

The background of the image is a vibrant sunset over a body of water. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon where the sun is setting. The water reflects these colors. In the foreground, the dark silhouette of a pier with several vertical posts and two small lanterns is visible.

NB STATE OF THE TOWN 2014

Mark R. Frazer, Mayor

Capital Improvements

- New Sidewalks and Storm Drainage Improvements on Dayton Avenue from 3rd Street to 5th Street
- Tot Lot Upgrade
- Additional Mutt-Mitt Stations
- Welcome Center Restroom Remodel and Installed New Deck in Rear of Building. Purchased new ATM machine.
- Purchased New Diesel Backup Pump and In the Process of Upgrading Bay Avenue Sewer Pumping Station

Capital Improvements

- Installed 400 Feet of 15" Storm Drain Pipe and Five New Inlets to Correct Drainage Problems in the Area of 8th Street and Chesapeake Avenue to 9th Street and Bay Avenue
- Replaced Two 30" Storm Drain Pipes at the Intersection of 4th Street and Dayton Avenue
- Started Construction of Bayfront Park and Sculpture Garden
- Installed New Guardrail in the Area of 1st Street and Frederick Avenue

Capital Improvements

- Additional Trash Receptacles around town. Distributed a total of 52 recycling containers. Recycling pick up was increased to every week instead of every other week.
- Re-Paved 2nd Street and Related Intersections Connecting with 2nd Street
- Re-Paved Bike Path
- Began Construction of Lower Level Fishing Pier and Upper Pier Renovation
- Completed New Top Board on Boardwalk Railing from Hatch's Corner to 7th Street

Economic Development

- Purchased new Christmas balls from Mosca
- New business, North Beach Dental Care, opened in July
- Accepted the final report from Sage Policy Group, Inc. on their study of town. The purpose of the study was to guide the town in improving the local economy by creating, promoting and supporting a positive economic environment.

Financial

- Expanded T-Mobile lease on the water tower
- Upgraded water/sewer billing system for radio read capabilities (L/B Water) \$12,000.00
- Awarded contract for living shoreline and berm to Environmental Concerns \$824,148.00
- National Fish and Wildlife Foundation Grant- living shoreline \$540,000.00
- Awarded SE Davis contract- lower level pier/ breakwater and pier rehab \$573,186.00
- Awarded contract Sheehi- repave 2nd St. unit contract \$84,330.00
- Awarded contract Knee Deep Ponds- 3rd St. Park \$98,263.67

Financial

- Community Legacy Grant- Bayfront Park \$150,000.00
- Community Legacy Grant- Flood Protection \$150,000.00
- Assessments were reduced by \$7,747,072 compared to gross assessable real property base for July 1, 2013.
- The Town's Constant Yield Tax Rate 0.6672 per 100 of assessed value was not adopted. The Town kept the lower tax rate of \$0.6337 per 100 of assessed value.
- Trash Rate was reduced from \$306.36 annually to the new rate of \$295.00 annually.
- Sewer Benefit fee remained the same at \$221.20.
- Water Benefit fee remained the same at \$110.10.
- MDE Flush Tax remained the same at \$15.00 per quarter.

Marketing

- Continued marketing and advertising the town in newspapers, magazines, visitor's guides, social media, on the big screen at Annapolis Harbour Center, etc.
- The "Wish You Were Here" banner on the boardwalk spread like wildfire across Facebook, Twitter and Instagram.
- Again, we were voted Bay Weekly Best of the Bay in the following categories:
 - Best Bay Beach
 - Best Bay Town or Neighborhood
 - Best Farmers' Market (tied)
- Facebook fans increased to 5,500 in 2014
- Breakdown by Gender of Facebook fans:
 - 75% women
 - 25% men
- Breakdown by County of Facebook fans:
 - Calvert: 2,517
 - Anne Arundel: 388
 - Prince George's: 149
 - Charles: 113
 - Baltimore: 107
 - St. Mary's: 105
 - Montgomery: 43
 - Howard: 13
 - Frederick: 18
- Other Facebook fans:
 - Washington, DC: 455
 - New Jersey: 50
 - Virginia: 81

Marketing

WEBSITE STATISTICS

- 764,228 hits on website for 2014. An average of 2,093.78 per day.
- How they found us:
 - 48.58% users physically typed in www.northbeachmd.org or clicked on a bookmark or favorite on their computer
 - 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; or they were redirected from the maryland.gov website.
 - Over 1,000 users found the website through a link from an online CBS article on The Best Public Beaches to Spend A Summer Day.
- After visiting the home page, the top 3 pages visited:
 - Waterfront Rules
 - Fishing & Beach Pass Fees
 - Special Events Schedule
- Top downloaded items:
 - Online Town Brochure
 - Public Facilities Application
 - Farmers' Market Vendor Application

2014 Special Events

POLAR BEAR PLUNGE: The coolest event of the year!

