks are made payable directly to JCP&L from a detailed invoice. Carla Cefalo-Braswell and Ken Braswell provide HBP free use of office space, Internet and computer equipment.

**HIGHLANDS 1031**

*where the JERSEY SHORE begins*

Explore all that Highlands has to offer and you'll want to return often.

A quick ferry ride away from Manhattan, Highlands feels like an island getaway. Start your day with a bicycle ride or short walk over the newly constructed Highlands Bridge to the Gateway National Recreation Area at Sandy Hook, a 7-mile-long peninsula with over 1,600 acres of pristine beach and a spectacular Holly forest where over 300 species of migratory shorebirds can be spotted.

Spend the day sunbathing and swimming on the wide beaches or enjoy premier surfing. Horseshoe Cove on the bay side of Sandy Hook offers plenty of spots to anchor your boat and ideal conditions for kayaking, parasailing, windsurfing and jet skiing. History buffs can tour the 17th Sandy Hook Lighthouse, the oldest operating lighthouse in the United States, and the Fort Hancock historic area, with Spanish-American War-era experimental gun batteries and Cold War-era missile sites.

From Sandy Hook, head up to Twin Lights Historic Site for a tour of the Civil War-era lighthouse and the site where Marconi demonstrated the commercial potential of wireless radio by broadcasting the 1899 America's Cup race. Tour the museum, marvel at the massive Fresnel lens and climb the steps to the top of the north tower for panoramic views of New York City, Long Island and the Atlantic Ocean from the highest point on the eastern seaboard south of Maine.

Near Twin Lights is Monmouth County Park System's Hartsborne Woods—787 acres of parkland featuring 19 miles of acclaimed forest trails for hiking, mountain biking and horseback riding plus memorable ocean views. Closer to sea level, the 1.8-mile Bayshore section of the Henry Hudson Trail, open to both foot and bike traffic, provides a level waterfront passage between Highlands and Atlantic Highlands. Pick up the trail at Paganora Park in Highlands or the Atlantic Highlands Municipal Harbor.

Stay at one of Highlands' charming bed & breakfast inns and spend a day exploring downtown's original "summer burg" colonies, unique shops, waterfront restaurants and nightspots. Time your visit to enjoy one of Highlands' many family-fun community events—a St. Patrick's Day Parade, a Clambake in August featuring all the local eateries, and a rollicking Oktoberfest. The Twin Lights Bike Tour in September attracts riders from all over the New York metropolitan area for a cruise around Monmouth County.

Highlands boasts an amazing array of eateries, with a serious emphasis on seafood. Many restaurants offer dock-and-dine services, including Bahrs, a family restaurant that has been providing fresh-from-the-docks seafood since 1917, with on-board driver service at the dock. Order away—you'll be in good company; Bahrs provided on-board driver service to Frank Sinatra on his yacht My Way!

Highlands is the launching pad for an easy trip to New York City, any day of the week. Relax and enjoy views of the Sandy Hook peninsula, Verrazano Bridge, Coney Island, Statue of Liberty, Governor's Island and the Manhattan skyline aboard SeaBreak's 141' high-speed catamaran, outfitted with comfy chairs and a full bar. SeaBreak offers a wide range of pleasurable trips, including sunset cruises, outings to NY Mets and Yankee games, Macy's 4th of July fireworks, and cruises to West Point and Martha's Vineyard, as well as daytime service to the Sandy Hook beaches. Check out [www.seabreak.com](http://www.seabreak.com) for schedules and event information. Call 732-291-4713 or visit [www.highlandnj.com](http://www.highlandnj.com) for visitor information.

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Visit our store for the finest, freshest seafood available!

