



2019 Budget  
Spring Lake Business Development Corporation

INCOME	
Assessment	\$68,000
Borough grant	\$35,000
Other income	\$5,000
Total Income	
\$108,000	

EXPENSE	
Management/Organization	\$21,170
Accounting/Legal/Insurance	\$6,200
Staff and support (1)	\$14,970
Design/Maintenance	\$47,475
Streetscape improvements	\$35,000
Staff and support (1)	\$12,475
Promotion	\$26,375
Advertising and Marketing	\$13,900
Staff and support (1)	\$12,475
Business Development/Land Use	\$12,980
Recruit/Retain Businesses, Land Use initiatives	\$3,000
Staff and support (1)	\$9,980
Total Expenses	
\$108,000	

(1) Management, staff and office overhead support each of the program areas. These expenses listed bellow are allocated as follows: Management—30%; Promotions—25%; Design/Maintenance—25%; Business Development/Land Use—20%

Executive Director	\$33,500	Rent— donated (value \$6,000)	
Incentives per contract/project fee	\$3,500	Printing/copying	\$200
Computer/Software	\$1,500	Conference/dpw lunches/new business gifts	\$1,100
Phone	\$1,400	Minutes keeper	\$800
Payroll tax	\$5,000	Memberships/Subscriptions	\$300
Supplies	\$1,400	Emergency contingency	\$1,000
Postage	\$200	TOTAL	\$49,900

2019 Budget  
Spring Lake Business Development Corporation  
managing the Spring Lake Business Improvement District

Summary

Since the inception of the Spring Lake Business Improvement District (SLBID) in 2007, one need only to walk through the streets of our downtown to notice the beauty that has transformed our business district. Beginning our 11<sup>th</sup> year in business, this entire organization remains as enthusiastic about the success of our business district as it was in 2007. We pride ourselves in the dedication we continue to receive from not only our Executive Committee and Board of Directors, but



also from the numerous volunteers affiliated with the SLBID. Our Management Committee and entire Board of Directors works tirelessly behind the scenes to not only maintain the “captivating shopping district” as stated in our Vision Statement, but in also assisting our commercial property owners, business owners - both old and new - and professional service owners in every way possible.

Through our commitment to ensuring that our business districts contribute to the quality of life in Spring Lake, and due to the support the SLBID receives from our borough council, we held our first annual Community Block Party this August alongside many of the organizations of Spring Lake: Spring Lake Fire Company #1, Goodwill Fire Co #2, Spring Lake First Aid, Spring Lake Police Department, DPW, Preservation Alliance, and Spring Lake Education Foundation. It was through this block party that our business owners looked to give back to the local residents and thank them for supporting our



Spring Lake Business Improvement District  
managed by the Spring Lake Business Development Corporation  
1207 Third Avenue, Spring Lake, NJ 07762 732-449-0037

Richard J. Clayton, Chairman of the Board  
Dawn McDonough, Executive Director





shopping district.

An added benefit to the financial investment of the business community is the fact the SLBID has been able to recruit so many knowledgeable and dedicated volunteers to our organization. This past year we elected two new individuals to our Executive Committee, a retail shop owner and a professional service representative, both of whom have already dedicated so many hours of their time and have been a major asset to the SLBID. For 2019, the SLBID will not be seeking an increase in the assessment dollars assessed on the commercial properties, and yet will still maintain the level of perfection we pride ourselves on.

Last year we received an additional \$5,000 from the council's grant dollars which was to be used to purchase five additional bicycle racks for the downtown. With those additional funds, we were actually able to purchase eight bicycle racks. Added to the racks, we also purchased four new trash/recycle receptacles for the downtown. We respectfully request that the council keep this additional \$5,000 in our grant this year to enable us to purchase additional downtown furniture for Morris Avenue. Morris Avenue is due to be repaved, curb to curb, this fall and we are looking to be more aggressive in 2019 in tying it to Third Avenue as the businesses on this street continue to struggle.

We submit the following 2019 budget proposal to council in the same format that the SLBID has been



functioning, with committees managing all aspects of the organization - Management and Organization, Design and Maintenance, Promotion, and Business Development/Land Use. Please note, this budget is submitted to the Spring Lake Borough Council with the full approval of the SLBID Board of Directors.

#### Our plans for 2019

- Host the Seward Johnson Art Exhibit in the business district in the spring
- Assist the Spring Lake Borough Council with updating the downtown design guidelines
- Assist the Borough Council with efforts to obtain a consumption liquor license
- Recruit new businesses in available spaces that will contribute to the ambiance of our town
- Provide an orientation to new businesses, and assist them with media coverage
- Continued collaboration with the Police Department to identify strategies to address downtown issues, including speeding, parking, and bicycle riding
- Expand our email subscription list and social media audience
- Sponsor retail/small business-related seminars to assist our businesses
- Purchase and maintain all plantings and furniture for the business district as well as for the adjacent downtown business side streets to better

link them to the Third Avenue business corridor

- Maintain the streetscape and plantings of the business district
- Continue to refurbish trash and recycling receptacles, benches and bicycle racks
- Develop and implement strategies to draw our beach visitors to our downtown district to shop and to eat
- Distribute our packet of information about the downtown businesses to realtors to deliver to their new home owners and to their vacation renters
- Collaborate with the sponsors of the Spring Lake 5 and the local tours (Historical, Garden, Kitchen, and Christmas Inn) to provide information about shops and eateries to visit on the days of the tours
- Add additional business directories throughout the town to entice visitors to shop our downtown
- Continue to produce our events: Ladies Night Out, SL5 Beer Garden, Holiday Soiree, and 2<sup>nd</sup> Annual Community Block Party
- Promote the Christmas Train Display to draw visitors into our business district

#### 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 House, 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.

#### Spring Lake Business Development Corporation Board of Directors

Susan Bielicki Community House	Sue Mattia SL Custom Golf
Jeanne Cameli Camel's Eye	Carol Patterson Property Owner
Paul Cancro On Third Café	John Paulus Larimar Restaurant
Richard J. Clayton Clayton Livery Service	Priscilla Reilly Resident
George D'Amico D'Amico & McConnell	Mary Lee Rivas Property Owner
Joe Desiderio Johnson House Inn	Moya Rush Irish Centre
John Fudge Resident	Hon. Matthew Sagui Council Liaison
Colleen Harrington Flowers By Colleen	Pete Saklas Preservation Alliance
Alison Keating Barefoot	Hon. Syd Whalley Council Liaison
Anita Kruse Coldwell Banker	

Dawn McDonough, Executive Director

