

# 2012 STATE OF THE TOWN

Mark R. Frazer, Mayor



# HIGHLIGHTS AND ACCOMPLISHMENTS



# ADMINISTRATIVE

- Partnership with Calvert County for lease of North Beach Community Center to become new site of Bayside History Museum. Opening date: May 4, 2013.
- Partnership with Calvert County Parks and Recreation with Boys and Girls Club. The building is also utilized by Twin Beach Players.



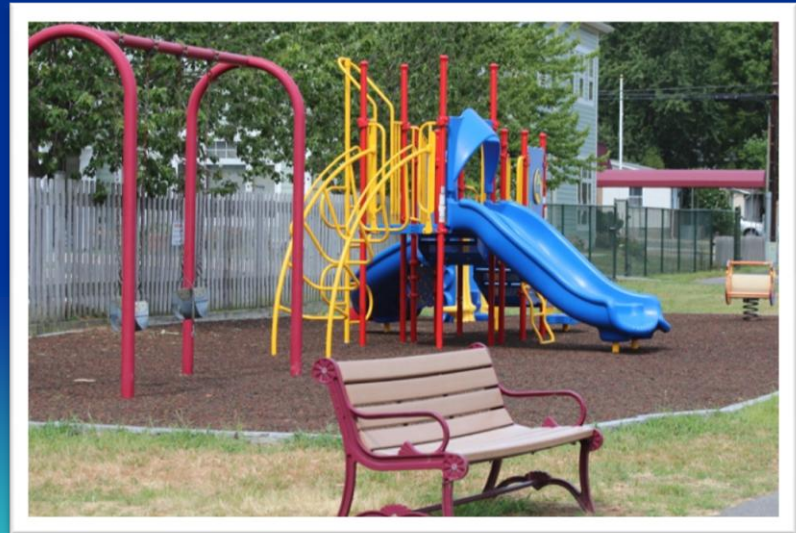
# ADMINISTRATIVE

- Town purchased 200 recycling containers and distributed 166 as of 12/31/12.
- The increased enforcement of Town codes has brought properties into compliance.



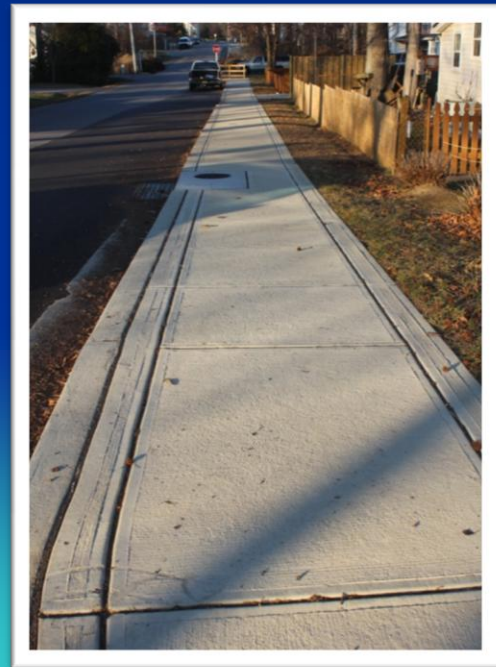
# CAPITAL IMPROVEMENTS

- Wetlands Overlook Park and Visitor Center Completed.
- Tot Lot renovations that included new playground equipment and surface materials.



# CAPITAL IMPROVEMENTS

- Breakwater Improvements
- Painted Sea Wall
- New Sidewalks: 7<sup>th</sup> St. to Greenwood Ave. and Frederick Ave. to 11<sup>th</sup> St.



