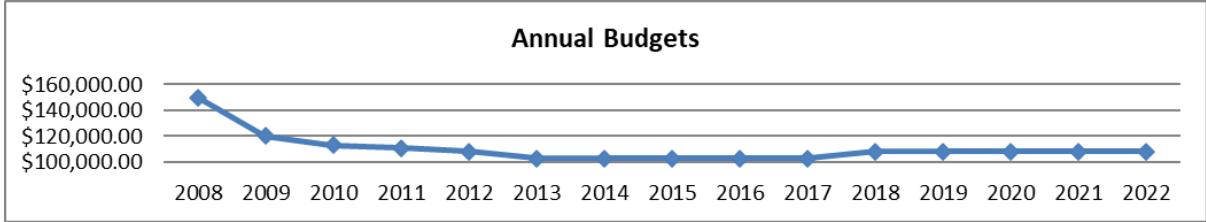


# 2022 Budget Spring Lake Business Development Corporation

INCOME	
Assessment	\$68,000
Borough grant	\$35,000
Other income	\$5,000
Total Income	\$108,000
EXPENSE	
Management/Organization	\$21,095
Accounting/Legal/Insurance	\$4,700
Staff and support (1)	\$16,395
Design/Maintenance	\$51,112
Streetscape improvements	\$37,450
Staff and support (1)	\$13,662
Promotion	\$22,863
Advertising and Marketing	\$9,200
Staff and support (1)	\$13,663
Business Development/Land Use	\$12,930
Recruit/Retain Businesses, Land Use initiatives	\$2,000
Staff and support (1)	\$10,930
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%



# 2022 Budget Spring Lake Business Development Corporation managing the Spring Lake Business Improvement District



## Summary

The Spring Lake Business Improvement District (SLBID) was formed in November of 2008. We certainly have come a long way after 13 years: revived a business district which was failing, fought through Hurricanes Irene and Sandy, survived the beginning stages of a pandemic with a shutdown of our businesses and town for a full three months, all the while helping to build a better, thriving and more robust business district! We could not have done it without the amazing support of Mayor Naughton, our council members, Borough Administrator Bryan Dempsey, the entire DPW team, and the many volunteers who sit on our Board of Directors and on our committees.

In summary, our goals remain the same in our four key areas: improve the appearance, improve the overall shopping/dining/lodging experience, promote the businesses, and recruit select new businesses.

Simply walking through the downtown area, it is readily apparent that the appearance continues to improve with each passing season. We lost our

Maintenance Manager unexpectedly because of the construction of the South End Pavilion and were unable to find a replacement while the entire town struggled with labor shortages. Eventually we were forced to contract with local landscapers (Burke Environmental and ELD) to remove the weeds from our downtown sidewalks and streets. Members of our Design Committee took the time to walk through the town on a regular basis deadheading flowers and removing trash. The DPW was also extremely helpful when possible.

Most of the trees lining Third Avenue are thriving, due to the soil testing and fertilizing program of the Spring Lake Shade Tree Commission. However, the annual mulch application of the tree pits remained a challenge due to the heavy rain falls we have experienced over the past few years. Due to the sloping of the sidewalks, the mulch runs off into the street. With much research done through the SLBID and consultation with our town tree expert, Bill Brash, the SLBID purchased recycled rubber mulch mats for all 62 tree pits. With the assistance of the DPW and volunteers, we had all mats in place within one-weeks' time.

**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





The planting of our summer flowers this year also became a tedious process due to the loss of our Maintenance Manager. Our Design Committee volunteered many hours designing and arranging the flowers for the pots and the Centennial Clock area. Although it was extremely time consuming, our summer flowers thrived and we witnessed many visitors photographing them. We are looking forward to our fall flowers arriving over the next few weeks. The SLBID also purchased flowers and flower baskets for the newly installed lampposts along Morris Avenue.



