

2011 Budget

Spring Lake Business Development Corporation

managing the Spring Lake Business Improvement District

2011 will be the fourth year of operation for the Spring Lake Business Improvement District (SLBID). In spite of the worldwide economic downturn, commercial vacancy rates are among the lowest for New Jersey downtowns. There are businesses waiting to locate in Spring Lake when the right space is available. And the experience for shoppers continues to grow as a reflection of Spring Lake's unique elegance and quality. This is particularly notable in light of the economic downturn and the deteriorating condition of the Third Avenue business district at the time that the SLBID was created.

One of the hallmarks of a business improvement district is professional management. District leadership and staff focus on all aspects of the vitality of the district and manage them. While many organizations write vision statements and then put them on the shelf, the vision developed by the steering committee that led to the creation of the SLBID is a constant guide for the organization's leadership, particularly the professional staff. The vision states *"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-renowned 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."*

By being dedicated to this vision, the SLBID has been able to focus on providing value to commercial property owners, businesses, the people who utilize Spring Lake businesses and its downtown, and residents while complementing Spring Lake's inherent charm.

Often the years following the third year of the life of a business district become more challenging as stake-

holders seek to keep the assessment rates stable while seeing continually more improvements in the district. That is not realistic as the improvements that have been accomplished need to be maintained. Regardless, for its 2011 budget the Spring Lake Business Improvement District is planning to keep assessments the same, or less for some, yet has plans for further improvements.

The SLBID is fortunate to have a sizeable cadre of dedicated, experienced, capable volunteers. Thousands of dollars worth of volunteer time, much contributed by people with no direct stake in Spring Lake businesses, is added to the financial investment of the business community to provide Spring Lake an outstanding downtown.

The BID's budget is organized and planned by a process that starts with its committees and finishes with approval by the Board of Directors. It is based on a plan of work and priorities for each committee. Following is an overview of the proposed 2011 budget.

Management and Organization

The Management and Organization Committee is responsible for the general operation of the organization. That includes operation of the office, administration, staffing, and the development and maintenance of relationships with the Borough, Spring Lake organizations, and volunteers. In order to coordinate efforts with the Borough, SLBID leadership meets regularly with Borough government leaders and department heads. The cost savings to the Borough as a result of this coordination, both in direct cost and labor, that comes from this coordination can be seen particularly in the handling of decorative plantings and holiday decorations on Third Avenue. Recently, the BID and the Borough worked very closely on the rehabilitation of the Centennial Clock and the resolution of the electrical problems with the streetlights on Third Avenue.



The hiring of a part-time assistant for the part-time executive director has substantially increased the output of the organization. That had been planned from the outset but it was not possible to bring about until the end of 2009. The benefit has been seen throughout 2010 as the executive director has been able to focus more on planning, management, fund raising, and regulatory issues rather than the executive director also doing work better left to an assistant. As the executive director trains the assistant, it becomes possible also to shift some tasks from the executive to the assistant at a lower pay rate. It is planned to reduce the executive director's time in 2011, although there may be new self-funded projects on which he will work beyond the anticipated time. In spite of increasing responsibility, the \$19,123 budgeted for Management and Organization for 2011 is the same as for 2010, while total staffing cost is reduced by almost \$4,500.

Office space for the SLBID has been donated since the inception of the organization, thereby saving approximately \$2,500 in rent and utilities per year. The Management and Organization Committee is working on additional sources of funding for the SLBID, such as grants and sponsorships.

It should be noted that each year the SLBID undergoes an audit, which is filed with both Borough Council and the New Jersey Department of Community Affairs.

Business Development

The Business Development Committee is responsible for both recruiting new businesses and for retaining existing businesses by providing education and resources to assist them to thrive. Projects by this committee for 2011 include providing education for Spring Lake businesses in order to enhance customer service, continuing the educational breakfasts held twice a year, continuing an email newsletter for businesses, and completing an informational packet that can be utilized both for attracting new businesses and assisting those businesses to comply with requirements for doing business in Spring Lake.

The Land Use Committee is a sub-committee of the Business Development Committee. This committee focuses on policy issues affecting property owners and businesses. It was responsible for initial drafts of both the outdoor merchandise display ordinance and the sign ordinance. There is considerable expertise on the committee. That expertise works with the professional management of the SLBID to extensively research is-

issues and ordinances to address those issues. This ensures that resulting draft ordinances strike a balance in being best for the Borough and for the business community, while saving the Borough considerable expense in preparing ordinances. The Land Use Committee will be working on fine tuning the recently adopted sign ordinance, and considering design guidelines for commercial buildings.

Most of the budget for Business Development and Land Use Committees pays for staff. The budget for these committees remains the same for 2011 in spite of increasing activity.

Design

The Design Committee is responsible for providing an inviting, appealing, and comfortable appearance for Spring Lake's business districts consistent with the overall charm of the town. This is an important aspect of a successful district as it provides the "first impression" that invites people in, and influences their overall experience. Because the committee's sole function is that appearance and experience, and it has flexibility as far as negotiating purchases, the committee is able to use available funds extremely well. Funding for the committees work comes solely from a grant from the Borough that is used exclusively for that work. Those funds are greatly enhanced by a tremendous amount of volunteer time.

