

# 2008 Budget

Downtown Toms River (the Toms River Business Improvement District)  
managed by the Toms River Business Development Corporation



**DOWNTOWN  
TOMS RIVER**  
Great Places. Familiar Faces.™

2008 promises to be a particularly exciting year in the revitalization of Downtown Toms River. It takes decades of large and small negative actions to cause the decline of a downtown. It then takes years to reverse the decline through steady work, rebuilding physical and community infrastructure, and changing how people think about their downtown.



Downtown Toms River continues to grow as a walkable center for residents, employees, and guests.

As Downtown Toms River (the Toms River Business Improvement District) enters the second half of its fifth year, significant preparatory work has been done. A master plan is in place. Ordinances in response to our master plan are mostly in place. The redevelopment study for the area to the southwest of Main and Water Streets has been completed, leading towards the ultimate redevelopment of a major portion of Downtown. Tremendous focus has been placed on improving the pedestrian environment. New construction and renovation is underway, including the anticipated 2008 groundbreaking for the 65,000 square-foot River Watch mixed-use project. At the same time, each of Downtown Toms Rivers program areas has been building its foundations

and maturing in its offerings.

One indication of the good stewardship of Downtown and the assessment investment Downtown commercial properties contribute is the percentage of the Business Improvement's District's budget that is generated from Township sources (assessment and Township grants) versus non-Township sources. While the budget has grown from \$300,846 in 2004 to \$411,700 in the 2008 budget, the percentage of the budget generated from non-Township sources will have grown to 45.3 percent in 2008 from 14.2 percent in 2004.

Following is an overview of the requested budget for 2008.

## Area Maintenance \$25,000.00

Maintenance in Downtown over and above the level that can be expected from the Township is carried out utilizing an employee that is shared with the Township approximately half of each weekday.

## Economic Restructuring \$36,600.00

The Economic Restructuring Committee has been partnering with the Marketing and Promotions Committee to focus on business opportunity Downtown. A more focused approach to that will be undertaken in 2008, working with the Realtors to target specific potential tenants for particular properties that are available. A program to provide additional informational signs for available properties has been undertaken. In 2007 \$15,000 in grants were awarded for improvement of façades and that program will be continued in 2008.

## Cultural Committee \$ 16,000

The Cultural Committee is deeply involved in the cultural community Downtown. It works to increase awareness of the many wonderful cultural resources Downtown by building partnerships between various

## Mission Statement

The Toms River Business Improvement District (BID) is a not-for-profit organization specially designated to promote and implement the economic revitalization of the Downtown Toms River business district; preserve its cultural, historic, tourist and civic interests, and to mobilize available public and private resources to achieve these objectives while improving business profitability and enhancing commercial property values. The BID works together with municipal, county, state and federal agencies to make the area more attractive to residents, downtown employers and their employees, shoppers and visitors.

resources and assisting them with promotion. This past year the committee provided grants to Downtown cultural entities to enable them to have more public exposure which in turn will result in greater public support. That program will be continued for 2008. To encourage the visual arts, artist involvement Downtown, and the development of more art galleries, we have been very supportive of the TRACx81 artists' cooperative. We have provided them gallery space in our office building until they are in a position to rent their own space. The Cultural Committee is also expanding the cultural offerings Downtown by returning concerts to Huddy Park. We have committed to producing a concert in June, July, and August. We have partnered with the Music Academy, located Downtown, to produce those concerts. The Cultural Committee also produces the annual Township Christmas tree lighting Downtown and will continue to improve on that community event.

#### Organization Committee \$6,000

The Organization Committee is responsible for the operation of the Downtown Toms River (Toms River Business Improvement District) organization. This includes volunteer recruitment and care, stakeholder communications, and relationships within the organization. The committee will continue its volunteer recruitment and appreciation events, business networking events, conduct of the annual membership meeting, and "Currents" fax newsletter to Downtown businesses. It is in the process of completing a welcome package to assist business newly locating Downtown with getting successfully settled.

