

2023

STATE OF THE TOWN

Presented by Mayor Mike Benton



The Jewel of the Chesapeake Bay
North Beach, Maryland



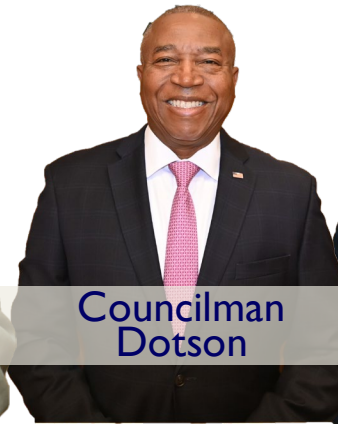
2023 IN REVIEW

Mayor Mike Benton

It is with great pleasure and optimism that I welcome you to the 2023 State of the Town. As Mayor, I am honored to reflect on the accomplishments and challenges highlighted in this presentation.



Mayor
Benton



Councilman
Dotson



Councilman
Troncone



Councilman
Wilcox



Councilwoman
Kabler



Councilwoman
Healey



Councilman
Hummel

CALVERT LIBRARY TWIN BEACHES BRANCH UPDATE





The new Calvert Library Twin Beaches Branch includes 18,000 square feet of indoor space, 3,000 square feet of outdoor porch and terrace space, and 36 parking spaces.

The building is easily accessible to pedestrian traffic with over 5,000 residents living within one mile

CALVERT LIBRARY TWIN BEACHES BRANCH



NEAR COMPLETION

Building completion is on target for opening April 2024.

Calvert Library reserves the right to change this date as necessary, but they are optimistic!

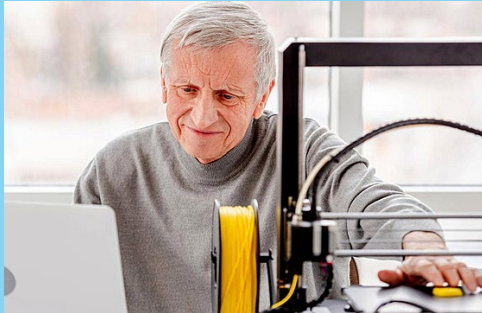


Multi-use podcasting booth.

Dedicated teen space.

Tutoring and study rooms.

Community gathering and exhibit spaces.



Makerspace with technology and creative tools.

Technology-equipped meeting room for 100 people.

Memory Lab.



Publicly accessible view of the beautiful Chesapeake Bay.



