

A black silhouette of a lighthouse tower is positioned on the left side of the cover. The tower features a prominent lantern room with a glass-paned window and a small balcony. The background is a vertical gradient transitioning from a deep blue at the top to a bright yellow at the bottom. The text is rendered in a bold, white, sans-serif font with a subtle drop shadow.

Highlands Business Partnership

2016 Annual Report

2016 Officers of the Corporation

| | Board Members | Business/ Affiliation | Resident/ CPO/BO | Board Assignment | Term |
|-----|---|---------------------------|---------------------|---|-------------|
| 1. | Carla Cefalo-Braswell President | ShoreGrafx | Resident CPO | Executive Committee All Committees | 2014 - 2017 |
| 2. | Jay Cosgrove, VP | Bahrs Restaurant | CPO/BO | Executive Committee Co-Chair – Events Co-Marketing/Comm | 2015 - 2018 |
| 3. | Rafaella Lee, Treasurer | Beach House Apartments | Resident CPO | Executive Committee | 2016-2017 |
| 4. | Kim Slate, Secretary | Off The Hook | CPO/BO | Executive Committee | 2014 - 2017 |
| 5. | Nancy Burton | In the Garden | Resident BO | Visual Improvement Committee | 2016 - 2019 |
| 6. | Leo Cervantes | Chilangos Restaurant | Resident CPO/BO | Marketing & Events Committee | 2016 - 2019 |
| 7. | Larry Colby | Colby Plumbing | Resident CPO/BO | Economic Development Committee | 2014 - 2017 |
| 8. | Jack Bevins | Seastreak | BO | Events Committee | 2015 - 2018 |
| 9. | Douglas Lentz | Inlet Cafe | Resident CPO/BO | Marketing & Events Committee | 2015 - 2018 |
| 10. | Ara Jamgochian | Claddagh | CPO/BO | Marketing & Events Committee | 2015 - 2018 |
| 11. | Garrett Newcomb | Kranky Cycles | BO | Marketing & Events Committee | 2014 - 2017 |
| 12. | Staci Gilchrist | Windansea | CPO/BO | Marketing & Events Committee | 2014 - 2017 |
| 13. | Councilwoman Carolyn Broullon | Council Rep | | Executive Committee | 2017 |
| 14. | Andrew Stockton | Planning Rep | | Economic Development Committee | 2017 |
| 15. | Rosemary Ryan | Resident | Resident | Visual Improvement Committee | 2017 |
| 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 17th year, 2016 assessment budget approved by the Board of Directors and submitted to the Council on January 20, 2016 was for \$60,000. The HBP by-laws are posted on 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 Carolyn Broullon was appointed as the Council Liaison and Andrew Stockton as the Planning Board Liaison for 2016.

2016 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.

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.

Committee Chairs

Board Members Carla Cefalo-Braswell, Rafaella Lee, Jay Cosgrove, Ara Jamgochian 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 that took place in 2016 on January 25, June 20, September 19 and November 28 and one annual meeting on March 24.

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, PFK O'Connor Davies, LLP completed the certified annual audit and tax filings for 2016. 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 2016. HBP's purchases an annual Insurance Policy through the Monmouth County Insurance Fund for Liability and Workers Compensation. The Board is Diane Gunter worked from January 2016 through December 31, 2016, as a part time employee, working 30 hours per week. During peak season, additional hours are required and mainly donated by the staff. HBP Board President serves as the CEO, Executive Director on a volunteer basis with support from board members and many local volunteers.

The HBP phone # is (732) 291-4713 and Fax # is 732-872-1031. HBP has an account with Verizon for the phone and fax (2) lines. 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 some computer / printer equipment.