With a water temperature of just 38 degrees and an air temperature of 46 degrees, 355 brave Polar Bear Plungers jumped into the Chesapeake Bay on January 1, 2014 as thousands of spectators watched.



2014 Special Events

COMCAST CARES: PLANT THE TOWN & TOWN CLEAN UP

The Boys & Girls Club received a Comcast Cares Day Grant for \$7,599.



2014 Special Events

FARMERS' MARKET, CLASSIC CAR CRUISE-INS & ART FAIR



NC STATE OF THE TOWN
2014

2014 Special Events

NORTH BEACH HOUSE & GARDEN TOUR



2014 Special Events

END HUNGER DRAGON BOAT FESTIVAL



2014 Special Events

END HUNGER DRAGON BOAT FESTIVAL



2014 Special Events

END HUNGER DRAGON BOAT FESTIVAL



2014 Special Events

**CONCERTS ON THE BEACH: U.S. ARMY BAND
DOWNRANGE, SAM GROW, THE WINSTONS**



NC STATE OF THE TOWN
2014

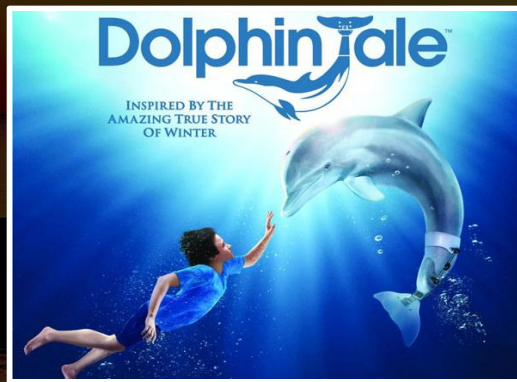
2014 Special Events

ALS ICE BUCKET CHALLENGE



2014 Special Events

MOVIES ON THE BEACH & DRIVE-IN MOVIE



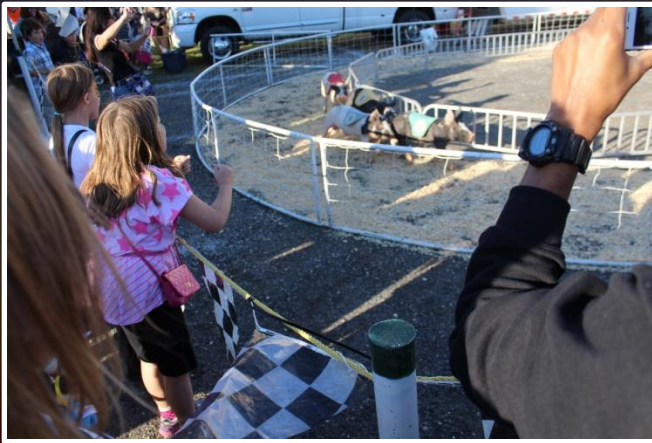
2014 Special Events

**4TH ANNUAL EAT | DRINK | GO LOCAL WITH
MUSIC BY JOHN LUSKEY & AUSTIN ELLIS FROM THE VOICE**



2014 Special Events

**4TH ANNUAL BAY HARVESTFEST
WITH MUSIC BY SARAH GRAY & THE WINSTONS**



NC STATE OF THE TOWN
2014

2014 Special Events

HOUND OF THE TOWN



2014 Special Events

BOO BASH



2014 Special Events

LIGHT UP THE TOWN



2014 Special Events

PAT CARPENTER HOLIDAY PARADE



2014 Special Events

SANTA ON THE BEACH (IN TOWN HALL)



2015 Special Events

- January 1: Polar Bear Plunge
- April 25: Comcast Cares | Plant the Town
- April 26: Beach & Welcome Center Open
- May 1 - October 16: Friday Night Farmers' Market & Classic Car Cruise-Ins & North Beach Art Fair
- August 28: Farmers' Market Customer Appreciation Night
- May 23: Bike, Kayak and Standup Paddleboard Rentals Begin
- June 7: House & Garden Tour
- Campfires & Crafts on the Beach
May 8 & 22, June 12 & 26, July 10 & 24, August 14 & 28, September 11 & 25
- Concerts on the Pavilion
July 11, August 8
- Movies on the Beach
May 16, June 6, July 18, August 15
- June 13: 5th Annual Eat, Drink, Go Local
- June 20: 3rd Annual End Hunger Dragon Boat Festival
- August 4: National Night Out
- Drive In Movies
September 19, October 24
- October 24: Hound of the Town and Boo Bash
- December 4: Light Up the Town
- December 5: Holiday Parade and Santa on the Beach

**Thank you for a
great year!**