CALVERT LIBRARY TWIN BEACHES BRANCH

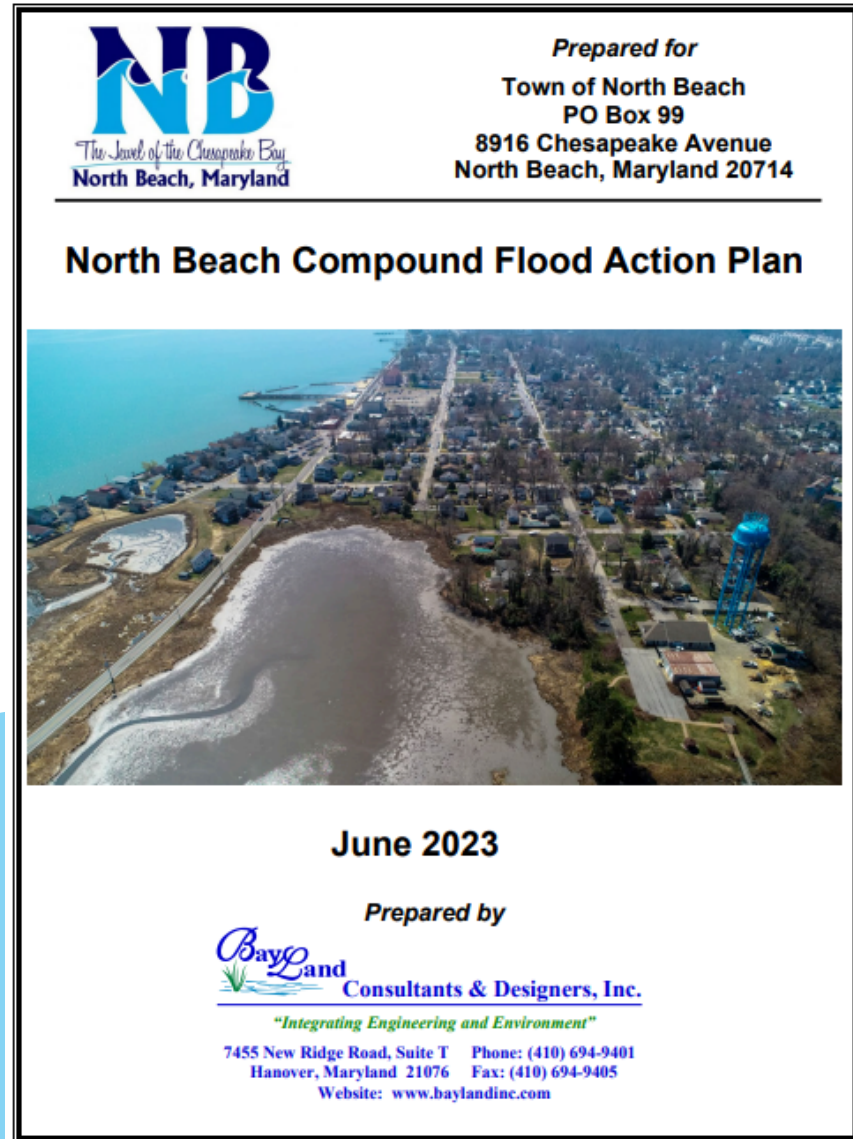


DEPARTMENT OVERVIEW



DEPARTMENT OF PUBLIC WORKS

Compound Flood Action Plan



JUNE 2023

Received the final North Beach Compound Flood Action Plan from BayLand Consultants & Designers, Inc.



JULY 2023

The 2023 North Beach Compound Flood Action Plan was approved and adopted as an official plan of the Town that will be used to guide future flood mitigation projects to reduce flood risk by Resolution 23-08.

DEPARTMENT OF PUBLIC WORKS

5th Street Stormwater Pump System

SPRING 2023

The new 5th Street Pump System, completed by the Department of Public Works, consists of two new variable-speed pumps that work in tandem with the existing pump to empty the large storm drain that collects rainfall along the 5th Street corridor.



NOVEMBER 2023

Mayor Benton and the Flood Committee met with Senator Jackson to express the Town's appreciation for his support, advocacy and dedicated efforts that were instrumental in securing the resources for the acquisition and installation of the 5th Street pump system.



NOVEMBER 2023

Donnie Bowen explains the pump system control panel to Senator Jackson.



DEPARTMENT OF PUBLIC WORKS

Sidewalk Repairs and Tree Removal to Avoid Tripping Hazards

BEFORE



AFTER



BEFORE



AFTER



DEPARTMENT OF PUBLIC WORKS

Sewer Manhole Repairs and Relining

BEFORE



AFTER



DEPARTMENT OF PUBLIC WORKS

Reconstruction of DPW Building After Fire Damage from December 2022

BEFORE



AFTER



Design of the 9th Street Stormwater Pump Station

BEFORE YOU DIG CALL
1-800-257-7777 OR DIAL 811



-



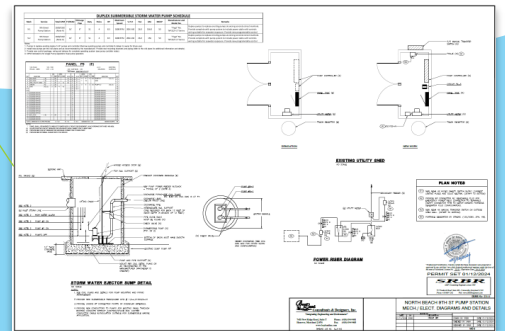
SHEET	DESCRIPTION
1	COVER SHEET
2	EXISTING CONDITIONS & DEMOLITION PLAN
3	SITE PLAN
4	PUMP STATION DETAILS & SECTIONS
ME-1	MECHANICAL/ELECTRICAL COVER SHEET
ME-2	MECHANICAL/ELECTRICAL DETAILED SITE PLANS
ME-3	MECHANICAL/ELECTRICAL ELEVATIONS AND DETAILS
ME-4	MECHANICAL/ELECTRICAL SPECIFICATIONS

I HEREBY CERTIFY THAT THESE DOCUMENTS WERE PREPARED OR APPROVED BY ME, AND THAT I AM A DULY LICENSED PROFESSIONAL ENGINEER UNDER THE LAWS OF THE STATE OF MARYLAND.
LICENSE NO. 33148, EXPIRATION DATE 01/14/2025.