Marketing & Communications

Co-Chaired by Carla Cefalo-Braswell, Jay Cosgrove

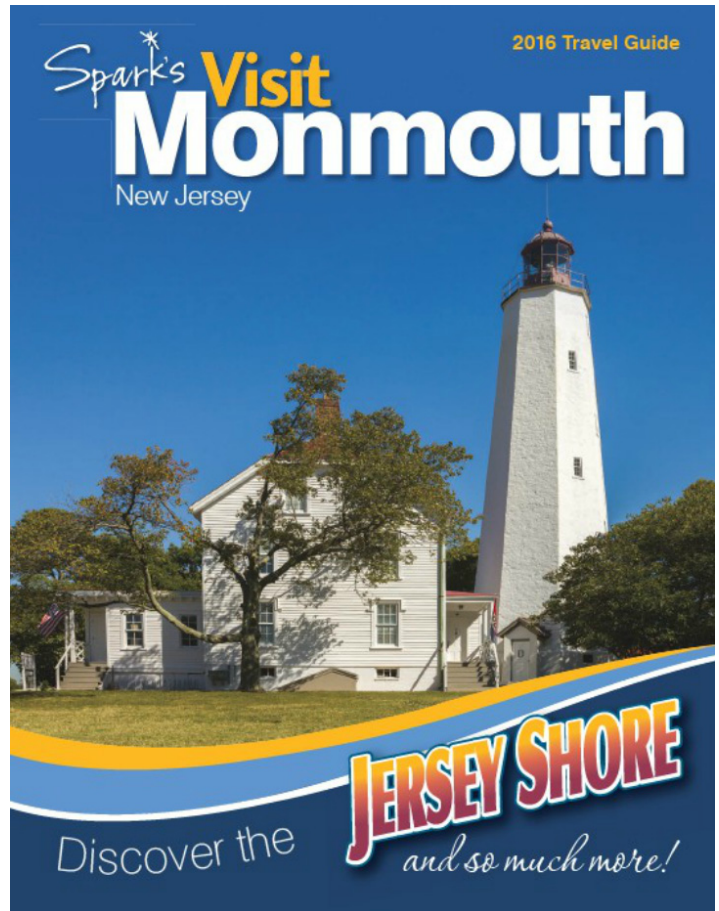
The Marketing committee continued to work diligently to promote any and all resources available to assist businesses. Summary of the 2016 activities includes the Jersey Shore Destination Marketing Organization; Monmouth County Tourism Guide, Highlands Visitor Guide, Jersey Shore Magazine, HBP Marketing/Advertising Media Buy opportunities. HBP purchased billboards, maintained Public Service Announcements with WRAT Rat Radio and sponsorship programs raising \$44,750.00 (\$11,000 in income and \$33,750 in barter). HBP was featured on 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 the County Tourism office. We had an opportunity to report on all activities and programs in Highlands at meetings held at the Passport office. A detailed report was given at each meeting highlighting Highlands many assets and events from various organizations.

The HBP By Laws Minutes, Reports, Budgets, Events, Photo Albums, Business Directory, Shop Local and other programs Business Spotlights and Archives are accessible at www.highlandsnj.com

2016/17 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 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.

MONTICALVO
Material Recovery Facility



TRIBAR, INC.
FULL SERVICE HOUSE LIFTING
732-291-3464

Eastern Civil Engineering, LLC



732-291-4444
COMPLETE PROFESSIONAL TREE SERVICE

seastreak



Sponsors for 2016 include Comcast NBCUniversal, 95.9 WRAT, Frank Rahm Landscaping, Hufnagel Tree Experts, Sprinkler Master, Shore Point, T&M, Montecalvo-Bayshore Recycling, Seastreak, Tri-Bar and Eastern Civil Engineering and Cayman Islands Tourism. An HBP Sponsorship package was exchanged with Cayman Islands Tourism, for an amazing trip for 9 days and 8 nights to the Cayman Islands. It included airfare, hotel, transfer fees and attractions. The trip was donated for the Explorers raffle that we sponsor annually and raised \$18,476.00 to fund a new vehicle for the Explorers program.



Beef & Brew January 31, 2016

Economic Development Committee Business Recruitment

The HBP continued to promote the Monmouth County Economic Development - Grow Monmouth Façade Improvement Program. The Monmouth County Board of Chosen Freeholders had established the program to provide businesses 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. All programs and funding opportunities from the SBCD and UCEDC we emailed to HBP Members.