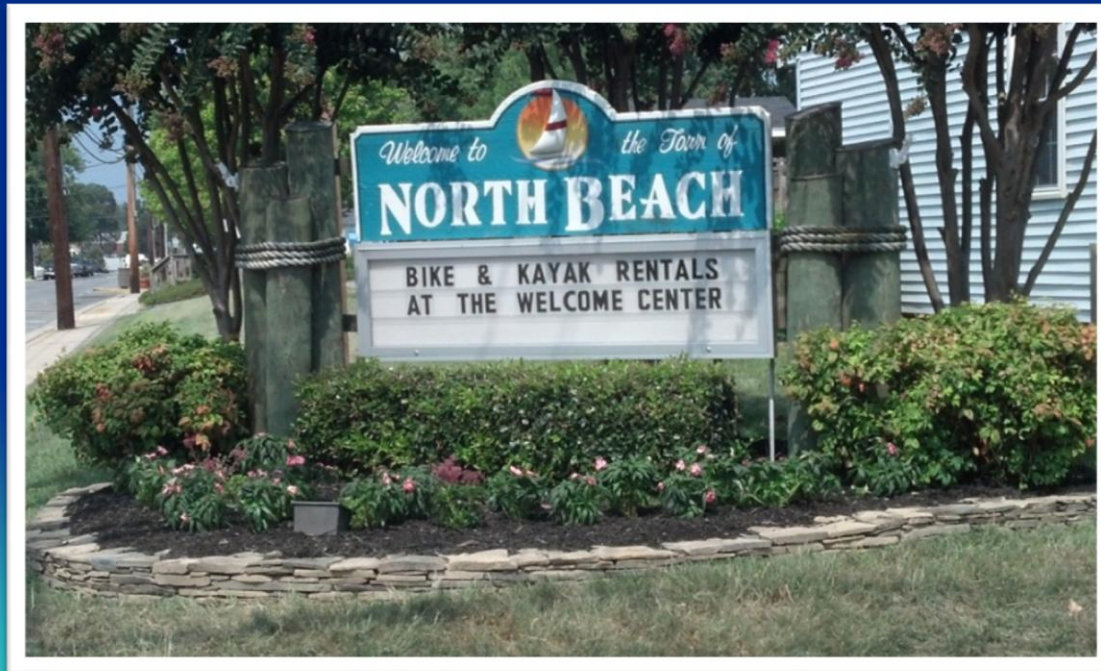
# CAPITAL IMPROVEMENTS

- Flood Engineering Contract for 9<sup>th</sup> Street Area
- Parking Lot at 5<sup>th</sup> St. & Chesapeake Ave. (Commuter Lot)
- Acquired 15 acres of Wetlands Property at the Northern End of Town.
- Acquired Land for 3<sup>rd</sup> Street Park.



# CAPITAL IMPROVEMENTS

- New Planter Wall, Border, Edging at 1<sup>st</sup> Street Town Sign



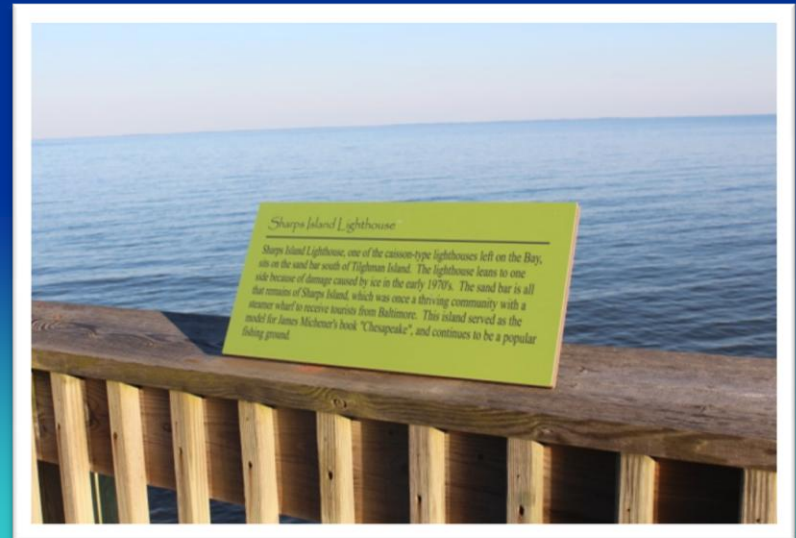
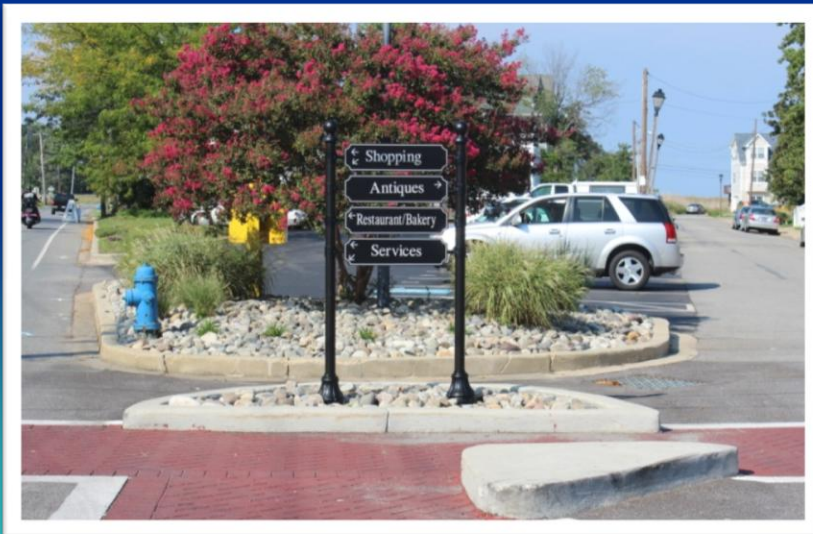
# CAPITAL IMPROVEMENTS