#### Marketing and Promotions

The Marketing and Promotions Committee communicates the exciting future for, and present of, Downtown Toms River through many communication channels. It is also responsible for the majority of Downtown's events. The committee has set three primary strategies for 2008:

- keep Downtown Toms River in the consciousness of potential customers and businesses
- develop greater "ownership" on the part of people who live and work in Downtown
- continue to enhance Downtown's image.

Considerable attention continues to be given to the many events that bring people Downtown, exposing the public to the business district while providing businesses the opportunity to develop relationships that convert visitors to customers. This includes coordinating with other organizations to optimize the benefits of their

events for Downtown. Examples of this include our creating and distributing promotional literature for Toms River High School South and Monsignor Donovan High School's great musicals, tied in with a restaurant promotion, and coordinating our Pizza, Pasta, Pastry festival with the Ocean County Library's Book Fest.

M&A- Events \$92,000.00

Downtown Toms River's events continue to evolve and grow. We are pleased in the further development of our street festivals and the farmers market that will be enhanced through the addition of Events on Location to our event production team led by Allen Consulting. This new partnership will retain the strong sponsorship, sales, and promotion



that has been enabling the events to grow while bringing a new energy to the creative side of producing the events. We particularly look forward to substantial redesign of our July New Jersey Ice Cream Festival and major growth of our September Pizza, Pasta, Pastry event. We anticipate continued growth in the popularity of our weekly farmers market that runs from mid-June to late October.

M&A-Marketing and Promotions \$ 67,520.00

Much of the execution of our marketing and promotion strategies is carried out through this area. Particular attention will be given this year to encouraging residents within Downtown Toms River to utilize its business, entertainment, and recreational offerings more frequently and to promote Downtown professionals. A Downtown employee appreciation day will be instituted in 2008. The popular annual Christmas decorating contest will be continued.

M&A-Advertising \$16,080.00

This area includes promotional literature, paid advertising, publicity, our email newsletter, and the

## Toms River Business Improvement District 2008 Budget

<u>Revenues</u>	2008 Budget	2007 Actual <sup>(1)</sup>	2006 Actual <sup>(1)</sup>
Tax Assessments	\$225,000.00	\$225,000.00	\$225,000.00
Grants and Other Sources	\$ 20,000.00	\$ 2,000.00	\$ 20,800.00
Events <sup>(4)</sup>	\$127,000.00	\$127,000.00	\$ 95,226.31
Miscellaneous			\$ 7,982.90
Total Revenues	\$372,000.00	\$354,000.00	\$349,009.21
From Reserves	\$ 39,700.00		
	\$411,700.00	\$354,000.00	\$349,009.21
 <u>Expenses</u>			
Programs			
Area Maintenance	\$ 25,000.00	\$ 25,200.00	\$ 25,880.64
Economic Restructuring <sup>(2)</sup>	\$ 36,600.00	\$ 30,000.00	\$ 33,866.80
Cultural Committee <sup>(3)</sup>	\$ 16,000.00	\$ 8,000.00	\$ 9,320.29
Organization Committee <sup>(3)</sup>	\$ 6,000.00	\$ 3,100.00	\$ 2,726.91
Marketing and Promotions			
Events <sup>(4)</sup>	\$ 92,000.00	\$ 90,130.00	\$ 78,453.98
Marketing & Promotions <sup>(4)</sup>	\$ 67,520.00	\$ 41,570.00	\$ 37,657.54
Advertising <sup>(4)</sup>	\$ 16,080.00	\$ 13,530.00	\$ 14,194.45
Holiday Decorations	\$ 12,300.00	\$ 2,600.00	\$ 7,830.56
Streetscape	\$ 28,700.00	\$ 8,400.00	\$ 5,220.38
Administration			
Compensation	\$ 59,000.00	\$ 57,430.00	\$ 61,600.00
Printing	\$ 500.00	\$ 400.00	\$ 749.69
Professional Fees	\$ 4,500.00	\$ 4,500.00	\$ 6,050.00
Rent	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00
Insurance	\$ 2,500.00	\$ 2,100.00	\$ 2,000.00
Utilities	\$ 4,800.00	\$ 4,800.00	\$ 4,942.00
Telephone	\$ 3,200.00	\$ 3,200.00	\$ 3,294.67
Travel	\$ 2,000.00	\$ 4,000.00	\$ 1,112.54
Office Expense	\$ 10,500.00	\$ 14,300.00	\$ 10,450.20
Postage & Shipping	\$ 500.00	\$ 400.00	\$ 746.69
Total Expense	\$411,700.00	\$347,660.00	\$330,000.33
Operating Income		\$ 6,340.00	\$ 29,359.08