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Highlands was featured in the 2014 "Visit Monmouth Travel Guide"





HBP maintained a separate bank account with fundraising proceeds and donations received in order to help Sandy victims in the community. The Hope For Highlands committee voted to stop accepting applications on October 29th 2013, one-year post Hurricane Sandy as the donations slowed down. There were still 7 applicants on a waiting list, some with incomplete applications, we were able to contact them and complete the applications. Bob Small of Helping Highlands Survivors donated \$7,000.00 to Hope For Highlands on March 22, 2014. We were able to cut checks for the 7 left on the waiting list, which completed the approved applications. The total amount distributed from this Material Grant Reimbursement program was \$170,392.45 to 271 residents and \$30,705.17 to 29 businesses.

The program was officially closed, but we still had the information online if we had been fortunate enough to get any new donation monies. If we had received donations; the committee would have revisited the denied applications or met with the HBP Board for another project. This program was separate from the Robin Hood Grant Program and this committee had no dealings with the Robin Hood program.

The HBP received a Robin Hood Grant Award in 2013 in the amount of \$200,000. The grant guidelines were set forth by the Robin Hood Foundation by where the money was to assist low to moderate-income families to return home. HBP formed a Housing Repair Grant Program modeled after the state's neighborhood revitalization program. Eligible residents received \$5000 grants for housing repairs. An additional \$50,000 was awarded to administer the program. This program continued into 2014. Sara Thoma was hired to administer this grant program and funds for her administrative fees were exhausted August 29, 2014. Diane Keaveny was designated to finish up the program. At the end of 2014 there had been 23 projects completed, one home in progress and one pending bids.

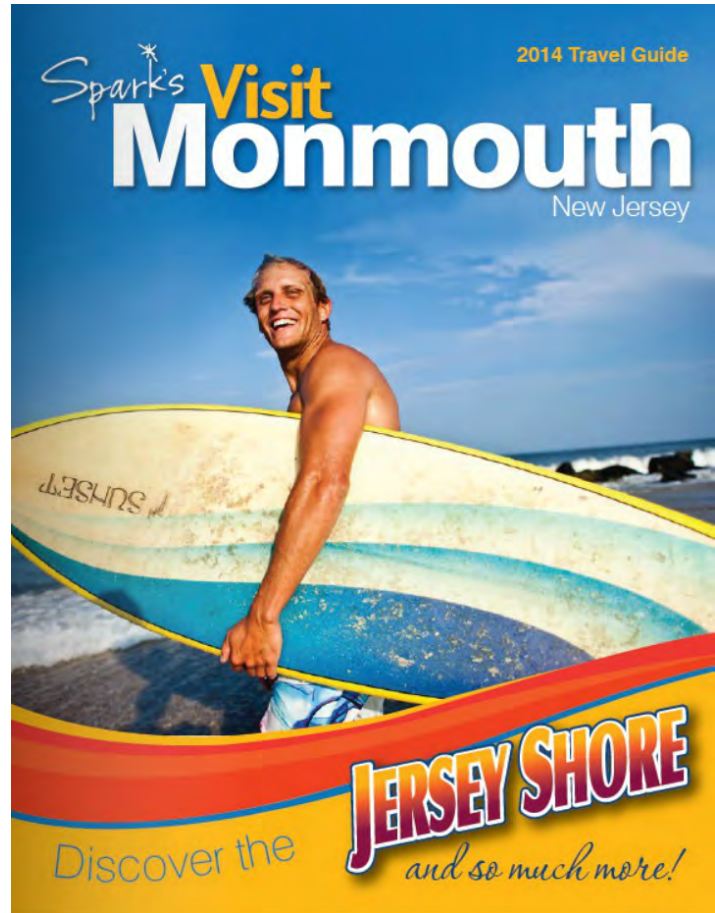


# Marketing & Communications

Co-Chaired by Carla Cefalo-Braswell, Jay Cosgrove

The Marketing committee worked diligently to promote any and all resources available to assist businesses in their reopening initiatives. Annual activities resumed to sell sponsorships and manage events. A summary of the 2014 activities includes the Jersey Shore Destination Marketing Organization; Monmouth County Tourism Guide, Highlands Visitor Guide, Jersey Shore Magazine, HBP Marketing/Advertising Media Buy opportunities. HBP expanded billboards to new digital media signs on the Garden State Parkway, enhanced Public Service Announcements with WRAT Rat Radio, maintained and expanded sponsorship programs raising \$35,950.00 (\$8,500 in income and \$27450 in barter) HBP was featured on Comcast Newsmakers and News 12 as well as many newspaper articles and other forms of media.

