SUPPORTEORLOC STATE OF THE TOWN CAL BUSINESSES presented by The Jewel of the Chesapeake Bay North Beach, Maryland MAYOR MIKE BENTON **POSITIVE EXPERIENCE FOR GUESTS**

💿 _onemorehobby / Instagram

Performance of the second

Administrative.

The Community Conservation Department was formed and the director of ecotourism was hired. Standard Operating Procedures were created and implemented for the purpose of achieving efficiency and improving workflow. The employee manual and policies were reviewed and revised and monthly budget reports are distributed to department heads. The Employee Recognition Program was implemented to recognize time of service for employees and to show appreciation for their dedication to the town.

Communication.

During the last month of 2018, the town began to utilize the paperless, cloudbased program called Board Docs. In 2019, this program continues to be an efficient tool to help residents stay abreast of meetings without having to be physically present. A new, more efficient phone system was installed to allow quicker communication with staff members.

Contracts.

Implement an annual review policy for all contracts to review effectiveness and performance obligations.

Training.

CPR & First Aid Training. Automated External Defibrillator (AED) Training. The AED was donated by Abigail Francisco. Narcan training was available through the Twin Beach Opioid Awareness Committee.



2019 In Review Mayor Mike Benton



After presenting a proclamation, North Beach Mayo0r Mike Benton (right) presented a pin in appreciation for his 30 years of service to public works employee Isaac Harris, who is known



Technology Upgrades.

Councilman Troncone has taken the lead on the new Information Technology (IT) plan. The plan includes hardware and software upgrades, increased network security and proper inventory of equipment. Having our residents connected to their government is essential and in 2019, work began on the new interactive Citizen Mobile App for zoning and code enforcement issues. With this app, residents will be able to use their smartphones or other digital devices to report issues or concerns in real time. This is expected to be launched in the coming weeks.

Calvert Library Twin Beaches Branch.

The Memorandum of Agreement was signed on October 1, 2019 and the library is currently in the planning phase. The planning is expected to be approximately 18 months. The construction of the new library is expected to take approximately 18 months.

Capital Improvements.

Installed new water meters and constructed new well house under the supervision of the Department of Public Works (DPW). Through our partnership with Calvert County, we are moving forward with the debris clean out of the 8' stormwater pipe to help with storm flooding. To improve our wastewater management, we have Installed a new, more efficient pump at the Chesapeake Avenue pump station. With the support of Sustainable Maryland, University of Maryland and Calvert County, North Beach will have its first tidal/stormwater flood plan in place going into 2021.



2019 In Review Mayor Mike Benton



Mayor Mike Benton is signing the Memorandum of Agreement for the construction of the new Calvert Library Twin Beaches Branch in North Beach. This is an exciting time for the town!



Intergovernmental Relationships.

Maintain communication and a favorable working relationship with members of our neighboring town of Chesapeake Beach, commissioners and staff from Calvert County and the town's delegation at the State House in Annapolis.

Wastewater.

Stood up guarterly meetings with Chesapeake Beach, Calvert County and Anne Arundel County to improve efficiencies within the wastewater treatment plant to help control the cost to our residents. We improved the shared maintenance agreement of the two wastewater pumping stations between Calvert County and the shared line leading into the plant.

Water Conservation.

We continued to improve strategies to conserve water and prevent water loss among residents and businesses in town.

Committees.

Created the Stormwater and Flood Mitigation Advisory Committee to assist with plans to improve the town's flooding concerns and provide advice and guidance regarding stormwater and coastal flood issues. Reestablished the North Beach Tree Committee to advise the town on maintenance and preservation of trees and shrubs in parks, along streets and in other public areas; and, to promote public awareness and pride in our native trees, observe Arbor Day and move the town forward in becoming a Tree City, USA community.



2019 In Review Mayor Mike Benton



Mayor Mike Benton talking with members of the Economic Development Advisory Commission in June 2019.







Mayor Mike Benton









- **Board of Appeals** ٠
- Board of Supervisors of Election ٠
- **Ethics** Commission ٠
- North Beach House and Garden Club ٠
- **Planning Commission** ٠



2019 In Review Town Committees

- Economic Development Committee / Council Liaison: Gwen Schiada ٠
- Environmental Committee / Council Liaison: Jane Hagen ٠
- North Beach Tree Committee / Council Liaison: Jane Hagen ٠
- Special Events Committee / Staff Liaison: Stacy Milor ٠
- Stormwater and Flood Mitigation Advisory Committee / Staff Liaison: Donnie Bowen ٠
- Homeowners' Associations / Council Liaison: Mickey Hummel ٠
- Maryland Municipal League Legislative Committee / Greg Dotson, Jane Hagen, Stacy ٠ Milor
- Town of North Beach Technology Plan / Paul Troncone ٠
- Town of North Beach HEAL Cities / Council Liaison: Elizabeth Lawton / Staff Liaison: ٠ Stacy Milor







We took a little taste of North Beach to the conference!