HBP submitted a Monmouth County Planning Merit Award application for the Sandy Hook Bay Marina project for their accomplishments in Adaptive reuse or redevelopment, recreation, resiliency, economic development, sustainability and environmental conservation. The Monmouth County Planning Board selected Sandy Hook Bay Marina for the 2016 Planning Merit Award. The award was presented on December 19th.

HBP worked with the Borough Administrator and the NJ Department of Community Affairs, Downtown Business Improvement Zone Program to complete the Bay Avenue Streetscape Phase II for areas of Bay Avenue not included in the EDA Grant for Phase I. Documents were submitted by the borough to DCA for approval to transfer funds to complete the Streetscape Phase II. The Streetscape project began in Spring 2016 with an end date of December 30, 2016

Business Retention

HBP contributed to small business inquiries and provides assistance to existing businesses. HBP helped businesses with problems that impact their businesses as well as met with potential investors to tour the town and vacant parcels.

Awards and Matching Grants

Highlands Business Partnership applied for the NJ Division of Travel and Tourism FY17 Cooperative Marketing Grant and was not awarded.



The Streetscape Phase I, continues on Waterwitch Ave.



The Streetscape Phase II, began in 2016.



Streetscape cross walks installed in 2016

Hope for Highlands - HBP maintained a separate bank account with fundraising proceeds and donations received in order to help Sandy victims in the community. The program was officially closed, but the website was still published for potential donations that can be used to revisit the denied material grant applications. This program was separate from the Robin Hood Grant Program, which still has two houses with grants open. Once these houses were finished remaining Hope for Highlands funds were used towards Veterans Park improvements with Borough's cooperation and approval.

New Business

The following new businesses received welcome packages and had ribbon cuttings ceremonies including press and

- Younique Yoga
- Sandy Hook Bay Marina
- Barks on Bay Grooming Salon



Guinness Run - March 12, 2016



Chili Cook Off - February 21, 2016

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 2016 event calendar and marketing plan reached nearly 90,000 visitors. HBP promotes Highlands at several regional events during the year. HBP Visitor Guides, collateral materials and complimentary bags with member's promotions 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)

The Highlands Guides and rack cards are also distributed at various trade shows, i.e. Boat, Bridal, Hunting/Fishing, etc. by the Monmouth County, Department of Public Information and Tourism.

HBP 2016 Special Events Calendar:

Saint Patrick's Day Parade was held with 10 pipe bands and local and regional floats, along with a host of local business participation. Grand Marshals Rosemary Ryan and Joan Wicklund led the 14th Annual St. Patrick's Day Parade. HBP raised \$4,593.00 for the parade from the Beef & Brew and raised an additional \$1,514.00 at the 4th Annual Chili Cook Off fundraisers, \$600.00 from Lucky Pot of Gold 50/50, and \$1,180.00 from the Guinness Run. The total parade income was \$8,642.60 and the expenses were \$14,126.39.

Seaport Craft Show May 29, 2016 - was held on Memorial Day weekend with 52 specialty vendors/crafters. The event income was \$3,370.00 and the expenses were \$882.39.

Taste of Highlands June 25, 2016 - The 5th Annual Taste of Highlands showcased 19 Highlands restaurant and business establishments. The event spurred positive local recognition and media attention. The event income was \$4,956.00 and the expenses were \$5,839.73. Portions of the proceeds were earmarked for public improvements.

Highlands Farmers Market 2016 July - October
- The 2016 season began in Huddy Park in July and continued through November 1st. Outside vendors were solicited for the market and there were various successes with adding vendors to the market. The event income was \$1,200.00 and expenses were \$43.91.

Clam Festival August 4 – August 7, 2016 - The 22nd 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. Seastreak provided parking, Clam Fest had local restaurants and 42 vendors. Live entertainment, rides, contests and games



Saint Patrick's Day Parade



Seaport Craft Show



Taste Of Highlands

were also included. The event income was \$72,330.40 and the expenses were \$52,771.21.

Highlands Antique & Classic Car Show September 10, 2016 - HBP kicked off "Fall Into Highlands" with an antique & classic car show. We welcomed all antique, classic, custom hot rods and motorcycles. There was a DJ that provided music from the 50's – 80's. Trophies were awarded for Best in Show, Mayor's Choice, Police Chief's Choice, Best Import and 8 honorable mentions. There was no charge to register and the event was free.