- New Bench and Street Light on Corner of 7<sup>th</sup> St. and Chesapeake Ave.
- New Information Sign at Town Entrance from Anne Arundel County.



# ECONOMIC DEVELOPMENT

- Merchant/Directional Signs for Easier Access to Businesses Located in Town
- New Information Plaques along Boardwalk



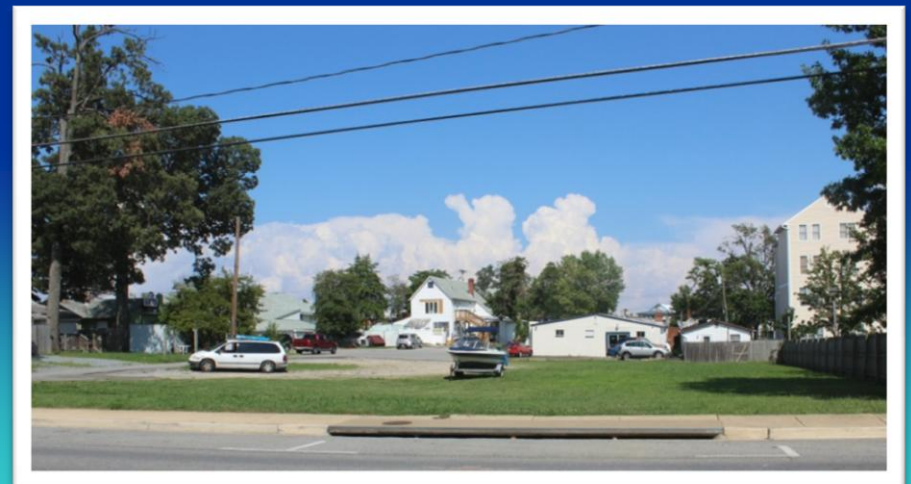
# ECONOMIC DEVELOPMENT

- Additional Recreation Rentals at Welcome Center: Bikes, Kayaks and Standup Paddleboards
- Planning for Performing Arts Center



# ECONOMIC DEVELOPMENT

- Eliminated Parking Requirements for Small Businesses
- Planning for Ice Skating at the End of the Pier
- Parking Lot behind Post Office to Allow Better Access to Businesses in 7<sup>th</sup> Street area



# FINANCIAL

- Constant yield tax rate 0.6275 per 100 of assessed value.
- Assessments were reduced by \$980,448 thousand compared to Gross assessable real property base for July 1, 2011.
- The Town Adopted Constant Yield Tax Rate 0.6275 per 100 of assessed value.
- Trash Rate Increased from \$243.00 per year to \$306.36 per year and required all bulk pick-ups to be scheduled through the Town Hall.
- Community Legacy award of \$250,000 grant to assist with acquisition of municipal parking lot behind the Post Office.
- Bond Bill awarded to construct lower level pier for fishing in the amount of \$100,000.
- Settlement October 2012 Van Metre lots located 3<sup>rd</sup> & Bay (Park Area), 5<sup>th</sup> & Bay 7 Avenue (MTA Lot), and RAR lot (Municipal Parking Lot) behind post office.
- Settlement December 2012 Walton Parcels #2 and #3.
- Refinanced Water System Bond in the amount of \$1,324,033 with a total cost savings \$229,500.
- New Debt 2012 Property Acquisition Tax Exempt Series 2012A \$1,606,000 and Public Improvement Bond Taxable Series 2012B \$720,000.
- Sewer Benefit \$221.20 per unit (No increase).
- Water Benefit \$110.10 per unit (No increase).



