

The appearance of the downtown in general remains the top priority of the Design Committee. Benches were refurbished, and trash/recycle bins and planters were cleaned daily. Street cleaning and weeding were also done daily, along with a rotation of seasonal plantings. Thanks to the Shade Tree Committee, the downtown trees were put on a fertilizing schedule to keep them in a healthy state.

This Christmas the SLBID replaced all the garland along Third Avenue to match the garland purchased last year for the new Morris Avenue lampposts. Downtown Spring Lake at Christmas time was magical.



THE COMING YEAR

- ♦ Hold events to draw visitors, when safe and permissible
- ♦ Continue to pursue with the state legislature the importance of liquor license reform
- ♦ Continue to recruit new businesses and assist those businesses in town
- ♦ Provide an orientation to new businesses and assist them with media coverage
- ♦ Develop and implement creative ways to attract visitors
- ♦ Expand our social media audience
- ♦ Add additional business directories throughout

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 town to entice visitors to shop our downtown
- ♦ Develop and implement strategies to draw our beach visitors to our downtown district to shop and to eat
- ♦ Attend webinars to assist our businesses with marketing, best business practices, and the newest technology available to brick-and-mortar shops
- ♦ Assist businesses with promotion campaigns
- ♦ Collaborate with the police department to identify strategies to address downtown issues, including parking and sidewalk congestion
- ♦ Purchase, design and maintain plantings for the business district
- ♦ Coordinate spring/summer flowers with individual business owners
- ♦ Maintain the refurbishment program for trash/recycling bins, benches, and bicycle racks

Spring Lake Business Development Corporation 2020 Board of Directors

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

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

2020 Annual Report

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



2020 brought about unusual tasks for the Spring Lake Business Improvement District (BID) with the Covid-19 Pandemic hitting New Jersey in such a strong manor. The Spring Lake BID faced many challenges with keeping businesses operating and accessible to the public. Through the dedication and persistence of our board and business owners, we managed to make it through fairly unscathed.

This Annual Report is submitted to the Spring Lake Borough Council as a supplement to the 2021 Budget Report summarizing the accomplishments of the Spring Lake Business Improvement District during 2020, as per Borough Code, Chapter 317.

MANAGEMENT/ORGANIZATION COMMITTEE

The daily operations of the organization are managed by Executive Director Dawn McDonough, Chairman Rich Clayton, and Vice-Chairwoman Syd Whalley.

In March, Governor Phil Murphy issued many executive orders which essentially shut down the state to slow the spread of the virus. Mayor Naughton, the Council, Chief Kerr and Borough Administrator Bryan Dempsey, implemented a variety of measures, including no parking in town for three months, to keep our residents as safe as possible. The Management/Organization Committee took on the new roll of becoming the epicenter for our business owners and commercial property owners, keeping them apprised of all that was being done. Mayor Naughton and Dawn McDonough were in

daily phone contact. Through these numerous discussions, we assisted the businesses by enabling them to open their shops to on-line sales almost immediately, giving them the ability to compete with the big chain stores. This truly gave our shop owners a much-needed boost during this very difficult time.

With many business owners in a panic over being shut down, the SLBID worked to provide them with all the information needed to apply for funding through the Paycheck Protection Program (PPP) and the Coronavirus Aid, Relief, and Economic Security Act (The CARES Act).

Management held daily Zoom meetings to identify ways to help our eateries survive the pandemic while not being permitted to have indoor seating. We worked with the food service owners, Bryan Dempsey, Captain Giblin and Tom Killeen to come up with a



system to allow for outdoor dining. Through this effort we were able to offer each of our eateries accommodations to meet their specific needs. Tom Bailey's Market had outdoor seating in the parking spaces adjacent to its location along Washington Avenue where he served dinner and had

live music playing two nights each week. We asked that he in turn paint the barricades to be more pleasing to the eye as driving through downtown, and he did just that. AM Kitchen and On Third Café also jumped at the opportunity for further outdoor dining, and barricades were placed in the parking spots in front of their locations to allow for the additional seating. Larimar was granted permission to set up a tent in the rear of his building to accommodate for seating.

Along with assisting the eateries, we had many conversations with Mayor Naughton to address the needs of the retail shops. Once the shops were permitted to reopen, they were permitted to display their merchandise in front of their shops to allow for social distancing and keep customers on the sidewalks rather than in the shops. These joint efforts enabled our business owners to continue to prosper during such a difficult time.

Through our "Mask Up in Spring Lake" program, we purchased signage for all the shop owners, eateries, and professional offices that provided a consistent message about wearing masks in town. These signs were also shared with borough offices.