NORTH BEACH 9TH ST
PUMP STATION UPGRADES
COVER SHEET

		DATE			
NAME	ID	SIGNATURE		CHECKED BY:	DATE:
				CHECKED BY: MB	DATE: 02/06/24
				CHECKED BY: JWS	DATE: 02/06/24
				SAFETY: NO. 1 OF 8	



WATER AND SEWER DEPARTMENT

Proactively monitoring meters monthly to identify potential leaks or issues, enabling timely repairs before the quarterly billing cycle.

Updated the Water and Sewer Manual.

595 out of 1,029 customers are registered to use the online customer portal.

Hired consultant to conduct water and sewer rate study.

Encouraging residents to consider making payments on a monthly, bi-weekly, or even weekly basis to alleviate the strain associated with paying a larger quarterly bill.

WATER AND SEWER DEPARTMENT

After working with town staff, customers identified the following factors contributing to elevated water bills:

“

Interior faucets not shutting off completely.

”



“

Addition of a new resident or the return of a college student leading to higher consumption.

”



“

Toilet flapper not sealing properly.

”



“

Increased water usage due to visitors in the home.

”



“

Allowing water to drip to prevent pipes from freezing.

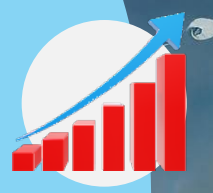
”



TREASURER



TREASURER



Net assessable real property
base increased from
\$276,810,631 on July 1, 2022 to
\$297,484,329 on July 1, 2023



TREASURER

The town's Constant Yield Rate of **0.5564** per **100** of assessed value was adopted.



TREASURER

Trash Rate was reduced to
\$340 annually.



TREASURER

Healthy Living Grant / Maryland
Energy Administration:

\$100,000 Total

\$ 87,523 Spent

\$ 12,477 Remaining

The logo for the Healthy Homes Program, featuring the text "HEALTHY HOMES Program" in green, with a small house icon and the words "NORTH BEACH" above it.

HEALTHY
HOMES
Program



TREASURER

Minimum water usage was reduced to **3,000** gallons per quarter.



TREASURER

Minimum quarterly water and sewer bill was increased to **\$222**.



TREASURER

Critical Areas Grant: **\$1,900**



TREASURER

American Rescue Plan Act
Funding: **\$1,005,223.80**



2023 GRANT SUMMARIES

Summary and Status of Grant Applications for 2023

<div>DHCD GRANT FY24</div> <p>In late summer, the Town of North Beach (in partnership with Ladies of Charity Calvert County) was awarded a Community Development Block Grant for \$700,000. This is in addition to a state-sponsored revenue bond bill award of \$265,000 on a project estimated at \$1.2m. The Pantry Rebuild Project will enable Ladies of Charity to repair structural problems while building a 4,000 square-foot food storage and distribution pantry. Architectural drawings are in progress and nearly ready for permitting. Status: Awarded, in progress.</p> <div>\$700,000</div>	<div>DNR OUTCOME 5</div> <p>In September, North Beach applied to the Maryland Department of Natural Resources for \$50,000 in order to remove pilings that impede swimmers, fishermen and boaters. These improvements will support the Town's work in progress, where it committed \$200,000 to beach improvements including kayak launches and recreational equipment. We're confident that improving the pier and beach area will increase the number of residents enjoying local recreational activities. Status: Applied, awaiting decision April 2024.</p> <div>\$50,000</div>	<div>FEMA BRIC</div> <p>In early 2023, North Beach competed for a FEMA-based grant: the application was for the installation of a new pump at 7th Street and upgrades to the existing 9th Street pump. The project activities require updated designs, permitting, installation and ongoing maintenance and the request was \$697,500 on a project estimated at \$930,000. In a national competition, the application was well-received but came up short in the 2nd round and was rejected by FEMA.</p> <div>\$697,500</div>	<div>DNR OUTCOME 3</div> <p>North Beach applied for funding to design and engineer nature-based solutions for water quality issues caused by rain-induced flooding. These restoration practices would improve the unpaved section of Greenwood Avenue between 4th and 5th Streets, as well as replacing the paved parking lot at the corner of Bay Avenue and 5th Street with permeable paving, conservation landscaping, additional trees and if budget allows an underground cistern. Requested funding is \$100,000. Status: Applied, awaiting decision April 2024.</p> <div>\$100,000</div>	<div>WATERSHED ASSISTANCE GRANT PROGRAM</div> <p>This proposal sought design funding to develop Best Management Practices for the Greenwood Avenue Alley between 4th and 5th Streets, where the Town could develop a Step Pool Storm Conveyance System. It would also include replacing the paved parking lot at the corner of Bay Avenue and 5th Street with a green parking lot. The purpose of this proposed project is to improve water quality while reducing stormwater runoff. Requested funding is \$100,000 and will provide design and engineering support to the Town and its partners. Status: Applied, awaiting decision April 2024.</p> <div>\$100,000</div>
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HEALTHY HOMES PROGRAM HIGHLIGHTS

