

Highlands Business Partnership

2018 Annual Report



2018 Officers of the Corporation

	Board Members	Business/ Affiliation	Resident/ CPO/BO	Board Assignment	Term
1.	Carla Cefalo-Braswell President	140 Bay Avenue	Resident CPO	Executive Committee All Committees	2017 - 2020
2.	Jay Cosgrove, VP	Bahrs Restaurant	CPO/BO	Executive Committee Co-Chair – Events Co-Marketing/Comm	2018 - 2021
3.	Rafaella Lee, Treasurer	Beach House Apartments	Resident CPO	Executive Committee	2016-2019
4.	Kim Slate, Secretary	Off The Hook	CPO/BO	Executive Committee	2017 - 2020
5.	Craig Bahrs	Bahrs Real Estate	Resident CPO/BO	Economic Development Committee	2017 - 2020
6.	Nancy Burton	In the Garden	Resident BO	Visual Improvement Committee	2016 - 2019
7.	Leo Cervantes	Chilangos Restaurant	Resident CPO/BO	Marketing & Events Committee	2016 - 2019
8.	Jack Bevins	Seastreak	BO	Economic Development Committee	2017 - 2020
9.	Douglas Lentz	Inlet Cafe	Resident CPO/BO	Marketing & Events Committee	2018 - 2021
10.	Nikki Berzinskis	Valley National Bank	CPO/BO	Marketing & Events Committee	2018 - 2021
11.	Garrett Newcomb	Kranky Cycles	Resident BO	Marketing & Events Committee	2017 - 2020
12.	Staci Gilchrist	Proving Ground	CPO	Marketing & Events Committee	2017 - 2020
13.	Councilwoman Carolyn Broullon	Council Rep	Mayor Appoint	Council Liaison	2018
14.	Andrew Stockton	Planning Rep	Mayor Appoint	Land Use Board Liaison	2018
15.	Susan Kinsella	Resident	Resident	Visual Improvement Committee	2018
16.	Jeanne DeYoung	Monmouth County	Association	Marketing & Events	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 19th year, 2018 assessment budget approved by the Board of Directors and submitted to the Council on January 18, 2017 was for \$70,000. The HBP by-laws are posted on www.highlandsnj.com. There are fifteen (15) 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 Land Use Board. Councilwoman Carolyn Broullon was appointed as the Council Liaison and Andrew Stockton as the Land Use Board Liaison for 2018.

2018 Officers of the Corporation:

Carla Cefalo-Braswell, President; Jay Cosgrove, Vice President; Rafaella Lee, Treasurer; Kim Slate, Secretary. The Officers serve according to the by-laws 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 meeting. Highlands has a unique situation, where many 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/or 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 held by Jeanne DeYoung, Director of Monmouth County Tourism.

Committee Chairs:

Board Members Carla Cefalo-Braswell, Rafaella Lee, Jay Cosgrove, 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 2018. The meetings were held at the Robert D. Wilson Community Center located at 22 Snug Harbor Avenue, Highlands, NJ 07732 on January 22, March 19, August 9, September 17 and November 19.

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 2018. 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 2018. HBP's purchases an annual Insurance policy from the Joint Insurance Fund for Liability and Workers Compensation. The Directors & Officers Policy is purchased through Gateway National Agency and covered by Navigators Insurance Company. The Program Manager/Administrator is Diane McIlwaine who worked from January 2018 through June 30, 2018, as a independant contractor and from July – December, 2018 as a full time employee. The Board obtained quotes from various payroll companies and selected Paychex. During peak season, additional hours are required and donated by the staff. Two Interns were hired, one student from Rutgers from February to August, and another part time, local resident from August through December, to assist with social media. 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 lines. HBP has an account with JCP&L for their electric service. Carla Cefalo-Braswell and Ken Braswell provide HBP free use of office space, Internet and some computer / printer equipment.

