



- o Hold events to draw visitors
- o Continue to pursue with the state legislature the importance of liquor license reform
- o Continue to recruit new businesses and assist those businesses in town
- o Provide an orientation to new businesses and assist them with media coverage
- o Develop and implement creative ways to attract visitors
- o Expand our social media audience
- o Add additional business directories throughout the town to entice visitors to shop our downtown
- o Develop and implement strategies to draw our beach visitors to our downtown district to shop and to eat
- o Attend webinars to assist our businesses with marketing, best business practices, and 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.

newest technology available to brick-and-mortar shops

- o Assist businesses with promotion campaigns
- o Collaborate with the police department to identify strategies to address downtown issues, including parking and sidewalk congestion
- o Purchase, design and maintain plantings for the business district
- o Coordinate spring/summer flowers with individual business owners
- o Maintain the refurbishment program for trash/recycling bins, benches, and bicycle racks

### Spring Lake Business Development Corporation 2021 Board of Directors

Diane Beyer Dandy Canine	Paul Murphy Property Owner
Susan Bielicki SL Community House	Barry O'Brien Spring Lake Pizzeria
Walter Bracero Scone Pony	Carol Patterson Property Owner
Jeanne Cameli Resident	John Paulus Larimar Restaurant
Richard J. Clayton Clayton Livery Service	Priscilla Reilly Resident
Hellin Desiderio Johnson House Inn	Mary Lee Rivas Property Owner
Mark Dolan Driftwood Coffee House	Moya Rush Irish Centre
Colleen Harrington Flowers By Colleen	Hon. Matthew Sagui Council Liaison
Anita Kruse Coldwell Banker	Pete Saklas SL Preservation Alliance
Sue Mattia SL Custom Golf	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

# 2021 Annual Report

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

SPRING LAKE  
the town by the sea™



2021 was certainly another year we were not expecting. With the Covid-19 pandemic bringing on new strains, we moved forward very cautiously this year to keep our downtown environment both safe and vibrant. Along with the labor challenges brought on by the building of the south-end pavilion lockers, we believe we managed to get through the year in high fashion and slightly unscathed.

As per Borough Code, Chapter 317, this Annual Report is submitted to the Mayor and Borough Council as a summary of the accomplishments of the Spring Lake Business Improvement District during 2021.

### MANAGEMENT

The organization continues to run under the management of Dawn McDonough, Executive Director; Rich Clayton, Chairman of the Board; and Syd Whalley, Vice-Chairwoman. This committee has the task of overseeing the staff, the budget, record keeping, and the annual audit.

The organization essentially runs on volunteers. Keeping within our budget, our executive director ensures that the organization's resources, including volunteer time, are utilized as effectively as possible towards achieving the organization's vision.

As the organization is charged with managing the district, we also are committed to keeping our eyes and the eyes of the community on the vision and creating and managing resources to bring it to fruition.

### BUSINESS DEVELOPMENT/LAND USE

2021 brought in an influx of new businesses. New shops/eateries to town this year included Hodad Boutique, Nick & Sons Bakery, Noon Coffee Shop, Spring Lake Seafood, Terra Earth & Surf, Thunder Road Books, Warm Shop and Wish





Boutique. Third Avenue Chocolate Shoppe is under new ownership. This committee was instrumental in tying these new tenants to landlords as well as making sure all zoning and guidelines were followed for the new tenants to make the transition seamless. We were also extremely excited to re-introduce our welcoming ribbon-cutting ceremonies with Mayor Naughton.

Along with the new businesses, we presented music guideline to the mayor and council to control how and when music is played while keeping with the overall ambiance of the downtown.

With the pandemic still raging, the BID asked the council to permit on-street dining once again for our eateries, which they permitted. To give the street a more consistent look, we took the advice of Kerry McKiever of Terra Earth and Surf to paint all the barricades white (much of the painting was done by volunteers). The BID then purchased the pots and grasses from Terra at wholesale price so that all the eateries had a uniform look.

## PROMOTIONS

The Promotions Committee was very excited to

kick back into full gear with welcoming visitors back to town. They started off the season purchasing advertising on the sea. A boat that travelled from Lavallette to Long Branch advertised that Spring Lake's Downtown was open for business. We also continued our aggressive social media campaign.

In the fall we held our 3<sup>rd</sup> Annual Witches Paddle for a Cause for which we had 150 paddlers and raised over \$11,000 for Interfaith Neighbors. We were thrilled to see Councilwoman Whalley, a member of our Board, out in a kayak in full support! Working alongside Pat Barry and the Spring Lake Community Theatre, we brought this event to new heights with a sound system and a flash mob performing Mamma Mia throughout different areas of the lake as the paddle began. We look forward to an even bigger event for 2022.



At the request of our business owners, the Holiday Soirée was held to the delight of over 200 women who attended. The night was a great boost kicking off the holiday season for our shop owners.



## DESIGN

The Design Committee works very closely with the Department of Public Works. Our executive director met with the new superintendent, Harold McCormick, shortly after he was appointed to make a smooth transition. Harold has been a tremendous asset in assisting the business district. We are in constant contact and have a great working relationship.

The Design Committee is responsible for the overall look of the downtown, including the “furniture” (benches, bicycle racks, and trash bins), the flowerpots and baskets, and the overall cleanliness of the district (weeds and trash). The borough council allocates funds each year to cover the cost of a part-time BID employee, under the supervision of the executive director, to address these issues.

This year was a particular challenge because of the national labor shortage and the local need for the BID part-time employee to work full-time for the borough on the building of the lockers for the newly renovated South End Pavilion. With the BID unable to recruit another person to perform this work, creating a huge void in manpower, the executive director took on additional

responsibilities. Working additional early morning hours throughout the spring and summer, she managed all the flower planting, starting with delivery to the borough yard, planting them all, and distributing them throughout the downtown area, as well as all the leaf blowing from the sidewalks and litter pick up. When the weeds got out of control, the DPW sent a crew to do a clean sweep of the street. The BID was able to hire an outside contractor very late in the year to take over these responsibilities.

The Design Committee realized that mulching the trees along Third Avenue was unproductive because most of the mulch washed away with the first rainstorm. Working with DPW and the Shade Tree Committee, the BID researched the use of “mulch mats” and later purchased these mats for all 56 tree pits. Working closely with DPW staff during early morning hours for two weeks straight, the executive director was able to



install all these mulch pads, which have tremendously improved the look and care of these tree pits.

## THE COMING YEAR