

2014 Objectives & 2013 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 Restaurant

2014 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 2014 – 2015 Visitor Guide embellishing on local resources.
- Develop a comprehensive marketing campaign/media buy for winter.
- Expand our Social Media Marketing presence.
- Expand sponsorship opportunities with local corporations.
- 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.
- Attend other Annual regional for marketing opportunities to promote Highlands.
- Solidify marketing/advertising and/or barter at ferry/terminal.

2013 Accomplishments

- HBP obtained five (5) direct sponsors and four (4) Barter Agreements for the 2013 event calendar.
- Expanded social media and online advertising for events attracting the highest attendance and increasing fundraising revenues to an all time high.
- Secured and implemented a contract with CBS outdoor for annual billboards.
- HBP formed the Hope For Highlands (HFH) committee as a result of two benefit concerts. HFH is devoted to the relief of the needy and/or displaced and the general recovery of the town of Highlands, New Jersey, as a result of the devastation created by Hurricane Sandy in the fall of 2012. As of October 29th, one-year post Super Storm Sandy, we have distributed approximately \$154,000.00 to residents and \$30,000 to businesses in the form of \$1,000 reimbursement grants.
- Created the Hope For Highlands website to raise money and post all available grant opportunities and applications as well as videos and photos. The site was donated at no cost to HBP.
- The HBP received a Robin Hood Grant Award in the amount of \$200,000. 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. HBP formed a Housing Repair Grant Program. Eligible residents received \$5000 grants for housing repairs. An additional \$50,000 was awarded to administer the program. HBP hired Sarah Thoma, a professional to administer this grant program. The Community Program Specialist (CPS) worked directly with residents and all information was strictly confidential. In addition, a Construction Manager/Cost Estimator, Brian Boms, was hired to work with the CPS to provide the scope for each project. All applications were first come, first serve, with a maximum of up to 40 residents to benefit from this program. No checks were paid directly to residents and businesses were not eligible to participate in this program.
- Maintained the "Open For Business" campaign.
- Participated in the State's Stronger than the Storm media campaign.
- 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 additional funding for St. Patrick's Day Parade by adding St. Patrick's Day Parade Chili Cook-Off in February.

- HBP advocated and raised funds for the NJFMBA - Sandy Ground Project. Their organization, which consists of 4,000 firefighters, volunteered their time to build 26 playgrounds in memory of the 26 lives lost in the Newtown, Connecticut, Sandy Hook Elementary School tragedy. The Highlands playground, which is located at Veterans Park, was the 11th playground built. HBP donated funds raised through Taste of Highlands, 50/50's, business grants, and beer garden proceed at the Sandy Ground Benefit Concert.
- HBP and Hope for Highlands partnered with Comcast NBC Universal, for Comcast Cares Day, April 27, 2013. The HBP received a grant from Comcast in the amount of \$25,000.00. Comcast volunteers along with, Sherwin Williams, FMBA, Clean Ocean Action, Rebuilding Together and Highlands residents, came together for a community-wide cleanup doing everything from painting, installing sheet rock to cleaning the streets and beaches. The FMBA dismantled the boardwalk at Veterans Park. Highlands Comcast Cares Day festivities appeared live on the Today Show and during the kick-off ceremony; the groundbreaking for the Sandy Ground Playground took place.
- Participated with the Paint the Town Pink program, bringing awareness to breast cancer and coordinated HHRS art students to paint the store windows pink.
- Organized and implemented the candlelight ceremony, Celebration of Hope, the one-year anniversary of Super Storm Sandy.
- Coordinated Ribbon Cutting ceremonies with local officials.
- Press releases were created for each event and distributed to Media list by the HBP
- Continued to maintain Barter relationships with Foodtown, Hufnagel Tree Experts. WRAT Radio and Frank Rahm Landscaping.
- Assisted local groups with their fundraising efforts such as Police Explorers.
- 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, transportation, recreation, history, HBP news, media, agendas, reports, minutes, meetings, and photo album files.

VISUAL IMPROVEMENT COMMITTEE

Nancy Burton – In the Garden Flowers & Plants

2014 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.

2013 Accomplishments

- Replaced and installed the split rail fence at Huddy Park.
- Provided paint for street planters
- Used Hufnagel Tree Barter to remove dead trees after Hurricane in public spaces that were potential life safety hazards.
- Implemented wintergreens and decorations in street containers, Huddy Park, Veterans Park and highway welcome sign.
- Worked with Borough to facilitate and complete the Clean Communities Program.
- Purchased and maintained existing signs for Highlands Welcome Areas.
- Updated and maintained Way Finding System including new sign at jug handle.

- Expanded Holiday Decoration Program 2013, with cornstalks, scarecrows and candy canes that were placed on all street poles. Also, installed new holiday lighting and greens on split rail fencing at Huddy Park.

ECONOMIC DEVELOPMENT

Chairmen –Jim Filip, Doris & Ed's

2014 Objectives

- Facilitate the Bay Avenue Streetscape grant application.
- 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.

2013 Accomplishments

- Completed the Downtown Business Improvement Zone loan/grant application with Borough officials to implement phase I of the Flood Mitigation program.
- Applied for the Mary Pat Christie NJ Sandy Recovery grant (not approved).
- Worked with the NJ Office of Volunteerism, Governor's Office to assist businesses with the cleaning and gutting of their buildings post Super storm Sandy. Over 100 volunteers came from all over the region to assist with this project. Worked with NJ Economic Development Authority (NJEDA) to facilitate workshops every Monday for six (6) consecutive weeks for their advisors to meet with all businesses individually to apply for the NJ Strong Business grant.
- Worked with Stacie Mesuda, the Sandy Regional Director, Office of the Governor to assist with business needs and resources. Disseminated all available information to HBP member list.