

Business Spotlights

Coffee Drinkers:

OLD GLORY COFFEE
Red, White ... and Brew
40 Broad Street
732-739-4448



Come down and join us at our new specialty coffee store where you can enjoy a cozy atmosphere and friendly service. We are located at 40 Broad Street in Historic Downtown Keyport.

We refer to ourselves as a specialty coffee store because we offer more than just coffee, cappuccino, and espresso by the cup. If you would like to sample a cup of coffee that is not on our daily menu, we can brew a cup of coffee especially for you in one of our fine French presses. You will not inconvenience us! Our store is an extension of our home.

We also offer, breakfast, lunch, coffee by the pound, tea, mugs, gift boxes for all occasions, apparel, and much, much more... Feel free to stop by our quaint shop. Our hours of operation are Monday through Friday 6am - 3pm. Saturday and Sunday 8am - 2pm.

If you have any questions, please feel free to contact James or Nicole at 732-739-4448.

732-888-9820
Keyport Plaza
Between Rt. 35 & Rt. 36
(Next to Stop & Shop)

Yes, we have Helium Balloons.
Only sell quality merchandise.



Large Selection of:
Aluminum Pans, Paper Products, Party Supplies, Gift Bags, Toys, Office Supplies, Craft Supplies, Plastics, Hangers, Candy, Spices, Baby Items, Pet Supplies, Hardware, Picture Frames, Household Items, Toiletries, Cards-2 for \$1.00, Makeup, Hair Items, Silk Flowers, Candles, Glasses, Ceramics, Wedding Favors, Holiday Items... and much more.

Open 7 days a week
Mon - Sat 9 am to 9 pm
Sunday 9 am to 7 pm

See Santa Everyday
Thanksgiving 'til Christmas

KBA Meetings/Events Calendar

- **December 14**, The Pearl of the Bayshore Candlelight House Tour
 - **January 6, 2003**, Monday, Special Marketing Planning Meeting
 - **January 16, 2003**, Thursday, Marketing/Special Events Committee
 - **January 28, 2003**, Tuesday, Visual Improvement Committee (VIC)
 - Economic Development to be announced
 - **February 3, 2003**, Monday, KBA Board of Directors Meeting
- McEwan's Coffee & Lite Fare,
27 West Front Street 6 p.m.
- Keyport Sr. Center, 110 Second Street 6 p.m.
Check www.keyportonline.com for additional information

Business Hot Spot

Don't miss these important dates.

- **November 15 through January 1, 2003**
Professional and Business Services
Direct Mail Campaign
"You Won't Believe It's In Keyport"
Drawing for \$250 KBA BID Bucks
- **December 14**, Pearl of the Bayshore Candlelight Holiday House Tour 4-9 p.m.
- **December 16**, Drawing to announce winner Health Beauty Fitness
- **January 16**, Drawing to announce winner Professional and Business Services
- **January 18 through January 20**, Keyport Winter Wonderland Sale

Keyport House Tour Highlights
Historic, Architectural Gems

Keyport, NJ - Several stately Victorians built in the 1800s and the second floor of a former downtown department store that has been restored to its 1889 luster and converted into an artist's loft with gallery and living space will be among properties showcased on the annual Pearl of the Bayshore Candlelight House Tour.

Hosted this year by the Keyport Business Alliance, the tour will take place from 4 to 9 p.m. on Saturday, December 14, and will feature 12 stops open to the public for viewing. All will be festively decorated for the holidays. Advance tickets are on sale now for \$15 each; tickets purchased on the day of the tour will be \$18.

