

2012 Objectives & 2011 Accomplishments
Highlands Business Partnership - Business Improvement District
Borough of Highlands, Monmouth County

MARKETING/EVENTS & COMMUNICATION

Co-Chairs

Carla Cefalo-Braswell – ShoreGrafx, Inc. and Jay Cosgrove – Bahrs Restaurant

2012 Objectives

- Develop, implement and expand regional image of Destination Highlands.
- Seek and apply for marketing Grants.
- Expand St. Pat's budget with fundraising dinner and other activities.
- Create new 2012 – 2013 Visitor Guide embellishing on local resources.
- Develop a comprehensive marketing campaign/media buy for winter.
- Advertise with NJ Shore Guide monthly and solicit other affordable ads.
- 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.
- Add a taste of Highlands event in coordination with HPD.
- Attend other Annual regional for marketing opportunities to promote Highlands.
- Seek advertising and/or barter with Seastreak.

2011 Accomplishments

- HBP obtained 3 direct sponsors and 4 Barter Agreements for 2011 event calendar.
- Solicited sponsors for the implementation of the National Monument – Memoria Project at Veterans Park. Services and material providers in excess of \$100,000 were solicited directly by HBP in conjunction with Memoria Project for an additional \$150,000 in donated goods and services including new lighting for Veterans Park.
- New businesses were contacted and welcomed by HBP. HBP met with new business owners and provided welcome folders/packages. Additional information and training was provided for use of free website and marketing opportunities.
- Organized and implemented the celebration of new Highlands Bridge with local, regional and state officials. Invitations were sent to all local businesses.
- Coordinated Ribbon Cutting ceremonies with local officials.
- Appeared on two (2) Comcast Newsmaker broadcast promoting Highlands's events and the Memoria Project.
- Appeared on Channel 2 news promoting grass roots efforts of the Memoria Project.
- Press releases were created for each event and distributed to Media list by the HBP
- Attended the NJSCB Grape Adventure event with HBP member, Chilangos and won the Battle of the Chefs. Great advertising opportunity for Chilangos, Highlands NJ.
- Continue Highland's destination marketing theme – Where the Jersey Shore Begins
- Continued to maintain Barter relationships with Foodtown, Hufnagel Tree Experts. WRAT Radio and Frank Rahm Landscaping.
- Donated Foodtown Barter value to Borough Recreation Department to assist them with budget constraints.
- Assisted local groups with their fundraising efforts such as Police Explorers.
- Print Collateral materials were produced on a timely schedule and distributed.
- Worked with local newspapers to support events and local businesses in Highlands.
- Web site updates to promote Highlands events, transportation, history, HBP news, media, agendas, reports, minutes, meetings, and photo album files.

VISUAL IMPROVEMENT COMMITTEE

Nancy Burton – In the Garden Flowers & Plants

2012 Objectives

- Complete Miller Hill Phase III plantings.
- Implement a part time seasonal maintenance program between Memorial & Labor Day with a focus on Bay Avenue.
- Expand the Holiday and Fall Decorations.
- Continue to partner with the Borough officials to clean up Bay Avenue.
- Seek Arts funding to Implement Murals/Art throughout the community.

2011 Accomplishments

- Completed the Miller Hill Irrigation installation with barter project with Rahm Landscaping and Hufnagel tree.
- Purchased sod to complete Phase II of the Memoria project installation.
- HBP collaborated with Town officials and Memorial Project for the successful installation of the National 911 Monument.
- Used Hufnagel Tree Barter to remove dead trees after Hurricane in public spaces that were potential life safety hazards.
- Implemented spring flowers in planters for parade.
- Supplied bunting and decorations for South Bay Beach area for Bridge celebration through the Fourth of July.
- Decorated Veterans Park for Oktoberfest and 911 Ceremonies.
- Implemented wintergreens and decorations in street containers.
- Worked with Borough to facilitate and complete the Clean Communities Program.
- Purchased and maintained existing signs for Highlands Welcome Areas.
- Updated and maintained Way Finding System including new sign at Jughandle.
- Completed Holiday Decoration Program 2011.

ECONOMIC DEVELOPMENT

Chairmen – Jim Bollerman, Sandy Hook Bay Marina, Co-Chair Jim Filip, Doris & Ed's

2012 Objectives

- Complete zoning recommendations with the borough to use as recruitment tool.
- Seek loan/grant programs for existing and new business for façade and building improvements.
- Encourage a fast track process with Borough Officials to attract investment.
- Implement placement of a business directory kiosk for visitors.
- Dust Off Complete Business Friendly How to Guide and incorporate into an Investors Tool Kit.

2011 Accomplishments

- ED committee met extensively to provide the HBP zoning recommendations report to Mayor and Council. This was a comprehensive report that described Highlands, yesterday, today and tomorrow. The report included recommendations that we feel necessary to attract investors into the community as we presently have a reputation for being a difficult place to do business. The report also includes a map overlay and photography.
- HBP ED committee members Larry Colby, Carla Cefalo and Jim Filip attended the planning board meetings when report was discussed.