

Objectives & Accomplishments

Highlands Business Partnership Business Improvement District Borough of Highlands, Monmouth County

MARKETING/EVENTS & COMMUNICATION

Co-Chairs

Carla Cefalo-Braswell – ShoreGrafx, Inc.

William Weber – Nauvoo Cottages

Sherry Ruby – Seascape Manor B&B

2008 Objectives

- Develop, implement and expand regional image, brand identity of Highlands as a destination.
- Seek and apply for marketing Grants.
- Implement Murals throughout the community.
- Develop newsletter in conjunction with the Borough to send out to business and residential members of the community. (Template designed)
- Develop a comprehensive marketing campaign/media buy for winter (Nov – Feb).
- Complete the long-overdue promotional video for travel and business.
- Develop more sponsorship opportunities with local corporations.
- Maintain event calendar to include St. Pat's Parade, Seaport Craft Show, Clam Fest, Twin Light Bike Ride, Oktoberfest, Highlands Cares Breast Cancer Walk and Holiday event.
- Attend Annual events such as Great 5 Boro Race; NY Times travel Show, Asbury NJ Pride, the NJ Lighthouse Challenge and other marketing opportunities to promote the community.
- Expand Farmers Market for Summer season

2007/2008 Proposed Budget for both Marketing and Events Committee combined is \$72,500 Expenses for Annual Event calendar are funded through projected income from Vendors & Sponsorship.

2007 Accomplishments

Marketing/Events

- HBP obtained a \$400 grant from NJ agriculture to promote the farmers market.
- Farmers market was expanded to include many goods and services.
- HBP obtained 4 direct sponsors and 3 unique Barter Agreements.
- Obtained a new Barter Agreement valued at \$8,000 with Dr. Gelcoat to complete all improvements/repairs to the Highlands Water Taxi.
- New businesses were contacted and welcomed by HBP. Business Advocate met with new business owners and provided documentation about HBP including meeting schedules and the NJ SID/BID Statue. Additional information and training was provided for use of free website as well other free marketing opportunities.
- Business Spotlight's stories were done for several businesses by Terry Gauthier-Muessig of the APP coordinated by HBP. (Restaurants)
- Press releases were created for each event and distributed to Media list by the HBP President & Vice President.
- Met with Travel Writer and went to 20 businesses to update escapemaker.com. EscapeMaker.com, who hosts a website that promotes destinations surrounding the New York Area. HBP purchased space on EscapeMaker.com from July 07 – July 08. All the marinas, B&B's, Twin Lights Historic Site, restaurants, water taxi and local park

2007 Accomplishments Cont'd. Marketing/Events

destinations for biking, etc. were included in the write up that is promoted on the website. EscapeMaker.com will be doing an e-mail blast to their mailing list including our Highlands destination information and special rates will be available. An EscapeMaker.com web page banner, featuring Highlands as a destination with details of what to do, where to stay, and dining promote our businesses. EscapeMaker.com is regularly featured on Good Morning America and the New York Times as a destination resource. HBP purchase exhibit space to attend the 2008 NY times Travel Show. HBP events are picked up and displayed on Escape-Maker.com site, which provides additional exposure to the NY and regional markets for visitors/investors. HBP is able to change the web-page banner throughout the year's contract term.

- Attended the NJ Downtown conference to develop relationships and/or opportunities.
- Obtained a new Barter Media relationship w/CBS FM101, a NYC based radio spot to promote Highlands. Also established a NJ based relationship with WRAT Rat Radio. All radio announcements were tracked via invoices from sponsors.
- Enhanced Highland's destination marketing theme – Where the Jersey Shore Begins.
- Continued to maintain a Barter relationship with Foodtown, Hufnagel Tree Experts and Frank Rahm Landscaping.
- Print Collateral materials were produced on a timely schedule and distributed.
- Visitor Guide was created and 15,000 copies were distributed.
- Worked with local newspapers especially the Courier, Monmouth Journal, Two River Times and the Asbury Park Press to create newspaper ads and feature stories supporting events and local businesses in Highlands.
- Web site updates have been completed and enhanced 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 was and is available "free" for all commercial/business operators, Highlands clubs, and organizations.
- Organized HBP Visitor information booth to distribute marketing materials and visitor guides at events such as NJ Pride, the Lighthouse Challenge, and Bike New York's Great Five-Borough Bike Race. All of which were visited by thousands of people.