# FINANCIAL

- State Flush Tax Doubled to \$15.00 per quarter resulting in new minimum quarter bill of \$148.20.
- Wave Barrier Contract awarded to Dissen & Juhn in the amount of \$482,529.00.
- New sidewalk constructed along 7<sup>th</sup> Street and Frederic Avenue. Contract awarded to Atlas Construction in the amount of \$92,552.
- New sidewalk constructed from 8<sup>th</sup> and Frederick Avenue
- New Overlook Park/Visitor Center completed with Excise funds \$37,752.32 and Parks and Playground grant \$54,667.94 to cost \$92,420.26.
- Upgrade to Tot Lot in Callis Park completed with Excise funds in the amount of \$44,786.
- Awarded contract for Grounds Care Services/Flower Bed Maintenance Town Wide. Earth Tech LLC was awarded grass cutting portion and Kelly's Tree & Lawn Service, Inc. was awarded Flower Bed Maintenance portion.
- Awarded contract for Flood Engineering 9<sup>th</sup> Street E.A. Engineering.



# MARKETING

- Continued presence in social media: Facebook, Twitter
- Promoted the town and events in newspaper & magazine advertisements, posters & banners
- Continued using the North Beach logo and colors to maintain consistency and easy recognition.



# MARKETING

- America's Favorite Farmers' Market:
  - Friday Night Farmers' Market was voted **#2** out of **ALL** the farmers' markets in MD and **#1** out of the **MID-SIZE** MARKETS in MD
  - Friday Night Farmers' Market was voted **#6** in **MID-SIZE** MARKETS in the whole United States!



TOP 5	MARKET	# OF VOTES	MARKET SIZE
1.	Baltimore Farmers Market	713	
2.	Friday Night Farmers Market	452	
3.	Chestertown Farmers Market	368	
4.	West Frederick Farmers Market	290	
5.	32nd Street/Waverly Farmers Market	139	

VOTE FOR FARMERS MARKETS IN YOUR STATE [VOTE NOW](#)

- Bay Weekly Best of the Bay 2012
  - Best Bay Beach (North Beach)
  - Best Town or Neighborhood (North Beach)
  - Best Place for Local Produce (Friday Night Farmers' Market)
  - Best-Kept Secret (Wetlands Overlook Park)
  - Best Cupcakes (Blondie's Baking Company)
  - Best Fine Dining (Westlawn Inn)
  - Best Gift Shop (Sisters' Corner)
  - Best Electrician (Rick at K&H Electric)
  - Best Dance Studio (Abigail Francisco's Classical School of Ballet)



# MARKETING

## Website statistics:

- 562,418 hits on website for 2012. An average of 1,540 per day.
- How they found us:
  - 10,907 users physically typed in [www.northbeachmd.org](http://www.northbeachmd.org)
  - The rest found us by using a search engine such as Google, Bing or Yahoo; by clicking on our website link on Facebook or Twitter.
- Top 3 pages visited:
  - Town Calendar
  - Special Events List
  - Beach & Fishing Fees
- Top downloaded item:
  - Online Brochure (includes events listing, beach & fishing fees, and directions to North Beach)

Definition of hit: Any successful request to a webserver from a visitor's browser.