The SLBID received permission from the mayor and council to permit outdoor-street dining again this year, which greatly enhanced the dining experience in town. The Design Committee painted all the barricades white in color and purchased planters with summer grasses for each location to create a more consistent appearance throughout the downtown. The extended dining space enabled our eateries to make up for lost revenue due to the pandemic. Added to our improved dining experience, we assisted behind the scenes to get Spring Lake Seafood and Nick + Sons Bakery up and running during the busy season. Both establishments have been such a bonus to our downtown!

The desirability of commercial space in Spring Lake has grown exponentially over the past few years. The reflection of the Spring Lake lifestyle in our businesses is one of the factors that enables us to differentiate shopping in Spring Lake from shopping in other communities in the region. 2021 brought about many changes to the downtown business district, and the Spring Lake BID was instrumental in launching new businesses by providing new owners with all items and documents needed to open a business in town. Two of our

long-term businesses went into retirement ~ Denis and Jeanne Cameli of the Camel's Eye and Isa Hewitt of the Spot. Both of these shops were staples in the downtown for many years and are certainly missed. We helped Main Pharmacy obtain the necessary permits for their expansion. We were extremely excited to welcome numerous new businesses, namely: Wish Boutique, Noon Design, Thunder Road Books, Warm Shop, Terra Earth and Surf, Hodad Boutique, Nick + Sons Bakery and Spring Lake Seafood. Also, Third Avenue Chocolate Shoppe has a new owner, Joyce Pegler, a long-time resident. All shop openings were celebrated with ribbon-cuttings, fanfare and media campaigns.

Promoting our businesses and B&Bs/hotels was again targeted in a strong way this year as we learned that our beaches would be fully open. We stayed consistent with our brand of "Shop~Dine~Stay" in Spring Lake and ran numerous ad campaigns. We met with B&B/hotel representatives to come up with a marketing strategy strictly promoting "stay" in Spring Lake. With these combined efforts, we ran a successful advertising campaign and plan to carry it forward in 2022.

The SLBID has particularly close relationships with the Greater Spring Lake Chamber of Commerce and the Spring Lake Community Theatre. The SLBID also directly supports programs of the Historic Inns of Spring Lake, the Spring Lake Garden Club, and the H.W. Mountz School PTA. We are excited to get back to festivals and events in 2022 and to begin coordinating activities with these organizations.

Although we continue to grow with our streetscape and our need to purchase products, the SLBID is not seeking a budget increase and continues to be fiscally responsible in its spending. With the relentless push from the SLBID, Warren Avenue between Fifth Ave and the train station will receive five new lampposts. The SLBID will now need to plan on purchasing the baskets for the flowers as well as wreaths and Christmas garland to adorn these lampposts and tie them into the business district.

In the following 2022 budget proposal, the SLBID strives to provide value to business owners, commercial property owners, shoppers in the business district and Spring Lake residents while continuing to focus on the SLBID's objective to ensure that our business district contributes to the overall quality of life in Spring Lake.



### Our plans for 2022

- ♦ Assist the Council Design Committee with the Design Guidelines for the downtown business district
- ♦ Continue to recruit new businesses
- ♦ Add additional business directories throughout the town to invite visitors to our downtown
- ♦ Schedule seminars to assist our businesses
- ♦ Collaborate with the police department to address downtown issues
- ♦ Maintain the refurbishment program for trash/recycling receptacles and bicycle racks
- ♦ Purchase planters, Christmas wreaths and garland for the new lampposts being installed along Warren Avenue
- ♦ Continue to provide more outdoor dining for our eateries

### 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

Diane Beyer Dandy Canine	Paul Murphy Property Owner
Susan Bielicki Community House	Barry O'Brien Spring Lake Pizzeria
Walter Bracero Scone Pony	Carol Patterson Property Owner
Jeanne Cameli Resident	John Paulus Property Owner
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 Realty	Pete Saklas Preservation Alliance
Sue Mattia SL Custom Golf	Hon. Syd Whalley Council Liaison

Dawn McDonough, Executive Director

