

STATE OF THE TOWN

Mark R. Frazer, Mayor

2016

CAPITAL IMPROVEMENTS

- Boat slips were dredged to allow proper depth for boats. There are a total of 19 slips that are approximately 15 feet by 30 feet in size. The approximate depth at a normal low tide is minus four mean low water.
- Living Shoreline was replanted in areas that needed it to make the shoreline compliant with MDE requirements.



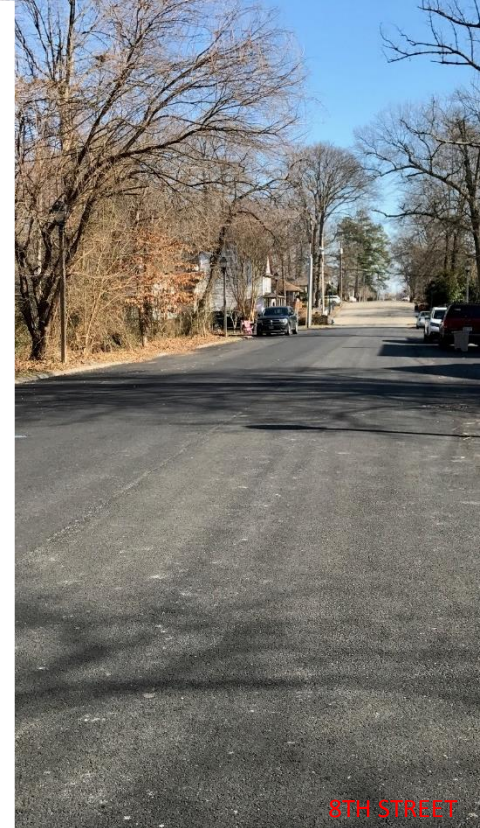
2016

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North Beach, Maryland

CAPITAL IMPROVEMENTS

- Made repairs and adjusted grade for proper drainage on 8th Street from Greenwood to Frederick
- Installed new sidewalk on Dayton Avenue from 7th Street to 5th Street; corrected some storm-water drainage issues; widened to provide parking on shoulder



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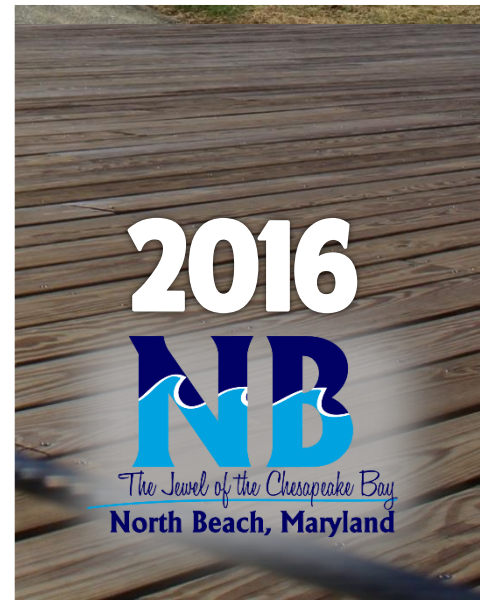
GENERAL IMPROVEMENTS

- Sunrise Garden was Bay-Wise certified
- Added Adirondack bench seating to Callis Park and Wetlands Overlook Park
- New electrical box covering on Bay Avenue
- Installed high water flood signs on Bay Avenue and Chesapeake Avenue



DEPARTMENT OF PUBLIC WORKS

- Began repairs on 85 feet of seawall that was damaged by erosion from wave action
- Installed new stops signs throughout town
- DPW staff, Mark Dougherty, earned the Water II License and became a certified operator through MDE, which is required to operate the town water system



CODE ENFORCEMENT

- Cars, Trailers, and Boats removed and or made compliant 52
- Door tags hung (grass, leaves, trash, etc.) 159
- Business Inspections Performed 54
- Rental Inspections Performed 75
- Zoning Permits Completed 27
- Letters sent for compliance requests 127
- Abatements performed 14
- Finalized proposal for Rental Housing and Code Enforcement software
- Follow ups continued on approximately seven properties that will now wait until weather breaks to be able to comply.
- Continued progress on abandon properties initiative. 6-month deadline will come Mid-April.
- Worked on and have proposals ready for parking enforcement suggestions and proposed enhancements to the rental inspection process.
- Working on and finalizing request for new budget.