The Committee has been carrying out a consistent street furniture theme to enhance an elegant, comfortable, and inviting appearance. Benches, planters, bicycle racks, and both trash and recycling receptacles that complement each other, continue to be added to the business districts. Benches and bicycle racks that were in place before the creation of the BID are being rehabilitated as possible.

The committee will continue to work on the plantings that adorn the downtown making them both more efficient and attractive. The purchase of additional benches, bicycle racks, and planters are planned for 2011, as well as providing up-lighting for the Centennial Clock. The signs directing guests to the shopping district will be updated to incorporate the Spring Lake logo that was created for the SLBID two years ago as well as making the signs more attractive.

The budget for 2011 for the Design Committee is a \$2,000 reduction from 2010, reflecting a reduction of that amount in the grant requested from the Borough for support of the SLBID's beautification efforts.

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Spring Lake Business Development Corporation

INCOME	
Assessment	\$68,000
Borough grant	\$33,000
Donations	\$10,000
Total Income	\$111,000

EXPENSE		
Management/Organization		\$19,123
Accounting/Legal/Insurance	\$6,450	
Staff and support (1)	\$12,673	
Design/Maintenance		\$40,604
Streetscape improvements	\$33,000	
Staff and support (1)	\$7,604	
Promotion		\$28,138
Advertising and Marketing	\$18,000	
Staff and support (1)	\$10,138	
Business Development		\$23,135
Recruit and Retain Businesses, Land Use initiatives	\$2,860	
Staff and support (1)	\$20,275	
Total Expenses		\$111,000

(1) Management, staff and office overhead support each of the program areas. These expenses, listed below, are allocated as follows: Management, 24%; Promotions, 20%; Design/Maintenance, 15%; Business Development and Land Use, 20% and 20%.

Executive Director Retainer	\$25,350	Rent– donated (value \$2,500)	
Office Staff	\$12,600	Supplies	\$700
Emergency Contingency	\$7,940	Postage	\$250
Computer/Software	\$500	Printing/Copying	\$500
Phone	\$800	PD (1) and DPW (2) lunches	\$750
Payroll Tax	\$1,300	TOTAL	\$50,690

Promotions

The Spring Lake Business Improvement District will continue to build on the promotion carried out by other entities in town such as the greater Spring Lake Chamber of Commerce, the Community Theatre, and the Historic Inns. This includes doing cooperative advertising, and utilizing the events produced by other organizations as opportunities to distribute informational material about enjoying Spring Lake.

The Promotions Committee is very brand focused, just as the entire bid organization is committed to sustaining the essence of Spring Lake. All promotions undertaken by the committee are evaluated to ensure that they reflect Spring Lake's image correctly.

Approximately 16,000 people attend performances at the Spring Lake Community Theatre each year. These are people who have demonstrated some connection to Spring Lake and should be cultivated as potential customers for Spring Lake businesses. 2011 will be the third year for the theatre program produced by the SLBID to both cultivate those potential customers and generate revenue for the SLBID.

In partnership with the Chamber of Commerce, the SLBID publishes a monthly email newsletter that goes to more than 1,700 subscribers who patronize Spring Lake businesses. Throughout the year, the committee will be working on increasing the number of residents subscribed to the eletter so that resident-specific communications can be sent to them.

The SLBID has been making use of attractive promotional cards placed at tourism information centers throughout New Jersey as a means of spreading awareness of Spring Lake. It also started advertising in Monmouth County's Travel Guide in 2010. Initiatives to better utilize the Spring Lake 5, Garden Tour, Authors and Inns event, Kitchen Tour, and Candlelight Tour to get the word out about Spring Lake businesses will be given particular attention in 2011.

The SLBID also places select advertising in targeted publications throughout the year. These include "New Jersey Monthly" and "Bucks Life Magazine." Through local advertising, the Promotion Committee has placed additional emphasis on making Spring Lake the down-

town for surrounding towns. That will be continued in 2011. To further connect between the people on the beach in the summer and the businesses, airplane banner advertising is planned for 2011. The SLBID will also continue to build on its efforts to distribute promotional literature more widely.

Conclusion

The SLBID is dedicated to providing value to its stakeholders while maintaining a conservative budget and continuing to increase both the quantity and quality of its initiatives. The 2011 budget reflects this philosophy.

Spring Lake Business Development Corporation Board of Directors

Karen G. Antonelli-Cinotti Karen's Boutique	Carol Patterson Property Owner
Pat Barry Community House	Hon. Pricilla Reilly Alternate Council Liaison
Genevieve Casagrande Casagrande Liquors	Mary Riley Irish Centre
Richard J. Clayton Clayton Livery Service, Inc.	Mary Lee Rivas Property Owner
Helen Corrigan Property Owner	Pete Sakalas Preservation
George D'Amico D'Amico & McConnell	Joe Scardino The Breakers Hotel
Allison Davis Egan's Sprg Lake Liquors	Dale A. Szakats Initial Impact
Joe Desiderio Johnson House	Jim Thompson Resident
Edward Dooley DDS Dooley Dental	Joe Valentino Joe's Deli
Kelly Lipfert Urban Details	Hon. Janice Venables Council Liaison
Robin Moglia Linger	

Spring Lake Business Improvement District

managed by the **Spring Lake Business Development Corporation**
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Richard J. Clayton, Chairman of the Board
Michael L. Redpath, Executive Director

