

rector at the end of the year. For the past two years, the organization had both an Executive Director and

## 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.



an Administrative Assistant. It was decided that the volunteer leadership could take on more of the roles of the Executive Director while applying money for that position to program expenditures. Dawn McDonough, who has been Administrative Assistant, will move into a new position of Administrative Director.

The SLBID continues to work on developing retail promotion events that fit the ambiance of Spring Lake, both in terms of the image projected and the scale of the events. Fashion Weekend and the Scrooge tie-in activities are examples of quality activities that don't disrupt the genteel atmosphere of Spring Lake while drawing an appropriate volume of customers to the businesses.

Continuing to refresh the appearance of Spring Lake's business areas is an ongoing priority of the SLBID. To that end, it will continue to build its program of seasonal plantings and daily attention to maintenance issues. The Land Use Committee will continue to give attention to work with the Borough on policies

and planning that affect the appearance of the business areas.

Doing away with the Executive Director position will put more burden on the volunteer leadership, but it is also expected that more volunteers will become involved to help with that burden. This also will involve more of the residents with the business community. The SLBID has evolved over its four years of existence and looks forward to continuing to adjust as an organization to the ever changing challenges in order to ensure that Spring Lake's businesses and business areas continue to thrive.

### Spring Lake Business Development Corporation Board of Directors

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

## 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, Administrative Director

# 2011 Annual Report

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

SPRING LAKE  
the town by the sea™

2011, the fourth year of operation for the Spring Lake Business Improvement District, brought both unusual challenges and continued improvements to Spring Lake's business districts. Challenges came through the continued worldwide economic upheaval, substantial snowfalls, and Hurricane Irene. At the same time, Spring Lake maintained one of the lowest commercial property vacancy rates in the state while all of the business districts, particularly the downtown, continue to be considered among the most attractive in New Jersey.

The large snow falls and Hurricane Irene offered particular challenges to keeping businesses operating and accessible to the public. The SLBID reached out to businesses through email notices and direct visits in advance of the snow storms and the hurricane to ensure their readiness. This included offering tips for the safety of the businesses and that of their customers plus means of facilitating cleanup once the storms passed. The organization also made disaster aid information available to businesses following Hurricane Irene. And it worked with the Borough to get more accurate coverage by the news media. Exaggerated media coverage of the effect of Hurricane Irene on Spring Lake caused people to stay away, including cancellations of lodging reservations. The SLBID worked both locally and regionally on this challenge as the entire Monmouth County shore area was similarly affected.

### MANAGING THE ENVIRONMENT

Managing the environment goes beyond just the physical. Collaboration with other entities is a major hallmark of successful business improvement districts. The SLBID assisted the Spring Lake Department of Public Works by helping with the cost of a bucket truck and it assisted the Police Department by helping with the cost of a radar speed sign. The organization supported the Garden Club's Garden tour and the Historic Inn's Candlelight Tour promotionally. And it partnered with the Chamber of Commerce to do an opening night for the Community Theatre's perform-

ance of "Sound of Music," raising money for the SLBID and the Chamber.



The SLBID purchased a 17-foot Christmas tree for the area of the Centennial Clock, continuing to develop that area as a centerpiece for the town's Christmas décor.

### BUSINESS DEVELOPMENT COMMITTEE

The SLBID's Business Development Committee is responsible for both recruiting new businesses to Spring Lake and assisting existing businesses to thrive. Working with various Borough departments, the SLBID put together an informational package that assists new businesses to settle into town, particularly guiding them through Borough ordinances. The organization generally serves as a source of information for businesses regarding Borough ordinances. While the vacancy rate in Spring Lake is very low, the SLBID maintained a listing of available properties, with photographs, on its web site. Representatives of the SLBID

<sup>1</sup> The Spring Lake Business Improvement District (SLBID) is managed by the non-profit Spring Lake Business Development Corporation (SLBDC). For the sake of simplicity, this report will treat the two as one in the same and refer to the SLBID.

also met with landlords and their potential tenants to assist the landlords to attract new tenants.

## DESIGN COMMITTEE

The work of the SLBID's Design Committee tends to be most noticed because it impacts directly on appearance. Spring Lake's downtown continued to be attractive year-round with seasonal plantings around the trees, and even more vigorous attention to mainte-



Seasonal plantings around the trees on Third Avenue contribute to the elegance of the downtown year-round.

nance. The SLBID hired a part-time maintenance person this year to give ongoing attention to appearance issues.

Christmas décor got a particular boost this year as, in addition to the ongoing year-to-year enhancement of decorations, the SLBID added a 17-foot tree by the Centennial Clock. While it was not part of the plan, the appearance of the tree was so striking and its relationship to the space so ideal, the Recreation Department moved the annual tree lighting to the area around the clock.