Maryland Energy Administration Weatherization Upgrades Grant



Assisted 12 Households in Calvert County

- 1 in North Beach
- 2 in Chesapeake Beach
- 4 in Lusby
- 4 in Dunkirk
- 1 in Prince Frederick



Over 1,680 Hours Worked on Projects

- 4 Marked for Revisit for HVAC in 2024
- 3 Energy Star Water Heaters Installed
- 2 Crawlspace Encapsulation
- 7 Air-Sealing Insulation
- 2 Energy Star HVAC Installations



Savings per Household

Savings ranged from \$212.84 to \$1,355.17 per year depending on services provided.



Energy Burden Average

The energy burden was lowered by an average of 3.29% per household.

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PLANNING & ZONING



9

PLANNING
COMMISSION
MEETINGS

13

APPLICATIONS
presented to
Planning Commission



4

BOARD OF
APPEALS
MEETINGS

20

APPLICATIONS
presented to
Board of Appeals



45

PERMITS
ISSUED



4

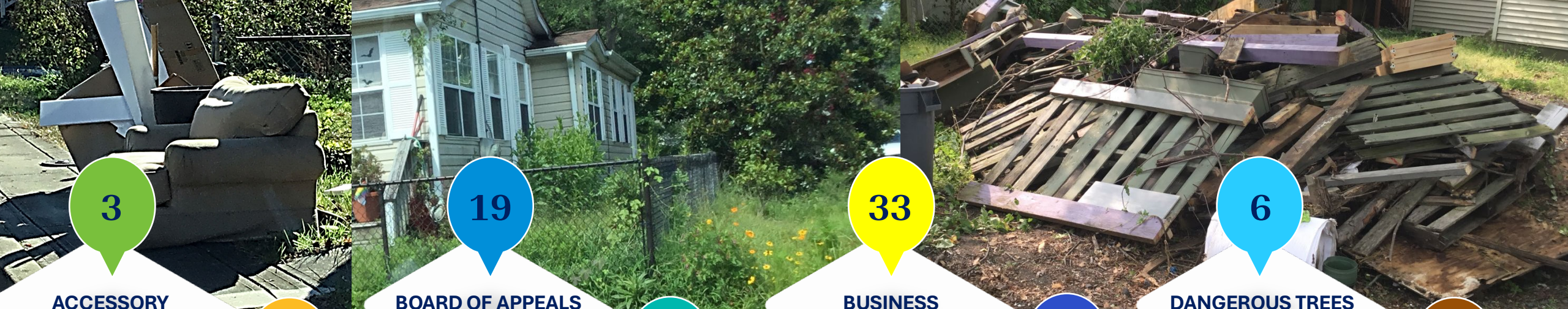
MEETINGS
WITH
Consultant for
Comprehensive
Plan Review



4

COURT
CASES
for
Comprehensive Plan
Abatement Orders





3

ACCESSORY
STRUCTURES

19

BOARD OF APPEALS
NOTICES

33

BUSINESS
INSPECTIONS

6

DANGEROUS TREES
OR LIMBS

2

EXTERIOR
STRUCTURES

1

OBSTRUCTING
PAVEMENTS

1

STOPPING, STANDING,
PARKING PROHIBITED IN
SPECIFIED PLACES

5

PARKING
RESTRICTIONS

3

PROTECTIVE
TREATMENTS

23

RENTAL
INSPECTIONS

1

SIDEWALKS AND
DRIVEWAYS

7

UNREGISTERED VEHICLES,
PARKING PROHIBITED

10

VACATION RENTAL
INSPECTIONS

21

TRASH AND
RUBBISH

69

WEEDS, GRASS OR
PLANTS

CODE ENFORCEMENT

BEACH, BOARDWALK, WELCOME CENTER & PARKS



Quiet year at the waterfront.

Canadian Wildfires caused weeks of poor air quality.

July's overall air temperatures were well below average.

