

## Special Event Information

### Unburying the Treasure That is Keyport

Have you noticed there's a new buzz about Keyport...a certain sense of energy and rejuvenation? In Keyport this year, the kick-off of the fall season signifies more than just the flurry of back to school activity and the changing of the leaves. More Keyport residents and people from surrounding areas are frequenting Keyport's downtown and waterfront communities, thanks to the town's new series of events. And their visits are now made all the more enjoyable with the shopping excursions offered by Keyport's increased variety of retail stores. Local restaurants, with dishes to please any palate, have also been multiplying and sending visitors off with a unique taste of Keyport. But who knew Keyport was such an unburied treasure with such great potential? Not as many people as Keyport Business Alliance members would have liked; enter the need to market the "new Keyport". Understanding that this brand identity

process would take a lot of homework and a solid game plan, the KBA employed GreenEggz no ham, Inc.— a Community Imaging and Advertising Agency based in Collingswood, New Jersey. In addition to helping Keyport clearly and consistently establish its brand identity, GreenEggz has developed and implemented a national ad campaign to promote Keyport's waterfront redevelopment efforts, as well as a postcard mailing series to market Keyport's retail, entertainment and commercial districts and a specific direct mail campaign to serve as a business recruitment and development tool. In time and with patience, Keyport residents, merchants and government officials will start to reap the benefits of these outreach efforts. Results could include growing revenues for Keyport's retail businesses and local restaurants, a broadening and diversification of Keyport's business landscape, increased traffic to Keyport, heightened awareness for Keyport's commercial businesses and a surge in overall economic redevelopment. Additionally, Keyport's continuing growth should lead to a higher employment rate, more gainfully employed teens and a better workforce pool, all of which should yield an improved economic outlook, for all.

## KBA Meetings

- **October 16**, Wednesday, Candidate Forum  
Keyport Central School Cafeteria, 335 Broad Street 7 p.m.
  - **October 17**, Thursday, Marketing & Communications
  - **October 22**, Tuesday, Visual Improvement Committee (VIC)
  - **November 18**, Monday, Board of Directors
  - **November 21**, Thursday, Marketing & Communications
  - **November 26**, Tuesday, Visual Improvement Committee (VIC)
- Keyport Sr. Center, 110 Second Street 6 p.m.  
Check [www.keyportonline.com](http://www.keyportonline.com) for confirmation of meetings.

## Events Calendar

- **October 12-13**, Country Jamboree and Food Festival including Chili Cook-Off
  - **November 30**, Keyport's Holiday Tree Lighting Ceremony
  - **December 14**, The Pearl of the Bayshore Candlelight House Tour
- Keyport Sr. Center, 110 Second Street 6 p.m.  
Check [www.keyportonline.com](http://www.keyportonline.com) for confirmation of meetings.

## Business Operators- Good Things To Do:

- Create your free E-coupon on Keyport's new website [keyportonline.com](http://keyportonline.com).
- Contact the KBA Business Advocate if you need a new commercial tenant or want to sell your commercial property.
- Use the "On-Line Media Kit": from [www.keyportonline.com](http://www.keyportonline.com) to provide your prospective commercial tenants with Keyport demographics.
- Getting Here...on [www.keyportonline.com](http://www.keyportonline.com) hot links you to train, bus, ferry schedules including driving directions to Keyport.

## Business Hot Spot

Don't miss these important dates for October/November 2002.

- **September 15 through November 1**, Dining and Entertainment Direct Mail Campaign "You Won't Believe It's In Keyport"
- **October 15 through December 1**, Health, Beauty and Fitness Direct Mail Campaign "You Won't Believe It's In Keyport"
- **October 16\***, KBA "Candidate Forum", 7 p.m. Keyport Central School Cafeteria, Broad Street (\*re-scheduled from September 18<sup>th</sup>)
- **October 12-13**, KBA Country Jamboree and Chili cook-off, Saturday (10 a.m. until 9 p.m.)-Sunday (10 a.m.-6 p.m.)