Marketing & Communications

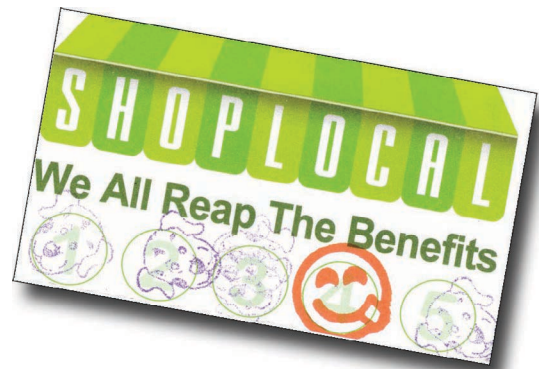
Chaired by Carla Cefalo-Braswell, Jay Cosgrove and Christian Lee

The Marketing committee continued to work diligently to promote all resources available to assist businesses. Summary of the 2018 activities includes the Monmouth County Tourism Guide, Highlands Visitor Guide, Press Releases and PSA announcements, HBP online Marketing/Advertising, and on many Social Media opportunities. HBP purchased billboards, maintained Public Service Announcements with WRAT Rat Radio and sponsorship programs raising \$32,750 (\$12,500 in income and \$20,250 in barter). HBP was featured in many newspaper articles and other forms of media. HBP advertised/donated in the HHRB Band Journal, the Rumson St. Pat's Parade and the American Legion's Memorial Day Parade.

HBP 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 **SHOP LOCAL PROGRAM** was restarted in 2018. First, pick up your new "Shop Local" card at any of the participating businesses found on our website. You can also look for the "Shop Local" Poster or simply inquire at the local business. Carry your card with you when shopping or dining in Highlands and get your card stamped five (5) times at participating establishments. Each business will have a unique stamp. After five stamps, add your name and contact info to the back of the card and drop it in a "Shop Local" drawing box at one of the participating businesses. You must complete the card in its entirety. Shop Local cards will be collected on the last day of each month and the drawing will be held monthly. Now you're eligible to win \$100 in BID BUCKS that is redeemable at any participating business!

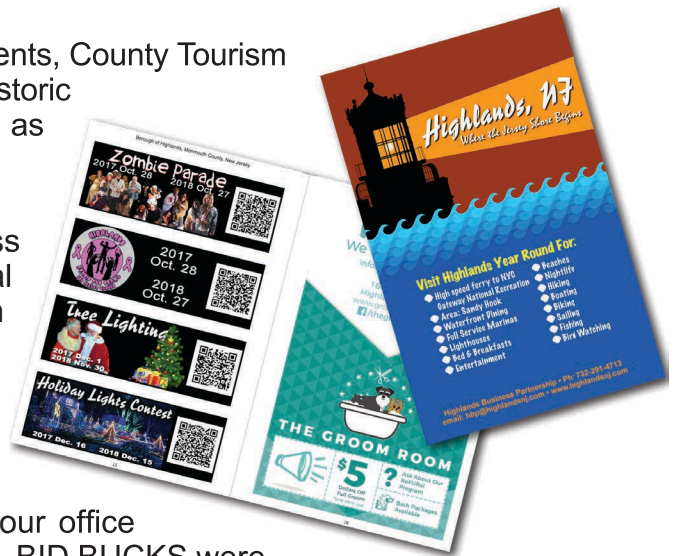


The HBP Minutes, Reports, Budgets, Events, Photo Albums, Business Directory, Shop Local, Business Spotlights and Archives are maintained and accessible at www.highlandsnj.com

2018/2019 Visitor Guides were distributed at all HBP events, County Tourism events and trade shows, Seastreak Ferry Terminal, Historic Twin Lights Visitor Center, the Sandy Hook Visitor Center, as well as in our local businesses and Borough Hall.

HBP BID Bucks are used to promote our business community and to keep the monies raised in our local economy. BID BUCKS are the same as cash and can be spent at any participating business. BID Bucks are used as prizes for winners at our events and are also donated to local organizations that solicit our office

such as HRS, HES, etc. BID BUCKS were upgraded from paper to plastic in December 2018.



HBP Marketing served as the 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 that will ensure our corporate sponsors are provided value in the marketing initiatives set forth through HBP.

Sponsors for 2018 include 95.9 WRAT, Hufnagel Tree Experts, Shore Point, T&M, Montecalvo-Bayshore Recycling and In The Garden. Partial Sponsors included Ritchie & Page and Frank Rahm Landscaping.

