



# **Highlands Business Partnership**

**2013  
Annual  
Report**

# 2013 Officers of the Corporation

Board Members	Business/ Affiliation	Resident/ CPO/BO	Board Assignment	Term
1. Carla Cefalo-Braswell <b>President</b>	ShoreGrafx	Resident CPO	Executive Committee Chair – Events Co- Marketing/Comm	2011 - 2014
2. Jay Cosgrove, <b>VP</b>	Bahrs Restaurant	CPO	Executive Committee Chair – Events Co- Marketing/Comm Bridge – DOT Liaison	2012 - 2015
3. William Weber, <b>Treasurer</b>	Navoo Cottages	CPO	Executive Committee	Hold Over - 2010
4. Rafaella Lee, <b>Secretary, Acting Treasurer</b>	Gateway View Apartments	Resident CPO	Executive Committee	2013 - 2016
5. Nancy Burton	In the Garden	Resident BO	Visual Improvement Committee	2013 - 2016
6. Leo Cervantes	Chilangos Restaurant	Resident BO	Marketing & Events Committee	2013 - 2016
7. Larry Colby	Colby Plumbing	Resident BO	Economic Development Committee	2011 - 2014
8. Jim Filip	Doris & Eds	Resident BO	Co-Chair Economic Development Committee	2012 - 2015
9. Douglas Lentz	Inlet Cafe	Resident BO	Marketing & Events Committee	2012 - 2015
10. Ara Jamgochian	Claddagh	CPO	Marketing & Events Committee	2012 - 2015
11. Kim Slate	Off The Hook		Marketing & Events Committee	2013 - 2015
13. Councilwoman Rebecca Kane	Council Rep		Executive Committee	2012
14. Councilman Kevin Redmond	Planning Rep		Economic Development Committee	2012
15. AJ Solomon	Resident	Resident	Visual Development Committee	2014

Due to other commitments, Board member Jim Bollerman gave a letter of resignation at the January 30th, Board meeting. Kim Slate was nominated to fill the vacant seat.

Members of the district, according to the HBP By-Laws, elect HBP Board members that have expiring terms annually. Board seats that become vacant prior to the end of the expiration of the term are filled by Board action at regular or special meetings. The Mayor appoints two positions annually at reorganization. Highlands has a unique situation, where a majority of the Board Members are residents. Resident stakeholders, who are also commercial investors, enhance the level of commitment to improve Highlands. These board members maintain residency in the community where they have invested in their commercial businesses. This unique dual stakeholder brings a broader perspective to the decision-making process to improve Highlands.

### Non-Voting Board Members:

These members bring institutional and corporate private-sector talent and resources to the Board. These members should bring an added outside viewpoint to the board that assists in their decision-making process. The seat is vacant at present.

#### Committee Chairs

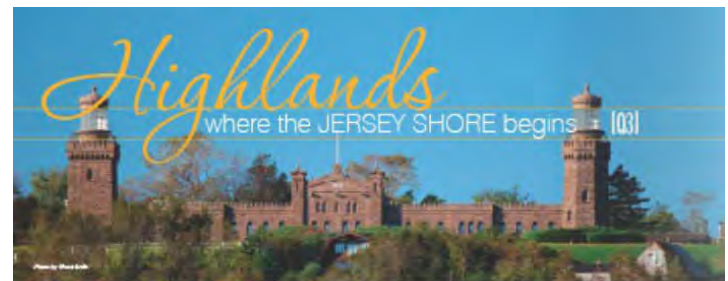
Board Members Jim Filip, Carla Cefalo-Braswell, Raffaella Lee, Jay Cosgrove, and Nancy Burton took leadership roles to Chair and Co-Chair HBP Committees. Committee chairs, which also serve as Board members, direct HBP activities that promote the objectives of the Board.

### HBP Administration:

Legal publication notices, as outlined in the state statute for BIDs, announced the HBP meeting schedule for four regular meetings and one annual meeting in 2013.