FINANCIAL

- Community Legacy Grant Flood Protection Project \$150,000.00
- State Bond Bill Flood Mitigation Project \$50,000.00
- Net assessable real property base increased from \$236,788,653 on July 1, 2015 to \$237,230,967.
- The Town's Constant Yield Tax Rate of 0.6325 per 100 of assessed value was not adopted. The Town kept the same tax rate of \$0.6337 per 100 of assessed value.
- Trash Rate remained the same at a \$295.00 annually.
- Sewer Benefit fee remained the same at \$221.20.
- Water Benefit fee remained the same at \$110.10.
- Minimum quarterly water and sewer bill remained at a rate of \$148.20.

2016



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COMMUNITY DEVELOPMENT

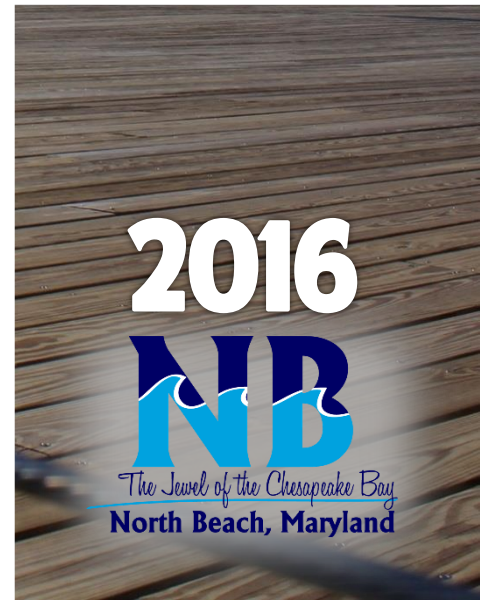
- Love Thy Neighbor Week: Members of Friendship Community Baptist Church provided labor and materials, free of charge, to help some of the town's disadvantaged citizens. Volunteers completed necessary home repairs, yard clean up and freshened up a retaining wall.



BEFORE



AFTER



COMMUNITY DEVELOPMENT

- Calvert's Community Wedding: The Town of North Beach hosted the Calvert Community Wedding on Thursday, August 4, 2016. Calvert Community Weddings was seeking a venue for their 2016 wedding and North Beach was delighted to partner with other businesses in Calvert County to provide a wedding to a deserving couple.

PHOTO: DANNY DOUGLAS PHOTOGRAPHY



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COMMUNITY DEVELOPMENT

- Big Bay Bash: Crochet for the Bay is a group from Huntingtown High School that held an event on the boardwalk and beach area. The group promotes bay restoration and discusses the importance of bay conservation efforts. As part of this event, the group waded in the water and re-painted storm drains throughout town.



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MARKETING

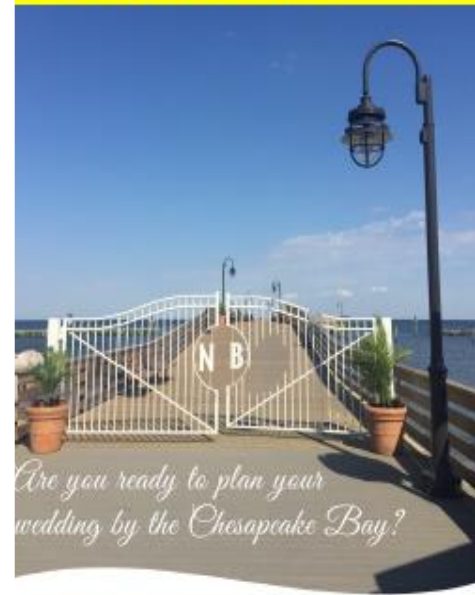
Remember this??

