

**2019 Objectives & 2018 Accomplishments**  
**Highlands Business Partnership - Business Improvement District**  
**Borough of Highlands, Monmouth County**

**MARKETING/EVENTS & COMMUNICATION**

**2019 Objectives**

- Promote & Expand Event Calendar - Destination Highlands
- Upgrade & Maintain online Database
- Expand marketing programs for lodging and rentals both year-round & seasonal
- Seek and apply for available grants.
- Host Business Networking events.
- Continue online marketing & social media for all HBP members.
- Update and print 2019 - 2020 Visitor guide.
- Update and print brochures, rack cards and maintain distribution policy.
- Expand Social Media and online marketing advertising.
- Solicit new Corporate Sponsorship opportunities.
- Attend annual local and regional events to promote destination Highlands.

**2018 Accomplishments**

- BP obtained three (3) direct sponsors and three (3) Barter Agreements for 2018.
- Served on Monmouth County Tourism Council representing Council.
- Expanded social media and online advertising for all events and businesses.
- Assisted local organizations and non-profits with fundraising activities.
- Secured and implemented a contract with Outfront for annual billboards.
- HBP staff met with new business owners to provide welcome folders/packages.
- We continued the marketing plan project conducted by Rutgers Business School.
- HBP coordinated Ribbon Cutting ceremonies for new businesses with local officials. New members were highlighted the Business Spotlight section on website with photos and a Press Release.
- Press releases were created for each event and distributed to Media list.
- Continued to maintain Barter relationships.
- Produced and Printed Collateral materials for distribution locally and regionally.
- Website upgrade to a mobile friendly, interactive site to continue to promote Highlands events, grand openings, agendas, reports, minutes and photos.
- Completed the Database upgrade for HBP members and Highlands organizations to promote their events, retail promotions and link to their website / social media pages.
- Created and Implemented 2018 Event Calendar; Beef and Brew, Chili Cook Off, Guinness Run, St. Patrick's Day Parade, Pride in Highlands Earth Day, Brew By the Bay, Seaport Craft Show, Taste of Highlands, Clam Fest, Antique & Classic Car Show, Twin Lights Bike Tour, Oktoberfest, Zombie Parade, Howl-O-Ween Dog Costume Contest, Winter Wonderland Run, Holiday Lights Contest and Holiday Tree Lighting.

## **VISUAL IMPROVEMENT COMMITTEE**

### **2019 Objectives**

- Seasonal Maintenance Program throughout the district.
- Expand the Seasonal Decorations including new banners.
- Solicit and maintain existing barter agreements for public area improvements.
- Make recommendations to Borough for signage and lighting recommendations.

### **2018 Accomplishments**

- Worked with Shade Tree Commissioner utilizing our Hufnagel Tree Barter to remove dead trees in various district locations.
- Maintained the seasonal street planters and highway welcome sign.
- Holiday Greens on decorative light posts with Barter Program with In The Garden.
- Installed the Holiday trees and decorations in Huddy Park, Cornwall Square and other public areas and entrances.
- Purchased and maintained existing signs for Highlands Welcome Areas.
- Maintained Way Finding System

## **ECONOMIC DEVELOPMENT**

### **2019 Objectives**

- Seek loan/grant programs for existing and new business façade improvements
- Allocate funds and implement mini grants for Paint/Fence/Sign Program.
- Work closely with Borough Officials to attract investment.
- Host Seminars and Presentation for commercial funding opportunities.

### **2018 Accomplishments**

- Provided 6 guided tours to potential investors.
- Worked with existing commercial property owners to assist in leasing their property to potential business owners.
- Scheduled meetings with UCEDC and business prospects to provide funding opportunities for business start-up costs and real estate acquisition funding.
- Implemented a Business Grant Program for signage, awnings, paint etc. Funding was provided to 5 businesses in the district.