Breezy Point beach restoration contaminated the water quality for weeks at a time.

Current economy.



Staff was committed to providing residents and guests with a safe and enjoyable environment.

No incidents involving alcohol, marijuana, or fighting.

Resident visits to the beach rose by 1,332.



Waterfront staff successfully managed numerous events without any issues.

Town provided 11 dumpsters in the spring and fall of 2023 for Community Clean Up events where residents can dispose of trash and debris from their homes.



Celebrated the opening of the North Beach Nature Center at Wetlands Overlook Park in April 2023.



TOWN BUSINESSES & ECONOMIC DEVELOPMENT



Open for business: Exit 1 Stop Realty; Ella's Whimsy Boutique moved from Chesapeake Avenue to Bay Avenue; The Bakist moved to a new location on Bay Avenue.

Officially closed: Curtis Real Estate, Law Office of Lyn Striegel, Psychic Palm and Taro Cards by Cindy; Chesapeake's Bounty.

Continue promoting the town as a destination in the interest of economic and tourist development. Maintain an impressionable town brand.

Maintain online interactive map with hyperlinks to business information for easy access for visitors. All accessible by scanning a QR code on signage throughout town.

Encourage visitors to dine and shop at local businesses while in town. Bundling: in a trip to North Beach, patrons can fulfill numerous purposes (dinner and movie, music and wine, etc.)

Maintain a strong presence on social networking platforms. Manage the town's sites and utilize as a communication tool to promote special events, town happenings and local business posts.

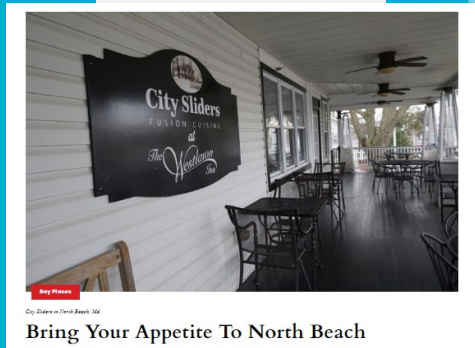
Town-sponsored events bring visitors and tourists to town.

Promote business specials for First Fridays' events, Small Business Saturday, and holiday shopping.

Ensure the town website operates effectively and regularly distribute routine email communications.



NORTH BEACH IN THE SPOTLIGHT



City Sliders in North Beach, MD

Bring Your Appetite To North Beach

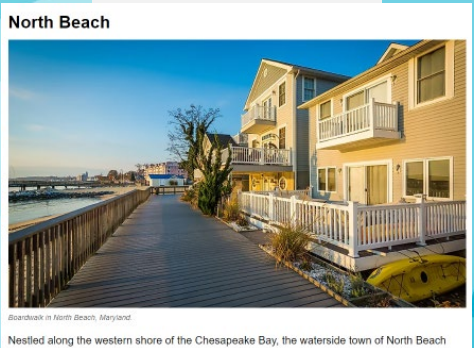
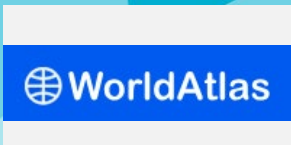
JANUARY 2023

North Beach gained recognition in Chesapeake Bay Magazine.



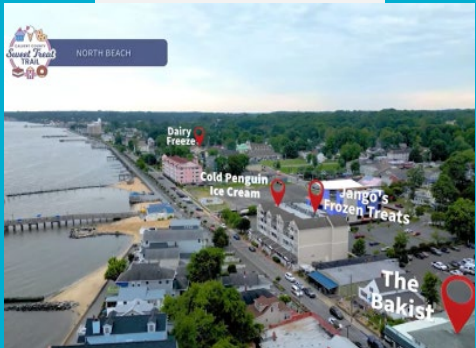
APRIL 2023

North Beach showcased in Good Housekeeping Magazine through Calvert County Tourism's promotional display ad.



MAY 2023

North Beach was selected as one of the "11 Coolest Small Towns in Maryland for Summer Vacation" by worldatlas.com.



AUGUST 2023

North Beach was prominently featured in the Calvert County Sweet Treat Trail video, highlighting the town's delectable sweets.

