

2023 Budget

Spring Lake Business Development Corporation

INCOME	
Assessment	\$82,000
Borough grant	\$45,000
Other income	\$5,000
Total Income	\$132,000
EXPENSE	
Management/Organization	\$23,360
Accounting/Legal/Insurance	\$5,750
Staff and support (1)	\$17,610
Design/Maintenance	\$75,025
Streetscape improvements	\$60,350
Staff and support (1)	\$14,675
Promotion	\$21,875
Advertising and Marketing	\$7,200
Staff and support (1)	\$14,675
Business Development/Land Use	\$11,740
Recruit/Retain Businesses, Land Use initiatives	\$0
Staff and support (1)	\$11,740
Total Expenses	\$132,000

Management, staff and office overhead support each of the program areas.
 These expenses listed below are allocated as follows:
 Management—30%; Promotions—25%;
 Design/Maintenance—25%; Business Development/Land Use—20%



2023 Budget

Spring Lake Business Development Corporation

managing the Spring Lake Business Improvement District



Summary

The Spring Lake BID (SLBID) has been in operation for 14 years. In those 14 years, we have helped transform Third Avenue into an amazingly successful business district that is by far one of the most stunning at the Jersey Shore.

When the SLBID was formed in November 2008, the total budget presented was \$120,000 broken down as follows: borough grant \$40,000, assessment \$70,000, fundraising/sponsorships \$10,000. Our current budget is \$108,000: borough grant \$35,000, assessment \$68,000, fundraising \$5,000. In a time of ever-rising costs, an expanded commercial business area, and added employment, it has become impossible to work within this budget and, for the first time in 14 years, we are asking for this increase to continue to build on what we have created.

At the time the SLBID was created, the Department of Public Works was responsible

for maintaining the downtown and planting around the clock. Since they did not have the manpower or budget to complete this work at the level we required, the SLBID hired a part-time employee in 2011 at \$15,000 per year to take care of these responsibilities. Since the borough grant funds are restricted to use for the beautification of the business district, that salary has come from those dollars.

At the time our employee was hired, we did not have planting baskets on any of the lampposts; we did not have all the flower containers we currently have on the sidewalks; Morris Avenue did not have lampposts and plantings; and Warren Avenue was certainly not part of his responsibility.

When the SLBID was formed in 2008, there were 23 lampposts. To date we have 31; 23 on Third Avenue, eight on Morris Avenue and six now on Warren Avenue. When Morris Avenue was renovated, we purchased additional pots, additional decor for the lampposts including

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



planters as well as Christmas garland and wreaths. We now need to purchase all these items for the six new lampposts on Warren Avenue. These additional lampposts add costs to our budget yearly. We will be responsible for planting the seasonal plantings to adorn each lamppost, and we have the increase in cost of hanging, storing, and maintaining our Christmas décor. In addition to these expenses, the cost of supplies has gone up substantially since 2019.



Although we have continued to do all of this within the same budget, even less than when we were formed in November of 2008, with much trepidation, we are asking the governing body for an increase this

year.

Our Board of Directors has voted to ask the mayor and council for an increase in the assessment revenue by \$14,000, from \$68,000 to \$82,000. Our commercial property owners have certainly benefitted the most from everything happening in the downtown as no retail space is vacant, the rents have more than doubled since the SLBID was formed, and our downtown has been vibrant for many years.

We are also asking for an increase in our grant dollars as our part-time employee is tasked with a much greater job than when we first began with an employee. Our Board has voted to increase our current maintenance employee's salary from \$15,000 to \$25,000 as his hours have increased as well as his responsibilities. Since hiring Tom Hagaman this year, we have seen a substantial improvement in the overall look of the downtown. Tom is a landscape architect, mason, and designer. His love of our downtown has not gone unnoticed and his attention to detail has brought us to a whole new level. We are therefore asking for an additional \$10,000 in grant revenue.



Even with these increases, we operate within a very tight budget. We are very lucky to be able to utilize the volunteer hours of many of our board members as well as family and friends of our Executive Director.

The SLBID continues to work hard to draw visitors to our downtown through the extremely well thought out events we throw. We were thrilled to raise the funds to bring the Seward Johnson Sculpture Exhibit back into the downtown. To date, over 6,000 brochures have been picked up by visitors in the one month the exhibit has been here. The Witches Paddle brought throngs of people to the downtown. Working with the Spring Lake Community House, we raised awareness about our amazing theatre.

We continue to move forward with assisting new businesses with obtaining permits needed from the borough. This year we were excited to welcome Dune + Salt, Élan Salon and Gemma Lulu. We have held meetings with the new owners of the Chase Bank to assist them with the plans they will be submitting to the Construction Office.

Our goal remains the same: provide a value to our stakeholders while maintaining a conservative budget, promote the businesses effectively, recruit select new businesses, continue to improve overall appearance, and improve the overall shopping/dining/lodging experience.

In the following 2023 budget proposal, the SLBID continues to strive to provide value to the governing body, Spring Lake residents, commercial property owners, business owners, and shoppers to the business district 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. This budget is submitted to the Spring Lake Borough Council with the full approval of the SLBID Board of Directors.



Our plans for 2023

- ◇ Assist the Council Design Committee with the Design Guidelines to be put in place for the downtown business district
- ◇ Continue to recruit new businesses
- ◇ Provide orientations to new businesses and assist them with media coverage
- ◇ Collaborate with town organizations to provide information about the shops and eateries on tour days
- ◇ Develop and implement creative ways to attract visitors
- ◇ 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 and maintain planters, Christmas wreaths and garland for the new lampposts being installed along Warren Avenue

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

Walter Bracero Scone Pony	Hon. Kathleen McDonough Council Liaison
Jeanne Cameli Resident	Kellie Johnson Property Owners
Richard J. Clayton Clayton Livery Service/ Property Owner	Paul Murphy Property Owner
Hellin Desiderio Johnson House Inn	Barry O'Brien Spring Lake Pizzeria
Mark Dolan Driftwood Coffee House	Carol Patterson Property Owner
Ella Fischer Community House	Priscilla Reilly Resident
Colleen Harrington Flowers By Colleen	Bradley Rodriguez Spring Lake Seafood
Anita Kruse ReMax Realty	Moya Rush Irish Centre
Natalie Iwanyk Warm Shop	Pete Saklas Preservation Alliance
Sue Mattia SL Custom Golf/ Property Owner	Hon. Syd Whalley Council Liaison

Dawn McDonough, Executive Director