Pokemon Go was very popular in North Beach. Teens and adults were walking around town with their faces in their phones for most of the summer and into the fall. We heard there was a gym in front of St. Anthony's Church and Town Hall. Apparently, Pikachu was caught at Nice & Fleazy!

- Twitter followers have increased to 1,000.
- Facebook fans increased to 7,923 in 2016 (up 1,490 from 2015)
- Breakdown by Gender of Facebook fans:
 - 77% women
 - 23% men
- Breakdown by County of Facebook fans:
 - Calvert: 3,368
 - Anne Arundel: 734
 - Prince George's: 277
 - Charles: 157
 - Baltimore: 95
 - St. Mary's: 63
 - Montgomery: 29
 - Frederick: 31

- Other Facebook fans:
 - Washington, DC: 161
 - Virginia: 60
- Continued marketing and advertising the town in newspapers, magazines, visitor's guides, online and on TV (Comcast commercial).
- Persistently promoted Weddings on the Bay
- Again, we were voted Bay Weekly Best of the Bay in the following categories:
 - Best Farmers' Market

Weddings BY THE BAY NORTH BEACH



Discover unique and charming waterfront venues filled with natural beauty, a relaxing atmosphere and quintessential hospitality.

When you choose North Beach for your wedding, you will have your choice of beautiful locations by the Chesapeake Bay, including bayfront sites or green space with gazebos.

If you're ready to plan your wedding, contact us at 301.855.6681.

www.northbeachmd.org



North Beach
Maryland
@NorthBeachMaryland

Home
About



Like Following More

+ Add a Button



Edit profile

North Beach, MD
@north_beach_md

North Beach, MD ... A great place to live, shop, dine and have fun in the sun!

North Beach, Maryland northbeachmd.org

275 FOLLOWING 1,000 FOLLOWERS

Tweets

Media

Likes

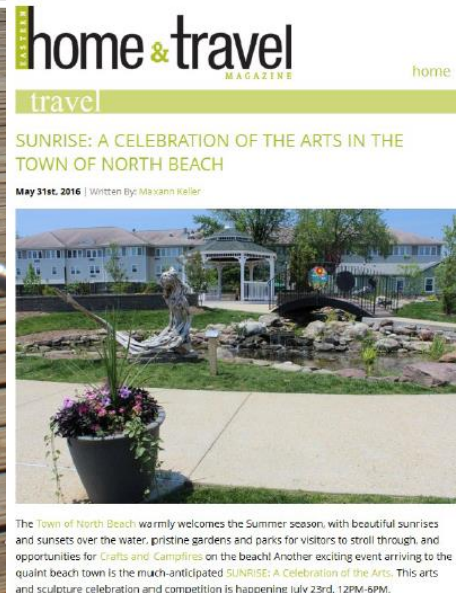


MARKETING

- 889,472 hits on website for 2016. An average of 2,430 per day.
- How they found us:
 - 50.68% users physically typed in www.northbeachmd.org or clicked on a bookmark or favorite on their computer
 - 39.07% found us by using a search engine such as Google, Bing or Yahoo; by clicking on our website link on Facebook or Twitter.

- - 1,142 users found the website through a link on Annapolis Macaroni Kid's website for 101 Day Trips in Maryland.
- - 1,656 users found the website through a link on the State of MD's Tourism website.
- - 862 users found the website through a link from an online CBS article on The Best Public Beaches to Spend A Summer Day.
- - 632 users found the website through a link on maryland.gov's Maryland at A Glance Online Guide.

- After visiting the home page, the top 3 pages visited:
 - Waterfront Rules
 - Fishing & Beach Pass Fees
 - 2016 Special Events Schedule
- Top downloaded items:
 - Online Town Brochure
 - 2012 Performing Arts Center Feasibility Study
 - Public Facilities Application
- Sunrise Garden appeared in Eastern Home & Travel Magazine
- North Beach was listed as one of the top 15 Southern Maryland Attractions on About.com as a result of Travel Writers visiting town.
- Channel 2 News "2 On the Go" series did their broadcast from our beach to promote Calvert County Farm Festival.

