

stepped into Steve’s shoes. Roberta’s experience comes from working for both the Avon and Bradley Beach DPW, along with 10 years of experience at Sickles Market. We are extremely excited to welcome Roberta to our team.

LAND USE

The SLBID’s Land Use Committee met continually throughout this year to review the Spring Lake Master Plan as it pertains to the business district and hotels/B&Bs, developing recommendations for the Planning Board when it is ready to discuss this particular element of the plan. They worked very closely with Chief Kerr to offer recommendations to have the parking ordinance amended downtown to be more consistent and to allow for more 3-hour parking spaces.



THE COMING YEAR

- ♦ Hold events to draw visitors to our downtown
- ♦ Continue to pursue with the state legislature

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.

the importance of limited liquor licenses for restaurants

- ♦ Attract other art exhibits that fit the ambiance of Spring Lake while helping retail promotions
- ♦ Promote the downtown to the seasonal beachgoers
- ♦ Research seminars to benefit retailers/merchants
- ♦ Further enhance the streetscape
- ♦ Paint the lampposts along 3rd Avenue
- ♦ Install planters on lampposts on Morris Avenue
- ♦ Design and plant downtown flower baskets
- ♦ Coordinate spring/summer flowers with individual business owners
- ♦ Purchase new garland for lampposts along 3rd Avenue

Spring Lake Business Development Corporation 2019 Board of Directors

George Beyer Dandy Canine	Sue Mattia SL Custom Golf
Susan Bielicki SL Community House	Barry O’Brien Spring Lake Pizzeria
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
Hellin Desiderio Johnson House Inn	Moya Rush Irish Centre
John Fudge Resident	Hon. Matthew Sagui Council Liaison
Colleen Harrington Flowers By Colleen	Pete Saklas SL Preservation Alliance
Anita Kruse Coldwell Banker	Hon. Syd Whalley Council Liaison
Dawn McDonough, Executive Director	

2019 Annual Report

Spring Lake Business Improvement District

managed by the Spring Lake Business Development Corporation

SPRING LAKE
the town by the sea™



Looking back at 2019, the changes we see are remarkable! After 11 years of operation, we continue to be in awe of the spirit of our volunteers and the excitement and dedication of our board members, community and staff. With the continued support of our governing body, the BID has worked with every civic organization for

the benefit of the business district. Thank you to all involved!

This Annual Report is submitted to the Spring Lake Borough Council to describe the workings and accomplishments of the Spring Lake Business Improvement District (SLBID) during 2019.

MANAGEMENT/ORGANIZATION COMMITTEE

The daily operations of the organization remain in the very dedicated hands of Chair Rich Clayton, Vice-Chair Syd Whalley, and Executive Director Dawn McDonough. We have recruited new members both at the Executive Committee level as well as the Board of Directors level, enabling us to continue with our forward-thinking attitude and endeavors.

In order to ensure the smooth day-to-day operations of our downtown, the Management/Organization Committee continues to meet with Borough Administration (Bryan Dempsey), Police

Department (Chief Kerr and Sergeant Duggan), Code Enforcement (Steve Roe), the Fire Marshal (Ryan Dullea), and our new Public Works Superintendent (Tom Killeen).

With our all-inclusive attitude, we strive to hold events that not only benefit our downtown businesses, but the entire Spring Lake community. This year the SLBID along with the Chamber of Commerce were the beneficiaries of a performance of *Matilda* at the Spring Lake Community Theatre. With a reception held prior to the show showcasing the food from our Spring Lake eateries, the event brings together many of the local residents as well as attracting visitors from surrounding towns and is a great reminder to all that our restaurants are open year-round.

Another great draw to our downtown is the annual Christmas Train Village. Over \$11,000 was raised for Common Ground Grief Center, located in Manasquan, through visitor donations and Spring Lake

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Richard J. Clayton, Chairman of the Board

Dawn McDonough, Executive Director

businesses. For a \$100 donation to the local charity, each business is given their own building to decorate and be displayed in the Train Village.

