



BOROUGH OF HIGHLANDS  
COUNTY OF MONMOUTH

## RESOLUTION 17-078

### RESOLUTION APPROVING THE HIGHLANDS BUSINESS PARTNERSHIP 2017 OBJECTIVES AND 2016 ACCOMPLISHMENTS

**WHEREAS**, the Highlands Business Partnership has provided the Borough with their 2017 objectives and 2016 accomplishments.

**WHEREAS**, the governing body has reviewed the Highlands Business Partnership 2017 Objectives and 2016 Accomplishments, a copy of which is annexed hereto.

**NOW, THEREFORE, BE IT RESOLVED** by the Mayor and Council of the Borough of Highlands, that the governing body hereby approves the Highlands Business Partnership 2017 Objectives and 2016 Accomplishments.

**Motion:** Approve Resolution [Consent Agenda], **moved** by Councilmember Broullon; **Seconded** by Councilmember Wells.

**Vote:** Motion carried by roll call vote (summary: Yes = 4; No = 0).

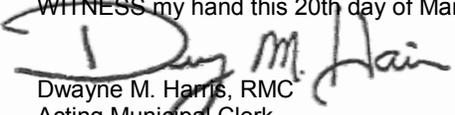
**Yes:** Councilmember Broullon, Councilmember D'Arrigo, Councilmember Wells, Mayor O'Neil

**No:** None

**Absent:** Councilmember Card

I, Dwayne M. Harris, Acting Municipal Clerk of the Borough of Highlands, in the County of Monmouth, State of New Jersey, hereby certify this to be a true copy of the action of the Governing Body, at its Meeting, held March 15, 2017.

WITNESS my hand this 20th day of March 2017.

  
Dwayne M. Harris, RMC  
Acting Municipal Clerk

**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.