COMMUNICATIONS

Outreach and Public Relations



COMMUNICATIONS

Website

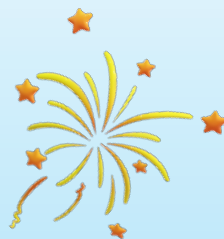


TOTAL PAGEVIEWS IN 2023

415,062

HIGHEST WEBSITE AUDIENCE ON

July 3, 2023



TOP 5 PAGES VISITED IN 2023

Homepage:

81,120 pageviews

Beach:

61,140 pageviews

Welcome to North Beach:

13,477 pageviews

North Beach Waterfront:

13,218 pageviews

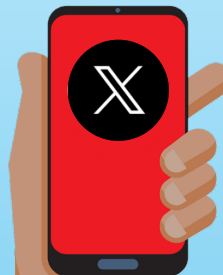
Special Events:

12,039 pageviews

🌐 Distributed **254** e-blasts to subscribers on the website.

🌐 Created and maintained content and calendar entries. Ensured functionality, cohesive appearance and ease of use.

🌐 Communicated with town residents and the community regarding topics such as emergency notifications, town news, educational and awareness campaigns, as well as press releases.



COMMUNICATIONS

Text Notifications

Residents stay informed by receiving text notifications pertaining to subjects such as road closures, meeting announcements, water shut off notices, billing reminders, etc.

882 text notification subscribers at the end of 2023.

116 text notifications sent.



COMMUNICATIONS

Facebook

TOP 5 POSTS IN 2023

1

Beach Maryland

by Dawn Richardson • December 11, 2023

DATE and NEW TIME 5 pm: Due to the rain forecasted for December 17, 2023, the Budweiser Clydesdales parade will be postponed until Monday, December 18, 2023 starting at 5 pm.

You will have an opportunity to see the Clydesdales Team as they park on Bay Avenue in front of the town Christmas tree. This is the perfect occasion to take photos, experience the majesty of these iconic horses, and create cherished memories.

Don't miss the chance to be part of a heartwarming moment as deserving recipients are awarded scholarships from Folds of Honor. Additionally, be treated to a special appearance by members of the Washington Commanders entertainment team, the Command Force.

As a nod to tradition, the Clydesdales Team will also carry on the legacy by delivering beer to various restaurants in town, just as they did in the past.

Join us for this unique blend of holiday magic, community spirit, and the iconic Clydesdales making their mark on North Beach!

Budweiser Clydesdales
Announcement & Update:
Reach: 72,478
Impressions: 92,258

2

Beach Maryland

by Dawn Richardson • December 19, 2023

Budweiser Clydesdales
Arrival Video:
Reach: 50,209
Impressions: 50,754

3

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by Dawn Richardson • December 11, 2023

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Budweiser Clydesdales
New Date & Time E-Blast
Shared to Facebook:
Reach: 35,219
Impressions: 35,219

4

Beach Maryland

by Dawn Richardson • April 25, 2023

Market Season

May 6, 2023, marks the beginning of the Town of North Beach Farmers' Market season! We are pleased to continue our traditional, small-town atmosphere farmers' market for the 2023 season. The Farmers' Market will be every Saturday from May 6 through October 7 from 8 to 11 am in the parking lot of the North Beach Senior Center at 9010 Chesapeake Avenue.

Parking is available at the town-owned parking lot that is located on Chesapeake Av... See more

2023 Farmers' Market
Season Announcement:
Reach: 33,665
Impressions: 43,118

5

Beach Maryland

by Dawn Richardson • December 1, 2023

Santa Lights the Town
Christmas Tree Video:
Reach: 30,975
Impressions: 30,975



**FACEBOOK
FOLLOWERS**

15,072

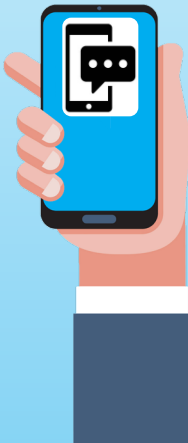
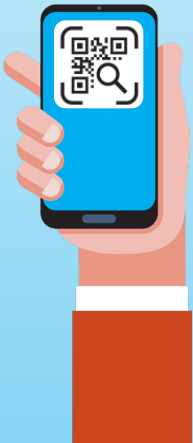
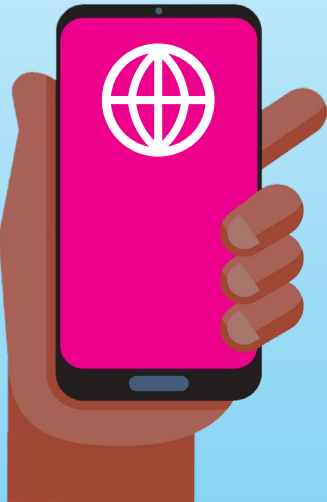


REACH

Estimated number
of people who saw
content.

