

THE COMING YEAR

- ◆ Hold a seminar on March 13th from 9 am until 12 noon at the Breaker's Hotel on "Understanding Social Media and How to Put It to Work for Your Business."
- ◆ Continue development of retail promotion events that fit the ambiance of Spring Lake, both in terms of the image projected and the scale of the events.
- ◆ Work with DPW to increase recycling efforts
- ◆ Assist fire marshal with outreach to businesses
- ◆ Work with SLPD to better address speeding, parking and bicycle issues
- ◆ Host Seward Johnson Sculpture Exhibit. The exhibit will be held from April 6 through July 7, with 16 life-sized bronze sculptures. The two key goals of this exhibit are to increase the number of shoppers to the shopping district and to enhance the beauty of our downtown.
- ◆ Continue to build the program of seasonal plantings and daily attention to overall maintenance issues.
- ◆ Receive and plant the ten additional 28" planters to be delivered by April 1st in time for our season to begin.
- ◆ Assist with the Race Day Beer Garden in the

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.

downtown.

- ◆ Continue the discussion on obtaining a liquor license in the downtown
- ◆ Coordinate wholesale flower orders for businesses
- ◆ Promote the downtown to beachgoers



Spring Lake Business Development Corporation 2018 Board of Directors

Susan Bielicki
SL Community House

Jeanne Cameli
Camel's Eye

Paul Cancro
On Third Café

Richard J. Clayton
Clayton Livery Service

George D'Amico
D'Amico & McConnell

Joe Desiderio
Johnson House Inn

John Fudge
Resident

Colleen Harrington
Flowers By Colleen

Alison Keating
Barefoot

Anita Kruse
Coldwell Banker

Sue Mattia
SL Custom Golf

Carol Patterson
Property Owner

John Paulus
Larimar Restaurant

Priscilla Reilly
Resident

Mary Lee Rivas
Property Owner

Moya Rush
Irish Centre

Hon. Matthew Sagui
Council Liaison

Pete Saklas
SL Preservation Alliance

Hon. Syd Whalley
Council Liaison

Dawn McDonough, Executive Director

Spring Lake Business Improvement District

managed by the Spring Lake Business Development Corporation

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Richard J. Clayton, Chairman of the Board

Dawn McDonough, Executive Director

2018 Annual Report

Spring Lake Business Improvement District
managed by the Spring Lake Business Development Corporation



The Annual Report is submitted to the Spring Lake Borough Council as a supplement to the 2019 Budget Report which was given to Council in November of 2018. Items in this report are in addition to accomplishments listed in the Budget.

Now having ten years under our belt, the Spring Lake Business Improvement District (SLBID) is stronger than ever! With the continued support of our Borough Council and the dedication of the numerous volunteers and our Board of Directors, this organization continues to build on its past successes while moving forward with excitement and commitment to our community.

MANAGING THE ENVIRONMENT

Managing the environment goes beyond just the physical. Collaboration with our local partners is a major hallmark of the success of the SLBID. The SLBID continues to assist the Spring Lake Department of Public Works by maintaining all the plantings in the downtown business district and overseeing the overall cleanliness and maintenance of the downtown sidewalks. With the assignment of Sergeant Sean Duggan as the SLBID Liaison, the SLBID worked with the Spring Lake Police Department on pedestrian safety in the downtown. One major area of concern was the number of bicycles strewn

across the sidewalks impeding pedestrian traffic. More bike racks were added along Third Avenue and Sergeant Duggan and the SLBID developed a positive reinforcement program for bicyclists who properly parked their bicycles in bike racks, rewarding them with ice cream coupons to the Third Avenue Chocolate Shop.

The SLBID actively promoted the events of our partner organizations in Spring Lake, including the shows and events held at the Spring Lake Community House, the Greater Spring Lake Chamber of Commerce events, the Spring Lake Garden Club's Summer Tour, the Spring Lake Historic Inns' Candlelight Tour, the Spring Lake Historical Society House Tour, and the H.W. Mountz School PTA Kitchen Tour. The SLBID also partnered with the Greater Spring Lake Chamber of Commerce to do a benefit performance of *42nd Street* at the Spring Lake Community Theatre.

MANAGEMENT/ ORGANIZATION COMMITTEE

In the interest of continually ensuring that we are

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.



exercising the best governance practices, the SLBID continually reviews our Mission Statement as well as our By-Laws. The SLBID is very fortunate to have three incredibly dedicated people at the helm: Richard Clayton and Syd Whalley as Chair and Co-Chair, respectively, and Dawn McDonough as the Executive Director.

