

Comparison of Annual Budgets					
	2008	2009	2010	2011	2012
Assessment	\$ 70,000	\$ 70,000	\$ 68,000	\$ 68,000	\$ 68,000
Borough Grant	\$ 40,000	\$ 40,000	\$ 35,000	\$ 33,000	\$ 30,000
Donations	\$ 40,000*	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Total	\$150,000	\$120,000	\$113,000	\$111,000	\$108,000

*2008 contributions are high in comparison to following years as a result of experience in 2008 setting the level of expectations.

point in 2012. And a mobile web site for Spring Lake is hoped to be functional during 2012. A rapidly growing percentage of the population is turning to smart-phones for their information while out and about, which requires web sites that are geared towards being read on the phones rather than the graphic-rich web sites for traditional computers.

Conclusion

Quantifying their value is an ongoing challenge for business improvement districts, particularly smaller districts. There is so much that an effective business improvement district does that doesn't result in a direct, quantifiable result. Yet it is clear that the district has impact.

While there are visible actions carried out by the districts, there is much more that goes on that has an impact but isn't obviously the result of an effort by the district. That leads to the primary measures: are things better than they were without the business improvement district, and are things better than in neighboring towns? The answer to both of those for Spring Lake is a resounding yes. While the chaos in the US economy continues to impact communities and businesses of all sizes, Spring Lake's business areas continue to look better than they did before the creation of the SLBID. There are fewer vacancies than in past years and much fewer than in surrounding towns. And Spring Lake's downtown is the envy of many communities.

The SLBID is never content to slow its efforts in response to success. Programs for 2012 expand on past successful efforts. That can lead only to increased success in 2012, putting Spring Lake's businesses in a

position to particularly do well when the economy improves.

Spring Lake Business Development Corporation Board of Directors

Karen G. Antonelli-Cinotti Karen's Boutique	Robin Moglia Linger
Pat Barry Community House	Carol Patterson Property Owner
Richard J. Clayton Clayton Livery Service, Inc.	Hon. Priscilla Reilly Alternate Council Liaison
Helen Corrigan Property Owner	Mary Reilly Irish Centre
George D'Amico D'Amico & McConnell	Mary Lee Rivas Property Owner
Alison Davis Egan's Spring Lake Liquors	Pete Saklas Preservation
Joe Desiderio Johnson House	Joe Scardino The Breakers Hotel
Chris D'Eufemia Tom Bailey's Market	Jim Thompson Resident
Edward Dooley DDS Dooley Dental	Joe Valentino Joe's Deli
Terry Groark Arteffects	Hon. Janice Venables Council Liaison
Kelly Lipfert Urban Details	Robert Wehner Resident

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, Administrative Assistant



2012 Budget

Spring Lake Business Development Corporation

managing the **Spring Lake Business Improvement District**

As the Spring Lake Business Improvement District (SLBID) enters its fifth year of overseeing the vitality of Spring Lake's business districts, it continues to build on past successes to ensure that Spring Lake has one of the outstanding small downtowns in New Jersey. The SLBID continues to have one of the lowest vacancy rates of any New Jersey downtown while also having one of the lowest assessment rates for a business improvement district in Monmouth County, and while reducing its budget every year since its inception.

We particularly look forward to continuing to work on providing the best shopper experience possible. This results in more business for our stores and, in turn, the desirability of commercial space in Spring Lake. While continually working to ensure the success of our business districts, we are committed to our responsibility to ensure that our business districts contribute to the quality of life in Spring Lake. We hold that commitment as central to our functioning for two primary reasons. First, it is the right thing to do for the community. Secondly, 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. The completion of the renovation of the former Casagrande building on the northeast corner of Third and Morris Avenues will result in a further increase in the diversity of our retail offerings.

Following is a narrative of the ways in which the SLBID will utilize its proposed 2012 budget to continue to provide for the well-being of Spring Lakes business districts.

Management and Organization

Our success is due primarily to the caliber and dedication of our volunteers. We are further showing our confidence in our volunteers by doing away with the Executive Director position, absorbing the work of that position in volunteer effort and a slight increase in administrative staff time. Recognizing that we may, at times, need to rely on someone with expertise in some of the technical aspects of managing a business district, we are budgeting for the use of consultants as needed.

One of the aspects of a business improvement district that is difficult to quantify, yet makes a significant

difference, is the way in which, over time, it interfaces with the community. The SLBID has particularly close relationships with the Greater Spring Lake Chamber of Commerce and the Spring Lake Community Theatre and coordinates a number of activities with them. It also directly supports programs of the Historic Inns of Spring Lake, the Spring Lake Garden Club, and the H.W. Mountz School PTA. And the SLBID works very closely with the Borough's administrative staff, Mayor and Council, Public Works Department, and Police Department. The SLBID's ongoing maintenance of the bulletin board at the Wells Fargo Bank is yet another examples of it supporting community organizations. This has resulted in information being available to the community in a timely fashion while keeping the bulletin board attractive.