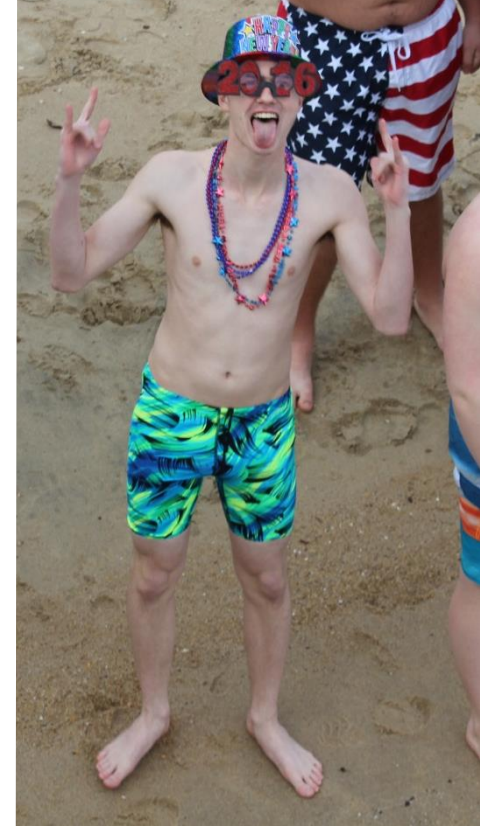


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SPECIAL EVENTS

POLAR BEAR PLUNGE

- With a water temperature of just 50 degrees and an air temperature of 46 degrees, 345 brave Polar Bear Plungers jumped into the Chesapeake Bay on January 1, 2016 as huge crowds watched.



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SPECIAL EVENTS

COMCAST CARES Plant the Town & Town Clean Up

- The Boys & Girls Club received a Comcast Cares Day Grant for \$5,189.44.



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SPECIAL EVENTS

FARMERS' MARKET, CLASSIC
CAR CRUISE-INS, ART FAIR &
CAMPFIRES ON THE BEACH



WELCOME
BACK
TO YOUR
FAVORITE
FARMERS'
MARKET



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SPECIAL EVENTS

END HUNGER DRAGON BOAT FESTIVAL: 35 teams and 4,800 people in attendance.



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SPECIAL EVENTS

CONCERTS ON THE PAVILION

- Jocelyn Faro & Phillip Parsons at DrinkMaryland
- Bamboo Chicken Band
- Country Memories Band
- The Back Pages Band
- The Crayfish



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SPECIAL EVENTS

MOVIES ON THE BEACH:

- Pan
- Wreck It Ralph

DRIVE-IN MOVIES:

- Jurassic World
- Goosebumps

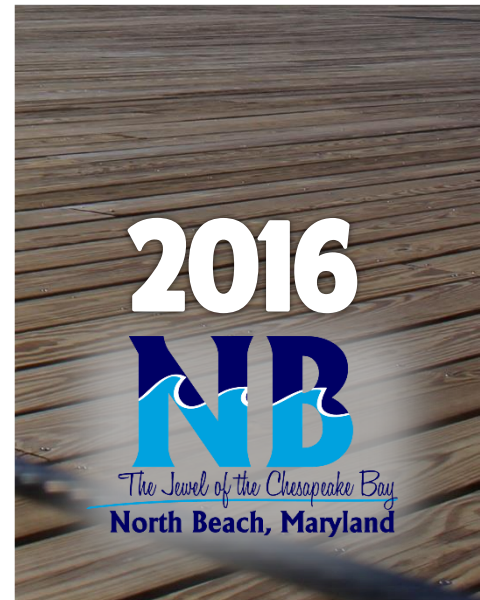
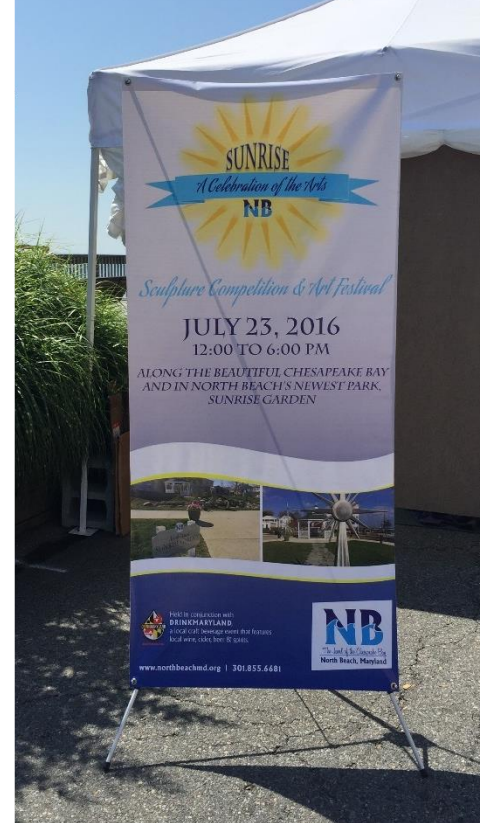