The SLBID is accountable to the Borough Council and the SLBID's stakeholders. Accountability starts with the annual meeting and elections where all commercial property and business owners have an opportunity to vote for the leadership of the organization. The annual budget process begins months in advance of the presentation to the public, and the Mayor and Council. Each SLBID committee is charged with developing a plan for the coming year with priorities and projected costs for each item. The SLBID Executive Committee then develops a balanced budget that is then considered by the Board of Directors. Once approved by the Board, the budget goes to the Mayor and Council and ultimately a public hearing. Along with this Annual Report, the SLBID undergoes an annual audit that is filed with the Mayor and Council as well as the State's Office of Local Government Services. All of these documents, along with the organization's IRS and State charitable filings, are public documents, with some being available on the SLBID web site and others by request.

DESIGN COMMITTEE

The work of the SLBID's Design Committee directly impacts the appearance of Third Avenue and is the most noticed of the SLBID's activities. Spring Lake's downtown remains attractive year-round with improved seasonal plantings, trimming and fertilizing of the recently planted shade trees, refurbishing of the older benches, application of boiled linseed oil to all

lampposts, washing of the trash receptacles and planters, and vigorous attention to overall maintenance. Steve Dombroski continues to be the driving force behind this committee work.

For the Christmas season, Mr. Dombroski rewired and lit up all of the angels on display at the Centennial Clock with LED lighting. He also placed holiday lights around the clock area, filled our raised baskets with holiday greenery, and hung the garland on the lampposts. He oversaw the hanging of the beautiful wreaths, purchased in 2013 by the SLBID, on our lampposts, completing the holiday decorations.

The Design Committee purchased four new dual trash/recycle bins, eight additional bicycle racks, and ten 28-inch planters with boxwoods. In collaboration with Mr. Dempsey, the committee purchased 38 sections of 8-foot metal fencing along with a trailer for storing and transporting this fence that can be used by all organizations of Spring Lake. The Design Committee also obtained 12 pop-up tents that are currently stored in Borough Hall, also to be used by all town organizations for events.

Through close contact with our wholesaler, the Design Committee was able to extend the lifespan of our seasonal plantings so much so that our kale plants remained quite vibrant in their baskets through the end of January.



PROMOTIONS COMMITTEE

The Promotions Committee develops innovative promotions that focus on increasing revenue for Spring Lake businesses. Retail storeowners who make up this committee work to create successful events that will help the local businesses survive the very difficult winter months which all seasonal towns contend with. Ladies Night Out continues to be successful, drawing shoppers to the downtown in April to jump start our summer season; and the Hol-

iday Soirée event in early December gives a much-needed early jump to the holiday season.



This past year the SLBID Promotions Committee worked with Bryan Dempsey, our borough administrator, and the DPW to introduce our first "Beer Garden" to

the downtown business district. The beer garden was held on Memorial Day weekend after the Spring Lake 5 as a way to draw the 12,500 runners into our downtown. It was a huge success! The Promotions Committee also held a "Community Day" in August which included a beer garden, inflatable rides, a dunk tank, face painters, food, and displays by many borough organizations, including both fire companies, the Spring Lake First Aid Squad, and the Spring Lake Historical Society.

The Promotions Committee was instrumental in the marketing of the Spring Lake Train Village that drew close to 7,000 visitors to the downtown. The Committee also hired a very authentic looking "Santa Claus" to stroll downtown and spend time taking photos with children and families.

The Promotions Committee continues to strategically utilize traditional print media as well as social media to promote shopping, dining, and lodging in Spring Lake. We advertise through our newsletter email blasts as well as social media, which both provide huge cost savings and yet reach an even greater audience than print ads.

BUSINESS DEVELOPMENT COMMITTEE

The SLBID's Business Development Committee

assists in recruiting new businesses to Spring Lake as well as assisting existing businesses to thrive. With several new businesses coming to town in 2018, representatives of the SLBID met with the new business owners to ensure they received the "New Business Informational Package." The Committee coordinated a ribbon-cutting ceremony for each of these new businesses, providing press releases with photos of the new owners alongside Spring Lake Mayor Jennifer Naughton, Greater Spring Lake Chamber of Commerce President George D'Amico, and SLBID Chair Rich Clayton who welcomed them to our town. We assisted local commercial property owners with advertising available properties on our SLBID website and other social media. In addition, we actively recruited out-of-town businesses to relocate to our Third Avenue business district.



LAND USE COMMITTEE

The SLBID's Land Use Committee has two major concerns about the downtown district – functionality and parking. The Committee would like to see design guidelines for the commercial areas in order to maintain their visual appeal. The Land Use Committee is reviewing the 2010 Master Plan in order to make recommendations to the Planning Board as they revisit the Master Plan.

Parking in the downtown area presents several different issues – employee parking, inconsistent parking regulations, and limited prime parking places, which all remain a source of contention, as well as the lack of consistency with our current ordinance. The Land Use Committee believes that there are different approaches that need to be considered by local officials to address these issues.