

# **HIGHLANDS BUSINESS PARTNERSHIP**

## **2001 ACCOMPLISHMENTS**

- TWO ADVERTORIALS (PULL-OUT SECTIONS ASBURY PARK PRESS AND DOUBLE TRUCK FULL PAGE ADS) CLAM FEST AND OCTOBERFEST
- DISPLAY AD AMEND PUBLISHING - DESTINATION HIGHLANDS
- HBP COUPON BOOKS CREATED AND DISTRIBUTED TO FERRY RIDERS
- HBP COUPON PACKETS TO ALL EVENT VISITORS
- FREE WEB COUPONS, LISTING ON HBP WEBSITE
- PURCHASE OF NEW HOLIDAY DECORATIONS
- PURCHASE (IN PARTNERSHIP WITH CHAMBER OF COMMERCE) NEW GPU OUTLETS FOR DECORATIONS
- PURCHASE OF NEW STREETScape PLANTERS HIRE AND MANAGE MARKETING PROFESSIONAL
  - TO BROKER CORPORATE SPONSORSHIPS
  - CREATE PRESS RELEASES, NETWORK WITH MEDIA, MEASURE MEDIA IMPRESSIONS
  - COMCAST TWO PROMOTION SHOWS (CLAM FEST/HOLIDAY HOUSE TOUR)
- PARTNERSHIP WITH BOROUGH TO PURCHASE NEW TRASH RECEPTACLES & REPLACE WELCOME SIGN AT HIGHWAY AND EAST POINT PLAZA
- (THREE) NEW EVENT PLANNING: BIKE TOUR, OCTOBERFEST, SEAPORT CRAFT SHOW
- EXPANDED CLAM FEST TO THIRTY VENDORS
- TOOK OVER FARMERS MARKET/RELOCATE INTO BUSINESS DISTRICT
- 13 NEW COMMERCIAL PROPERTY OWNER PURCHASES IN EXCESS OF \$300,000
- PROFESSIONAL SERVICES DEVELOPMENT/DENTAL LAB, ATTORNEY, ENGINEER
- NEW REINVESTMENT WINDANSEA ON EXISTING RESTAURANT PROPERTY
- EXPANSION OF THIRD FERRY LANDING
- NEW REINVESTMENT MARINA AT 52 SHREWSBURY AVENUE
- NJ OFFICE OF STATE PLANNING SMART GROWTH APPLICATION FOR STRATEGIC REVITALIZATION PLAN TO CREATE IMPLEMENTABLE VISION/DESIGN STANDARDS/ FLOOD MITIGATION FOR HIGHLANDS CENTRAL BUSINESS, RESIDENTS, WATERFRONT AND HIGHWAY AREAS PARTNERED BY THE BOROUGH AND HBP (HBP \$4,000 MATCH) AND UPGRADE MASTER PLAN
- DEVELOPED PROPERTY MAINTENANCE DISTRICTS FOR IMPROVING VISUAL ATTRACTIVENESS OF BUSINESS DISTRICT
- DEVELOPED PARKING DATABASE TO ENCOURAGE PRIVATE SECTOR BROKERING AND UTILIZATION OF VACANT LAND. (BRING INCOME TO COMMERCIAL PROPERTY OWNERS)
- HBP BROKER PRIVATE SECTOR PARKING LEASING
- SEWER RATE ORDINANCE CHANGES TO ASSIST NEW AND EXISTING BUSINESSES
- MAINTAIN ALL EVENT SIGNS AND WAYFINDING SIGNS IN BUSINESS DISTRICT
- HOLIDAY LIGHTING PLANNING AND DECORATION
- MANAGE COMMITTEE VOLUNTEERS AND IMPLEMENT ALL ACTIVITIES
- MANAGE PROFESSIONALS (ALLEN CONSULTING AND BAYSHORE DEVELOPMENT OFFICE)
- SUBMIT AWARD AND GRANT NOMINATIONS AND APPLICATIONS
- RECEIVE A \$10,000 MATCHING GRANT AND BEST OF THE BEST AWARD FOR DESTINATION MARKETING 2001
- PARTNER WITH THE NMCC FOR A CORPORATE MEMBERSHIP TO OFFER BUSINESSES NETWORKING OPPORTUNITIES, EVENTS, MEETINGS AND MARKETING COMMUNICATIONS OPPORTUNITIES FOR A \$50 SUBSIDIZED MEMBERSHIP FEE
- ADD OUTSIDE CORPORATE SPONSORSHIPS TO UNDERWRITE MARKETING OF HIGHLANDS EVENTS

## **HIGHLANDS BUSINESS PARTNERSHIP**

### **OBJECTIVES 2002**

- INCREASE SPONSORSHIPS
- IMPLEMENT A BANNER SPONSORSHIP PROGRAM
- CONTINUE AND EXPAND DIRECT MARKETING COUPONS, BROCHURES TO FERRY RIDERS
- SMART GROWTH (WHEN FUNDED) WORK AS A FACILITATOR IN THE DEVELOPMENT OF A COMMUNITY BASED STRATEGIC REVITALIZATION PLAN
- REPLACE LINEAR LIGHTING IN THE HUDDY PARK TREES (FIVE)
- ADDRESS CLAM FESTIVAL EVENT ELECTRIC EXPANSION
- MAINTAIN PUBLIC AREAS - BRIDGE EMBANKMENT, CORNWELL, VETERANS, LINDEN AVENUE SIGN, AND HUDDY USING CLEAN COMMUNITIES FUNDING AS PER PLAN APPROVED BY BOROUGH
- CONTINUE TO FACILITATE ISSUES AND SOLUTIONS FOR PARKING
- DEVELOP AN ACCOUNTABLE PROPERTY MAINTENANCE PROGRAM TO IMPROVE THE VISUAL APPEARANCE OF THE BUSINESS DISTRICT
- PURCHASE ADDITIONAL HOLIDAY DECORATIONS
- CONTINUE EVENTS CALENDAR AND IMPLEMENT EVENTS FOR DESTINATION MARKETING
- EXPAND EVENTS EXPOSURE OUTSIDE MARKET AREA
- CONTINUE PRE-MARKETING INITIATIVES THROUGH RADIO, TV AND PRINT
- DEVELOP PARTNERSHIP WITH NMCC TO EXPAND BUSINESS RECRUITMENT AND BUSINESS RETENTION
- DESIGN AND IMPLEMENT DISPLAY ADVERTISING ON MARINE PLACE BULKHEAD FACING WATER