

A white silhouette of a building with a central tower and a large window, set against a dark blue background. The building features a central tower with a large window, a balcony, and two arched windows at the base. The text is positioned to the right of the building.

Highlands Business Partnership

**2017
Annual
Report**

2017 Officers of the Corporation

	Board Members	Business/ Affiliation	Resident/ CPO/BO	Board Assignment	Term
1.	Carla Cefalo-Braswell President	ShoreGrafx	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	2015 - 2018
10.	Ara Jamgochian	Claddagh	CPO/BO	Marketing & Events Committee	2015 - 2018
11.	Garrett Newcomb	Kranky Cycles	Resident BO	Marketing & Events Committee	2017 - 2020
12.	Staci Gilchrist	Windansea	CPO/BO	Marketing & Events Committee	2017 - 2020
13.	Councilwoman Rebecca Kane	Council Rep	Mayor Appoint	Council Liaison	2017
14.	Andrew Stockton	Planning Rep	Mayor Appoint	Planning Board Liaison	2017
15.	Rosemary Ryan	Resident	Resident	Visual Improvement Committee	2017
16.	Jeanne DeYoung	Monmouth County	Assoc.	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 18th year, 2017 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 Planning Board. Councilwoman Rebecca Kane was appointed as the Council Liaison and Andrew Stockton as the Planning Board Liaison for 2017.

2017 Officers of the Corporation

Carla Cefalo-Braswell, President; Jay Cosgrove, Vice President; Rafaella Lee, Treasurer; Kim Slate, Secretary. The Officers serve according to the bylaws 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. 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 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, Ara Jamgochian and 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 2017. The meetings were held at the Robert D. Wilson Community Center located at 22 Snug Harbor Avenue, Highlands, NJ 07732 on January 23, March 20, September 18 and November 20.

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 2017. 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 2017. HBP purchases an annual Insurance Policy which is Monmouth JIF, Joint Insurance Fund for Liability and Workers Compensation. Diane Gunter worked from January 2017 through December 31, 2017, as a part time employee, working 30 hours per week. During peak season, additional hours are required and mainly donated by the staff. Two Interns were hired, one student from TCNJ for the Summer and one student from Rutgers 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 (2) lines. HBP pays JCP&L for their electric meter usage. Checks are made payable directly to JCP&L from a detailed invoice. Carla Cefalo-Braswell and Ken Braswell provide HBP free use of office space, Internet and some computer / printer equipment.

Marketing & Communications

Co-Chaired by Carla Cefalo-Braswell, Jay Cosgrove

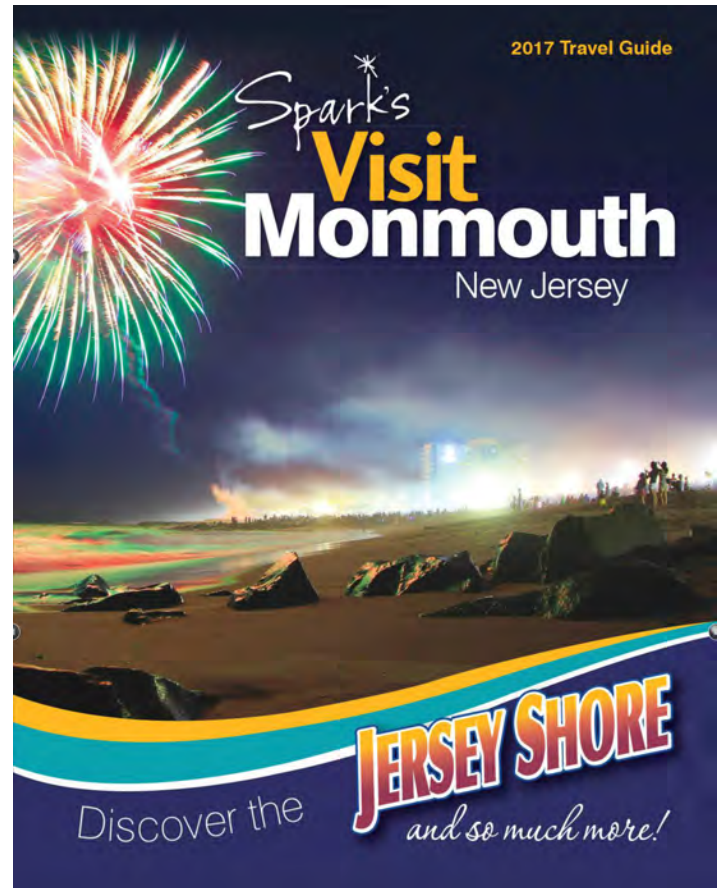
The Marketing committee continued to work diligently to promote all resources available to assist businesses. Summary of the 2017 activities includes the Jersey Shore Destination Marketing Organization; Monmouth County Tourism Guide, Highlands Visitor Guide, Jersey Shore Magazine, HBP Marketing/Advertising Media Buy opportunities. HBP purchased billboards, maintained Public Service Announcements with WRAT Rat Radio and sponsorship programs raising \$44,750.00 (\$10,200 in income and \$33,750 in barter). HBP was featured on News 12, as well as many newspaper articles and other forms of media.