MONTECALVO
Material Recovery Facility



19th Year Objectives: During the nineteenth year of operation the primary objectives include:

- Seek and apply for marketing, façade and other available Grants.
- Update and print 2018/2019 Visitor Guide
- Update and print brochures, rack cards and maintain distribution policy.
- Expand fund-raising activities.
- Expand our Social Media Marketing Campaigns.
- Constant Contact E-mail Distribution
- Host Networking breakfast seminars to provide resources to members.
- Solicit new Corporate Sponsorship opportunities.
- Promote and expand event calendar – Destination Highlands
- Attend Annual regional events for marketing opportunities to promote Highlands.
- Ribbon Cuttings, Press Release, Online Business Spotlight and Welcome Packets for new and reopened businesses.

2018 Rack Card Program

Highlands, NJ 2018

Beer & Brew Fundraiser
Sun, January 28th
3 - 7PM
Off The Hook
\$30.00 donation (2 for \$50) includes 3 Brew Tasting & Beer Social, Grand Marching Band, Live Entertainment, Cash Prizes & More. Proceeds to Pay the Police!

Chili Cook-Off Fundraiser
Sun, February 25th
3 - 7PM
Inlet Cafe
\$30.00 donation (2 for \$50) includes Chili Tasting & More, Live Entertainment, Cash Prizes & More. Proceeds to Pay the Police!

Guinness Run Fundraiser
Sat, Mar 3rd 5:00am
Shoreline Landing Restaurant
Registration includes: 7 mile Run, 5K, 10K, 15K, 20K, 25K, 30K. Proceeds to Pay the Police!

St. Patrick's Day Parade
16th Annual
Sat, March 24th 2:00PM
Parade begins at Bay & Main, ends at Highlands. Competition of Floats, Bands, Pipe Bands & Drum Bands. Live Entertainment. Visit All, Highlights & Festivities for parade highlights & features.

Brew By the Bay
Sat, May 12th 11:00AM - 6PM
The Sealator
1 Atlantic St.
Sample craft beers from local breweries on the scenic waterfront.

Season's Craft Show
18th Annual
Sun, Jun 30th 10AM - 4PM
Huddy Park
This Juried Craft Show offers high quality, unique handcrafted items. Light fare and entertainment by Truss Morray.

Highlands, NJ 2018

Farmers Market
24th Annual
Every Saturday 8:30AM to Sellout
July through October
Huddy Park
Jersey Fresh Fruits, Vegetables, & Flowers, Specialty Vendors, Artists, Baked Goods and more!

Taste of Highlands
7th Annual
Saturday June 23rd, 12-5PM
Enjoy delicious food samplings and refreshing cocktails from nearly twenty restaurants. Includes FREE transportation.

Clam Festival
24th Annual
August 2nd - August 5th
Huddy Park
Free Admission & Parking. Succulent Seafood, Beer & Wine Garden, Thrill Rides, Specialty Vendors, Live Entertainment, Contests & Bands!

Antique & Classic Car Show
Sept, 15th 2PM - 6PM
Rain date Sept. 16th
Huddy Park

Twin Light Bike Ride
17th Annual
September 23rd, 7AM
Five choices, from 15-100 miles. Includes water, snacks, restrooms, and support vehicles. Registration fee includes Great Food, Fun & More!
www.bikeny.org

Oktoberfest
18th Annual
Sat, Oct 6th 2PM - 8PM
Rain date: 10/7 - 12 - 8PM
Veterans Park
Traditional Bavarian Food, German Beer, German Bands, Specialty Vendors, Children's Activities & More!

Zombie Parade
Saturday, October 20th - 2PM
Shamble down Bay Ave.
Make-up artists available in park for a fee, starting at 10AM.

Zombie Pub Crawl
3PM
Crawl registration includes great discounts at local establishments.

Clam Festival
24th Annual
August 2nd - August 5th
Huddy Park
Free Admission & Parking. Succulent Seafood, Beer & Wine Garden, Thrill Rides, Specialty Vendors & Live Entertainment.

Seaport Craft Show
18th Annual
Sun, May 27th 10AM - 4PM
Huddy Park
This Juried Craft Show offers high quality, unique handcrafted items. Light fare and entertainment by Truss Morray.

