

**2015 Objectives & 2014 Accomplishments**  
**Highlands Business Partnership - Business Improvement District**  
**Borough of Highlands, Monmouth County**

**MARKETING/EVENTS & COMMUNICATION**

Co-Chairs Carla Cefalo-Braswell – ShoreGrafx, Inc. and Jay Cosgrove – Bahrs

**2015 Objectives**

- Expand regional image of Destination Highlands.
- Seek and apply for marketing, streetscape and other available grants.
- Expand St. Pat's budget with fundraising dinner and other activities.
- Create new 2016 Visitor Guide embellishing on local resources.
- Create HBP Honey Label & distribution campaign.
- Develop a comprehensive marketing campaign/media buy for winter.
- Expand our Social Media Marketing presence.
- Expand sponsorship opportunities with local corporations.
- Maintain existing event calendar and possible expansion.
- Attend annual regional events to promote Highlands.
- Solidify marketing/advertising and/or barter at ferry/terminal.

**2014 Accomplishments**

- HBP obtained five (5) direct sponsors and five (5) Barter Agreements for the 2014 event calendar.
- Expanded social media and online advertising for events
- Created and Implemented 2014 Event Calendar; Seaport Craft Show, Taste of Highlands, Clam Fest, Oktoberfest, Twin Lights Bike Tour, Holiday Lighting.
- Expanded the Farmers Market to provide for more goods and services.
- Secured and implemented a contract with CBS outdoor for annual billboards.
- Hope For Highlands (HFH) committee distributed all remaining resources to the community.
- HBP staff continued to operate the Robin Hood Grant program servicing 23 residents. 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. Eligible residents received \$5000 - \$10,000 grants for housing repairs.
- HBP 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 opportunities.
- HBP raised St. Patrick's Day Parade funds at Beef & Brew and Chili Cook-Off.
- Created and implemented a new event as a parade fundraiser, the Guinness Run.
- Participated with the Paint the Town Pink program, bringing awareness to breast cancer and coordinated HHRS art students to paint the store windows pink.
- Coordinated Ribbon Cutting ceremonies for new businesses with local officials and HBP members.
- Press releases were created for each event and distributed to Media list by the HBP
- Continued to maintain Barter relationships.
- Assisted local groups with their fundraising efforts such as Police Explorers, Sandy Hook Local PBA, HFD, HFAS, HES, HHRS, and the HBAC.
- Print Collateral materials, which were produced on a timely schedule and distributed.
- Worked with local newspapers to support events and local businesses in Highlands.

- Web site updates to promote Highlands events, grand openings, transportation, entertainment, nightlife, recreation, history, HBP news, media, agendas, reports, minutes, meetings, and photo album files.

## **VISUAL IMPROVEMENT COMMITTEE**

Nancy Burton – In the Garden Flowers & Plants

### **2015 Objectives**

- Complete Miller Hill Phase III plantings.
- Implement a part time seasonal maintenance program between Memorial & Labor Day with a focus on Bay Avenue.
- Expand the Holiday and Fall Decorations.
- Assist Borough officials to clean up Bay Avenue properties.
- Seek Arts funding to Implement Murals/Art throughout the community.

### **2014 Accomplishments**

- Replaced and installed fencing at Veterans Park.
- Hufnagel Tree Barter to remove dead trees from the Ederly Park Slope hillside.
- Sprinkler Master Barter to install battery operated sprinkler system in Veterans Park.
- Implemented wintergreens and decorations in street containers, Huddy Park, Veterans Park and highway welcome sign.
- Purchased and maintained existing signs for Highlands Welcome Areas.
- Updated and maintained Way Finding System
- Maintained the Holiday Decoration Program with cornstalks, scarecrows and candy canes that were placed on all street poles.
- Holiday Lights Contest for residents living within Borough limits.

## **ECONOMIC DEVELOPMENT**

Jim Filip – 348 Shore Drive

### **2015 Objectives**

- Assist with the Transit Village application process
- Seek loan/grant programs for existing and new business for façade and building improvements.
- Encourage a fast track process with Borough Officials to attract investment.
- Implement placement of a business directory kiosk for visitors.

### **2014 Accomplishments**

- Recommended and assisted with the Bay Avenue Streetscape grant application (December 2013).
- Continued to work with NJ Economic Development Authority to facilitate with NJ Strong Business grant.
- Worked with the Sandy Regional Director, Office of the Governor to assist with business needs and resources. Disseminated all available information to HBP member list.
- New multi year, multi tier barter agreement with Tri-Bar Services for Drainage and Boardwalk project at Veterans Park.