# The Pearl of the Bayshore<sup>SM</sup> Keyport NEW JERSEY

Volume 01 No.02

Keyport Business Alliance Community Newsletter

Fall 2002



Keyport's Waterfront

## Message From KBA Executive Committee

As the day-to-day management team for KBA we have taken the challenge to look for comprehensive business activities that will provide the greatest return on your commercial investment. Along with our **KBA Committee Chairs Bill Larkin and Tim Hetzel, Visual Improvement (VIC); Michael Norris and Ken Schwartz, Economic Development; Chris Fericola, Marketing/Special Events**, there are over 50 volunteers who participate in the activities of KBA. KBA is always looking for your support, enthusiasm and new ideas to improve Keyport. Attend a KBA committee meeting, send an e-mail message from the new website, or call the KBA Business Advocate (732) 291-4552 to get involved in the progress. KBA Committees invite residents, organization representatives and business leaders to join in the activities to improve Keyport. KBA committee, board meetings, bylaws and organizational information are listed on our website, [www.keyportonline.com](http://www.keyportonline.com). The next election for vacant and expanded positions on the KBA Board of Directors will be held in March 2003 during the corporation's annual meeting. Information will be distributed in January 2003 regarding the election process.

**Keyport's Smart Growth** application for public funding to create a **Strategic Revitalization Plan**, including the waterfront, downtown, highway and residential areas, will have the most far reaching affect on commercial business investments in Keyport. Attracting new commercial investments will strengthen our existing commercial base and bring additional value to

Keyport's Future... continues on page 3

## Keyport To Host Country Jamboree & Food Festival

**K**eyport, NJ - A little bit of the Wild West will be descending on the "Pearl of the Bayshore," as this harborfront Borough is known, during the 6th Annual Country Jamboree & Food Festival the weekend of October 12 and 13.

The event, hosted by the Keyport Business Alliance and supporting sponsors Shrewsbury State Bank and 94.3 The Point, will feature live country music, line dancing, a deejay, pony and hay rides, Wild West re-enactors, contests, games, and entertainment for children, country & western apparel and accessories, vendors and crafters. The festival will take place from 10 a.m. to 9 p.m. on Saturday, October 12, and from 10 a.m. to 6 p.m. on Sunday, October 13. There will be a chili cook-off, sanctioned by the International Chili Society (ICS), on Sunday, with cash prizes. Winners of the cook-off become eligible to compete for additional cash prizes and awards at the ICS World Championship Chili Cook-Off. Cake and pie-baking contests and a competition for best jam or jelly will be featured Saturday during the festival.

A variety of food vendors will be on hand to tempt the crowds with barbecued ribs and chicken, grilled



Fall Antique Collectibles Street Fair

Keyport to Host... continues on page 2

Nonprofit Org.  
US POSTAGE  
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BELMAWR, NJ  
PERMIT NO. 403

Keyport Business Alliance, Post Office Box 636  
Keyport, New Jersey 07733

**Keyport**  
The Pearl of the Bayshore<sup>SM</sup>  
NEW JERSEY

**Keyport Business Alliance**

Post Office Box 636, Keyport  
New Jersey 07733  
p/732-291-4552  
f/732-291-4837  
[www.keyportonline.com](http://www.keyportonline.com)

**KBA Board of Directors**

**Executive Committee**

Jeffrey Fink, President  
*Keyport Army Navy*

Joanne Okerbloom, Treasurer  
*Fleet Bank*

Michael Norris, Vice President/  
Secretary  
*Michael's Catering*

Michael Cummins  
*Commercial Property Owner*

June Atkins  
*Council Representative*

Dr. Barbara Currie  
*Chiropractor*

Barbara Eckert  
*Second Hand Prose*

Chris Fernicola  
*Front Porch Emporium*

Willard Foster  
*Feigenson's Shoes*

Kevin Graham  
*Keyport Mayor*

William Larkin  
*Resident Member*

Mark Sessa  
*Keyport Unified Planning  
Zoning Board Representative*

Kenneth Schwartz  
*Commercial Property Owner*

Sandra Shevlin  
*Tax Preparer*

**Corporate/Institutional  
Partners**

Patti Baxter  
*Northern Monmouth Chamber*

Larry Novick  
*Brookdale Small Business  
Development Center*

Kathaleen Shaw  
*KBA Business Advocate*



Keyport's Waterfront

**Important Commercial  
Property Owner and Business  
Tenant Information**

It is the responsibility of all landlords (commercial and residential) and tenants to see that a Certificate of Occupancy is obtained before any business or dwelling unit is sold, leased or rented in the Borough of Keyport. Failure to obtain a Certificate of Occupancy is punishable by a \$500 fine. The Borough of Keyport Code Enforcement Office will be actively pursuing all dwelling units, which are occupied, and have failed to obtain an active Certificate of Occupancy.