**NOTES:**

- (1) The "actual" figures for calendar year 2007 are un-audited as the corporation's fiscal year is July 1 to June 30 and this is a calendar year presentation. An audit is conducted annually on the fiscal year accounting. The calendar year actual figures are based on the audited figures for fiscal 2006 and the un-audited, projected, figures for the second half of calendar year 2007, which will be included in the fiscal year 2008 audit.
- (2) Economic Restructuring includes development of the District Master and Redevelopment Plans, new business recruitment, and other activities, plus staff compensation for working on those projects.
- (3) Event income and expense, marketing and promotions expense, and advertising expense need to be considered together as these items are managed in a tightly integrated way, often overlapping or sharing resources and efforts.

www.downtowntomsriver.com web site. For 2008, Downtown Toms River is transitioning from developing most of its literature in-house to contracting out major pieces to creative agencies. Keeping literature development in-house has enabled the efficient use of financial resources to develop other program areas. That work has matured the marketing position of Downtown to where it is now appropriate to create more sophisticated literature and expand its distribution. This will include printing the first full-color brochure for Downtown Toms River promoting both Downtown and its events.

While considerable news media coverage is generated from the Downtown Toms River office for Downtown, the publicity element of promotion is being enhanced through retaining a publicist to develop and place one feature story about Downtown per month. A Downtown Toms River e-mail newsletter was begun in 2007 with subscriptions to that free newsletter increasing by nearly 10 percent per month. With a broader subscription base, the uses to which the newsletter will be put will be increased. Our web site will have experienced approximately 2,700,000 hits and nearly 100,000 unique visits in 2007. Further web site enhancements are planned for 2008 in order to continue its growth as a marketing and information tool for Downtown.

**Holiday Decorations \$12,300.00**

Our Design Committee will continue its multi-year strategy of adding eye-level Christmas décor throughout Downtown.

**Streetscape \$28,700.00**

The Design Committee's work on streetscape is probably the one that demonstrates how important doing the foundational work first is to bringing about sustainable improvement. The completion of a master plan, the design plan based on the master plan, and pedestrian environment studies and recommendations has enabled the Design Committee to begin implementing some exciting projects downtown. Welcome and way-faring signs are being placed throughout Downtown as part of a multi-year project. New benches and trash receptacles are being tested for their durability and appropriateness. Once testing is completed, a multiyear purchase and installation of those will begin. The committee will also be deeply involved in our lead in partnering with other agencies downtown to improve the pedestrian and overall environment.

We are particularly proud of the partnership with the county in bringing about the new gateway scheme for the traffic island at Highland Parkway and West Water Street. Huddy Walk, the walkway from Washington Street to Water Street, along the Library and Horner Street, is our next project targeted for partnership.

**Administration \$111,500.00**

Two of the hallmarks of business improvement districts are planning and management. Downtowns decline for want of a plan and the day-to-day oversight of initiatives to improve the business environment. This budget area covers general administrative expense such as rent and utilities for the Downtown office. It also covers staff compensation that is not specifically allocated to program areas.

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**Toms River Business Improvement District**

218 Main Street, Toms River, NJ 08753

info@downtowntomsriver.com

Frank P. Capone, Chairman of the Board

732-341-8738

www.downtowntomsriver.com

Michael L. Redpath, Executive Director