Carla Cefalo 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 HBP By Laws Minutes, Reports, Budgets, Events, Photo Albums, Business Directory, Shop Local and other programs Business Spotlights and Archives are accessible at www.highlandsnj.com

2017/18 Visitor Guides were distributed at all HBP events, the Great 5-Boro Race, NJ Pride, the NJ Lighthouse Challenge, County Tourism Office, Historic Twin Lights Visitor Center, the Sandy Hook Visitor Center, as well as in our local businesses and Borough Hall.

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



Sponsors for 2017 include 95.9 WRAT, Hufnagel Tree Experts, Sprinkler Master, Shore Point, T&M, Montecalvo-Bayshore Recycling, In The Garden and Tri-Bar



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Beef & Brew January 29, 2017



Chili Cook Off - February 26, 2017

Economic Development Committee

Business Recruitment

The HBP continued to promote the Monmouth County Economic Development - Grow Monmouth Façade Improvement Program. The Monmouth County Board of Chosen Freeholders had established the program to provide businesses with funds to assist with the improvement of business facades and the replacement of deteriorated 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. All programs and funding opportunities from the SBCD and UCEDC we emailed to HBP Members.

There were seven (7) meetings held at the HBP Office with potential investors. A tour of Highlands was provided.

New Business

The following new businesses received welcome packages and had ribbon cuttings ceremonies including press and

- Bay Pointe Inn
- SummerHouse
- Shore Side Veterinary Care
- Il Lago

Business Retention

HBP contributed to small business inquiries and aids existing businesses. HBP helped businesses with problems that impact their businesses as well as met with potential investors to tour the town and vacant parcels.



Awards and Matching Grants

Highlands Business Partnership applied for the NJ Division of Travel and Tourism, Cooperative Marketing Grant in April 2017. The application was submitted for a digital media marketing plan towards our destination Highlands advertising. HBP was awarded \$19,250 for FY 2018.

\$19,250



Special Events Committee

Chaired by Carla Cefalo Braswell

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. The 2017 event calendar and marketing plan reached nearly 100,000 visitors. HBP promotes Highlands at several regional events during the year. HBP Visitor Guides, collateral materials and complimentary bags with member's promotions are distributed during the following regional events:

Bike New York-Great Five Boro Race - 30,000 cyclists
- Ft. Wadsworth, Staten Island, NY (1st Sunday in May)

NJ Pride – Asbury Park – 10,000 - 15,000 people (1st Sunday in June)

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 2017 Special Events Calendar:

Saint Patrick's Day Parade March 18, 2017 - was held with 10 pipe bands and local and regional floats, along with a host of local business participation. Grand Marshals Ken Braswell and Jay Cosgrove led the 15th Annual St. Patrick's Day Parade. HBP raised \$3,197.40 for the parade from the Beef & Brew and raised an additional \$1,414.72 at the 5th Annual Chili Cook Off fundraisers, \$487.00 from Lucky Pot of Gold 50/50, and \$1,536.17 from the Guinness Run. The total parade income was \$6,635.29 and the expenses were \$9,182.89

Seaport Craft Show May 28, 2017 - was held on Memorial Day weekend with 54 specialty vendors/crafters. The event income was \$4,175.00 and the expenses were \$976.86.