State of New Jersey filing fee, corporate filings, dues for memberships in various organizations, postage, stationery and educational conferences were administrative expense line items. As required by the state statute, the Churchin Group will complete a certified audit for 2013. The Audit was filed with the Department of Community Affairs, Division of Local Government Services, and Borough of Highlands and remains with HBP corporate records. Charitable Registration was completed for HBP 2013. HBP Insurance is provided through a partnership with the Borough and the Monmouth JIF, Joint Insurance Fund. Diane Keaveny worked from January 2013 through December 31, 2013, as a part time employee, working 25 hours per week. HBP Board President maintained the event calendar on a volunteer basis with support from many volunteers.

The HBP phone # is (732) 291-4713 and Fax # is 732-872-1031. HBP has an account with Verizon for their Phone and fax#. HBP pays JCP&L for their electric meter usage. Checks are made payable directly to JCP&L from a detailed invoice. Carla Cefalo-Braswell and Ken Braswell provide HBP free use of office space, Internet and computer equipment.



### Explore all that Highlands has to offer and you'll want to return often.

A quick ferry ride away from Manhattan, Highlands feels like an island getaway. Start your day with a bicycle ride or short walk over the newly constructed Highlands Bridge to the Gateway National Recreation Area at Sandy Hook, a 7-mile-long peninsula with over 1,600 acres of pristine beach and a spectacular holly forest where over 300 species of migratory shorebirds can be spotted.

Spend the day sunbathing and swimming on the wide beaches or enjoy premier surf fishing. Horseshoe Cove on the bay side of Sandy Hook offers plenty of spots to anchor your boat and ideal conditions for kayaking, parasailing, windsurfing and Jet Skiing. History buffs can tour the 1764 Sandy Hook Lighthouse, the oldest operating lighthouse in the United States, and the Fort Hancock historic site, with Spanish-American War-era experimental gun batteries and Cold War-era missile sites.

From Sandy Hook, head up to Twin Lights Historic Site for a tour of the Civil War-era lighthouse and the site where Marconi demonstrated the commercial potential of wireless radio by broadcasting the 1899 America's Cup race. Tour the museum, marvel at the massive Fresnel lens and climb

the steps to the top of the north tower for panoramic views of New York City, Long Island and the Atlantic Ocean from the highest point on the eastern seaboard south of Maine.

Near Twin Lights is Monmouth County Park System's Hartshome Woods—787 acres of parkland featuring 19 miles of acclaimed forest trails for hiking, mountain biking and horseback riding plus memorable ocean views. Closer to sea level, the 1.8-mile Bayshore Trail, open to both foot and bike traffic, provides a level waterfront passage between Highlands and Atlantic Highlands. Pick up the trail at Popamona Park in Highlands or the Atlantic Highlands Municipal Harbor.

Stay at one of Highlands' charming bed & breakfast inns and spend a day exploring downtown's original "summer bungalow" colonies, unique shops, waterfront restaurants and nightspots. Time your visit to enjoy one of Highlands' many family-run community events—St. Patrick's Day Parade, a Clamfest in August featuring all the local favorites, and a rollicking Oktoberfest. The Twin Lights Bike Tour in September attracts riders from all over the New York metropolitan area for a cruise around Monmouth County.

Highlands boasts an amazing array of activities, with a serious emphasis on seafood. Many restaurants offer dock-and-dine services, including Bahrs, a family restaurant that has been providing fresh-from-the-docks seafood since 1917, with on-board dinner service at the dock. Order away—you'll be in good company. Bahrs provided on-board dinner service to Frank Sinatra on his yacht My Way!

Highlands is the launching pad for an easy trip to New York City, any day of the week. Relax and enjoy views of the Sandy Hook peninsula, Verazano Bridge, Conay Island, Statue of Liberty, Governor's Island and the Manhattan skyline aboard SeaTrek's 161' high-speed catamarans, outfitted with comfy chairs and a full bar. SeaTrek offers a wide range of pleasurable trips, including sunset cruises, outings to NY Mets and Yankees games, Macy's 4th of July fireworks, and cruises to West Point and Martha's Vineyard, as well as daytime service to the Sandy Hook beaches. Check out [www.seatrek.com](http://www.seatrek.com) for schedules and event information.