Highlands, NJ 2018

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Fall into Highlands, NJ 2018

Where the Jersey Shore Meets Cakes!

Business Fundraiser
email: hbp@highlandsnj.com

Howl-O-ween Costume Contest
Fell & Seel, 158 Bay Ave.
October 20th 3:30 - 8:00pm
Costume contest for pets and their humans!
Prizes for greatest, most original and funniest costumes.
Releasements will be held.
Judging promptly at 5pm

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Clam Festival 2018

Aug 2nd - Aug 5th
Huddy Park, Bay Ave., Highlands, NJ
Live Entertainment

Thursday, Aug 2nd
Motor City Revue 6:00PM

Friday, Aug 3rd
The Counterfeiters 7:00PM

Saturday, Aug 4th
The Glimmer Twins 12:00PM
Kevin Mulvaney & Friends 2:00PM
Steel Rail 4:00PM
The Jonzes 7:00PM

Sunday, Aug 5th
Highlands Community Singers 12:00PM
Brian Kirk & The Jirks 3:30PM

Aug. 2nd - Aug. 5th
Huddy Park, Bay Ave., Highlands, NJ
Fresh Succulent Seafood, Festival Favorites, Thrill Rides, Specialty Vendors & Beer & Wine Garden

Thursday, 6:00 to 10:00 PM
Pay One Price Ride Bracelet \$30

Friday, 6:00 to 11:00 PM
Saturday, 12:00 to 11:00 PM

Sunday, 12:00 to 8:00 PM
Pay One Price Ride Bracelet \$30
Huddys' Clam-Shucking Contest
Highlands Business Partnership's All You Can Eat Clam Contest

NTONCALVO **seastreak** BAYSHORE
Garden

Highlands, NJ 2018 Happy Holidays!

BREAKFAST with Santa
Presented by the Highlands Recreation Department & the Highlands Home on Bay Club
Sat, Dec 8th
9 - 11AM
Robert D. Wilson
Community Center
42 Saug Harbor Ave.
For more information call 732-972-1959

Free Pancake Breakfast
Sun, Dec 9th 9AM-12PM
City of Perpetual Heat
141 Pt. St. Highlands
Courtesy of
Baymen's Protective Association
Highlands Fire Department
Support these non-profit organizations!
Please bring canned goods & non-cash donations!
For more info call 732-972-1959

Visit With Santa
Highlands Fire Department
Toys for Tots
Sun, Dec 16th 10PM

Bring an unwrapped toy to the following location by Dec 16th:
68 Bay Ave. - Highlands
460 Bay Ave. - Hazywood Ave.
140 Bay Ave. - Hazywood Ave.
For more info call 732-972-1959

Highlands EMS Holiday Gift Wrapping
Presented by the Highlands Recreation Department & the Highlands Home on Bay Club
Wed, Dec 19th 6:00PM
Thu, Dec 20th 6:00PM
Fri, Dec 21st 6:00PM
Highlands Fire Aid & Support Building
111 Hazywood Ave. Hazywood
Santa's Little Life Savers will be wrapping their toy-wrapping! Please support a holiday gift and toy-wrapping! They will provide gift wrapping and bows, or you may bring your own!

Tree Lighting
Nov 30th 6PM
(rain date Sat, Dec 1st)
Huddy Park, Highlands, NJ

Visit Santa & Mrs. Claus! Entertainment by the Henry Hudson & Cioppina Choir, Highlands Girl Scouts, Cub Scouts and Holiday Dancers from the Gerald Elaine Dance Studio. FREE Hot Chocolate and Goodies, courtesy of Highlands Recreation, and FREE Horse and Buggy rides, courtesy of Highlands Business Partnership.
Mayor O'Neil and Council will light the tree at 6PM.

Winter Wonderland Run
Dec. 15th, 12PM
Paving Ground
58 Shrewsbury Ave., Highlands
Registration is FREE and begins at 11AM. For more information call 732-972-1959. Cash prizes to be awarded.
Music and food and drink specials. All ages welcome! Participants will be accompanied by an adult. We will be collecting Toys For Tots and non-perishable items for the food pantry.