Antique & Classic Car Show

Twin Lights Ride - September 27, 2016 - The 15th Twin Lights Bike event was held in Highlands at the Huddy Park Area. Seastreak Ferry Company cooperated by bringing bike enthusiasts to Highlands for the multi-tour bike event. There were nearly 2,800 bike enthusiasts, many visiting Highlands establishments. Promotions with local businesses were advertised and announced. The event income was \$50.00 and the expenses were \$247.50.



Clam Fest

Oktoberfest - October 1, 2016 - Oktoberfest was scheduled for October 1st and the event was rescheduled due to inclement weather. The event was rescheduled for October 22nd, and was again canceled due to inclement weather. The event was not rescheduled. The event income was \$1,675 and expenses were \$3,972.37.

Zombie Parade & Pub Crawl - October 15, 2016 - 2nd Annual Zombie Parade and Pub Crawl was held October 15th. Zombies of all ages met in Huddy Park in their finest ghoulish attire, with make-up artists available to complete their transformation for a fee. The parade continued down Bay Ave. to Veterans Park where we had costume contests with cash prizes awarded. Following the parade there was a Zombie Pub Crawl for Breast Cancer; tickets were \$20.00 and included a commemorative t-shirt and discounts at our local establishments. The proceeds went to the Meredith Miele Foundation, in Red Bank and the American Cancer Society, Making Strides Against Breast Cancer, each receiving a donation of \$750.00



Zombie Parade

Holiday Tree Lighting - December 2, 2016 - The event featured several local groups that provides a program of traditional holiday favorites. HBP hired a professional Santa and a local resident portrayed Mrs. Santa. HBP provided complimentary Horse & Buggy rides and the Highlands Recreation Department provided hot chocolate and cookies.



Tree Lighting

Holiday Lights Contest - December 17, 2016 - The 4th Annual Holiday Lights contest, took place on December 17th. Contestants registered to compete in decorating their homes for the holidays. We had 25 contestants and cash prizes and BID Bucks totaling \$700 were awarded to 1st, 2nd and 3rd place winners.

Visual Improvement Committee –VIC

Chaired by Nancy Thomas

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

Bay Avenue Maintenance Project - A Contract was signed with Frank Rahm Landscaping for approximately \$6,750 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.

Veterans Park - Boardwalk Project - Perma Fence finished the railings on the boardwalk projects and completed the kick boards. Tri-Bar completed their portion of the ramp. The boardwalk replacement project totaled \$32,990.22 with a barter services from TriBar of \$32,700.

Veterans Park - Waterfront Access Project - HBP was approached for a public area improvement project by the DPW Supervisor to replace the chain-link fence along the waterfront and replace with railings to match the boardwalk. DPW cleared the area and HBP hired Perma Fence to complete the project with a \$3,840.00 investment by HBP.

Miller Hill Mural - The Miller Hill Mural Project was completed in the spring. The artist intends to sign the wall.



Clean Communities Program

HBP partnered with the clean Communities coordinator to facilitate the opening of the public spaces for the spring.

Adopt-A Bench

The Adopt-A-Bench program continued in 2016. The program is intended to add amenities in public spaces. Benches were available to adopt for \$500.00 per bench that has the option of a personalized plaque. HBP ordered two benches from the Adopt-A-Bench program and two Little Free Library's In memory of Councilwoman Tara Ryan, who passed away on April 1, 2016. We had a ceremony dedicating them in her honor on May 21st. A total of 11 benches were adopted in 2016.

Holiday Decorations

HBP hired In the Garden to decorate the street planters. HBP staff and volunteers from Community of Hope decorated Bay Ave, parks and the welcome sign for the holidays with corn stalks and scarecrows for the fall and candy canes for Christmas. The local Girl Scouts helped decorate the tree in Huddy Park.

Sign Projects Way Finding

HBP updates the Wayfare Signage annually. Business Owners pay \$50 per sign and HBP pays for the installation. This includes re-alphabetizing as new business purchase locations. Forms are available online and HBP members with tourist related businesses are eligible.