Tour highlights include:

- A circa 1872 gingerbread-embellished Victorian with long front and back porches. Most of the home's distinctive woodwork has survived intact, and it has been lovingly renovated and restored over the past two years by its present owners, who have furnished it with Oriental rugs and period antiques.
- A well-preserved, classic Queen Anne Victorian was built in 1887 by Elias H. Conover, a prominent Keyport dry goods merchant whose custom and ready-made clothing store began operating as early as 1860 on Front Street. The house has been restored in the 20th century but retains much of its original rich detail, including stained glass windows in the foyer, colonial revival moldings, both front and back parlors, two working fireplaces, pocket doors, a formal dining room and butler's pantry, and country kitchen with hearth.
- A former department store and what was once Keyport's first theater has been restored inside and out, with a sun-filled, 4,000-square-foot loft space for working, living and a gallery on the second floor, which has a spectacular view of the water. There are French doors separating the living space from the working space, hardwood floors, exposed brick walls, 20-foot ceilings, two beautifully appointed baths and a modern kitchen.
- A Craftsman-style house built in 1909 by Henry A. Ackerson Jr., a lifelong Keyport resident who served as state senator, circuit court judge and Supreme Court justice. The library Ackerson added in 1924 has 56 cabinets that were restored by the home's current owners at the start of the 21st century. The now 3,000-square-foot house sits on a park-like 3/4-acre lot with majestic 100-year-old trees. It has two working fireplaces and custom moldings throughout.

The \$15 advance tickets are on sale now at Keyport Army Navy, 14 West Front St.; The Front Porch Emporium, 36 West Front St.; McEwan's Coffee & Lite Fare on the Bay, 27 West Front St., Somethin' Seasonal, 156 Main St., and Second Hand Prose, 8 Main St. Tickets also may be purchased by phone by calling Allen Consulting at 732-946-2711.

Parking will be available in the lot of Fireman's Park at the corner of West Front Street and American Legion Drive, where tickets will be sold the day of the tour for \$18 each. Two vintage trolleys will be on hand to transport ticket holders to stops on the tour, which will be held rain or shine.

Downtown stores will be open until 10 p.m. for holiday shopping, and some will be serving refreshments. For additional information on the Keyport Candlelight Holiday House Tour, log on to www.keyportonline.com or call 732-946-2711.

Win, Win...!
"You Won't Believe It's In Keyport!"



The Keyport Business Alliance has announced a winner in its first "BID Bucks" drawing. The "You Won't Believe It's In Keyport!" direct marketing campaign, now in full swing, is being mailed to over 10,000 Bayshore residents per month, promoting all the businesses in Keyport. Borough resident Dino Calicari, has won a \$500. BID Bucks Gift Certificate that he plans to use at Jim Wright Automotive, 337 West Front Street in Keyport. Jim Write Automotive is one of more than 50 retail merchants participating in the Automotive & Boating portion of the campaign.

Now there's another \$250. BID Bucks Gift Certificate up for grabs! The deadline for entry is December 1st. Watch your mail, and bring your pink Health & Beauty postcard to any business listed on the back of the card for your chance to win big! No purchase is necessary, but it would be nice...

Keyport Health & Beauty merchants will be collecting the postcards as your entry forms. The merchants will then send all the cards to the KBA for the drawing in early December.

Each month, different segments of the Keyport business community are coming together to jointly promote their businesses and Keyport itself. The campaign has been designed to inform everyone of all of the unique businesses in Keyport, and to urge residents to support their home town and think of Keyport first, before looking elsewhere for what they need. The campaign is truly a win, win for the residents and business owners of Keyport alike.

The BID Bucks Gift Certificate promotions are a great way to say "Thank You" to current customers and a good way to bring new ones to Keyport.

networking? NMCC may be the answer you are looking for with networking and educational sessions. See www.northernmounth.org, your link with what's happening in Keyport.

• Free advertising on the ferry KBA Business Operators (January 2003). Prepare a flyer promoting your business, 8 1/2" x 11" tri-fold (3 column) front and back that KBA will provide to the ferry. Contact KBA Office 732-739-0690 for pickup of your completed business flyers. Do not place any materials on cars—it is prohibited by Borough ordinance. Do you need regional contacts special KBA member rates. be available in January through membership opportunities will of Commerce (NMCC)

- Northern Mounouth Chamber Keyport demograhphics.
- commercial tenants with to provide your prospective from www.keyportonline.com
- Use the "On-Line Media Kit" KBA Business Operators (January 2003).
- Advocate if you need a new commercial tenant or want to sell your commercial property.
- Contact the KBA Business Keyportonline.com.
- Create your free E-coupon on Keyport's new website www.keyportonline.com.