Carla Cefalo served on the Monmouth County Tourism Council. Each town has a representative to promote their community on a county level. HBP remains active in serving as a partner with



Eastern Civil Engineering, LLC





the County Tourism office. We had an opportunity to report on all activities and programs in Highlands at monthly meetings held at the Passport office.

HBP participated in the Creative Highlands Call to Collaboration on May 2, 2014. Business Programs & Workshops, marketing opportunities, and press release information was disseminated to the HBP email list.

The Board's Minutes, reports, revised ordinance, 2014 budget, events, photo albums, and bylaws are accessible and printable from [www.highlandsnj.com](http://www.highlandsnj.com)

HBP Marketing served as the primary catalyst for attracting private funding to maximize the local assessment investment. Through efforts of the Executive Committee, a corporate sponsorship track record is being maintained and expanded, that will ensure our corporate sponsors are provided value in the marketing initiatives set forth through HBP.

Sponsors for 2014 include Comcast NBCUniversal, 95.9 WRAT, Frank Rahm Landscaping, Hufnagel Tree Experts, Sprinkler Master, Shore Point, T&M, Montecalvo-Bayshore Recycling, Seastreak, Eastern Civil Engineering, New Jersey Division of Travel and Tourism and Super Foodtown.

**The Highlands Visitor's Guide** was created and enhanced in full color for a 2014/15 version that includes information on Highlands such as history, biking and hiking trails, lighthouses, event information, ferry schedule, a map and a business directory. 2014/15 Visitor Guides were distributed at all HBP events, the Great 5-Boro Race, NJ Pride, the NJ Lighthouse Challenge, County Tourism Office, Historic Twin Lights Visitor Center, the Sandy Hook Visitor Center, as well as in our local businesses and Borough Hall. HBP produced 25,000 guides for distribution during 2014.

**Highlands, NJ**  
*Where the Jersey Shore Begins*

**Visit Highlands Year Round For:**

- ◆ High speed ferry to NYC
- ◆ Gateway National Recreation Area: Sandy Hook
- ◆ Waterfront Dining
- ◆ Full Service Marinas
- ◆ Lighthouses
- ◆ Bed & Breakfasts
- ◆ Entertainment
- ◆ Beaches
- ◆ Nightlife
- ◆ Hiking
- ◆ Boating
- ◆ Biking
- ◆ Sailing
- ◆ Fishing
- ◆ Bird Watching

Highlands Business Partnership • Ph: 732-291-4713  
email: [hbp@highlandsnj.com](mailto:hbp@highlandsnj.com) • [www.highlandsnj.com](http://www.highlandsnj.com)

**CLAM FESTIVAL**  
Fresh Succulent, Softshell & Little Neck clams.  
Live Entertainment, Music, Arts, Crafts, Specialty Vendors and Children's Activities.  
See [www.highlandsnj.com](http://www.highlandsnj.com) for event information.

2014 - July 31 - Aug 3  
2015 - July 30 - Aug 2

**BEER, WINE & SANGRIA**  
Garden  
2014 Saturday, June 28  
2015, Saturday, June 27  
Chairs & Pts 8-11pm, Sat 11-1pm, Sun 12-4pm

**Taste of Highlands**  
\$40  
Live entertainment (comedian bands & singers), German food including authentic German food including Knockwurst, bratwurst, sauerbraten, potato pancakes and a specialty menu for the less adventurous.  
2014 Saturday, June 28  
2015, Saturday, June 27  
\$40 includes kebab, beer, transportation, and sampling food and cocktails from over 15 great Highlands establishments.

