



BOROUGH OF HIGHLANDS  
COUNTY OF MONMOUTH

## RESOLUTION 18-051

### RESOLUTION APPROVING THE HIGHLANDS BUSINESS PARTNERSHIP 2018 OBJECTIVES AND 2017 ACCOMPLISHMENTS

WHEREAS, the Highlands Business Partnership has provided the Borough with their 2018 objectives and 2017 accomplishments.

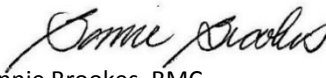
WHEREAS, the governing body has reviewed the Highlands Business Partnership 2018 Objectives and 2017 Accomplishments, a copy of which is annexed hereto.

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 2018 Objectives and 2017 Accomplishments.

Motion to Approve R-18-051:

	INTROUCED	SECONDED	AYE	NAY	ABSTAIN	ABSENT
BRASWELL					X	
BROULLON		X	X			
D'ARRIGO				X		
RYAN	X		X			
O'NEIL						X

I, Bonnie Brookes, 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 Council Meeting, held February 7, 2018. WITNESS my hand this 8th day of February 2018.

  
Bonnie Brookes, RMC  
Municipal Clerk

**2018 Objectives & 2017 Accomplishments**  
**Highlands Business Partnership - Business Improvement District**  
**Borough of Highlands, Monmouth County**

**MARKETING/EVENTS & COMMUNICATION**

**2018 Objectives**

- Promote & Expand Event Calendar - Destination Highlands
- Seek and apply for marketing and other available grants.
- Host Business Networking Breakfasts.
- Expand fundraising activities.
- Update and print 2017 - 2018 Visitor guide.
- Update and print brochures, rack cards and maintain distribution policy.
- Expand Social Media and online marketing advertising.
- Solicit new Corporate Sponsorship opportunities.
- Attend annual local and regional events to promote destination Highlands.
- Marketing/advertising at ferry/terminal.

**2017 Accomplishments**

- HBP obtained four (4) direct sponsors and six (6) Barter Agreements for 2017.
- Served on Monmouth County Tourism Council representing Council.
- Created and Implemented 2017 Event Calendar; Beef and Brew, Chili Cook Off, Guinness Run, St. Patrick's Day Parade, Pride in Highlands Earth Day, Seaport Craft Show, Taste of Highlands, Clam Fest, Antique & Classic Car Show, Twin Lights Bike Tour, Oktoberfest, Zombie Parade, Zombie Pub Crawl for Breast Cancer, Winter Wonderland Run, Holiday Lights Contest and Holiday Tree Lighting.
- Extended the winter season to include a new event, Winter Wonderland Run.
- Expanded social media and online advertising for all events.
- Assisted local organizations and non-profits with fundraising activities and events; Police Explorers, HHRS Tri-District Educational Foundation, Highlands Elementary School PTO, Sandy Hook Local PBA, Highlands Fire Department, Highlands Historical Society, and Highlands Lions Club.
- 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 to provide welcome folders/packages.
- Participated with the Paint the Town Pink program, bringing awareness to the importance of annual mammograms.
- Participated in a marketing plan project for Highlands, conducted by the Rutgers Business School, which resulted in hiring a part-time marketing intern.
- Provided an internship for a TCNJ business school student, who is a Highlands resident.
- 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.
- Produced and Printed Collateral materials for distribution locally and regionally.
- Website upgrade to a mobile friendly, interactive site to continue to promote Highlands events, grand openings, agendas, reports, minutes and photos.
- Completed the Database upgrade for HBP members and Highlands organizations to promote their events, retail promotions and link to their website / social media pages.

## **VISUAL IMPROVEMENT COMMITTEE**

### **2018 Objectives**

- Seasonal Maintenance Program throughout the district.
- Expand the Holiday Decorations to include additional public areas.
- Solicit and maintain existing barter agreements for public area improvements.
- Revisit the recommendations for signage and lighting recommendations.

### **2017 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 in various district locations.
- Sprinkler Master Barter maintained and repaired sprinkler system in Veterans Park.
- New Barter Agreement with In The Garden to install our new Holiday decorations and maintain the Holiday planters and Highway Welcome Sign.
- Purchased and maintained existing signs for Highlands Welcome Areas.
- Updated and maintained Way Finding System
- Installed Holiday Decorations in parks and public areas.
- Purchased greens and lighting swags for the decorative lamp posts.

## **ECONOMIC DEVELOPMENT**

### **2018 Objectives**

- Seek loan/grant programs for existing and new business façade improvements
- Allocate funds and implement mini grants for Paint/Fence/Sign Program.
- Encourage a fast track process with Borough Officials to attract investment.
- Host Seminars and Presentation for commercial funding opportunities.

### **2017 Accomplishments**

- Provided 6 guided tours to potential investors.
- Worked with existing commercial property owners to assist in leasing their property to potential business owners.
- Scheduled meetings with UCEDC and business prospects to provide funding opportunities for business start-up costs and real estate acquisition funding.
- Completed the new boardwalk project at Veterans Park.
- Submitted an Application to the Monmouth County Planning Board Merit Award Program for the Sandy Hook Bay Marina Property.
- Submitted the Borough of Highlands Streetscape Project for a Downtown NJ Excellence Award.