

**2016 Objectives & 2015 Accomplishments**  
**Highlands Business Partnership - Business Improvement District**  
**Borough of Highlands, Monmouth County**

**MARKETING/EVENTS & COMMUNICATION**

Co-Chairs Ara Jamgochian, Jay Cosgrove, Carla Cefalo

**2016 Objectives**

- Expand Destination Highlands – Marketing meetings (4)
- Seek and apply for marketing, façade and other available grants.
- Expand St. Pat's budget with fundraising dinner and other activities.
- Expand 2016 Visitor Guide.
- Expand Fall marketing campaign to extend the season.
- Expand our Social Media and online marketing presence.
- Expand sponsorship opportunities with local corporations.
- Maintain existing event calendar and possible expansion.
- Attend annual regional events to promote Highlands.
- Solidify marketing/advertising and/or barter at ferry/terminal.

**2015 Accomplishments**

- HBP obtained five (4) direct sponsors and five (5) Barter Agreements for 2015.
- Served on Monmouth County Tourism Council representing Council.
- Created and Implemented 2015 Event Calendar; Beef and Brew, Chili Cook Off, Guinness Run, Seaport Craft Show, Taste of Highlands, Clam Fest, Oktoberfest, Twin Lights Bike Tour, Holiday Lights Contest and Tree Lighting.
- Expanded event calendar to include Fall into Highlands, Zombie Parade
- Expanded social media and online advertising for events
- Assisted local groups and non-profits with fundraising activities, events, such as St. Bernard Concert, Police Explorers Learning For Life Program, HHRS Tri-District Educational Foundation, HES PTO, Sandy Hook Local PBA, HFD, and HBAC.
- Expanded the Farmers Market to provide for more goods and services.
- Secured and implemented a contract with CBS outdoor for annual billboards.
- HBP staff continued to operate and complete the Robin Hood Grant program.
- HBP staff met with new business owners and provided welcome folders/packages.
- Participated with the Paint the Town Pink program, bringing awareness to breast cancer and coordinated HHRS art students to paint the store windows pink.
- HBP coordinated Ribbon Cutting ceremonies for new businesses with local officials. New members were highlighted on FB, website with photos and a Press Release.
- Press releases were created for each event and distributed to Media list by the HBP
- Continued to maintain Barter relationships.
- New 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, grand openings, transportation, entertainment, nightlife, recreation, history, HBP news, media, agendas, reports, minutes, meetings, and photo album files.

**VISUAL IMPROVEMENT COMMITTEE**  
Nancy Burton – In the Garden Flowers & Plants

**2016 Objectives**

- New Holiday, Street Banners and Fall Decorations.
- Implement additional Murals/Art throughout the community.

**2015 Accomplishments**

- Replaced and installed fencing at Veterans Park.
- Hufnagel Tree Barter to remove dead trees various district locations.
- Sprinkler Master Barter maintained and repaired sprinkler system in Veterans Park.
- Implemented wintergreens and decorations in street containers, Huddy Park, Veterans Park and highway welcome sign.
- Purchased and maintained existing signs for Highlands Welcome Areas.
- Updated and maintained Way Finding System
- Maintained the Holiday Decoration Program with cornstalks, scarecrows and candy canes on street poles and public areas.
- Fall plantings at Highway Welcome Sign
- Created an RFQ for a new mural on Miller Hill. The committee interviewed 3 artists, selected and implemented a new mural design for \$7,000.

**ECONOMIC DEVELOPMENT**

Larry Colby – Riverfront Cottages

**2016 Objectives**

- Seek loan/grant programs for existing and new business façade improvements.
- Encourage a fast track process with Borough Officials to attract investment.
- Work with Planning Board to keep zoning updated and consistent
- Implement a sidewalk café ordinance and possible pop-up locations.
- Implement placement of a business directory kiosk for visitors.

**2015 Accomplishments**

- Participated with town officials for noise ordinance amendment. Coordinated and attended training State experts.
- Streetscape – coordination with stakeholders and town officials. Ground breaking ceremony was held on September 24th in Cornwall Square.
- Implemented multi year, multi tier barter agreement with Tri-Bar Services for Drainage and Boardwalk project at Veterans Park.
- Purchased and provided all materials for new boardwalk at Veterans Park.
- Purchased and installed deck railings for new boardwalk with local contractor.