

2010 Annual Report

Spring Lake Business Improvement District

managed by the Spring Lake Business Development Corporation



“Downtown looks great.” “Thank you.” “Third Avenue looks better than it has for years.” Those are just some of the comments heard throughout the year as the Spring Lake Business Improvement District (SLBID) wrapped up 2010, its third year in operation. The attractiveness of Spring Lake’s business areas is important in terms of both attracting customers and reflecting the elegance of Spring Lake. Keeping business property vacancies to a minimum, optimizing property values, and maximizing sales for businesses are equally important. In the context of a still struggling national economy, the SLBID has positively affected all of these areas of concern over the past year.

Following is an overview of the SLBID’s initiatives and accomplishments during 2010.

MANAGING THE ENVIRONMENT

In business, it is desirable to be able to link results directly to effort (i.e. “this is a direct result of the BID doing this). It is often difficult to make that direct correlation between the efforts of an effective BID in a small town and results. It is obvious that things are better, but in some instances improvements seem to just happen and in other instances they are made by a group other than the BID. Yet, the improvements



The Centennial Clock before and after. The SLBID re-worked priorities in order to contribute significantly to the cost of refurbishing the clock.

wouldn’t be there if the BID didn’t exist even though the BID may not have seemed to have a direct hand. That is because, particularly in a smaller town, a key role of the BID is to foster an environment in which desired improvements take place, whether the BID is

directly involved, or can take credit, or not.

This “building and maintaining an environment in which desired improvements take place” is particularly true of the SLBID. While it can point to many improvements in which it had a direct role, it also gives considerable attention to building strategic partnerships with the Borough and community groups, encouraging support by community groups for the business community, and encouraging commercial property and business owners to focus on continuous improvement. While there were considerable direct efforts made that had demonstrable results, two of the most significant activities had to do with managing the environment for improvement. Early in the year, the organization adopted critical success factors; six standards for how the SLBID conducts itself that are reviewed regularly to ensure they are being followed. In early Fall, the SLBID conducted four facilitated workshops with the Greater Spring Lake Chamber of Commerce (CofC) to better delineate the roles and responsibilities of each organization in order to best apply the resources and capabilities of each.

The remainder of this report is organized according to the committee structure that enables the SLBID to function effectively.

BUSINESS DEVELOPMENT COMMITTEE

The Business Development Committee is responsible for initiatives to attract new businesses and assist existing businesses to function more profitably. The SLBID web site contains a photo directory of com-

¹ The Spring Lake Business Improvement District (SLBID) is managed by the non-profit Spring Lake Business Development Corporation (SLBDC). For the sake of simplicity, this report will treat the two as one in the same and refer to the SLBID.

mercial properties available for sale or rent. Members and staff also work with property owners and real estate agencies to assist potential businesses in choosing Spring Lake as their location. And they make themselves available to new businesses in order to assist them in successfully settling into Spring Lake.

The committee worked with the Fire Safety Bureau and the Police Department to present a holiday risk management seminar for businesses on October 26. The workshop focused on fire safety and stemming losses from theft, pilferage, and fraud.

DESIGN COMMITTEE

The Design Committee plans and carries out some of the most visible activities of the SLBID. It partnered with the CofC and the Department of Public Works (DPW) to do seasonal plantings, including a large number of mums in the fall, in planters and at businesses throughout the town.

The committee continued to increase the attractiveness and utility of “street furniture” in the business



The SLBID designed a modification to its attractive trash receptacles that makes them useable for recycling.

areas. It purchased and placed 3 bicycle racks, 5 planters, and 4 recycling receptacles. The recycling receptacles were designed by the SLBID to match the new trash receptacles purchased in recent years. It also began refurbishing of 11 old benches, completing 7 before weather became too cold for painting and staining.

Sidewalks in the downtown area were kept attractive by the committee’s contractors as it provided for

power washing and weed control. It also contributed towards the cost of a snow blower attachment for the DPW track machine.

