

2013 Objectives & 2012 Accomplishments
Highlands Business Partnership - Business Improvement District
Borough of Highlands, Monmouth County

MARKETING/EVENTS & COMMUNICATION

Co-Chairs

Carla Cefalo-Braswell – ShoreGrafx, Inc.

Jay Cosgrove – Bahrs Restaurant

2013 Objectives

- Create, support and expand upon recovery efforts from Super Storm Sandy.
- Expand Social Media Marketing campaign.
- Expand St. Pat's fundraising events – Annual Beef & Brew, Chili Cook Off
- Promote and expand the Open for Business campaign
- 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).
- Solicit new sponsorship opportunities.
- Maintain event calendar to include St. Pat's Parade, Seaport Craft Show, Taste of Highlands, Clam Fest, Twin Light Bike Ride, Oktoberfest, and Holiday event.
- Create a six-month Billboard Campaign.
- Ribbon Cuttings to welcome new and reopened businesses.

2012 Accomplishments

- Expanded the Shop Local Program
- Welcome Packages to new businesses
- Ribbon Cuttings for new businesses
- Additional information and training was provided for use of free website.
- Press releases were created for each event and distributed to HBP Media list.
- Featured on Comcast Newsmakers and News 12.
- Partnered with the Sandy Hook Local PBA, Highlands Unit to create a new event, Taste of Highlands. The event showcased 21 Highlands restaurants and food establishments. The event spurred positive local recognition and media attention. The money raised was allocated for Holiday decorations.
- Created and implemented billboards for various events and programs.
- Expanded the billboards to the new digital media signs on the on Garden State Parkway.
- Promoted Highlands at the Great Five Boro Bike Race, NYC and NJ Pride, Asbury Park.
- Enhanced Public Service Announcements with WRAT Rat Radio.
- Maintained and expanded sponsorship programs raising \$15,500
- Print Collateral materials were produced on a timely schedule and distributed.
- 2012/2013 Visitor Guide was created in full color highlighting businesses.
- Worked with local newspapers to support events and local businesses in Highlands.
- Web site updates to promote town events, history, special programs, and photo albums.
- Maintained HBP online records, i.e. agendas, reports, budget, minutes, meeting notice
- Business and Event promotion available "free" for all commercial/business operators
- Organized marketing materials to distribute at local and regional events.
- Worked with Governor's Office of Volunteerism to coordinate over 100 volunteers from NY, NJ, CT that provided cleaning and demolition services for business owners after super storm Sandy struck. Many were skilled workers and many businesses benefited.
- Held two concerts in November to raise money and awareness for Highlands.
- Created Hope For Highlands committee and opened bank account and PayPal.

- Created a Reimbursement Material Grant Program to distribute monies raised to residents and business.
- Created a Hope For Highlands website, donated by ShoreGrafx.

VISUAL IMPROVEMENT COMMITTEE

Nancy Burton – In the Garden Flowers & Plants

2013 Objectives

- Post Sandy Clean up
- Bay Avenue Maintenance Clean-up
- Paint and repair Planters
- Miller Terrace Planting
- Veterans Park Boardwalk Fund
- New signage at Veterans Park
- New Way fare Signage

2012 Accomplishments

- Completed the Bay Avenue Pilot Project with Frank Rahm
- Winter Holiday decorations in Huddy, Highway sign and planters.
- New Holiday Tree in Huddy
- 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.

ECONOMIC DEVELOPMENT

Chairmen – Jim Bollerman, Sandy Hook bay Marina
 CO-Chair Jim Filip – Doris & Ed's Restaurant

2013 Objectives

- Work with borough for post Sandy Planning & Zoning.
- Prepare investment Tool Kit.
- Collaborate with Borough Officials for Commercial Incentives and Redevelopment
- Retain professional services with ED Budget.

2012 Accomplishments

- Assist HBP members with resources to rebuild, restore and reopen.
- Collaborated with potential investors to bring new business to Highlands.
- Work with Borough liaisons for tax abatement ordinance. .
- Supported the County's Grow Monmouth initiative by advertising our assets and promoting the relaxed zoning and tax abatement.