Due to the increased number of residents and visitors who remained in Spring Lake full time this summer, the bicycle issue became an even greater struggle. Although the SLBID supports bike riding throughout the town, our Third Avenue sidewalks are too narrow for both pedestrians to walk and bicycles to be parked during heavy peak hours. Working again with Bryan Dempsey and Tom Killeen, we devised a bicycle parking system that worked well. We are hoping to

implement a more permanent plan for next season based on the studies we did with this plan.

During the five weeks of the Christmas holiday shopping season, the SLBID paid for an attendant to staff the Duggan Building on a daily basis so that the shops and eateries would have a place to direct customers and visitors who needed the facilities. The building was definitely used by many of them.

BUSINESS DEVELOPMENT/LAND USE COMMITTEE

With two business owners deciding to go into retirement, one business closing its doors and one shop relocating to a larger storefront during Covid-19, our Business Development Committee was quite busy.

We were excited to welcome two new businesses into town this year: Terra Earth and Surf (1226 Third Ave) and Noon Designs (1221 Third Ave). Although it is our custom to have ribbon-cutting ceremonies for new businesses with Mayor Naughton, SLBID Chair Rich Clayton, and the Greater Spring Lake Chamber of Commerce Chair George D'Amico, we were unable to hold ribbon-cuttings this year. However, we still met with these new shop owners, presented them with their new business packets, and assisted them with the paperwork required to open a business in Spring Lake.



Although the SLBID was very happy for Dennis and Jeanne Cameli on their retirement, the loss of the Camel's Eye in the downtown will not go unnoticed. The SLBID was excited to present the Camelis with a beautiful hand-painted rendering of their storefront as a thank you for running their business in Spring Lake for over 40 years and for dedicating so much of their time to the Spring Lake BID. We are grateful that Jeanne will remain on both our Board of Directors and Executive Committee in a resident position.

The committee has been in frequent communication with our local state legislators in the drive to obtain liquor licenses for our downtown. Management forwarded a letter in strong support of Bill S2964 to Senator Vin Gopal, Senator Robert Singer, Assemblyman Sean Kean, Assemblyman Ned Thompson and Assemblyman Brian Bergen.

PROMOTIONS COMMITTEE



The Promotions Committee had to rethink of ways to keep Spring Lake at the forefront of visitors' minds while under shutdown since we were unable to hold any of our very popular events in 2020. Three videos were made and posted to the "Visit Spring Lake" social media pages with the three of them receiving upwards of 5,000-18,000 visits. One video displayed the beauty of the entire town while the other two joined in the spirit of thanking our first responders in their struggle to fight the Coronavirus. We were also able to keep our visitors apprised of the status of our hotels and B&Bs and the re-opening of the downtown business district. Rich Clayton and Clayton's Livery Service had to make the very difficult decision not to assemble the fabulous Christmas Train Village this year due to the CDC recommendations on social distancing and the closing of the Duggan Building. Over the past three years the Promotions Committee had taken a very active role with promoting this display, which draws hundreds of people to our downtown and raises funds for local charities chosen by Clayton's.

We moved forward with our 2nd Annual Witches Paddle on Spring Lake on October 24, knowing this would be an event where social distancing would be possible.



Once we received permission from the mayor and council to hold the event, we turned it into a fundraiser for the Spring Lake Theatre Recovery Fund. Even though we limited the number of paddlers to 50 this year due to Covid-19, we were able to raise \$11,000, far exceeding our goal of \$5,000. The Promotions Committee was instrumental in providing the marketing for the 2nd Annual Witches Paddle, and we believe this was extremely helpful in raising the funds.

This committee also came up with a Christmas advertising campaign "Spring Lake is Open for Business" which assisted our businesses in having one of their best Christmas seasons of record.

DESIGN COMMITTEE

When the business district was forced into shutdown, the Design Committee was in touch with DPW Superintendent Tom Killeen to organize the removal of all benches from the downtown, as well as returning the benches once we were permitted to do so.

The Design Committee hired Roberta Walker to take on the role vacated by the retirement of Steve Dombroski. Roberta took our Spring plantings to a whole new level. Her knowledge of planting ornamental flowers certainly gained much praise.



In early November, the Committee hired Enrique Beer, a local resident, to assist Roberta with the everyday maintenance of the downtown. Enrique has been instrumental in getting the downtown into the pristine condition that is noticed by all who walk down the street. Although Roberta left our employ in early December, Enrique has very capably stepped into the roll as our maintenance supervisor.

Following up on the renovation of Morris Avenue, committee members did multiple walkthroughs on Morris Avenue with Bryan Dempsey, Tom Killeen and the contractor to make sure all items on the punchlist were completed. We are still working on issues with the lampposts on Morris Avenue.