The SLBID will continue to fine-tune its involvement in mobilizing Spring Lake businesses in preparation for, and following, critical incidents such as major snow storms and hurricanes. Prior to the incidents, the SLBID communicates with the businesses advising them of preparations that will minimize damage and maximize safety. Once the incident is over, it keeps businesses informed of recovery activities and any resources available to them. The fine-tuning will include putting together written procedures that can then be instituted even by people who have not been involved with past incidents.

Business Development

The Business Development Committee is responsible for assisting current Spring Lake businesses to operate effectively and to recruit new businesses to Spring Lake. A welcome package for businesses considering, or in the midst of, locating in Spring Lake is provided by the committee to support recruiting and guide new businesses in settling in. The welcome package will continue to be developed, increasing its value as a tool for recruiting businesses while aiding new



businesses to comply with all Borough requirements with as little stress as possible.

The Land Use sub-committee of the Business Development Committee is involved in infrastructure considerations that facilitate a better business climate while protecting Spring Lake's unique ambiance. The sub-committee will continue to work on fine-tuning the sign ordinance that is was so heavily involved in bringing about in 2009. In addition, it is working on projects to make parking more convenient and understandable for customers, improving bicycle safety in the downtown, and bringing about design guidelines so that anyone building in the commercial districts will be guided in building that supports the existing design.

Design

Spring Lake stands out as one of New Jersey's most attractive towns. As a focal point of the community, it is crucial that Spring Lake's downtown and other commercial areas reflect the overall ambiance of the town. The SLBID's Design Committee is responsible for the visual improvements to Spring Lake's business areas that help to ensure that appearance.

The committee will continue its program of four seasonal plantings throughout the business areas. It also will continue to invest in additional Christmas decor for the business area that enhances the holiday atmosphere while increasing the energy efficiency of the decorations used. Last year, the SLBID replaced the majority of its lighted decorations with bright white

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.



LEDs that consume much less electricity than incandescent.

In mid-2011, the SLBID hired Stephen Dombroski, a retired Spring Lake Public Works employee, to provide ongoing general maintenance in the business districts. This has enabled the district to better stay on top of maintenance issues including weeds in sidewalks and graffiti. This position will be continued in 2012. Towards the end of 2010, the SLBID contributed significantly to the renovation of The Spring Lake Centennial Clock. The clock plaza is such a significant focal point for the community and visitors, that the SLBID is investing in it further the next several months by funding up-lighting to illuminate the clock.

The Design Committee also has plans for additional benches in the downtown and contributing towards the Borough's cost of street sweeping and watering plants in the downtown.

Promotions

The Promotions Committee is responsible for creating promotions that help businesses to succeed while being right for Spring Lake in terms of style and the volume of customers drawn. The committee is continually connecting with new, cost-effective outlets to connect with customers for Spring Lake businesses and encourage them to spend here rather than the many other choices available to them.

Spring Lake Fashion Weekend, focusing on Spring Lake's tremendous collection of trend-attentive boutiques, experienced a tremendous inaugural success in 2011. Building on that success, Fashion Weekend 2012 will be April 20 and 21 and will be an even more exciting weekend than in 2011. Response to the Friday evening kick-off fashion show and reception was so overwhelming that, in order to expand the event, it will be held at Spring Lake Bath & Tennis Club. The event leads into a weekend of activities spread throughout Spring Lake's businesses. It is anticipated that Fashion Weekend will grow into a signature event for the region.

The Promotions Committee will continue to expand its other initiatives such as the annual program for the Community Theatre, the development and distribution of promotional literature to tourism information centers in the region, and print advertising in regional and local media. It is anticipated that the subscription list for the monthly email newsletter and bulletins sent by the SLBID on its behalf and that of the Chamber of Commerce will exceed 2,000 at some

2012 Budget Spring Lake Business Development Corporation

INCOME	
Assessment	\$68,000
Borough grant	\$30,000
Donations	\$10,000
Total Income	\$108,000
EXPENSE	
Management/Organization	\$19,123
Accounting/Legal/Insurance	\$6,450
Staff and support (1)	\$12,673
Design/Maintenance	\$37,604
Streetscape improvements	\$30,000
Staff and support (1)	\$7,604
Promotion	\$28,498
Advertising and Marketing	\$18,360
Staff and support (1)	\$10,138
Business Development	\$22,775
Recruit and Retain Businesses, Land Use initiatives	\$2,500
Staff and support (1)	\$20,275
Total Expenses	\$108,000

(1) Management, staff and office overhead support each of the program areas. These expenses, listed below, are allocated as follows: Management, 24%; Promotions, 20%; Design/Maintenance, 15%; Business Development and Land Use, 20% and 20%.

Office Staff	\$25,000	Rent- donated (value \$2,500)	
Consultant	\$10,000	Supplies	\$700
Emergency Contingency	\$8,990	Postage	\$250
Computer/Software	\$500	Printing/Copying	\$500
Phone	\$500	PD (1) and DPW (2) lunches	\$750
Payroll Tax	\$2,500	TOTAL	\$50,690