Applications for certificates can be obtained at the Keyport Borough Code Enforcement Office, 35 Broad Street, Suite 4 (732) 739-3303. Any questions regarding Certificates of Occupancy or any other questions regarding Zoning and Code Enforcement in the Borough should be directed to Anthony Vecchio, Borough Zoning/Code Enforcement Officer.

Through the KBA Visual Improvement Committee (VIC), activities to improve the visual appearance of Keyport have become a priority. The Certificate of Occupancy process promotes continued safe and maintained conditions in our commercial and residential properties. The KBA VIC committee is working together with Borough Officials to promote the Borough Certificate of Occupancy program. Maintaining buildings in compliance of codes promotes a safe and attractive environment for our community. Owners' compliance with this regulation and process serves to enhance KBA's supplemental public area improvements. Together, we can improve areas of Keyport to expand visually appealing and attractive areas on our waterfront, downtown, highway and residential neighborhoods. Requirements to obtain a Certificate of Occupancy before any business or dwelling unit is sold, leased, or rented promotes the safety and impacts the appearance of our building stock. Call the Borough Code Enforcement Office for more information.

Keyport to Host... continued from cover



Fall Antique Collectibles Street Fair

sausages, kebabs, steak sandwiches, corn on the cob, hot dogs, burgers, French fries, and more.

There will be a pumpkin painting contest on Saturday, a scarecrow contest on Sunday, and a petting zoo for children on both days, with kiddie rides, games and activities for children in a kid's zone at the Jamboree.

Arts and crafts vendors will be on hand, and there will be a country Bid & Buy auction held both days.

For additional information on the festival, or to obtain entry forms for the chili cook-off, contact Allen Consulting at 732-946-2711. For more information on events in Keyport, check out [www.keyportonline.com](http://www.keyportonline.com).



Fall Antique Collectibles Street Fair

campaign is to promote the 500 plus businesses that Keyport hosts. Keyport has more businesses than Red Bank...a little known fact. Keyport is a diverse business center with professional, retail, manufacturing, dealers, restaurants, and marinas. The first category group of businesses for the Keyport Merchant Campaign is **Automotive/Boating**, which includes over 60 Keyport businesses. Customers (with no purchase required) visit the Automotive/Boating Businesses until September 1 and drop of the Keyport promotional card with their name, e-mail, address to enter a drawing for a \$500 Keyport "BID Bucks". A \$500 KBA premium was provided for the drawing. This campaign encourages customers to... "find it in Keyport..." The winner can use the \$500 Keyport "BID Bucks" in any of the **Automotive/Boating businesses** on the card. **"You Won't Believe It's In Keyport"** is the slogan that appears on the front of the full-color, oversized post card. Keyport's new logo and brand is showcased and the KBA special event line-up is included as each months promotional advertising cards are distributed. The distribution includes 3,000 Keyport households and an additional 7,000 households in a 10-12 mile radius from Keyport. A marketing tracking system will evaluate responses and continual adjustments will be made in our target markets. **August through September** will host a promotion of **Retail Businesses**, with those participating designated by offering 20% off one item, not to be combined with any other offer and a maximum discount value of \$50. **September through October** will host the promotion of **Dining and Entertainment** with those participating offering 10% off the check. Working together, this seven-month campaign, highlighted by 10,000 direct mailings each month, will provide a reference point needed to expand or adjust a marketing campaign. Business owners know from where they get their current customers. Successful business owners