IMPRESSIONS

Number of times
content was on a
person's screen.



COMMUNICATIONS

Instagram

TOP 5 POSTS IN 2023



Did you take the Polar Bear Plunge today?!
Video:
Reach: 3,006
Likes: 200



Oh What A Night First Fridays' Photos:
Reach: 2,749
Likes: 244



What a fun and magical night for our community!
Budweiser Clydesdales
Photos:
Reach: 2,542
Likes: 304

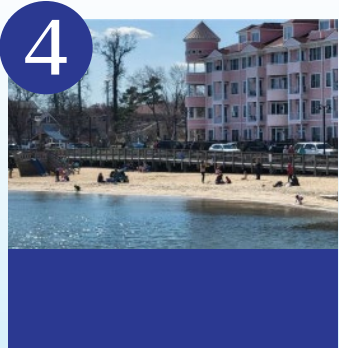


INSTAGRAM
FOLLOWERS

5,147

REACH

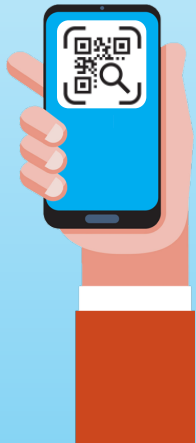
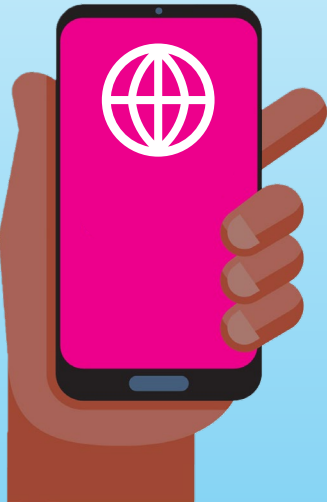
Estimated number of people who saw content.



Current temp 62° 🌡️ It's a beautiful day to take a stroll along the boardwalk
Beach Photo:
Reach: 2,474
Likes: 237



DrinkMaryland returns to North Beach, the Jewel of the Chesapeake Bay.:
Reach: 2,395
Likes: 73



COMMUNICATIONS

X (Formerly Twitter)



X FOLLOWERS

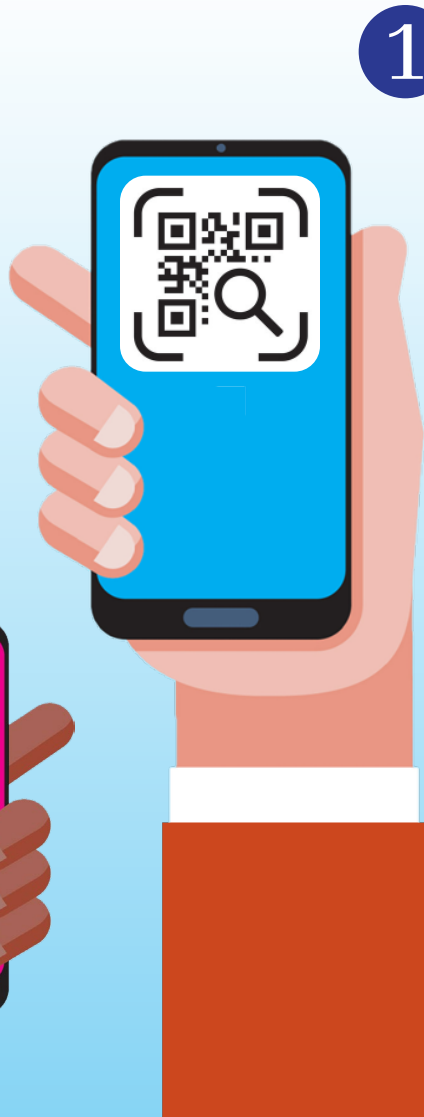
1,300



COMMUNICATIONS

QR Codes

TOP 3 FOR 2023



1

Beach

After Labor Day, beach fees will be charged on weekends in September. After September 24th, there is no longer a fee until next season.

The beach is open from 8 am until dusk or 8 pm, whichever comes first. The beach will close occasionally for inclement weather. If you reside outside of the incorporated limits of the Town of North Beach, you must purchase your beach pass on Click Tickets! No refunds, no rain checks, no guarantees! The beach is located on the western shore of the Chesapeake Bay and there is minimal wave action. If you're looking to catch a wave, head east to Ocean City!