Business Operators - Good Things To Do:

Keyport Business Alliance, Post Office Box 636
Keyport, New Jersey 07735



Keyport Business Alliance
 Post Office Box 636, Keyport
 New Jersey 07715
 p/732-739-0690
 f/732-739-6316
 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

Kevin Graham
Keyport Mayor

William Larkin
Resident Member

Pat Piney
Shrewsbury State Bank

Mark Sessa
*Keyport Unified Planning
 Zoning Board Representative*

Kenneth Schwartz
Commercial Property Owner

Sandra Shevlin
Tax Preparer

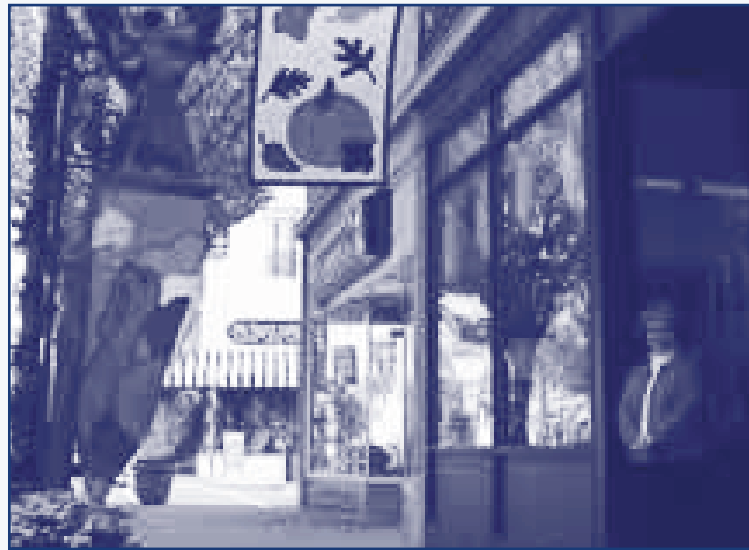
Art Sinsheimer
McEwan's Coffee & Lite Fare

**Corporate/Institutional
 Partners**

Patti Baxter
Northern Monmouth Chamber

Larry Novick
*Brookdale Small Business
 Development Center*

Kathaleen Shaw
KBA Business Advocate



Keyport Holiday Traditions

**Celebrate the Holidays
 in Historic Keyport**

KEYPORT, NJ - The holiday season offers the perfect opportunity to experience “The Pearl of The Bayshore”—as this harbor-front community is known—at its most polished and glittering.

Keyport Business Alliance advocate, Kathaleen R. Shaw says the group has planned two special events that offer an opportunity to showcase both the downtown district and highlight several homes and historic properties throughout the Borough.

The KBA will officially launch the season on Saturday, November 30, with a celebration to herald the arrival of Santa Claus and the lighting of the Borough’s holiday tree. The family-friendly festivities will take place at 7 p.m. on West Front Street, between Broad and Main streets, with music, entertainment, refreshments, and an invitation to join in the singing of Christmas carols and traditional holiday favorites.

The holiday tree will be decorated with red, white and blue “Memory” ornaments being sold by the Keyport Business Alliance to raise funds for the proposed Keyport Fire Museum. Keyport’s Fire Department is marking its 125th anniversary this year and has been working for two years to establish a facility to preserve artifacts and firefighting equipment from its rich history.

Shaw says the “Memory” ornaments on the tree will serve as a special tribute to the community’s departed loved ones. Rain date for the event is Sunday, December 1.