Members of the committee and SLBID staff assisted in dealing with JCP&L regarding street light failures on Third Avenue., as well as planning additional lights on Morris Avenue near Third. The committee reworked priorities in order to substantially contribute to the cost of repairing the Spring Lake Centennial Clock.

As another example of the close partnership between the SLBID and the DPW, the SLBID further enhanced winter holiday decorative lighting by switching to LED lights on the garlands on street light poles on Third Ave. This both enabled putting more lights on poles within their power capacity and reducing power consumption. The lights and garlands were installed by the DPW. The committee worked with DPW in the purchase of LED lights that are both more efficient and less prone to vandalism for the bridges.

The SLBID also worked closely with the DPW to keep businesses informed about snow removal and ways to both comply with Borough ordinances and facilitate the DPW’s snow removal efforts.

LAND USE

The Land Use Committee saw its biggest recent undertaking come to fruition with the adoption of a new sign ordinance for Spring Lake commercial properties. The SLBID takes very seriously its responsibility to offer business areas that are consistent with Spring Lake’s overall ambiance and quality. It found the prior sign ordinance to be unclear and not conducive to both allowing creative signage and preventing signs that were not consistent with Spring Lake’s image. The Land Use Committee did extensive research, including visiting downtowns throughout New Jersey and reviewing sign ordinances from across the United States, in order to draft a proposed ordinance that would be best for Spring Lake. Once the ordinance was adopted, the committee published a flyer to assist businesses in complying with the ordinance. SLBID staff has also been available to give guidance regarding the new ordinance to businesses.

The Land Use Committee also prepared and presented input regarding the Master Plan to the Borough

Planning Board.

MANAGEMENT/ ORGANIZATION COMMITTEE

The Management/Organization Committee is responsible for the administration of the SLBID organization. It was particularly involved in developing the organization's Critical Success Factors and the four workshops with the CofC that resulted in agreement on roles and responsibilities.

The SLBID also partnered with the CofC on an opening night performance and reception for "Annie" at the Community Theatre. This was a fundraiser for the SLBID and CofC as well as an opportunity for Spring Lake food establishments to showcase their fare at the reception.

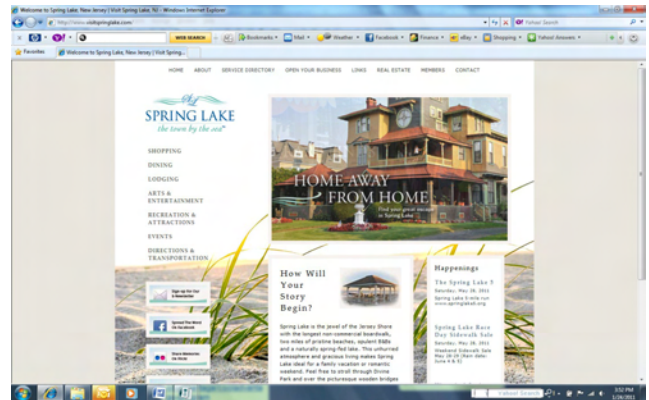
PROMOTION COMMITTEE

The Promotions Committee became particularly busy as 2010 progressed and efforts were made to engage more business people in providing suggestions regarding what types of promotions would best assist their businesses. To this end, two merchant meetings were held jointly by the SLBID and the CofC. And a joint SLBID and CofC committee began coordinating promotion. Promotion was both broadened regionally and increased in focus locally. Regional advertising by the SLBID included the Monmouth County Travel Guide and New Jersey Monthly. The SLBID joined the CofC and Historic Inns of Spring Lake to run ads in the Preferred Inns Directory and NJ Life Magazine. Locally, a "Did you know Spring Lake has it all" awareness campaign and a winter holiday campaign were conducted by the SLBID in the Coast Star, Ocean Star, and Two River Times.

Initiatives begun in past years continued to be expanded upon in 2010. The second edition of the annual program for the Community Theatre almost doubled in content from its inaugural issue in 2009. The program is a promotional and informational tool for the Theatre while it also reminds attendees to Theatre productions of the great shopping, dining, lodging, and professional services in Spring Lake. And it raises funds for the SLBID.