Holiday Lights Contest Entry Deadline Dec 21st
Highlands Holiday Lights Contest is a fun and festive way to display your holiday spirit and help to the local economy. The contest is open to all residents of Highlands. Prizes will be awarded to the winners.
Judging will take place on Dec 22nd 5:00pm to 7:00pm at Hazywood Ave.
Entry forms at www.highlandsnj.com

Highlands Business Partnership
31-4713 - email: hbp@highlandsnj.com
www.highlandsnj.com

2018 Billboard Marketing

GUINNESS RUN Highlands St. Patrick's Day Parade
March 10
March 24

SHORE POINT DISTRIBUTING COMPANY, INC. MONTECALVO & BAYSHORE Family of Companies
 Sprinkler Master In The Garden HUFNAGELTREE.COM Only Use A Certified Arborist 732-291-4444 COMPLETE PROFESSIONAL TREE SERVICE
 WRAT 95.9 The RAT ROCKS!

Highlands Business Partnership
Brew By the Bay
Craft Beer Festival
SEAFARER
May 12th - 1 to 6 PM
 Purchase tickets at highlandsnj.com

MONTECALVO & BAYSHORE Family of Companies New Jersey visitnj.org In The Garden HUFNAGELTREE.COM Only Use A Certified Arborist 732-291-4444 COMPLETE PROFESSIONAL TREE SERVICE
 WRAT 95.9 The RAT ROCKS!

Taste of Highlands
June 23rd 12 PM
www.highlandsnj.com

HUFNAGELTREE.COM Only Use A Certified Arborist 732-291-4444 COMPLETE PROFESSIONAL TREE SERVICE
 MONTECALVO & BAYSHORE Family of Companies In The Garden SHORE POINT DISTRIBUTING COMPANY, INC. WRAT 95.9 The RAT ROCKS!

Highlands Clam Fest 2018 24th Annual
August 2nd - 5th www.highlandsnj.com
Seafood, Beer Garden, Rides & Shopping

Entertainment
 Thursday Motor City Revue
 Friday The Counterfeiters
 Saturday The Jonzes
 Sunday Brian Kirk & The Jirks

New Jersey visitnj.org MONTECALVO & BAYSHORE Family of Companies seastreak In The Garden HUFNAGELTREE.COM Only Use A Certified Arborist 732-291-4444 COMPLETE PROFESSIONAL TREE SERVICE
 WRAT 95.9 The RAT ROCKS! SHORE POINT DISTRIBUTING COMPANY, INC.

Oktoberfest
October 6th- Highlands
 Raindate 10/7
Veterans Park - 2-9 PM
Oompah Bands & Dancers
Authentic German Food & Beer
www.highlandsnj.com

MONTECALVO & BAYSHORE Family of Companies New Jersey visitnj.org In The Garden HUFNAGELTREE.COM Only Use A Certified Arborist 732-291-4444 COMPLETE PROFESSIONAL TREE SERVICE
 WRAT 95.9 The RAT ROCKS! SHORE POINT DISTRIBUTING COMPANY, INC.

HIGHLANDS ZOMBIE PARADE OCTOBER 20TH
HIGHLANDS.NJ.COM

In The Garden MONTECALVO & BAYSHORE Family of Companies New Jersey visitnj.org HUFNAGELTREE.COM Only Use A Certified Arborist 732-291-4444 COMPLETE PROFESSIONAL TREE SERVICE
 WRAT 95.9 The RAT ROCKS!

Economic Development Committee

Business Recruitment / Business Retention

The HBP continued to promote the Monmouth County Economic Development - Grow Monmouth Façade Improvement Program. The Monmouth County Board of Chosen Freeholders established the program to provide businesses with funds to assist with improvements to business facades, 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.

HBP responded to member's inquiries to assist with problems that impact their businesses. There were five (5) meetings held at the HBP Office with potential investors. A tour of Highlands was provided. The HBP Borough Liaison was introduced and participated when available.

Commercial Property Owners were contacted to see if they were interested in selling their properties for interested stakeholders. The Apartment owners were also contacted in order to add their rentals to the database.