Call 732-291-4713 or visit [www.highlandsonj.com](http://www.highlandsonj.com) for visitor information.

Highlands was featured in the 2013 "Visit Monmouth Travel Guide"





HBP maintained a separate bank account with fundraising proceeds and donations received in order to help Sandy victims in the community. Ken Braswell of ShoreGrafx donated a \$5000 website for Hope for Highlands and established an online donation system using PayPal which raised \$150,000.00 in donations. All information and applications were posted to the website. Additional revenues from private donors were received daily both on-line and through US Mail. Additional revenues were generated through events, concerts and donated T-Shirt Sales at the Seastreak Concert.

The HBP Board implemented a material grant program modeled after the state and appointed an independent committee to manage the program and distribute the funds raised. The committee met weekly and processed the applications according to the guidelines. The Hope for Highlands committee consisted of Rick Korn, Committee Chair, Rosemary Ryan, Co-Chair, Tim Hill, Borough Administrator, Rachel Stockton, Resident and HES School Teacher and Karen Taylor, CPA. Korn later resigned and Rosemary Ryan became the chair. Robert Small replaced Rick Korn on the committee.

The Hope for Highlands Material Grant program continued through 2013. The Hope For Highlands committee voted to stop accepting applications on October 29th, one-year post Hurricane Sandy as the donations slowed down. There were still 7 applicants on a waiting list, some with incomplete applications. We were able to contact them and complete the applications. There were a total of 33 DENIED applications due to compliance issues. These applicants were contacted numerous times via US Mail with form letters and via telephone calls by various members of the committee. They were deemed DENIED and filed accordingly.

The total amount distributed from this Material Grant Reimbursement program is \$163,392.45 to 271 residents and \$30,705.17 to 29 businesses. Donations were also made to New Life Christian Church, United Methodist Church, the VFW, American Legion and the Henry Hudson Regional Band totaling \$1,000 each. Money was raised from online donations, T-Shirt Sales and various concerts held at the Count Basie Theatre and Seastreak Lot. The T-shirts were donated by Bob Turco, an associate of Rick Korn.

The HBP also received a Robin Hood Grant Award in the amount of \$200,000. The grant guidelines were set forth by the Robin Hood Foundation and the money was to assist low to moderate-income families to return home. HBP formed a Housing Repair Grant Program modeled after the state's neighborhood revitalization program. Eligible residents received \$5000 grants for housing repairs. An additional \$50,000 was awarded to administer the program. HBP posted an ad in the Non Profit Times and received twenty-one (21) applications. Carla Cefalo, Rafaella Lee, Jim Filip, and Tim Hill interviewed nine of the applicants. Sara Thoma was hired to administer this grant program. The Community Program Specialist (CPS) worked directly with residents and all information was strictly confidential. In addition, a Construction Manager/Cost Estimator was hired to work with the CPS to provide the scope for each project. All applications were first



come, first serve, with a maximum of up to 40 residents to benefit from this program. No checks were paid directly to residents and businesses were not eligible to participate in this program.

Hope for Highlands Concert at the Count Basie Theater, Red Bank - The concert was presented by Brian Kirk, and featured the G Band, Pat Guadagno, Jukebox Criminals and Brian Kirk and the Jirks. Tickets were \$35.00 and local businessman Bob Small generously donated the cost of the Count Basie Theater, so that 100% of all ticket sales were going to Hope For Highlands. Bob Small has roots in Highlands and established a 501(c)(3) organization; Helping Highlands Survivors, Inc. to raise funds for Highland's victims of Hurricane Sandy. There was approximately \$27,000.00 raised from ticket sales, which was donated to the Hope for Highlands Fund.

HBP and Hope for Highlands partnered with Comcast NBC Universal, for Comcast Cares Day, April 27, 2013. The HBP received a grant from Comcast in the amount of \$25,000.00. Comcast volunteers along with Sherwin Williams, FMBA, Clean Ocean Action, Rebuilding Together and Highlands residents, came together for a community-wide cleanup doing everything from painting and installing sheet rock to cleaning the streets and beaches. The FMBA dismantled the boardwalk at Veterans Park. Highlands Comcast Cares Day festivities appeared live on the Today Show and during the kick-off ceremony; the groundbreaking for the Sandy Ground Playground took place.



