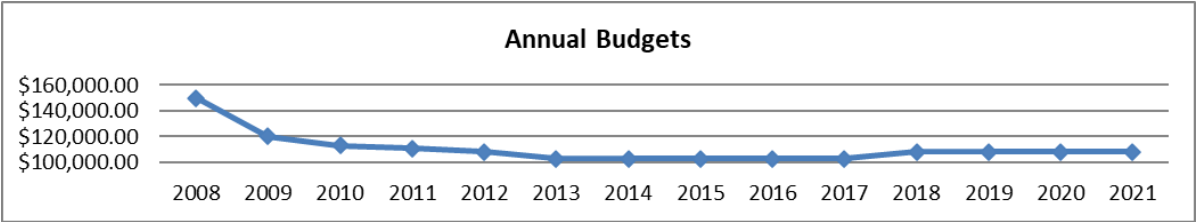


2021 Budget Spring Lake Business Development Corporation

INCOME		
Assessment		\$68,000
Borough grant		\$35,000
Other income		\$5,000
Total Income		\$108,000
EXPENSE		
Management/Organization		\$22,460
	Accounting/Legal/Insurance	\$6,200
	Staff and support (1)	\$16,260
Design/Maintenance		\$50,550
	Streetscape improvements	\$37,000
	Staff and support (1)	\$13,550
Promotion		\$22,150
	Advertising and Marketing	\$8,600
	Staff and support (1)	\$13,550
Business Development/Land Use		\$12,840
	Recruit/Retain Businesses, Land Use initiatives	\$2,000
	Staff and support (1)	\$10,840
Total Expenses		\$108,000

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%



2021 Budget Spring Lake Business Development Corporation managing the Spring Lake Business Improvement District



Summary

The 12th year of operation for the Spring Lake Business Improvement District (SLBID) has been a very challenging one due to the Covid-19 pandemic; however, with the continued hard work of our entire team, our businesses have managed to stay afloat during 2020. Having to shut down completely for three months certainly had its toll on all of us, but we persevered thanks to the tremendous support from Mayor Naughton, our council members, Bryan Dempsey, Tom Killeen and the entire DPW team.

The SLBID found itself through the Spring of 2020 operating as an information center on federal, state, and local levels for the businesses. We provided information to them as funding support became available through the Paycheck Protection Program (PPP), the Coronavirus Aid Relief Economic Security Act (The CARES Act), and the Monmouth County CARES Economic Assistance Grant Fund Program. We kept them abreast of the actions being taken by

the Spring Lake administration. The SLBID purchased “Mask Up in Spring Lake” signage for all the businesses in order to present a consistent message. Through long tedious planning and fast decision making, the SLBID was able to offer and help set up our retailers for online sales while they were forced to close their doors; arranged to have outdoor dining areas set up for our eateries; and received permission for outdoor sales to assist our retail businesses once they were permitted to open their doors. We again thank the Mayor and

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





Council for being so receptive to all of these ideas put forward and for responding so quickly.

The SLBID was actively engaged in the 2020 Spring Lake Master Plan Re-Examination conducted by the Spring Lake Planning Board, offering

commentary on the status of the 2010 recommendations with updated information. The SLBID also provided input into the Council's Downtown Planning Committee with regard to new design standards, with special emphasis on mixed use and parking alternatives.

In what has now become the world of Zoom and Google meetings, the SLBID was able to continue to move forward with both our Executive Committee and our Board of Directors meetings virtually. As our members continue to venture out, we are offering them the option to either call into a meeting or appear live at the Duggan Building where we all continue to socially distance and wear masks.

Bicycles in the downtown became more of an issue this summer due to the increased number of people in town and trying to abide by the social distancing guidelines put into place by Governor Murphy. With the assistance of Bryan Dempsey and Tom Killeen, the SLBID was able to come up with a well-received plan for bicycle parking on the east side of Third Avenue between Morris and Passaic. We will continue to address and brainstorm this issue during the off season to better handle the amount of bicycle traffic in the downtown.

The SLBID hired Roberta Walker this year to replace Steve Dombroski after his retirement. Roberta brought a new look to our overall planting scheme, and the noticeable improvements brought some much-needed life to the downtown. Added to our plantings, we purchased 32 new flag poles, ground stakes and flags to adorn Third Avenue once we had reopened and to welcome our visitors back to town.

While most events were cancelled for 2020, the SLBID is excited to present the Witches of Spring Lake Stand Up Paddle on the lake. We are able to move forward with this event due to the large outdoor area to accommodate social distancing by participants and spec-

tators. This year the participants will paddle for a cause - The Spring Lake Theatre Recovery Fund. We are hopeful to raise upward of \$5,000 for the Community House.

We present this 2021 Budget proposal to the Mayor and Council with the same enthusiasm we have in the past. Our goals are to continue to improve the shopping, dining and staying experience for visitors and residents alike; support our businesses; and reinstate our local events when it is safe to do so again. Our organization remains intact with our four key areas: Management /Organization, Design/Maintenance, Promotion, and Business Development/Land Use.

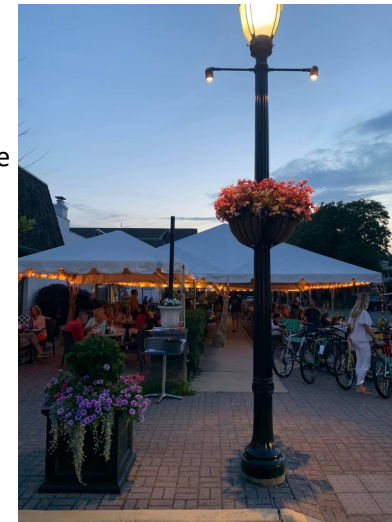
Our plans for 2021

- ◆ Assist the Borough Council with implementation of recommendations from the 2020 Master Plan Re-Examination by the Spring Lake Planning Board and from the 2020 Downtown Planning Committee's Design Standards
- ◆ Assist the Borough Council with efforts and research in obtaining a consumption liquor license
- ◆ Continue to recruit new businesses, as older businesses cease operations
- ◆ Provide an orientation to new businesses and assist them with media coverage
- ◆ Develop and implement creative ways to attract visitors
- ◆ Expand our email subscription list and social media audience
- ◆ Add additional business directories throughout 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 seminars to assist our businesses with marketing, best business practices, and the newest technology available to brick and mortar shops
- ◆ Schedule continued seminars and breakfast meetings to identify and meet the needs of our business owners and to inform them of downtown events and happenings
- ◆ 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 on tour days
- ◆ Assist businesses with the holiday promotion campaign, including the Christmas Tree Lighting and the Christmas Train Display since they were not held in the same way in 2020
- ◆ Collaborate with the Police Department to identify strategies to address downtown issues, including parking and sidewalk congestion
- ◆ Purchase and maintain plantings for the business district
- ◆ Maintain the refurbishment program for trash and recycling receptacles, benches, and bicycle racks



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

George Beyer
Dandy Canine

Susan Bielicki
Community House

Jeanne Cameli
Resident

Paul Cancro
On Third Café

Richard J. Clayton
Clayton Livery Service

George D'Amico
D'Amico & McConnell

Hellin Desiderio
Johnson House Inn

Colleen Harrington
Flowers By Colleen

Anita Kruse
Coldwell Banker

Sue Mattia
SL Custom Golf

Barry O'Brien
Spring Lake Pizzeria

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
Preservation Alliance

Hon. Syd Whalley
Council Liaison

Dawn McDonough, Executive Director