Networking Events - HBP organized two Networking Breakfasts hosted by Bahrs Restaurant. The first was held on February 12, 2018 at 9AM and included a presentation of the HBP Digital Media Marketing Initiatives and included a presentation prepared by Christian Lee. Ken Braswell presented on the free use of the website and database with the social media enhancements. The HBP Social Media Marketing Intern from Rutgers was also present to talk about free social media opportunities. The second event was held Thursday, May 3rd at 9AM. Ellen McHenry from the UCEDC, was the guest speaker and presented resources and loans available for small businesses, non profits and startups. They also provide ongoing one-on-one business counseling, social media marketing and mentorship services. This was free to HBP members. Ms. McHenry also met individually with various business owners after the presentation.

Mini Grant Program

The HBP Economic Development Committee allocated \$10,000 for a mini grant program designed to offer businesses a \$1000 grant for signage fencing or exterior paint. The goal is to create a comprehensive effort to maintain and improve the character, aesthetic quality and property values within the business district. Nine (9) businesses applied for the grant and five (5) were completed. \$5,000.00 was awarded to those that completed their projects.



Highlands Business Partnership
Networking Breakfast with **UCEDC**
Resources & Solutions for Small Business
Presenting **Financial & Marketing Resources**
May 3rd, 9AM
Bahrs Landing Restaurant
2 Bay Ave. Highlands, NJ

New Business

The following new businesses received welcome packages, press releases, ribbon - cutting ceremonies and were featured in the Business Spotlight section on our home page.

- Feed & Seed Pet Supplies & General Store
- Proving Ground • Seafarer
- Scuba & the Beast



Feed & Seed January 13



The Seafarer May 12

Awards and Matching Grants

Highlands Business Partnership applied for the NJ Division of Travel and Tourism FY18 Cooperative Marketing Grant and it was approved October 27, 2017 for \$19,250.00. We used funding to expand our Destination Highlands marketing plan into the digital space. We redesigned our tourism website and implemented and targeted

\$19,250

paid digital marketing using Google AdWords and sponsored social media campaigns to promote Highlands, NJ as a great destination. We increased marketing around our famous events including our yearly Clam Fest, Oktoberfest, and St. Patrick's Day Parade. Our advertising efforts were carefully monitored using Google Analytics so that we could identify the advertising efforts that are most useful in driving traffic to our website and to our beautiful destination. Our main digital marketing strategy uses Google AdWords which is a paid advertising platform. We have 6 ad groups running that target different interests. We have completed various website optimizations including the implementation of enhanced analytics to track our performance and we have recently transitioned to a secure site to improve search engine ranking and provide a better user experience. An application has been submitted to continue and expand these efforts for 2019.



Scuba and the Beast October 14



Proving Ground July 30

Special Events Committee

Chaired by Carla Cefalo Braswell, Jay Cosgrove & Raffaella Lee

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. Many visitors to our signature events return to visit a business, purchase or rent a home or hopefully open a new business. The 2018 event calendar and marketing plan reached nearly 100,000 visitors. HBP promotes Highlands at several regional events during the year. The Highlands Guides and rack cards are also distributed at various trade shows, i.e. Boat, Bridal, Hunting/Fishing, etc. by the Monmouth County Director of Tourism. HBP Visitor Guides, collateral materials and complimentary bags with member's promotions are distributed at our larger events that attract many visitors.

HBP 2018 Special Events Calendar:

Saint Patrick's Day Parade March 24, 2018 - was held with 9 pipe bands and local and regional floats, along with a host of local business participation. Grand Marshals Gary Branin and Gloria Miller led the 16th Annual St. Patrick's Day Parade. HBP raised \$1,452.51 for the parade from the Beef & Brew and an additional \$2,561.59 at the 6th Annual Chili Cook Off fund-raisers, \$655.00 from Lucky Pot of Gold 50/50, and \$1,128.17 from the Guinness Run. The total parade income was \$5,797.27 and the expenses were \$8,001.58.



Brew By the Bay May 12, 2018 This new event was sponsored by The Seafarer where the event was held, with 10 regional breweries and 20 different beers. The event income was \$2,000 and the expenses were \$4,403.70.



Seaport Craft Show May 27, 2018 - was rescheduled and held on June 30th, due to inclement weather, with 60 specialty vendors/crafters. The event income was \$4,335.00 and the expenses were \$1,218.90.