BUSINESS DEVELOPMENT COMMITTEE

The Business Development Committee held a three-hour seminar in March at The Breakers Hotel on “Understanding Social Media and How to Put It to Work for Your Business.” Jennifer Cario of Sugar Spun Marketing, an online marketing agency specializing in content marketing, social media outreach, analytics and creative design, presented to over 40 business owners, who felt the seminar was very helpful.

The SLBID formed a “New Business Committee” this year headed by Anita Kruse to assist new businesses with acclimating to our town. Each new business is provided a “New Business Information Packet” containing pertinent information including the police emergency form to be completed and returned, the display ordinance with an application, the signage and awning ordinance with an application, a document explaining the SLBID, and a list of important contact names and numbers. This committee works closely with the new business for a period of three months to ensure a smooth adjustment.



The Business Development Committee also arranges a grand opening ribbon-cutting ceremony for each newly opened business, including a photo opportunity with Mayor Naughton, SLBID Chair Rich Clayton, and Spring Lake Chamber Chair George D'Amico. The committee held grand opening ceremonies for numerous new businesses this year: A.M. Kitchen, Arugula, Dune Donuts, Faherty and Seas the Day. A photo from each was submitted to and printed in the Coast Star, as well as shared on social media. Ms. Kruse and her committee also implemented a recognition program to honor businesses celebrating



milestone anniversaries in Spring Lake. She designed a beautiful award that was personally engraved and presented this year to the following shops: Camel's Eye celebrating 50 years; The Irish Center – 40 years; Skuby & Co – 30 years; Egan's Liquors – 20 years; Frederick Galleries – 20 years; and Third Avenue Chocolate Shoppe – 20 years.

This committee is aggressively moving forward to raise awareness to the importance of obtaining a liquor license for our downtown. The committee has been in frequent communication with our local state legislators to arrange a meeting with the ABC to explore potential avenues to achieve this goal.

PROMOTIONS COMMITTEE

The Promotions Committee consists of retail store owners who work extremely well together to create successful events to attract visitors to our downtown shops and eateries.

The Promotions Committee was instrumental in working with The Seward Johnson Atelier to bring back the very popular Seward Johnson sculptures, raising over \$40,000 from private donations. Not only was the Promotions Committee responsible for arranging this 3-month exhibit, they were able to negotiate an extension of two months at no extra cost, enabling the exhibit to remain in town from April 2 through September 2.



Through the efforts of this committee, the Spring Lake BID held our 2nd Annual Race Day Beer Garden. The beer garden was moved from Morris Avenue to Jersey Avenue, which enabled businesses to function without any interruption during the very busy Spring Lake 5/sidewalk sale weekend.

The committee held a very successful Ladies Night Out in May and the Holiday Soirée in December. Both events attracted shoppers from near and far.

The Promotions Committee also provided all the marketing for the Spring Lake Train Village that drew close to 7,000 visitors to the downtown. This committee decorated the upstairs level of the Dugan Building as a winter wonderland and invited “Santa Claus” back to town for two weekends in



December for visitors to bring their children to speak with Santa and to have photos taken.

DESIGN COMMITTEE

The Design Committee oversees the seasonal flowers blooming throughout the downtown area. This year the committee added ten 28” planters with box-woods to adorn the street corners.

The committee worked very closely with the engineers and the contractor during the construction and renovation of Morris Avenue. Based upon the committee's input, additional trees were planted, up-lighting was installed for the center median trees, flower baskets were ordered for the lampposts, and additional large flower pots were added to the less congested areas.

A very top priority for the Design Committee is the appearance of the downtown in general, a spectacularly beautiful look for which the business district has become known. This includes the maintenance of the downtown furniture (benches and trash receptacles), street cleaning, weeding and planting. Our older benches were painted and refurbished, and the trash receptacles and planters were power-washed. The downtown trees were put on a fertilizing schedule to keep them in a healthy state.



For the Christmas season, we were able to purchase four new, lighted angels for the Centennial Clock area. Eight additional Christmas wreaths and lighted garland were ordered in time to be hung on the new lampposts on Morris Avenue for the holiday celebrations.

This year also brought about the end of an era. Steve Dombroski announced his retirement as of December 31st. Steve has been such an asset to the beautification of our downtown, but we feel he has left us in very capable hands. On January 1, Roberta Walker