The committee also had 8,000 "rack cards" printed and distributed. The cards promoted shopping, dining, and lodging in Spring Lake and contained the schedule

of events for Spring Lake. These were distributed locally, in CofC mailings, through Monmouth County, and at New Jersey state information centers.



The SLBID's visitspringlake.com web site provides information to potential visitors to Spring Lake and potential business operators.

The SLBID produces the monthly Spring Lake email newsletter that goes to consumers as a joint SLBID and CofC promotional piece. There are more than 1,500 subscribers to the newsletter. The Promotion Committee also oversees the www.visitspringlake.com web site.

In order to take greater advantage of social media, the Promotion Committee began work on videos that will be utilized in fall and winter of 2011.

THE COMING YEAR

One of the challenges that faces a BID as it gets older is that everything it has accomplished in the past tends to fade from people's consciousness even though it takes continued effort to maintain those accomplishments. People then expect as many new initiatives each year as in past years, without a change to the budget. The leadership of the BID then works to balance keeping a stable budget, maintaining its past accomplishments, including assets such as street furniture, and generating new initiatives. That is true of the SLBID, yet it expects to continue many of its past efforts while undertaking new projects, and with a third consecutive budget that is lower than the previous year.

The SLBID will continue to work with the Borough and community groups to creatively develop partnerships that result in improved coordination of efforts

and effective utilization of resources. Cooperative advertising programs and cross promotions between organizations are among these initiatives. For example, the BID will continue to promote events by community organizations, such as the Garden Club's Garden Tour, that draw people to Spring Lake, while distribut-

Vision Statement

Historic Spring Lake's captivating shopping district welcomes guests from around the world and residents alike with its small-village graciousness and relaxed atmosphere. Nestled within the family-friendly "Jewel of the New Jersey Shore," Spring Lake's shopping district provides world-class boutiques, unparalleled customer service, unique galleries, casual outdoor eateries and fine dining experiences. Downtown is a short tree-lined walk from the soothing ocean waves and non-commercial boardwalk, charming B&Bs and hotels, and an enchanting park surrounding a spring-fed lake. Cultural events, including the many fine performances at the historic Community Theater, enhance the Spring Lake experience. The magical atmosphere of Spring Lake makes it ideal for a memorable wedding, summer vacation, romantic weekend, or short retreat.



ing literature promoting shopping, dining and lodging in Spring Lake through those events.

The Design Committee has plans to add more benches and recycling receptacles to Spring Lake streets in 2011. They have also approached the Borough for permission to replace the signs directing people to shopping and dining with signs utilizing the logo that is part of the Promotion Committee's branding efforts.

The Land Use Committee will work towards design guidelines that will assist people renovating existing or building new commercial structures to do projects that fit in well with Spring Lake's style. The Management/Organization Committee will press forward with revisions to the assessment schedule in order to maintain a

fair and balanced plan for how commercial properties are assessed for the Business Improvement District. The Business Development Committee will continue to work with property owners to fill vacancies as soon as possible after they occur. And it has plans for educational programs for existing businesses, including one that provides guidance for making use of a number of free promotional vehicles available to Spring Lake businesses.

The safe operation of bicycles and damage to the environment by dogs diminish the experience for people in the downtown. This will be addressed as a coordinated effort between the committees.

Spring Lake Business Development Corporation Board of Directors

Karen G. Antonelli-Cinotti Karen's Boutique	Robin Moglia Linger
Pat Barry Community House	Carol Patterson Property Owner
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George D'Amico D'Amico & McConnell	Hon. Pricilla Reilly Alternate Council Liaison
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Joe Desiderio Johnson House	Pete Sakalas Preservation
Chris D'Eufemia Tom Bailey's Market	Joe Scardino The Breakers Hotel
Helen Corrigan Property Owner	Jim Thompson Resident
Dr. Edward Dooley Dooley Dental	Joe Valentino Joe's Deli
Terry Groark Arteffects	Hon. Janice Venables Council Liaison
Kelly Lipfert Urban Details	Robert Wehner Resident

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