Taste of Highlands June 23, 2018 - The 7th Annual Taste of Highlands showcased 23 Highlands restaurant and business establishments. This event spurred positive local recognition and media attention. The event income was \$9,372.91 and the expenses were \$5,040.41.



Highlands Farmers Market 2018 July - October - The 2018 season began in Huddy Park in July and continued through November 3rd. Outside vendors were solicited for the market and there were various successes with adding vendors to the market. The event income was \$1,260.00 and expenses were \$90.00.



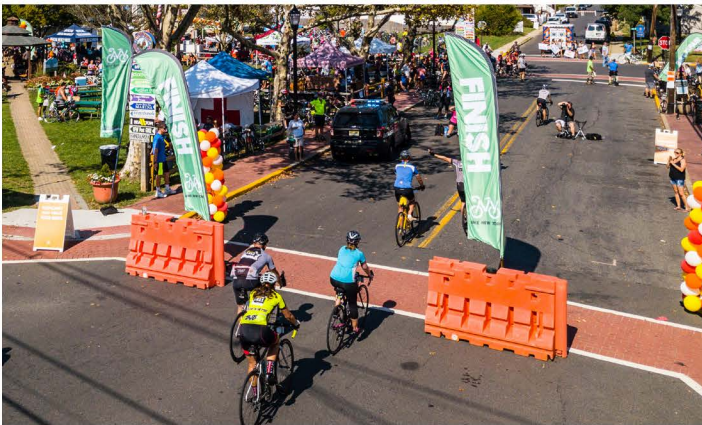
Clam Festival August 2 - August 5, 2018 - The 24th Annual Clam Festival proved to be successful and attracted nearly 15,000 visitors over a 4-day period. Efforts of over 50 volunteers, many who are local residents, were a huge asset to the success. Seastreak provided parking. Clam Fest had local restaurants and 51 vendors. Live entertainment, rides, contests and games were also included. The event income was \$58,857.21 and the expenses were \$49,426.96. The Income was much lower in 2018 due to severe weather threats over the 4-day period. The day trippers from NYC and the region did not attend. Jay Cosgrove provided stats from his weather diary which records business was actually lower all weekend due to thunder storm threats. His logs date back to the 1960's. Clam Fest sales were lower across the board and there was less vendor participation than usual. The profits were also minimal due to the fact that we added another big name band with an additional \$2500 cost.



Highlands Show It at the Shore Classic Cars & Concert - September 16, 2018 - HBP kicked off "Fall Into Highlands" with an antique & classic car show. We welcomed all antique, classic and custom hot rods. There was a free concert featuring Rave On!. Trophies were awarded for Mayor's Choice, Police Chief's Choice, Council member's Choice, HBP's Choice and Peoples Choice, with categories in Best Street Rod, Best Custom, Best Modified, Best Street Machine, Best Race Car and Best Stock. There was no charge to register and the event was free. The income was \$60.00 and the expenses were \$1,961.41. Expenses included the Car Show Organizer, trophies, a band and advertising.



Twin Lights Ride - September 30, 2018 - The 17th Annual Twin Lights Bike event is organized by the non-profit Bike NY, in conjunction with HBP. The event is held annually at the Huddy Park Area with a post event festival organized by HBP. There are five routes ranging from 15 to 100 miles throughout scenic Monmouth County. Seastreak Ferry Company cooperated by bringing bike enthusiasts to Highlands for the multi-tour bike event. There were nearly 3,000 bike enthusiasts, many visiting Highlands establishments. The Post ride festival highlights local merchants and food. Promotions with local businesses were advertised and announced. Bike New York donates leftover food to the local food pantry and makes a monetary donation to HBP. The event registration is paid directly to Bike NY and they pay for the Highlands Police Department to cover the event. Many visitors to this event discover Highlands and return often.



Oktoberfest - October 6, 2018 – 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 \$18,022.00 and expenses were \$12,397.96.



Zombie Parade & Howl-O-ween - October 20, 2018 - 4th Annual Zombie Parade was held October 20th. 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. The event income was \$290.00 and expenses were \$2,161.20.



