

2009 Objectives & 2008 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, Jay Cosgrove – Bahrs Restaurant

2009 Objectives

- Develop, implement and expand regional image, brand identity of Destination Highlands.
- Seek and apply for marketing Grants.
- Continue Tourism Newsletter and develop local newsletter.
- Develop a comprehensive marketing campaign/media buy for winter (Nov – April).
- Expand sponsorship opportunities with local corporations.
- Maintain event calendar to include St. Pat's Parade, Seaport Craft Show, Clam Fest, Twin Light Bike Ride, Oktoberfest, 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 2009 Summer season

2008 Accomplishments

- HBP obtained a \$600 grant from NJ agriculture to expand farmers market.
- Completed long overdue Tourism Video and put on www.highlandsnj.com
- HBP obtained 5 direct sponsors and 5 unique Barter Agreements.
- New businesses were contacted and welcomed by 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.
- Coordinated Business Spotlight's stories were done for several businesses with APP.
- Press releases were created for each event and distributed to Media list by the HBP
- Renewed 2008 contract with escapemaker and updated info with Travel Writer featuring all marinas, B&B's, Twin Lights Historic Site, restaurants, water taxi and local destinations. EscapeMaker.com provided 4 free email blasts including Highlands destination information.
- HBP attended the 2008 NY times Travel Show and received a free radio interview on the Stephanie Abrahams Show, promoting the area's historic sites.
- Attended the NJ Downtown conference to develop relationships and/or opportunities.
- Enhanced Public Service Announcements WRAT Rat Radio.
- Enhanced Highland's destination marketing theme – Where the Jersey Shore Begins
- Continued to maintain Barter relationships with Foodtown, Hufnagel Tree Experts. Dr. Gelcoat, WRAT Radio and Frank Rahm Landscaping.
- Print Collateral materials were produced on a timely schedule and distributed.
- Visitor Guide was created and 20,000 copies were distributed.
- Worked with local newspapers to support events and local businesses in Highlands.
- Web site updates to promote events, transportation, historical, HBP BID Facts, HBP agendas, reports, minutes, meetings, newsletters, and photo album files.
- Business and Event promotion and Ecoupans 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.

VISUAL IMPROVEMENT COMMITTEE

Nancy Burton – In the Garden Flowers & Plants

2009 Objectives (revised to reflect Budget cut)

- Continue to try to partner with the Borough code officer to clean up Bay Avenue.
- Purchase new streetscape banners
- Oversee Good Neighbor Grant with NJDOT for Linden Avenue Jug Handle
- Create a viable view shed Committee
- Seek funding to Implement Murals/Art throughout the community.

2008 Accomplishments

- Purchased and installed new Highway Welcome sign at Linden Avenue
- Completed 2007 and 2008 landscape barter projects with Rahm Landscaping w/Miller Hill Terracing
- Successful seasonal decorations and planting in collaboration with the Highlands Garden Club. Spring-Summer, Fall and Winter
- Earth Day 2008
- Submitted tasks for Inmate Labor Program to the borough administrator.
- Recommended to the borough to purchase uniform trash receptacles for our public beaches to include recycling.
- 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.
- Purchased new signs and maintained existing signs for Highlands Welcome Area's
- Updated and maintained Way Finding System.
- Completed Holiday Decoration Program for 2008.

ECONOMIC DEVELOPMENT

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

2009 Objectives (Revised to reflect Budget cuts)

- Encourage a fast track process with Borough Officials to attract investment
- Develop loan/grant programs for existing and new business for façade and building improvements.
- Implement placement of a business directory kiosk for visitors.
- Complete Business Friendly How to Guide (waiting for Borough sign off)

2008 Accomplishments

- Collaborated with potential investors to bring new business to Highlands
- Worked with JCP&L towards underground utility project.
- Researched potential WIFI project with Council Reps.
- Worked with new commercial investors to promote their business.
- Developed new water taxi landing at NPS Sandy Hook.
- 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
- Applied for CDBG grant for new boardwalk promenade at Veteran's Park