Taste of Highlands June 24, 2017 - The 6th Annual Taste of Highlands showcased 22 Highlands restaurant and business establishments. The event spurred positive local recognition and media attention. The event income was \$10,581.30 and the expenses were \$6,051.69.

Highlands Farmers Market 2017 July - October
- The 2017 season began in Huddy Park in July and continued through November 4th. Outside vendors were solicited for the market and there were various successes with adding vendors to the market. The event income was \$1,920.00 and expenses were \$40.99

Clam Festival August 3 – August 6, 2017 - The 23rd Annual Clam Festival proved to be successful and attracted nearly 26,000 visitors over a 4-day period. Efforts of over 50 volunteers, many which are local residents, were a huge asset to the success. Seastreak provided parking, Clam Fest had local restaurants and 49 vendors. Live entertainment, rides, contests and games were also included. The event income was \$69,141.00 and the expenses were \$49,388.61.



Highlands Antique & Classic Car Show September 16, 2017 - 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 the Jonzes. Trophies were awarded for Mayor's Choice, Police Chief's Choice, Councilmember'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.



Twin Lights Ride - September 24, 2017 - The 16th Twin Lights Bike event was held in Highlands at the Huddy Park Area. Seastreak Ferry Company cooperated by bringing bike enthusiasts to Highlands for the multi-tour bike event. There were nearly 2,700 bike enthusiasts, many visiting Highlands establishments. Promotions with local businesses were advertised and announced. The event income was \$550.00 and the expenses were \$170.00. Leftover food in excess of \$1,000 was donated to the local food pantry.



Oktoberfest - October 7, 2017 - 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 4,000 visitors. The event income was \$16,828.00 and expenses were \$14,048.71.

Zombie Parade & Pub Crawl - October 28, 2017 - 3rd Annual Zombie Parade and Pub Crawl was held October 28th. 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. Following the parade there was a Zombie Pub Crawl for Breast Cancer; tickets were \$20.00 and included a commemorative t-shirt and discounts at our local establishments. A donation of \$700.00 was made to the Meredith Miele Foundation, in Red Bank. The event income was \$1,008.00 and expenses were \$2,869.82.

Holiday Tree Lighting - December 1, 2017 - The event featured several local groups that provided a program of traditional holiday favorites. HBP hired a professional Santa and a local resident portrayed Mrs. Santa. HBP provided complimentary Horse & Buggy rides and the Highlands Recreation Department provided hot chocolate and cookies.

Winter Wonderland Run 2017 - December 16 - The event was hosted and sponsored by HBP and Windansea, where the run began and ended. There was a post-run celebration with costume contests and live music. We collected toy donations for the Highlands Fire Department Toys For Tots program, and canned goods and non-perishable items for the food pantry.

Holiday Lights Contest - December 22, 2017 - The 5th Annual Holiday Lights contest, took place on December 22nd. Contestants registered to compete in decorating their homes for the holidays. We had 21 contestants and cash prizes and BID Bucks totaling



Visual Improvement Committee –VIC

Chaired by by Rosemary Ryan

This HBP Committee has a wide scope of objectives including Maintenance, Decorations and Design.

Maintenance, Design & Lighting - The 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 committee worked on a sidewalk café ordinance after gathering Freehold’s ordinance, which was rejected by the borough. Additional recommendations including updating the design standards and sign ordinance have been included.

Clean Communities Program

HBP partnered with the clean Communities coordinator to facilitate the opening of the public spaces for the spring.

Adopt-A Bench

The Adopt-A-Bench program continued in 2017. Benches were available to adopt for \$550.00 per bench that has the option of a personalized plaque. In memory of Councilwoman Tara Ryan, who passed away on April 1, 2017, HBP ordered two benches from the Adopt-A-Bench program and two Little Free Library’s. We had a ceremony dedicating them in her honor on May 21st



Holiday Decorations

HBP hired In the Garden to decorate the street planters and HBP staff and volunteers installed holiday decorations in Huddy Park, including lighting on the fencing, a holiday tree, a new Menorah, as well as candy canes and corn stalks, in the parks and welcome signs.

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.