On Saturday, December 14, Keyport’s annual Candlelight Holiday House Tour will be held from 4 to 9 p.m. Two vintage trolleys will be available to transport ticket holders

**Special Fall NMCC
 Membership Offer**

Join now for 2003 and Get the balance of 2002 for free.

Take advantage of this terrific benefit for KBA Business—a full thirteen months of membership in The Northern Monmouth Chamber of Commerce for only \$50 (tax-deductible as a business expense).

Find out how you can have your chamber dues paid for you by ATX!

Patti Baxter
 Northern Monmouth
 Chamber of Commerce
www.northernmonmouth.org

**Keyport Style
 Guide Info**

All civic/community organizations within Keyport are permitted to use the authorized Borough logo free of charge. Use of incomplete or separated logo elements are not permitted. To get your copy of the brand guidelines and hi-res images in a PDF file, click the PDF button to the right in “about keyport” page, “logo style guide” section of www.keyportonline.com.

Community Corner

- **Thinking about starting a business— contact the KBA Office for more info 732-739-0690.**
- **Community Volunteers needed for events and committees. Love your town—get involved, call 732-739-0690.**
- **Residents interested in having their home included in the Pearl of the Bayshore Candlelight House Tour, Saturday, December 14 from 4-9 p.m.**
- **KBA is looking for community performers for our holiday events. Contact Allen Consulting 732-946-2711 or KBA Business Advocate 732-739-0690 for more information.**

Celebrate the Holidays... continued from page 2

between more than a dozen homes, churches and public buildings that will be open for the tour.

Shaw says stops on the tour will include vintage Victorians, a historic house on West Front Street with a “spectacular interior and fascinating background,” and other charming homes that “each offer something unique or intriguing to view.” Shaw points out that all will be festively decorated for the season.

Tickets are \$15 each in advance and are now on sale at Keyport Army Navy, 14 West Front St.; The Front Porch Emporium, 36 West Front St.; McEwan’s Coffee & Lite Fare on the Bay, 27 West Front St., and Second Hand Prose, 8 Main St., all in Keyport.

Tickets also may be purchased by phone by calling Allen Consulting at 732-946-2711. Tickets purchased the day

“Downtown stores will be open for holiday shopping, along with coffeehouses, cafes and restaurants serving...”

of the tour will be \$18 each. “The Candlelight House Tour annually draws more than 500 visitors from all over,” says Shaw. “Parking will be available in the lot for Fireman’s Park at the corner of West Front Street and American Legion Drive. Downtown stores will be open for holiday shopping, along with coffeehouses, cafes and restaurants serving everything from hot chocolate or latte and dessert to dinner and drinks.”

The tour will be held rain or shine, Shaw says.

Supporting sponsors of the Keyport Business Alliance’s special events are 94.3 The Point, Fleet Bank, McEwan’s and The Front Porch. For additional information, log on to www.keyportonline.com or call Allen Consulting at 732-946-2711.

Visual Improvement...