HBP advocated and raised funds for the NJFMBA - Sandy Ground Project. Their organization, which consists of 4,000 firefighters, volunteered their time to build 26 playgrounds in memory of the 26 lives lost in the Newtown, Connecticut, Sandy Hook Elementary School tragedy. The Highlands playground, which is located at Veterans Park, was the 11th playground built. HBP donated funds raised through Taste of Highlands, 50/50's, business grants, and beer garden proceeds at the Sandy Ground Benefit Concert.

Uniqlo - Uniqlo, a NY based apparel company, made a donation of 16,000 pieces of Heattech clothing & Ultra light down jackets to our organization for distribution to community members who had suffered from the ravages of Hurricane Sandy.

The Pleasant Valley Youth Group from Lancaster County, Pennsylvania donated their time from November through January, helping Highlands residents and businesses rebuild their properties. The New Lancaster Blue Grass Band and the youth group performed a free concert in Huddy Park on October 12th. The concert was organized by Maureen Welch.





The Highlands Visitor's Guide was created and enhanced in full color for a 2012/13 version that includes information about Highlands such as history, biking and hiking trails, lighthouses, event information, ferry schedule, a map and a business directory. 2012/13 Visitor Guides were distributed at all HBP events, the Great 5-Boro Race, NJ Pride, the NJ Lighthouse Challenge, County Tourism Office, Historic Twin Lights Visitor Center, the Sandy Hook Visitor Center, as well as in our local businesses and Borough Hall. HBP produced 25,000 guides for distribution during 2013.



**Funding Development - HBP Private Sector Partners - Sponsorship Development**

HBP Marketing served as the primary catalyst for attracting private funding to maximize the local assessment investment. Through efforts of the Executive Committee, a corporate sponsorship track record is being maintained and expanded, that will ensure our corporate sponsors are provided value in the marketing initiatives set forth through HBP.

Sponsors for 2013 include Comcast, 95.9 WRAT, Frank Rahm Landscaping, Hufnagel Tree Experts, Shore Point, T&M, Brown Forman, Seastreak and Super Foodtown.

**Awards and Matching Grants**

Highlands Business Partnership applied for the New Jersey Division of Travel and Tourism FY14 Cooperative Marketing Grant and it was awarded \$18,750.00 on October 30, 2013.



## **Marketing & Communications**

*Co-Chaired by Carla Cefalo-Braswell, Jay Cosgrove*

The Marketing committee worked diligently to promote any and all resources available to assist businesses in their reopening initiatives. Annual activities resumed to sell sponsorships and manage events. A summary of the 2013 activities includes the Jersey Shore Destination Marketing Organization, Monmouth County Tourism Guide, Highlands Visitor Guide, Jersey Shore Magazine and HBP Marketing/Advertising Media Buy opportunities. HBP expanded the billboards to new digital media signs on the Garden State Parkway and enhanced Public Service Announcements with WRAT Rat Radio. They also maintained and expanded sponsorship programs raising \$15,500.00. HBP was featured on Comcast Newsmakers and News 12 as well as in many newspaper articles and other forms of media due to Sandy recovery.

Carla Cefalo serves on the Monmouth County Tourism Council. Each town has a representative to promote their community on a county level. HBP remains active in serving as a partner with the County Tourism office. We had an opportunity to report on all activities and programs in Highlands at monthly meetings held at the Passport office.

HBP participated in the Highlands Community Recovery Plan, which was developed to address recovery issues and outlined the community's strategy for moving forward in the aftermath of Hurricane Sandy. Local leaders and residents of Highlands spearheaded the community recovery planning process. The resulting plan was project-oriented, incorporated various approaches and techniques to mitigate future disasters and carries the support and buy-in of the community.