The bathrooms at the Welcome Center are open year round: from 6 am to dusk from April through September, and, 8 am to dusk from October through March. The bathrooms may be closed due to inclement weather. See below for other policies and rental information.



Beach Information & Click Tickets
Link:
Scans: 1,885
Month with the most scans: July

2

Town of North Beach Map

Welcome to North Beach! Use this map as a guide around The Jewel of the Chesapeake Bay and take advantage of the helpful hyperlinks that lead to more information about each location.


• Click on • for more information.
• — Indicates the boundaries for the incorporated limits of the Town of North Beach.

[Parking](#)
[Electric Vehicle Charging Station](#)
[Town Hall](#)
[Department of Public Works](#)

Beach & Boardwalk
[Beach, Boardwalk & Bike Path](#)
[Welcome Center](#)
[Shut Shack](#)
[Fishing Pier](#)
[Boat Slips](#)

Local Businesses
[Food, Drink & Dining](#)
[Salons & Spas](#)
[Services](#)
[Shopping](#)
[Wellness](#)

Home of ...
[Bayside History Museum](#)
[Boys & Girls Club of Southern MD](#)
[North Beach Farmers' Market](#)
[North Beach Senior Center](#)
[Future Home of Calvert Library Twin Beaches Branch](#)





Town of North Beach Map with Business Listing:
Scans: 587
Month with the most scans: August


3


Stay in the know!


We want you to be informed. Connect with us.


 **Visit the town website**
www.northbeachmd.org

 **North Beach App**
bit.ly

 **Facebook**
Follow the ONLY official page for North Beach, MD

 **Instagram**
Tag #northbeachmd for feature

 **Twitter**
Follow us

 **YouTube**
Watch Town Council meeting videos here

Stay In the Know:
Scans: 546
Month with the most scans: July



2023 EVENTS





POLAR BEAR PLUNGE



CAMPFIRES ON THE BEACH



EASTER BUNNY CRUISIN' THE TOWN





FIRST FRIDAYS





FARMERS' MARKET



END HUNGER DRAGON BOAT FESTIVAL



MOVIES ON THE BEACH

MOVIE ON THE BEACH

			
SATURDAY JUNE 17TH AT DUSK	SATURDAY JULY 15TH AT DUSK	SATURDAY AUGUST 19TH AT DUSK	SATURDAY SEPTEMBER 16TH AT DUSK
			
			
<p>WELCOME CENTER 9023 Bay Ave</p> <p>410.286.3799</p> <p>www.northbeachmd.org info@northbeachmd.org</p>	<p>WELCOME CENTER 9023 Bay Ave</p> <p>410.286.3799</p> <p>www.northbeachmd.org info@northbeachmd.org</p>	<p>WELCOME CENTER 9023 Bay Ave</p> <p>410.286.3799</p> <p>www.northbeachmd.org info@northbeachmd.org</p>	<p>WELCOME CENTER 9023 Bay Ave</p> <p>410.286.3799</p> <p>www.northbeachmd.org info@northbeachmd.org</p>

13TH ANNUAL DRINKMARYLAND



Photo: Tracy Riley



NORTH BEACH AMERICAN FILM FESTIVAL



EXPERIENCE CALVERT IN NORTH BEACH



HOUND OF THE TOWN



BOO BASH



NORTH BEACH CHRISTMAS PARADE

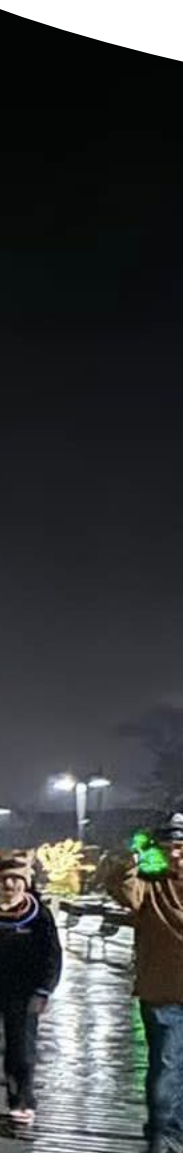




LIGHT UP THE TOWN



BUDWEISER CLYDESDALES PARADE





CRUISIN' WITH SANTA





2024

With continued dedication and collaboration, we look forward to building upon our progress, fostering a vibrant and resilient community for all residents and visitors alike.