**Oktoberfest**  
Live entertainment (comedian bands & singers), German food including authentic German food including Knockwurst, bratwurst, sauerbraten, potato pancakes and a specialty menu for the less adventurous.  
2014 October 4, Raindate 10/5  
2015 October 3, Raindate 10/4  
Best Dressed Contest  
Beer Stein Holding Contest  
Veterans Park - 2-4pm  
Bay & Shoreway Ave.  
Specialty Vendors, Children's Activities, Dining & More!

**Annual Twin Lights Bike Ride**  
2014 Sunday, September 28  
2015 Sunday, September 27  
Bike New York and the Highlands Business Partnership host their Annual Twin Lights Bike Ride. Cyclists have a choice of four routes for all ages and levels, along with some of New Jersey's most spectacular seashore and countryside scenery. Great food and live entertainment!

Online registration is available at [www.bikenyork.org](http://www.bikenyork.org)

BIKE NEW YORK



# Special Events Committee

*Chaired by Carla Cefalo Braswell*

Destination - Highlands is the objective of the HBP events. HBP promotes Highlands as a destination for visitors partially by hosting events to showcase the community. The 2014 event calendar and marketing plan reached nearly 100,000 visitors. HBP promotes Highlands at several regional events during the year. HBP Visitor Guides, event collateral materials, complimentary bags, marketing and promotional materials are distributed during the following regional events:

**Bike New York-Great Five Boro Race** – 30,000 cyclists – Ft. Wadsworth, Staten Island, NY (1st Sunday in May)

**NJ Pride** – Asbury Park – 10,000 - 15,000 people (1st Sunday in June)

Various trade shows – materials distributed by County Tourism and Jersey Shore DMO

## **HBP 2014 Special Events Calendar:**

**Saint Patrick's Day Parade** March 22, 2014 was held with 11 pipe bands and local and regional floats, along with a host of local business participation. Grand Marshals Henry Moyer and Nick DiBari, owners of Off the Hook Restaurant, led the 12th Annual St. Patrick's Day Parade. HBP raised \$1,075 for the parade from the Beef & Brew and raised an additional \$2,860.00 at the 2nd Annual Chili Cook Off fundraisers and \$454.00 from Lucky Pot of Gold 50/50. A new St. Pat's fundraising event was added in 2014, the Guinness Run, the event income was \$610.00. The total parade income was \$6,465 and the expenses were \$10,926.49.

**Seaport Craft Show** May 25, 2014 – was held on Memorial Day weekend with 24 specialty vendors/crafters. The event was well received by crafters and visitors alike. The event income was \$1,900.00 and the expenses were \$617.00.

**Taste of Highlands** June 22, 2014 – The 3rd Annual Taste of Highlands showcased 20 Highlands restaurant and business establishments. The event spurred positive local recognition and media attention. The event income was \$12,621.94 and the expenses were \$6,491.57. Portions of the proceeds were earmarked for public improvements in Veterans Park.





**Highlands Farmers Market 2014 July – October** - The 2014 season began in Huddy Park in July and continued until Saturday, November 1st. Outside vendors were solicited for the market and there were various successes with adding vendors to the market. The event income was \$2,430.00 and expenses were \$74.00.

**Clam Festival July 31 – August 3, 2014** - The 20th Annual Clam Festival proved to be successful and attracted nearly 26,000 visitors over a 4-day period. Efforts of over 50 volunteers, many which are local residents, were a huge asset to the success. Clam Fest had all local restaurants and 45 vendors. Live entertainment, rides, contests and games were also included. The event income was \$66,288.00 and the expenses were \$45,634.69.