**Parking, Capital Improvement,
 Design and Maintenance**

In Progress	Implemented	Planned
Holiday decoration program	New Trash Containers for high pedestrian traffic areas: Maple Place, Broadway, Broad St.	Common area trash options for groups of business operators/tenants in densely populated areas to improve visual appearances
Holiday Banners for Waterfront, Broad Street Gateway entrance area	United We Stand Banners at the Waterfront, Broad Street Gateway entrance area	Five (5) new welcome signs (Sponsorship opportunities available)
Main & Broad Street Parking Lot Improvement Project	Supplemental Maintenance litter, debris and weed removal for sidewalk and curb areas: Broad, Main, W. Front, E. Front Streets, Maple at Broad. Bi-monthly supplemental cleanups including Firemen’s Park, Mini Park, brick areas at Gazebos.	Streetscape improvements (pavers, plantings) for highway triangle road dividers at Gateways: Broadway, Route 35, Lower Maple
Highway Welcome Signs addition of website address www.keyportonline.com (Broad Street in process of repairs from accident)	Maintenance and litter removal at 18 streetscape planters with Alberta Spruce plantings	Creation of Road Improvement Roster (List of road areas in need of repair that impact commercial business operations so KBA can work with the Borough to prioritize repairs and seek resources)
Replacement of bucket truck in partnership with the Borough for banners, holiday decorations and event banners	Replacement turned wooden post replacement materials for repair of Firemen’s Park Gazebo spindles from vandalism	Parking Circulation and Wayfinding Management Study to include an inventory, assessment and development of management strategies for improved parking, traffic flow and signage from the highways to the waterfront areas that will use NJ Smart Growth Planning Tools to benefit residents, business owners and visitors. Submission of \$200,000 in grant funding to DOT Livable Communities Pilot Program
Creation of a dumpster ordinance including screened areas to prohibit public view of trash area.	Inventory of private/public parking lot areas, business types, use, hours of operation and underutilized/vacant space areas	Community Message Board to promote important events, information and public service information. (Locations to be determined.)

First impressions are always important when someone is forming an opinion. First impressions are not always accurate—but they set a tone that can often get re-evaluation over a period of time. KBA’s Visual Improvement Committee focus their attention on the many public areas in Keyport that project a visual impact to those who live and visit Keyport. Numerous projects are being planned, evaluated and implemented. These projects are in various stages of implementation. If you have ideas or suggestions, attend the next meeting. Bring your ideas and let’s make improvement happen that make the difference in Keyport’s visual appearance. It does make a difference and prides civil pride. VIC Meetings are posted on www.keyportonline.com and appear on the KBA Meeting section of this Newsletter.

**Economic Development Planning,
 Waterfront, Residential Neighborhoods,
 Highway, and Downtown**

Keyport Business Alliance reached out to the Borough to investigate creating an Ad Hoc Smart Growth Planning Committee to conduct fact-finding and consensus building about the various options and challenges Keyport faces regarding the waterfront. Currently there are the following projects underway for the waterfront:

Bulkhead/road replacement	Keyport Harbor Dredging & Ferry Landing Improvements	Flood Control and Erosion Feasibility Project Army Corp. of Engineers	American Legion Drive Improvements	Transient Dock Areas at the Bulkhead	Floating Breakwater Options to increase transient dock areas	Deep sheathing pilings and dredging to the bulkhead area
Funding awarded from NJ DEP	Funding applied for from DOT Awards, to be announced November 2002	Funded and in process to evaluate DEP Bulkhead plans for modifications for compatibility	Green Acres Loan Program Options	Funding to be developed	Funding to be developed	Funding to be developed

The options abound, and the beauty, unique qualities and importance of Keyport Harbor demand that a comprehensive approach be taken to develop the most community friendly improvements. Keyport seeks to define waterfront improvements that balance the needs of maintaining our small town flavor and giving the community new expanded facilities. Historically the Harbor hosted ferry service and boat building. Volunteers have been appointed to the Smart Growth Ad Hoc Committee and they include: Alan Deeken, Resident/Keyport Yacht Club; Tony Quinn, Tony Garrigan, Ken Brown, Keyport Yacht Club, Terry Parker, AIA, Resident; Andy Willner, Baykeeper, Resident; John Fahey, Resident/Harbor Commission; Rich Gardella, Birdsall Engineering; Army Corp. of Engineering (Bacuta, Rasmussen, Killeen); John Kriskowski, Schoor De Palma; Lellani Hershey, Green Acres Program, Tiffany Bohlin, Jeffrey Fink, Michael Norris, Kathaleen Shaw/Residents/KBA; John Merla, Councilman, Mayor Kevin Graham, Judy Poling, Clerk/Administrator; George Sappah, Director Keyport Public Works. This group is working to investigate and coordinate the options and opportunities for providing the most comprehensive recommendations for improvements to the waterfront area for the evaluation by the governing body.

Celebrate the Holidays... continues on page 3