A new event was added for the many pet lovers here in Highlands. Howl-O-Ween was held in the center of Feed & Seed and the Groom Room. There was a costume contest for pets and their humans. The event immediately followed the Zombie parade and judging took place at 5PM with participation from both businesses. Prizes for scariest, most original and funniest costumes were awarded with Bid Bucks. Light refreshments were served.



Lions Club Pancake Breakfast - October 21, 2018

The HBP sponsored the Annual Highlands Lions Club club pancake Breakfast held on Sunday, October 21, 2018. HBP purchased all goods required for this fund-raiser and the admission was \$10 for adults and children over 11. The Lions club received all tickets sales from admission on the day of event.



Miscellaneous Events

HBP supported and participated in additional events such as the Memorial Day Parade and free Children's activities, post parade at the VFW and the Highlands Police Explorers Pasta Dinner.

Holiday Lighting - November 30, 2018 - The Borough and HBP celebrated the Holiday Lighting which featured several local groups providing a program of traditional holiday favorites. The Holiday tree and Menorah in Huddy Park are provided and installed by the Highlands Business Partnership. The Highlands Fire Department pulled the sleigh carrying Santa & Mrs. Claus. HBP hired a professional Santa and a local resident portrayed Mrs. Claus. Pastor McGrail of the New Life Church kicked off the event with a blessing. HBP provided complimentary Horse & Buggy rides and the Highlands Recreation Department provided complimentary hot chocolate and cookies. DJ Entertainment was provided by HBP sponsor, WRAT Radio. The Girl Scouts, Boy Scouts and Taryn Gonzales performed Christmas Carols. Dancers performed from the Carolyn Elaine Dance Studio. Scott & Amy Keller lit the Menorah nightly. Holiday Lighting decorations were provided by our local sponsor, In The Garden.



Winter Wonderland Run - December 15, 2018 - The event was hosted and sponsored by Proving Ground, where the run began and ended. There was a post-run celebration with refreshments and live music provided by the Proving Ground. We collected toy donations for the Highlands Fire Department Toys For Tots program, and canned goods / non-perishable items for the food pantry. BID BUCKS were awarded to the winners for the fastest, most original and group costumes.



Holiday Lights Contest - December 22, 2018 - The 6th Annual Holiday Lights contest, took place on December 22nd. Contestants registered to compete in decorating their homes for the holidays. We had 19 contestants and BID BUCK Cards totaling \$375 were awarded to best in traditional, condo/townhouse, most lights, best theme and best in show winners.



Visual Improvement Committee –VIC

Chaired by *Rafaella Lee, Diane McIlwaine and Jay Cosgrove*

Maintenance, Design & Lighting - In 2017, a committee including Rosemary Ryan, Bill Iler, Jay Cosgrove, Andrew Stockton, and Carla Cefalo met weekly at Bahrs to make signage, lighting and code recommendations to the borough. A plan was submitted to the Borough Administrator to turn off duplicate lighting for the streetscape lampposts on a 90-day trial and to date has not been completed. The request was re-submitted to the new Borough Administrator in 2018 by Bill Iler.

Clean Communities Program
HBP coordinated with the clean Communities coordinator to facilitate the opening of the public spaces for Spring.

Adopt-A Bench
The Adopt-A-Bench program continued in 2018. Benches were available to adopt for \$550.00 per bench that has the option of a personalized plaque. The program has increased seating in many public areas Post Sandy.

Hufnagel Tree Experts
A barter agreement with Hufnagel Tree Experts was used as a resource to remove dead trees within the district, on an as needed basis.

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. The Highway Welcome sign is maintained and updated with a production schedule of monthly events. HBP Staff designed, purchased and installed two signs for the Borough's Summer Concert Series and Highlands Day.



**Clam Shucking Contest
August 5, 2018**

Street Planters
HBP hired In the Garden to install and maintain the spring and summer street planters. The HBP hired a seasonal worker to water the planters on a weekly basis.

Holiday Decorations
In The Garden provides free services per a barter agreement for the Holiday decorations on the decorative street poles, the Highway Welcome Sign, the greens in Huddy & Veterans Park. Frank Rahm provides the Fall plants at the Welcome sign at no charge. HBP staff and volunteers installed patriotic bunting s, corn stalks and candy canes and on poles, in the parks and welcome signs.