**2014 Twin Lights Ride - September 28** - The 13th Twin Lights Bike event was held in Highlands at the Huddy Park Area. The event was a great success and hopes to grow each year. Seastreak Ferry Company cooperated by bringing bike enthusiasts to Highlands for the multi-tour bike event. There were nearly 2000 bike enthusiasts visiting Highlands and sections of Monmouth County. There were 4 routes available. Many cyclists visited most businesses. Promotions with local businesses were advertised and announced. The event income was \$50 and the expenses were \$200.35.

**Oktoberfest 2014 – October 5** (rain date was used) – HBP purchased Bavarian food from Bahrs Restaurant. A German Band warmed the crowds with traditional German music and dancers. There were specialty vendors, lots of German beers, desserts and inflatable rides. The event attracted nearly 4000 visitors. The event income was \$17,539.00 and expenses were \$14,736.86.

**Holiday Lighting 2014 – December 6** - The event features local entertainers performing holiday programs. Local residents portrayed Santa and Mrs. Claus. Tim Hill, Recreation Director and the HBP decorated the tree.

**Holiday Lights Contest - December 20** – The 2nd Annual Holiday Lights contest, took place on December 20th. Contestants registered to compete in decorating their homes for the holidays. We had 13 contestants and cash prizes were awarded to 1st, 2nd and 3rd place winners.



# Economic Development Committee

*Chaired by Jim Filip*

## **Business Recruitment**

HBP worked with Borough liaisons for tax abatement ordinance. We supported the County's Grow Monmouth initiative by advertising our assets and promoting the relaxed zoning and tax abatement. We collaborated with potential investors to bring new business to Highlands.

The HBP promoted the Monmouth County Economic Development - Grow Monmouth Façade Improvement Program. The Monmouth County Board of Chosen Freeholders had established the program to provide businesses, either property owner or tenant, with funds to assist with the improvement of business facades and the replacement of deteriorated commercial signs, doors, paint, windows and awnings. Grants for the façade improvements are intended to fund 100% of the project cost up to a maximum of \$1,850.00 and are on a first come first serve basis.



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Carla Cefalo worked with FEMA Long Term Recovery Planning Process; Carla and Christian Lee co-chaired the Economic Development Committee. HBP worked with Borough Administrator Tim Hill and Steve Nelson (the town's FEMA funded planner) for the Borough to apply for the NJ EDA Streetscape Grant for the Bay Avenue Revitalization Project. The public, through the voting process at the FEMA Long Term Recovery Planning public meetings, favored this project. If funded, the Borough would get 1.5 million dollars for new streetscape in designated areas of Bay Avenue as afforded.

The EDA Streetscape Grant was submitted in December 2013 and the Borough was notified in February 2014 that they were one of 4 projects considered. The next step is the Environmental Review process, which started in June 2014 and was completed formally in mid August. The project must be completed by December 2015. The funds earmarked for this project are from HUD so the requirements are much more stringent than other grant programs. The borough must abide and adhere to the federal guidelines without exception. The project cost is approximately 1.5 million dollars, which is the maximum allotted for streetscape.



**NEW JERSEY ECONOMIC DEVELOPMENT AUTHORITY**

The project areas were defined as the commercial business district, we really did not have a say as to where the money could go, and it had to be earmarked towards specific areas. Project areas at this time are Bay Avenue from Shrewsbury to Valley and Bay Avenue from Washington to Central. They did allow us some creativity due to some areas of concern along Shore Drive from Washington to Central because that is identified as a district. The borough also had an application in for a \$650,000.00 Transportation Alternative Program grant, which they are hoping to fill the gap in between. The project scope is sidewalk and curb replacement and installation of pedestrian scale-type lighting, also installation of appropriate low maintenance planters. There will be a creation of well-defined crosswalks, installations of benches, trash receptacles and perhaps bike racks. The next step in this process for the governing body is putting out an RFP for the engineering services that will be required to oversee the project

Rutgers Bloustein School of Planning and Urban Design came to Highlands to do a Studio/Course. This consisted of a group of students who studied Highlands Bay Avenue Business Zone and the



# \$1,500,000.00

surrounding areas from Valley Avenue to Veterans Park. HBP met with them, and furnished them with the Esri Demographic Data. We met with the students February 2, 2014 and took them on a tour around Highlands on a limo bus. They prepared a post Sandy town plan.

