

2011 Objectives & 2010 Accomplishments
Highlands Business Partnership - Business Improvement District
Borough of Highlands, Monmouth County

NOTE: IN 2010, HBP, INC WAS NOT FUNDED BY SPECIAL ASSESSMENT AND WAS NOT THE DISTRICT MANAGEMENT CORPORATION FOR THE HIGHLANDS BID. HBP, INC. OPERATED STRICTLY AS A 501 C-3 NON-PROFIT CORP. WITH SPONSORSHIP DOLLARS, DONATIONS, GRANTS AND VENDOR INCOME.

MARKETING/EVENTS & COMMUNICATION

Co-Chairs

Carla Cefalo-Braswell – ShoreGrafx, Inc.

Jay Cosgrove – Bahrs Restaurant

2011 Objectives

- Develop, implement and expand regional image, brand identity of Destination Highlands.
- Seek and apply for marketing Grants.
- Develop a comprehensive marketing campaign/media buy for winter (Nov – April).
- Expand sponsorship opportunities with local corporations.
- Maintain event calendar to include St. Pat's Parade, Seaport Craft Show, Clam Fest, Twin Light Bike Ride, Oktoberfest, and Holiday event.
- Billboard Campaign
- Bridge Grand Opening Event
- Ribbon Cuttings to welcome new business

2010 Accomplishments

- Implemented a Shop Local Program throughout Highlands.
- Developed a partnership with Big Brother Big Sisters of Monmouth & Ocean County and our local restaurants to raise funds and encourage mentors for their program.
- Hosted a green educational event towards Sustainable NJ program through partnership with Project Porchlight and the Highlands Recreation Department.
- Trademarked our event names.
- Mayor Ribbon Cuttings.
- Supported the Kavookjian Field Restoration Committee for fundraising initiatives.
- Business Advocate met with new business owners and provided welcome folders/packages.
- Additional information and training was provided for use of free website and marketing.
- Press releases were created for each event and distributed to Media list by the HBP.
- Renewed 2010 contract with escapemaker featuring all marinas, B&B's, restaurants, and local destinations. Escapemaker provided 4 seasonal email blasts to over 3000, promoting Highlands' destination information.
- Enhanced Public Service Announcements with WRAT Rat Radio.
- Organized local benefits a business owner and a resident in need.
- Maintained and ex sponsorship with Foodtown, Hufnagel Tree Experts, Shore Point, Comcast, T&M Associates, WRAT Radio and Frank Rahm Landscaping.
- Print Collateral materials were produced on a timely schedule and distributed.
- 2010/2011 Visitor Guide was created and distributed.
- Worked with local newspapers to support events and local businesses in Highlands.
- Web site updates to promote events, transportation, historical, HBP BID Facts, HBP agendas, reports, minutes, meetings, newsletters, and photo album files.
- Business and Event promotion and Ecoupons was and is available "free" for all commercial/business operators, Highlands clubs, and organizations.
- Organized Visitor information booth to distribute marketing materials at regional events.

VISUAL IMPROVEMENT COMMITTEE

Nancy Burton – In the Garden Flowers & Plants

2011 Objectives

- Property Maintenance, Property Maintenance
- Spring Cleaning
- Spring Planters
- Miller Terrace Irrigation
- Miller Terrace Planting

2010 Accomplishments

- Winter Holiday decorations in Huddy, Highway sign and planters.
- Worked with Borough to facilitate and complete the Clean Communities Program.
- Purchased new signs and maintained existing signs for Highlands Welcome Area's
- Updated and maintained Way Finding System.
- Emailed monthly reports and photos to Borough Administrator for unsightly properties in the business district.

ECONOMIC DEVELOPMENT

Chairmen – Jim Bollerman, Sandy Hook bay Marina

Jim Filip – Doris & Ed's Restaurant

2011 Objectives

- Recommendations Report to Borough for current zoning to be more conducive to attracting investment.
- Prepare investment Tool Kit at the request of Mayor Nolan.
- Recommend Commercial Incentives to Borough such as tax abatement.

2010 Accomplishments

- Collaborated with potential investors to bring new business to Highlands.
- Supported the Kavookjian Field Restoration with Hufnagel Barter valued at \$2500.
- Work with Borough to amend BID ordinance to be in compliance with State Statute.