

time for the holidays. We look forward to installing baskets and plantings for the spring.

THE COMING YEAR

- o Develop and implement creative ways/ events to entice visitors to shop our downtown
- o Fundraising events to benefit the SLBID
- 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 Expand our social media audience
- o Add additional business directories throughout the town to draw our beach visitors to our downtown district to shop and to eat
- 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 Spot clean pavers along the sidewalks
- o Power wash trash bins and flowerpots on site
- o Maintain the refurbishment program for trash/recycling bins, 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 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.

- o Purchase, design and maintain plantings
- o Coordinate spring/summer flowers with individual business owners
- o Purchase baskets and flowers for the Warren Avenue lamp posts



Spring Lake Business Development Corporation 2022 Board of Directors

Walter Bracero Scone Pony	Sue Mattia SL Custom Golf
Jeanne Cameli Resident	Kathleen McDonough Council Liaison
Richard J. Clayton Clayton Livery Service	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 SL Community House	Priscilla Reilly Resident
Colleen Harrington Flowers By Colleen	Bradley Rodriguez Spring Lake Seafood
Natalie Iwanyk Warm Shop	Moya Rush Irish Centre
Kellie Johnson Élan/Blush Salons	Pete Saklas SL Preservation Alliance
Anita Kruse RE/MAX Revolution	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

2022 Annual Report

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



2022 proved to be a year where life was almost back to normal pre-Covid days. It seemed many of our summer residents who had become full-time over the previous two years had moved back north during the winter season and returned with a vengeance over the summer season. Based on feedback, 2022 was an amazing year for our business owners.

As per Spring Lake 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 (SLBID) for 2022.

MANAGEMENT

Managing the environment goes beyond just the physical. Collaboration with other entities is a major hallmark of successful business improvement districts. By maintaining strong relationships with the Department of Public Works, the Police Department, zoning officials, and the other civic organizations within the borough, we continue to make our business district one of the most attractive, vibrant, and sought-after districts in the state. With Dawn McDonough, Executive Director, Rich Clayton, Chairman of the Board, and Syd Whalley, Vice-Chairwoman at the helm of the organization, our Board of Directors moved forward with adjusting to our

“new normal” post Covid challenges. This year due to ever-rising costs, we found it very difficult to keep within our budget and for the first time, after 14 years of doing business, had to dip into our reserves. The Executive Committee debated for a long time before coming to a consensus to approach our Board of Directors for an increase in our budget for 2023.

BUSINESS DEVELOPMENT/LAND USE

Not only did we have new businesses opening in the downtown, we welcomed two new commercial property owners: Christopher Cox of Dune + Salt at 1309 3rd Avenue and Kellie Johnson of Élan Salon at 1311 3rd Avenue opening in March

of 2023 (the condo units previously owned by John Paulus of Larimar Restaurant). Kellie has also opened the new Blush by Élan located at 1308 3rd Avenue directly across the street. Other new businesses to open their doors in the downtown this year included Jemma Lulu Fine Jewelry (1405 3rd Avenue), Kelly McKenna Gallery (1308 3rd Avenue), with AM Kitchen coming under new ownership (soon to be renamed Honey Berry Café). This committee was instrumental in assisting these new owners/tenants on all zoning issues and guidelines to make the transition into Spring Lake a productive experience.

This year the SLBID did not propose to renew on-street dining. After much discussion with the mayor and council, plus the input of Bryan Dempsey, Chief Kerr, and Harold McCormick, our DPW supervisor, we arrived at this difficult decision. We all agreed that, with the pandemic restrictions easing, and the tremendous increase in traffic, the safest route to follow was not to renew it this year.

Because we recognize that outdoor dining is very popular, the SLBID continues to brainstorm on ways to accommodate outdoor dining, although we continue to face the challenge of our very narrow roadway and sidewalks.



PROMOTIONS

We started off the summer season with our new

annual Beer Garden. Through the help of many volunteers, including our own Bryan Dempsey pouring and serving beer the entire day, we were able to bring many of the runners from the Spring Lake 5 along with their families back into the downtown.



The Promotions Committee was very excited to assist in raising funds to bring the Seward Johnson Sculpture Exhibit back into our town. With over 8,000 self-guided map booklets handed out, we feel this exhibit was successful in attracting visitors to our downtown and keeping them here to shop and eat for a number of hours.

Along with this exhibit, the committee worked alongside the Community House to bring the jazz concert “The Sounds of Sculpture” to the theatre, which was very well received.

This committee brought surrounding communities together by working with the manager of Thunder Road Books to organize an essay-writing contest with our local grammar schools. There were 65 submissions from the local schools which included Bradley Beach Elementary, H.W. Mountz, Sea Girt Elementary, and Spring Lake Heights Elementary. We created a rubric grading system for grading the papers and then recruited volunteers from Spring Lake who were retired teachers along with other professionals to grade the submissions. It was such a fun way to be involved with the community and

bring the children into the downtown to examine and write about the sculptures. Each of the classes were then thrown a pizza party with the funds raised to bring the Seward Johnson Exhibit into town.

We held our 4th Annual Witches Paddle for a Cause for which we had 175 paddlers and raised just under \$11,000 for the Ashley Lauren Foundation. Working closely with Pat Barry and the



Spring Lake Community Theatre, we again had a flash mob performing throughout the event.

We kicked off the holiday season with our Holiday Soirée held on the December 8th. This event brought over 300 visitors to our downtown between the hours of 5 pm and 8 pm. Shop owners reported it was the best event to date.

We worked with shop owners to bring Santa to the downtown the four weekends preceding Christmas day.

With the encouragement of the SLBID, 53 shops participated this year in decorating the buildings with their shop names to be placed in the Christmas Train Village which brought in over 5,200 visitors this year.

DESIGN

The work of the SLBID’s Design Committee

tends to be most noticed because it impacts directly on appearance. The allocated grant dollars are used strictly for design purposes and all expenditures are under the supervision of the Executive Director and Chairman of the Board.

This year we were thrilled to hire Tom Hagaman as our new maintenance supervisor. Tom stepped up our game in the overall cleanliness of the business district along with our plantings being taken to all new heights. Tom’s devotion to making our downtown the best it can be does not go unnoticed. He has been a tremendous asset to our organization and we are thrilled to have him.

Tom has developed a rapport with both Harold McCormick of the Department of Public Works along with all the members. It has been such a benefit to the SLBID having this amazing working relationship with this great group of gentlemen.

This committee is held accountable for maintaining the overall look, placement and cleanliness of our benches, trash bins, bicycle racks and flowerpots as well as the overall cleanliness of the district.

After much pleading, we were jubilant to see the six lampposts go up on Warren Avenue. We immediately moved forward with purchasing the holiday wreaths and garland and had them up in