The signs directing people to the downtown were replaced this year with signs that incorporate the business community logo. As bicycling during warm weather continues to be a popular form of transportation in Spring Lake, the SLBID added additional bicycle racks downtown.

## LAND USE

How to best maintain the attractiveness and functionality of Spring Lake's business districts is the ongoing concern of the SLBID's Land Use Committee.

There ultimately needs to be design guidelines for Spring Lake's commercial areas in order to sustain their visual appeal. To that end, the Land Use Committee did a considerable amount of work to develop goals to guide the development of such guidelines.

The Land Use Committee has also been monitoring the effectiveness of the sign ordinance as amended last year in order to make recommendations for fine-tuning it based on actual use. Recommendations to Mayor and Council for improvements to the sign and awning permit application process are one of the results of that monitoring.

Parking signs in the downtown area came to the committee's attention as a concern as a result of complaints from customers. The committee did an extensive review of existing signs and found many to not be readable, and others to be in a condition inconsistent with Spring Lake's image. The SLBID has a project underway to replace all of the parking signs in the downtown area with new signs.

## MANAGEMENT/ ORGANIZATION COMMITTEE

In the interest of continually ensuring that we are exercising the best governance practices, the SLBID did a review early in the year and replaced our conflict-of-interest policy with a more in-depth, IRS approved policy, and added whistle-blower and document management policies to our formal policies.

The SLBID also gives continuous attention to accountability to the Borough governing body and the SLBID's stakeholders. Accountability starts with the annual meeting and elections where all commercial property and business owners have an opportunity to vote for the leadership of the organization. The annual budget process begins months in advance of the presentation to the public and Mayor and Council. Each SLBID committee is charged with developing a plan for the coming year with priorities and projected costs for each item. The SLBID Executive Committee then develops a balanced budget that is then considered by the Board of Directors. Once approved by the Board, the budget goes to Mayor and Council and ultimately a public hearing. Early in the year, by statute and ordinance, the SLBID files an annual report with Mayor and Council. It also has an annual audit conducted that is filed with Mayor and Council and the State's Office

of Local Government Services. All of these documents, along with the organization's IRS and State charitable filings, are public documents, with some being available on the SLBID web site and others by request.

## PROMOTION COMMITTEE

The Promotion Committee develops innovative promotions that focus on increasing expenditures with Spring Lake businesses, rather than essentially on tourism as most shore communities do. Fashion Weekend was introduced in 2011, showcasing the Spring Lake lifestyle. It ran the weekend of April 8 through 10, starting with a kick-off fashion show and party Friday evening. The event then continued with events in stores throughout town over the weekend. The event was so successful that the April 20 and 21, 2012 edition is doing its kick-off at the Bath and Tennis Club to accommodate more people.

Since its inception, the SLBID has developed promotional partnerships with the Spring Lake Community Theatre that are mutually beneficial to the Theatre and the SLBID. 2011 was the third year that the SLBID produced an annual Theatre program that provided the Theatre a quality handout for audiences while promoting Spring Lake businesses to those audiences. A new concept was added this year. Most of the programs were published in traditional program size, while 5,000 were printed in typical brochure format to facilitate distribution of those 5,000 in tourism promotion locations.

With "Scrooge" being such a well-known production at the Theatre, the SLBID has continually researched ways to bring "Scrooge" themes into Spring Lake's downtown during the Christmas season, enhancing the customer experience while subtly promoting the production. This year, it developed a program of telling an abridged version of Scrooge's Christmas adventure with phrases displayed in sequence in store windows throughout the downtown. In addition, the SLBID developed a relationship with Chuck Fischer, the creator of a beautiful book, based on "A Christmas Carol." It contains several striking "pop-up" art rendi-

tions of scenes from the story. Books were displayed in windows throughout the downtown and Mr. Fischer



Fashion Weekend was inaugurated in 2011 and is already developing into a signature event for Spring Lake.

came to town on December 3 to do a book signing and a personal appearance. Sales of the book helped to defray the cost of the promotion while providing people a souvenir of their visit to Spring Lake.

While continuing to strategically utilize traditional print media to promote shopping, dining, and lodging in Spring Lake, the Promotion Committee also continued to give attention to promotional literature distributed through tourism information outlets throughout the state. In 2011 the committee moved from using a "rack card" to promote Spring Lake to developing a full six-panel brochure. With more space for photographs in a brochure, the ability to convey Spring Lake's elegant appearance was greatly enhanced. In addition to getting the brochures to state and county tourism information centers, the committee also developed a relationship with Jersey Shore Premium Outlets, providing for the distribution of Spring Lake literature at what could be considered to be a major competitor to Spring Lake's businesses.

## THE COMING YEAR

Through the second half of 2011, the SLBID transitioned to do away with the position of Executive Di-