# 2012 SPECIAL EVENTS

## Polar Bear Plunge



# 2012 SPECIAL EVENTS

## Comcast Cares/Plant the Town



# 2012 SPECIAL EVENTS

## Farmers' Markets & Classic Car Cruise-Ins



# 2012 SPECIAL EVENTS

## North Beach Art Fair



# 2012 SPECIAL EVENTS

## North Beach House & Garden Tour/Art Show



# 2012 SPECIAL EVENTS

## Concerts on the Beach



# 2012 SPECIAL EVENTS

## Movies on the Beach



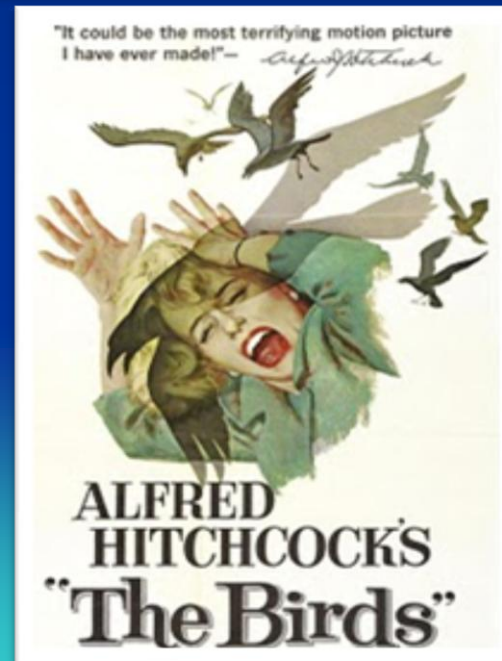
# 2012 SPECIAL EVENTS

## 2<sup>nd</sup> Annual Eat, Drink, Go Local



# 2012 SPECIAL EVENTS

## Drive-In Movies



# 2012 SPECIAL EVENTS

## 2<sup>nd</sup> Annual Bay Harvestfest



# 2012 SPECIAL EVENTS

## Light Up the Town



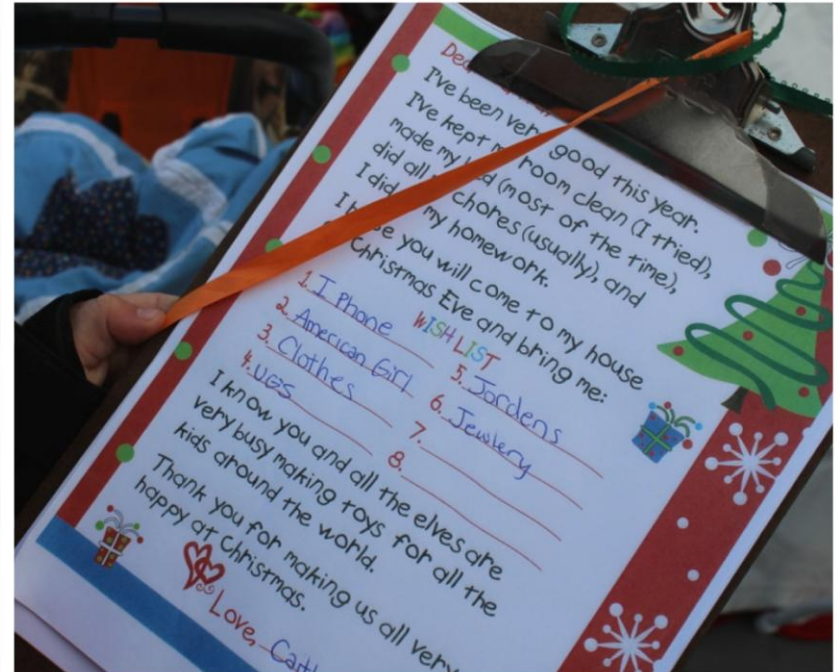
# 2012 SPECIAL EVENTS

## Pat Carpenter Holiday Parade



# 2012 SPECIAL EVENTS

## Santa On the Beach



# 2012 SPECIAL EVENTS

## Jollyfest on 7th



# 2012 SPECIAL EVENTS

## Holiday Extravaganza at Town Hall



# 2013 SPECIAL EVENTS

- January 1: Polar Bear Plunge
- April 27: Beach and Welcome Center Open and Comcast Cares/Plant the Town
- Friday Night Farmers' Market & Classic Car Cruise-Ins and North Beach Art Fair every Friday, May 3 through October 4, 2013
- May 24: Bike, Kayak and Standup Paddleboard Rentals Begin
- June 2: House & Garden Tour/Art Show
- Campfires on the Beach
  - May 17, June 14, July 19
- Concerts on the Pavilion
  - June 8, July 13, August 10
- Movies on the Beach
  - June 22, July 20, August 17
- June 15: 3<sup>rd</sup> Annual Eat, Drink, Go Local
- September 21: Drive In Movie
- October 5: 3<sup>rd</sup> Annual Bay Harvestfest
- October 26: Boo Bash
- December 6: Light Up the Town
- December 7: Holiday Parade and Santa on the Beach

Thank you for a great year!