This plan was used to:

- Describe Highlands' post hurricane status and strategy for moving forward
- Market projects to potential funders
- Guide implementation of recovery projects
- Incorporate floodplain and storm water management and mitigation techniques
- Leverage resources among projects
- Communicate and share ideas for Highlands' development with regional partners
- Engage stakeholders in the community redevelopment process

The HBP was the Project Sponsor for Mitigation and Infrastructure, Bay Avenue Renaissance and the Economic Development Committee. HBP members, Carla Cefalo and Christian Lee co-chaired the Economic Development Committee.

HBP Also participated in Creative Highlands Creative Highlands Call to Collaboration May 2, 2014

### **Website [www.highlandsnj.com](http://www.highlandsnj.com)**

Maintenance and expansion of the Highlands' website during HBP's 14th year to include the State's "Open For Business" campaign. The campaign was a \$25 million dollar Tourism and Marketing plan that promoted storm-impacted businesses and shore communities by letting the nation know that New Jersey is recovering and open for business. The campaign would also encourage New Jerseyans and tourists to shop locally. The HBP participated by collaborating with representatives from the State, County and Jersey Shore Visitor Convention Bureau as to the progress. HBP maintained a strong relationship with MMM, the State's designating Public Relations firm that promoted the Open For Business and Stronger than The Storm programs. The Board's minutes, reports, revised ordinance, 2013 budget, events, photo albums, and bylaws are accessible and printable from the site. Shoregrafx created an Iframe for HBP members to use on the Nightlife page. This upgrade enabled businesses to post their events and also link to their own website for free.



# Business Programs & Workshops

The NJ Economic Development Authority launched the business grant program. Highlands Business Partnership worked with Stacie Mesuda, Hurricane Sandy liaison from the NJ Governor's Office, to create a workshop to help our businesses take advantage of the States Business Grant Program. The state had not received many grant applications from businesses and wanted to spread the word to our local businesses still in need. The applications were lengthy and time consuming. NJ EDA gave a presentation that resulted in HBP requesting individual one-on-one assistance for our businesses. HBP coordinated a workshop, once a week for 4 weeks, where consultants from the state could come and meet with all business owners and give them the necessary assistance to get their applications submitted. Twenty businesses received grants in excess of \$800,000. Highlands had the highest participation rate.



HBP offered a FEMA Flood Mitigation Commercial Flood Proofing Presentation at the September 26th Board Meeting. Representatives from FEMA gave an extensive workshop for Flood proofing of non-residential buildings. The workshop included a power point presentation, handouts, cd's, maps and hard copies, were provided to HBP for distribution. There was a Q&A session following the presentation. Any commercial property owner was able to obtain the information from the HBP Office and it was also posted on our website.

Stronger than the Storm was an advertising campaign to promote tourism in New Jersey in 2013. It portrayed the state as being resilient and having recovered from the impact and aftermath of Hurricane Sandy. Sandy was no match for the resiliency and spirit of Highlands's restaurants and specialty shops determined to reopen despite incredible destruction and all odds against them. May 26, 2013 Highlands officially celebrated the Open for Business Ribbon Cutting ceremonies for some of Highlands's great restaurants and shops including seaside restaurants: Moby's, Bahrs Landing-Still Standing, Casa Giunta Bed & Breakfast, Windansea, Inlet Café, Fresh Farm-to-Table Cafe, the world renowned authentic Mexican restaurant, Chilangos, and Francesco's Pizza and Italian Restaurant. The STRONGER THAN THE STORM ribbon cutting ceremonies continued throughout the year at Bay Ave Bakery, the Sand Witch Shop, the Water Witch Coffee and Tea Company, In the Garden, and Kranky's Bicycle Shop.





# Economic Development Committee

*Chaired by Jim Filip*

## **Business Recruitment**

HBP Economic Development – HBP worked with Borough liaisons for a tax abatement ordinance. We supported the County’s Grow Monmouth initiative by advertising our assets and promoting the relaxed zoning and tax abatement. We collaborated with potential investors to bring new business to Highlands.