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SPECIAL EVENTS

- 6th ANNUAL DRINKMARYLAND
(FORMERLY EAT I DRINK I GO LOCAL)
With Music by Jocelyn Faro
& Phillip Parsons
- SUNRISE: A Celebration of
the Arts



SPECIAL EVENTS

HOUD OF THE TOWN
Calvert Animal Welfare League Fundraiser



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SPECIAL EVENTS

BOO BASH



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SPECIAL EVENTS

LIGHT UP THE TOWN



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SPECIAL EVENTS

PAT CARPENTER HOLIDAY PARADE



SPECIAL EVENTS

SANTA ON THE BEACH



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2017 SPECIAL EVENTS

APR 22 | 8 AM TO 1 PM

Comcast Cares Day | Plant the Town

APR 23

Welcome Center & Beach Open for Season

**MAY 5 -OCT 6 | Every Friday Night
6 TO 9 PM**

Farmers' Market, Classic Car Cruise-In &
Art Fair

MAY 20 | DUSK

Movie on the Beach | Star Trek Beyond

MAY 26 | 6 PM

Concert on the Pavilion

MAY 27

Bicycle, Kayak, Stand Up Paddleboard
Rentals Begin

JUNE 10 | 8 AM TO 8 PM

5th Annual End Hunger Dragon Boat
Festival and After Party on the Beach

JUNE 17 | DUSK

Movie on the Beach | Zootopia

JUNE 23-25

North Beach American Film Festival

JULY 2 | DUSK

View Fireworks from the Boardwalk

JULY 15 | DUSK

Movie on the Beach | Fantastic Beast

JULY 22 | 12 TO 6 PM

7th Annual DrinkMaryland with Concerts on
the Pavilion

JULY 22 | 12 TO 6 PM

Art Festival | SUNRISE: A Celebration of
the Arts

AUGUST 11 | 6 PM

Concert on the Pavilion

AUG 19 | DUSK

Movie on the Beach | Secret Life of Pets

AUG 25 | 6 TO 9 PM

Farmers' Market Customer Appreciation
Night

SEPT 16 | DUSK

Drive-In Movie | Dr. Strange | On the
Visitor's Parking Lot

OCT 28 | 12 TO 2 PM

Hound of the Town

OCT 28 | 3 TO 5 PM

Boo Bash

OCT 28 | DUSK

Drive-In Movie | Ghostbusters | On the
Visitor's Parking Lot

DEC 1 | 7 PM

Light Up the Town

DEC 2 | 12 PM

Holiday Parade | Santa & Christmas on the
Beach

DEC 31 | 7 PM

New Year's Eve Party on the Pier

JAN 1, 2018 | 1 PM

Polar Bear Plunge



WORK IN PROGRESS

- 9th Street Flood Dike
- Elevation Rt. 261 (SHA)
- Chesapeake Avenue Streetscape
- Chesapeake Avenue Elevation (3rd to 5th Street)
- Performing Arts Center Feasibility Study

NORTH BEACH



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THANK YOU FOR A GREAT YEAR!

