

2017 Objectives & 2016 Accomplishments
Highlands Business Partnership - Business Improvement District
Borough of Highlands, Monmouth County

MARKETING/EVENTS & COMMUNICATION

2017 Objectives

- Promote & Expand Event Calendar - Destination Highlands
- Seek and apply for marketing, façade and other available grants.
- Expand fundraising activities.
- 2017 - 2018 Visitor guide.
- Expand Fall marketing campaign to extend the season.
- Expand our Social Media and online marketing presence.
- Expand sponsorship opportunities with local corporations.
- Attend annual regional events to promote Highlands.
- Marketing/advertising at ferry/terminal.

2016 Accomplishments

- HBP obtained five (5) direct sponsors and five (5) Barter Agreements for 2016.
- Served on Monmouth County Tourism Council representing Council.
- Created and Implemented 2016 Event Calendar; Beef and Brew, Chili Cook Off, Guinness Run, Seaport Craft Show, Taste of Highlands, Clam Fest, Oktoberfest (cancelled) Antique & Classic Car Show, Twin Lights Bike Tour, Zombie Parade and Zombie Pub Crawl for Breast Cancer, Holiday Lights Contest and Tree Lighting.
- Expanded event calendar to include Antique & Classic Car Show.
- Expanded social media and online advertising for events.
- Assisted local groups and non-profits with fundraising activities, events, Police Explorers Learning For Life Program, HHRS Tri-District Educational Foundation, HES PTO, Sandy Hook Local PBA, HFD, Highlands Lions Club and HBAC.
- Expanded the Farmers Market to provide for more goods and services.
- Secured and implemented a contract with Outfront for annual billboards.
- HBP staff met with new business owners and provided welcome folders/packages.
- Participated with the Paint the Town Pink program, bringing awareness to the importance of annual mammograms.
- 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.
- Website upgrade to a mobile friendly interactive site to continue promote Highlands events, grand openings, agendas, reports, minutes and photos.
- Database upgrade for HBP members and Highlands organizations to enter events, special, retail promotions and a link to their website and social media pages.

VISUAL IMPROVEMENT COMMITTEE

2017 Objectives

- Bay Avenue Holiday & Street Banners
- Streetscape Phase III – paint program
- Implement additional Murals/Art throughout the community
- Create a sidewalk café ordinance to present to Council

2016 Accomplishments

- Sponsored and implemented a community wide Earth Day Program with various local organizations including PBA, Explorers, Community of Hope, Recreation Committee, Garden Club, Arts Council and volunteers.
- Hufnagel Tree Barter to remove dead trees various district locations.
- Sprinkler Master Barter maintained and repaired sprinkler system in Veterans Park.
- Purchased and maintained existing signs for Highlands Welcome Areas.
- Updated and maintained Way Finding System
- Maintained the Holiday Decorating Program in parks and public areas.
- Expanded the Holiday decorations to include lights, greens and bows on the new decorative street lights.
- Fall plantings at Highway Welcome Sign
- Miller Hill Mural completed.

ECONOMIC DEVELOPMENT

2017 Objectives

- Seek loan/grant programs for existing and new business façade improvements.
- Encourage a fast track process with Borough Officials to attract investment.
- Implement placement of a business directory kiosk for visitors.

2016 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 in Cornwall Square.
- Implemented multi year, multi tier barter agreement with Tri-Bar Services for Drainage and Boardwalk projects 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.
- Worked with DPW foreman to replace chain link fence to create open space on the waterfront with and purchased and installed deck railings to match the boardwalk with local contractor.