HBP retained Rick Korn as an independent contractor for a \$10,000 investment per the recommendation of Mayor Nolan. Mayor Nolan felt that HBP needed a dedicated economic development representative to raise money. Korn was to perform consulting services for 6 months, such as marketing and promotional services including public relations both on a national and local basis. This included press releases, joint marketing relationships, sponsorships and other services that helped to promote the businesses and residents of Highlands New Jersey as set forth by the HBP board and its president. Rick was responsible for fundraising development from both private and public entities including grant writing and special events. HBP Board approved all correspondence, prior to submission. At the direction of the HBP Board, he worked with individual business owners in Highlands to help get them the services, money and materials to open as quickly as possible. He was the liaison between state agencies that are looking to assist small businesses with marketing and promotions. Rick wrote PSA’s, TV and radio spots, video producing and media barter. Under the direction of the HBP Board, he helped buy media on an “as needed” basis. He introduced the HBP members to major media outlets such as the Food Network to do special promotions and productions, and helped write and execute a marketing and promotional plan with the executive board and any related staff designated by the board.

## **Business Retention**

HBP received inquiries from small businesses inquiries and provided assistance to existing businesses. HBP helped businesses with problems that impacted their business. The Borough provides the HBP Office with new Mercantile Licenses and HBP schedules meetings with the new business to provide the entire How To’s of HBP. The meeting is usually an hour or more and all the information and opportunities that HBP has to offer are explained. Training was provided on use of the free database.



# Special Events Committee

*Chaired by Carla Cefalo Braswell*

Destination - Highlands is the objective of the HBP events. HBP promotes Highlands as a destination for visitors by hosting events to showcase the community. The 2013 event calendar and marketing plan reached nearly 100,000 visitors. HBP promotes Highlands at several regional events during the year. HBP Visitor Guides, event collateral materials, complimentary bags, marketing and promotional materials are distributed during the following regional events:

**Bike New York-Great Five Boro Race** – 30,000 cyclists – Ft. Wadsworth, Staten Island, NY (1st Sunday in May)

**NJ Pride – Asbury Park** – 10,000 - 15,000 people (1st Sunday in June)

Various trade shows – materials distributed by County Tourism and Jersey Shore DMO

## **HBP 2013 Special Events Calendar:**

**Saint Patrick's Day Parade** March 23, 2013 was held with 9 pipe bands, local and regional floats, along with a host of local business participation. The 11th Annual St. Patrick's Day Parade was dedicated to the First Responders in light of Hurricane Sandy and Council President and Firefighter Rebecca Kane will lead the way as Grand Marshal with Dave Parker, head of OEM appointed as Deputy Grand Marshal. HBP raised \$2,260.00 for the parade from the Beef & Brew and raised an additional \$1,804.00 at the 1st Annual Chili Cook-Off fundraiser and \$553.00 from Lucky Pot of Gold 50/50. The parade was especially important this year, to bring an early start to the normally busy spring/summer season for local restaurants and businesses, and to let people know Highlands is open for business. The event income was \$5,697.00 and the expenses were \$7,970.91.

**Seaport Craft Show** May 26, 2013 – was held on Memorial Day weekend with 22 specialty vendors/crafters. The event was well received by crafters and visitors alike. The event income was \$1,650.00 and the expenses were \$541.50.

**Taste of Highlands** June 22, 2013 – HBP partnered with the Sandy Hook Local PBA, for the 2nd Annual Taste of Highlands, which showcased





16 Highlands restaurant and food establishments. The event spurred positive local recognition and media attention. The event income was \$19,487.44 and the expenses were \$9,428.41. A portion of the proceeds benefitted the New Jersey Firefighters' Mutual Benevolent Association Sandy Ground Project, Where Angels Play, for the Highlands playground.

**Highlands Farmers Market 2013** July – October - The 2013 season began in Huddy Park in July and continued until Saturday, November 2nd. Outside vendors were solicited for the market and there were various successes with adding vendors to the market. The event income was \$780.00 and expenses were \$130.00.

**Clam Festival** August 1 – 4, 2013 - The Clam Festival proved to be successful and attracted nearly 26,000 visitors over a 4-day period. Efforts of over 50 volunteers, many of whom are local residents, were a huge reason for the success. Clam Fest had all local restaurants and 35 vendors. Live entertainment, rides, contests and games were also included. The event income was \$53,343.00 and the expenses were \$33,864.87.