**Highlands Business Partnership
Business Improvement District
Borough of Highlands, Monmouth County**

VISUAL IMPROVEMENT COMMITTEE

Nancy Thomas – In the Garden Flowers & Plants
HBP Council Liaison

2008 Objectives

- Continue partnership with the Borough code enforcement officer to promote community safety and maintenance standards.
- Contract a seasonal maintenance employee assigned specifically to clean the streets and sidewalks throughout the business district. Other duties may include litter pick-up, graffiti and sticker removal, weeding and watering streetscape planters.
- Contract landscape contractor for seasonal landscape maintenance at Borough Gateway Entrances and parks for weed and litter removal, and mulch replacement 3 times a year at the following locations:
 - Highway sign at Linden Ave. and Rte. 36
 - Linden Ave. jug handle at Rte. 36
 - Huddy Park Gazebo
 - Streetscape Planters
 - Veteran's Park
 - Cornwall Square Park
 - North Bridge Embankment
 - Ederle Park
- Repair and upgrade Linden Avenue entrance and the highway sign.
- Repair and upgrade Miller Street bus stop and its surroundings.
- Maintain partnership with the Highlands Garden Club for the purchase of seasonal plant material. In return Club members plant the materials free of charge in the following areas:
 - Streetscape planters
 - Huddy Park
 - Veteran's Park
 - Kavookjian Field entrance planter (is required)
- Evaluate the need for and placement of a business directory kiosk for the more remote parking areas of town to direct visitors to the central business district.

2008 Budget Proposal for the Visual Improvement Committee is \$30,000.

**2007 Accomplishments
VISUAL IMPROVEMENT COMMITTEE**

- Submitted grant funded application to the NJ State Department - Martin Luther King Commission that proposes a partnership with HBP/VIC, youth at Highlands' schools, and Highlands Police Department to promote anti-vandalism awareness in youth in out community.
- Barter System for professional tree services to maintain trees on Bay Avenue and in the Commercial areas.
- Submitted tasks for Inmate Labor Program to the borough administrator.
- Supported the Beach Cleaning effort by the Borough recreation Department

2007 Accomplishments Cont'd.
VISUAL IMPROVEMENT COMMITTEE

- Recommended to the borough to purchase uniform trash receptacles for our public beaches to include recycling.
- Supported the borough in repairing the parks water fountains.
- Worked with Borough to facilitate and complete the Clean Communities Program.
- Purchased all plants/flowers for the street planter containers for each of 4 seasons.
- Purchased all plants/flowers for the public parks in Highlands with the exception of Gertrude Ederle.
- Completed a new Summer and Winter Street Banner Program.
- Purchased new signs and maintained existing signs for Highlands Welcome Area's
- Updated and maintained Way Finding System.
- The HBP Visual Improvement Committee worked on projects with sponsors and other groups in the borough that foster community pride in Highlands.
- Collaborated with the Borough's recreational and public works departments to implement the Holiday decorations and Tree Lighting Programs.

ECONOMIC DEVELOPMENT

Chairmen – Fred Rosiak, Captains Cove Marina
Co-Chair John Koenig, VP, – Marina on the Bay

2008 Objectives

- To expand the Water Taxi Operation to enhance new and existing business interest in Highlands
- Identify the range of issues that create problems or discourage businesses from staying and thriving in Highlands and develop solutions with our Governing Liaisons.
- Work to secure grants to expand the HBP Water Taxi Operation that promotes eco-tourism.
- Improve Sandy Hook landing, working with National Parks/R. Wells on permitting and securing floats docks for improved access to landing and Sandy Hook Beaches.
- Develop loan/grant programs for existing and new business for façade and building improvements.
- Work with Council and Planning Liaison's to update Zoning on Bay Avenue and other Business oriented areas.

Budget Request for Economic Development Committee is \$45,000

2007 Accomplishments
Economic Development Committee

- Collaborated with potential and new commercial investors to bring new business to Highlands
- Worked with new commercial investors to promote use of Highlands Design Standards
- Developed new landing opportunities with 2 landings in Sea Bright/Monmouth Beach to bring boaters to the Highlands Restaurants
- Continued our relationship with Sandy Hook/Gateway National Park regarding water taxi landing improvements, permitting and partnerships to expand service.
- HBP Water Taxi operations and staffing schedule for the Memorial Day to Labor Day
- Worked on the Smart Growth Planning/Open Space Inventory/Regional Bayshore Smart Growth Plan to identify supporting activities from the Highlands Master Plan and regional planning process