

**Highlands Business Partnership  
2004 Summary Report  
Business Improvement District  
Borough of Highlands, Monmouth County**

**Objectives**

**MARKETING/EVENTS & COMMUNICATION**

Develop, implement and expand regional image, brand identity of Highlands as a destination.

**Activities:**

Research and conduct group Media Buys for print and television media, including creation of special events, collateral advertising, and public relations. Produce inside and outside corporate sponsorship opportunities. Sponsorship opportunities are sold that expands budget investment and provides additional partners to promote HBP marketing objectives for the non-profit district management corporation.

**Accomplishments:**

- 2003 HBP Calendar of Events expanded to include a successful new annual St. Patrick's Day Parade. All public relations and sponsorship are professionally managed through Allen Consulting, Holmdel, and HBP Business Advocate.
- Any new business was contacted by HBP advocate to inform of free marketing programs and opportunities.
- Business Spotlight's stories were done for several businesses by Terry Gauthier-Muessig of the APP coordinated by HBP advocate.
- Press releases were initiated by HBP advocate and produced by Allen Consulting for any new business in Highlands.
- Purchased Advertorial with Asbury Park Press for Oktoberfest
- New Highland's destination marketing theme – Make Highlands your Destination.
- HBP advocate worked with small adhoc committee of restaurants owners to attract additional sponsorship.
- Coordinated a three-year sponsorship contract with Hufnagel Tree Services for trimming trees on Bay Avenue as well as other improvement projects.
- Print materials were produced: Visitor's Guide, Travel and Tourism brochure 15,000 copies (NJ Travel & Tourism Grant prepared by Allen Consulting, According to the NJ Travel and Tourism Grant guidelines, the brochure was distributed outside of New Jersey on the NY Thruway and Pennsylvania Turnpike. HBP Community Newsletters were created by Allen Consulting and included in the Borough Tax bill mailings. Newsletters are archived on the HBP section of the web site.
- Print newspaper ads supporting events were created in a full page, full color format in Asbury Park Press and Bayshore Reporter events in the 2003 HBP Calendar.
- Web site updates have been completed throughout the entire year to promote events, update town profiles, demographics, transportation, historical, HBP BID Facts, HBP agendas, reports, minutes, meetings, newsletters, and photo album files. E-Coupon access is available "free" for all commercial/business operators through the HBP section of the web site.
- Event promotion is available "free" for all commercial/business operators and Highlands clubs, organizations, Borough and groups through the HBP section of the web site.
- Produced free coupon booklet for distribution by Seastreak to all commuter's.

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**VISUAL IMPROVEMENT**

Develop, enhance, and implement visual improvements to public areas, including supplemental maintenance, banners, decorations, flags, streetscape amenities, property maintenance, parking, and garbage recycling practices related to the visual appearance, safety and parking issues for commercial properties.

**Activities:**

- Research strategies that improve public perceptions of public areas for safety, cleanliness and efficiency of parking areas, and provide additional areas for parking. Collect, research; analyze information and data that will enhance visual improvement programs in partnership with the Borough. Provide streetscape amenities in public areas that enhance the visual experience of the commercial areas. Promote and encourage private sector commercial improvements that enhance the public area improvements (exterior facade maintenance, brick re-pointing, etc.).

**Accomplishments:**

- Assisted garden Club in preparation and promoting the Gertrude Ederly Celebration.
- Purchase of new mini Flags for Miller Street and Huddy Park decorative poles.
- Purchased plants for street containers for all seasons.
- Completed the Street Banner Program already installed.
- Collaborated with the Borough's recreational and public works departments to implement the Holiday 2003 decorations and Tree Lighting Program.
- Purchased and maintained signs for Highway Welcome sign.
- Worked with police Commissioner Caizza to utilize the speed radar sign previously purchased by HBP, Chamber and Ferry Companies.
- Worked with the Borough to complete 2003 recycling map.
- Prepared a thorough research and recommendation upon Council's request for the Marine Place Lighting problem.
- Worked with Borough to facilitate and complete the Clean Communities Program.
- Completed a maintenance schedule in an effort to follow code for more visual improvements in the business district.
- Continue to update and maintain Way Finding System.
- Worked with the Youth to include them in the holiday decorating plan in an effort to promote awareness and avoid vandalism. The plan was successfully implemented as the vandalism reached an all time low.

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ECONOMIC DEVELOPMENT**

Develop in partnership with the Borough and the NJ Office of Smart Growth a comprehensive planning tool that will include a market analysis, study of existing properties (underutilized or vacant) community vision, land use, urban design, general design, waterfront open space plans. Use cutting-edge tools to develop a predictable environment of ordinances and regulations to sustain existing businesses and attract new commercial business.

**Activities:**

Promote new investments in the commercial district through marketing, and direct business to business networking. Facilitate meetings with potential engineers and grant writers to implement a plan under the committee's recommendations. Provide assistance for existing businesses with parking or other related problems as a retention tool.

**Accomplishments:**

- Create a database of commercial property available for lease or rent through contacts with commercial owners and begin to create the section on website.
- Network with regional chamber of commerce as a recruitment tool.
- Collaborated with Birdsall Engineering re waterfront redevelopment planning.
- Initiate a meeting with NJOSP re our Smart Growth Planning Application
- Tracking commercial property ownership and business operator changes for business recruitment mailing list updates, and on-line business listings.
- HBP BID BUCKS promotions redeemable for cash in any Highlands business to stimulate the business activity.
- Revisit the development of a business friendly planning guide.
- Collaborated with potential and new commercial investors to bring new business to Highlands.