Highlands was one of four towns to receive a 1.5 million dollar grant from the EDA for streetscape. This will be used for new stamped concrete sidewalks, curbs and some lighting.

## **Business Retention**

HBP contributed to small business inquiries and provides assistance to existing businesses. HBP helped businesses with problems that impact their businesses. The Borough provides HBP Office with new Mercantile Licenses. HBP schedules meetings with the new business to provide the entire How To's of HBP. The meeting is usually an hour or more and all information and opportunities that HBP has to offer is explained. Training was provided on use of the free database.

## **Visual Improvement Committee –VIC**

*Chaired by Nancy Thomas*

This HBP Committee has a wide scope of objectives including Maintenance, Decorations and Design.

A new Memoria sign was added to Veterans Park in the spring. The sign was donated by Sign-A-Lize. The HBP also replaced the chain link fence that runs along the basketball court, with a black decorative aluminum fence and moved it closer to the sidewalk. This enabled us to expand the area we utilize for Oktoberfest.

**Veterans Park Boardwalk** – In 2014 we began a three-phase project with TriBar. They fixed a drainage issue, which was Phase I. TriBar donated all the labor on barter. We gave them a sponsor package for 2014, for Phase I. Phase II will be the fill, to place where the concrete wall is broken. The boardwalk will not go all the way down, but will go about halfway and it will be handicap accessible. Councilman Doug Card got a quote from Builders General for \$70,000. There was a dismantling committee consisting of Councilman Card, Joe Burke, Charlie Wells, and several volunteers from the community. We chose composite boards, rather than wood, for easy maintenance. We went through Allied Building Supply in Toms River and were able to get the 2,550 square feet of composite for \$11,200.00. We made a 50% deposit, so they would store the material until we can begin the construction after Phase II is complete. We may use the remaining Hope For Highlands money to pay the balance. We will be ordering black railings that will match the new Veterans Park fencing. The Borough will do the electrical upgrade, which will cost approximately \$40,000.00. TriBar will be a multi-year sponsor.



**Veterans Park Fencing** – HBP contracted Perma Fence to supply and install black commercial fencing to replace the chain link fence in Veterans Park. Proceeds from the Taste of Highlands were used for the project.



**Bay Avenue Maintenance Project** –A Contract was signed with Frank Rahm Landscaping for approximately \$5,500 to improve the overall appearance of downtown Highlands and to improve the Bay Avenue district from July to October. Frank Rahm provided weekly clean-up and maintenance services on Thursday or Friday mornings. Maintenance included blowing off the sidewalks and sweeping up debris at intersections. Debris was picked up and removed so as not to block the storm drains. Curbs and sidewalks were weeded as needed.

**Clean Communities Program** HBP partnered with the clean Communities coordinator to facilitate sprucing up the parks and public spaces for the spring season.

### **Adopt-A Bench**

The Adopt-A-Bench program continued in 2014. Benches were available to adopt for \$500.00 per bench that has the option of a personalized plaque. A total of 7 benches were purchased, 6 placed in Veterans and 1 Huddy Park.

### **Holiday Decorations**

HBP provided Holiday decorations for Highlands. In the Garden was hired to decorate the Bay Ave. containers and to decorate for the tree lighting.



### **Sign Projects Way Finding**

Business Owners pay \$50 per sign and HBP pays for the installation. This includes re-alphabetizing annually. Post Sandy, HBP purchased the new signs and paid for installation and maintained existing signs for Highlands Welcome areas. Forms are available online and HBP members with tourist related businesses are eligible.