**Twin Lights Ride** - September 29, 2013 - The Twin Lights Bike event was held in Highlands at the Huddy Park Area. The event was a great success and hopes to grow each year. Seastreak Ferry Company cooperated with bringing bike enthusiasts to Highlands for a multi-tour bike event. There were nearly 2,000 bike enthusiasts visiting Highlands and sections of Monmouth County. There were 4 routes available. Many cyclists visited most businesses. Promotions with local businesses were advertised and announced. The event income was \$0 and the expenses were \$117.99.

**Oktoberfest** 2013 – October 5 – HBP purchased Bavarian food from Bahrs Restaurant. There were no police reports for the 13th year. A German Band warmed the crowds with traditional German music and dancers. There were specialty vendors, lots of German beers, desserts and inflatable rides. The event attracted over 4000 visitors. The event income was \$24,728.00 and expenses were \$17,590.77.



**Holiday Lighting** 2013 – December 6 - The event features local entertainers performing holiday programs. Local residents portrayed Santa and Mrs. Claus. Tim Hill, Recreation Director and HBP members decorated the tree.

**Holiday Lights Contest** - December 20 – In 2013 HBP added our 1st Annual Holiday Lights contest. Contestants registered to compete in decorating their homes for the holidays. We had 15 contestants and cash prizes were awarded to 1st, 2nd and 3rd place winners.

# Visual Improvement Committee –VIC

*Chaired by Nancy Thomas*

This HBP Committee has a wide scope of objectives including Parking, Safety, Beautification, Capital Improvement, Maintenance and Design.

## **Huddy Park Fence**

HBP contracted Perma Fence, LLC to remove and replace the wooden split rail fencing surrounding Huddy Park.

## **Bay Avenue Pilot Project**

A Contract was signed with Frank Rahm Landscaping for approximately \$10,000 to improve the overall appearance of downtown Highlands and to improve the Bay Avenue district from June to October. Frank Rahm provided weekly clean-up and maintenance services on Thursday or Friday mornings. Maintenance included blowing off the sidewalks and sweeping up debris at intersections. Debris was picked up and removed so as not to block the storm drains. Curbs and sidewalks were weeded as needed.

## **Clean Communities Program**

HBP partnered with the clean Communities coordinator to facilitate sprucing up the parks and public spaces for the spring season.

## **Adopt-A Bench**

The Adopt-A-Bench program was created where Benches were available for adoption at \$500.00 per bench, that has the option of a personalized plaque. Montecalvo Bayshore Recycling adopted 4, and the Highlands Garden Club adopted four. A total of 8 benches were purchased and placed in Veterans and Huddy Park in 2013.

## **Holiday Decorations**

HBP provided Holiday decorations in Bay Ave containers by In the Garden and decorations for the tree lighting. We purchased and crafted decorative candy canes that were placed on the Bay Avenue street signs. The canes were made of PVC and were hand-made by volunteers Ken Braswell and John Caruso. There were a total of 44 candy canes made. Total expense was \$1,711.20.



## **Sign Projects Way Finding**

Way Finding Signs along Bay Avenue were severely damaged by Superstorm Sandy. The HBP paid to replace 65 wayfinding signs and 11 medallions on top of the signposts for an investment of \$8,300. Currently, Business Owners pay \$50 per sign and HBP pays for the installation. This includes re-alphabetizing annually. HBP purchased the new signs and medallions and paid for installation and maintained existing signs for Highlands Welcome areas. Forms are available online and HBP members with tourist related businesses are eligible.





**May 27th, 2013**

**View From Highlands, NJ**



**September 8th, 2013**



**The Sandy Ground Concert**



**April 29th, 2013 Governor Christie at Bahrs**

**April 24th, 2013**



**Care One Presents \$15,000 to Hope For Highlands**



**July 7th, 2013 Governor Christie at Highlands Elementary School**



**February 24th, 2013 Highlands Chili Cook-Off**



**May 3rd, 2013 Highlands Paint the Town Pink**