**Community Corner**

- **KBA Country Jamboree and Food Festival October 12 & 13**  
**Pie, Cake or Jam-Jelly Contest \$5.00 entry fee and Scarecrow Contest \$5.00 entry fee due September 30 to: Keyport Business Alliance, c/o Second Hand Prose, 8 Main Street, Keyport, NJ 07735. Phone 732-335-9090. Printable from [www.keyportonline.com](http://www.keyportonline.com), Scarecrow Square will display your handiwork throughout the weekend.**
- **KBA is looking for community performers for our holiday events.**
- **Residents interested in having their home included in the Pearl of the Bayshore Candlelight House Tour, Saturday, December 14 from 4-9 p.m.**

Contact Allen Consulting  
732-946-2711 or KBA Business Advocate 732-291-4552 for more information.

Keyport's Future... continued from cover

our businesses. The creation of a predictable environment for new and current investors will provide a strong base to build a better Keyport. KBA is promoting re-use of existing commercial areas through strategies to recruit and attract new investment in Keyport. A new **Keyport Merchant Campaign** has been kicked off this summer. A direct mail marketing campaign to promote Keyport as a destination to surrounding towns, has been developed. A full-color promotion piece has been developed by the KBA Marketing Committee along with GreenEggz no ham, Inc., a professional marketing firm. Keyport is a large business center with many shops, professional and specialty services to offer our regional area. The purpose of the marketing/advertising

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know the challenge is to attract new customers. This marketing campaign will reach over 10,000 households each month for the next seven months. Tracking the responses, by the cards returned to each business during the various promotions, will assist the Marketing Committee in their decisions to expand or adjust this direct marketing campaign to attract new customers and business opportunities. The existing businesses need marketing activities and support while KBA works to attract new investment to our business center.

[www.keyportonline.com](http://www.keyportonline.com) is Keyport's new website. Web presence is fast becoming a critical element for many businesses. KBA funded half of the start up expenses and our KBA section is operational and growing. KBA's new logo and brand identity has been expanded into our web presence. Guidelines to use the Keyport logo are available for everyone to use and can be obtained from [www.keyportonline.com](http://www.keyportonline.com). The Logo Style Guide is available from the Keyport website home page.

Everything Keyport undertakes in advertising and marketing includes these new images and marks. Repetition of our Brand Identity is important to KBA's effort to implement destination marketing and to nurture a new customer base. Keyport's clubs, organizations, municipal boards, commissions, and businesses have free access to a "searchable"—

proprietary database. This gives Keyport businesses free access to E-coupon marketing. Your E-coupon offering will appear on two website locations without any cost to you: ([www.bayshorenj.com](http://www.bayshorenj.com) and [www.keyportonline.com](http://www.keyportonline.com)). Instructions are posted on the web home pages that assist you with registration and designing your own E-coupon.

Educate your regular customer base about Keyport's new website. The message will grow quickly. Your customers can get up-to-date information about your business and print money-saving coupons that you post for your customers on the Internet. You can add "print and save" [www.keyportonline.com](http://www.keyportonline.com) to your cash receipt, merchandise bags, promotional flyer, etc. to remind your customers about future promotions or specials. Keyport businesses, organizations and clubs can utilize a free business listing and E-coupon on the Keyport website. Follow the home page instructions on [www.keyportonline.com](http://www.keyportonline.com) and [www.bayshorenj.com](http://www.bayshorenj.com) to activate or create your listing. E-coupons will automatically be removed when the coupon expiration date occurs. So you just need to add your coupon and they will be deleted automatically. It's free and can reach a whole new customer or volunteer base. New people moving to our area look to the Internet to find their way to the shops and services they desire. New York Fast Ferry (NYFF) is anticipating a "new" high-speed boat, scheduled to arrive this fall. KBA is working with NYFF to exclusively promote Keyport businesses through direct marketing on the ferry. The right time is **now** to experiment and get familiar with your free E-coupon marketing!

KBA has plans to extract your E-coupons from the website to package in KBA Coupon Books. The KBA Coupon Books will be distributed to monthly and weekly ferry rider passengers. A KBA Visitors Guide will be developed that will also include your free E-coupons that will be distributed at all special events to attract new customers. Watch the monthly KBA Newsletters for deadlines and additional information.