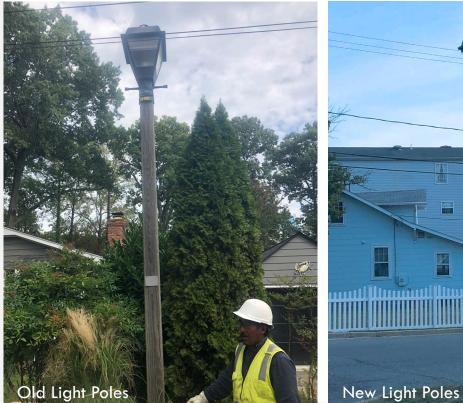




Summer Conference June 23-26, 2019

















- Well House Project
- Water Meter Replacement Program
- Stormwater and Flood Mitigation Advisory Committee
- Shared Line Agreement with Calvert County and Billing for Sewerage Flow to Chesapeake Beach Wastewater Treatment Plant
- Auctioned/Sold Unused and Outdated Town Equipment
- Painted Crosswalks on Bay Avenue
- Worked with BGE to replace old, wooden street light poles and upgraded all lights to new, energysaving LED street lights
- Created and continued to maintain a checklist for all town-owned properties; implemented a 4-year building maintenance program.





Net assessable real property base increased from **\$245,941,741** on July 1, 2018 to **\$249,360,825** on July 1, 2019.



Minimum quarterly water and sewer bill remained at a rate of **\$148.20**.





The town's Constant Yield Rate of **0.6292** per **100** of assessed value was proposed but the town adopted a .6329 tax rate.



Healthy Living Grant/Maryland Energy Administration: **\$100,000.**

Critical Areas Grant:

\$1,900.



Trash Rate remained the same at **\$327.00** annually.



Minimum water usage was reduced from **8,000** gallons to **6,000** gallons per quarter.







Healthy Homes Funding

- Received grant for \$100,000 in 2019 which helped 18 households.
- Highlights of 2019 Healthy Homes program:
 - 23 Energy Audits •
 - 6 Deferrals •
 - 18 Calvert County Residents that were ٠ helped this year:
 - 10 in North Beach
 - 2 in Owings
 - 4 in Lusby
 - 1 in Chesapeake Beach
 - 1 in St. Leonard
- Savings per household ranged from \$40 to \$1,100 per year depending on services provided.



HFA



WHEN FUNDING IS CURRENTLY AVAILABLE Pending funding availability

WHAT

ARE YOU LOOKING TO SAVE MONEY ON YOUR ENERGY BILL? The Town of North Beach is leading the way towards sustainability in the County by providing grant funds to residents in Calvert County to save energy with free energy upgrades to eligible homeowners. * Energy audit determines eligible activities

WHERE

Town of North Beach

Apply in person at the Town of North - 8916 Chesapeake Avenue North Beach, MD OR Download the application northbeachmd.org

I have been waiting all winter for this program! PROCESS • Eligibility criteria • Qualified • Energy Audit • Report with Findings • Schedule priorities • Priorities are installed • Happy Homeowner • Lower Energy Bill • Reduces the carbon footprint • Healthy Home • Happy Environment

FOR MORE INFO: CALL 301.855.6681 PRESS 1 northbeachmd.org

CALLING ALL ERT COUNT HOMEOWNERS!

INCOME (LESS THAN) Family of One: \$65,700

Family of Two: \$75,050 Family of Three: \$84,400 Family of Four: \$93,750 Family of Five: \$108,800

ELIGIBLE ACTIVITIES Furnace

Air Conditioning systems Air Conditioner-window units

Water Heaters **Energy Star Appliances** Weatherization



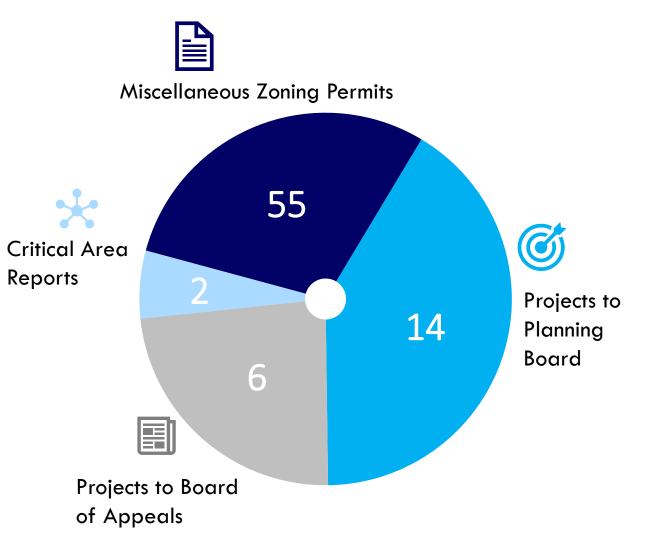
SPONSORS

Maryland Energy Administration **Town of North Beach**

PRIORITY Seniors Veterans

I could not have paid for over \$10,000 of energy upgrades on my income







Hosted officials from around the state for Code Enforcement and Zoning Officials Association training.





Code Enforcement

lands overlook par

Violations / Inspections

Abandoned Dwelling	5	Remodel	8
Abandoned/inoperable	3	RENTAL INSPECTION	22
vehicles		Roofing/Siding	3
Accessory structure	2	Sanitation	6
Business inspection	33	Shed	3
Container	2	Sheds/Accessory Buildings	1
Dangerous tree or limbs	3	Sidewalks and driveways	1
Deck	5	Sign	2
Dumpster	2	Solar Panels	1
Exterior Structure	5	Stopping, standing, parking	
Fence	8	prohibited in specified	2
Grading and Drainage	1	places.	
Loud/unnecessary noise	1	Throwing glass, refuse upon	3
Miscellaneous site work	10	the street	Ũ
Motor vehicles	2	Trash/Rubbish	74
New Construction	5	Tree Removal	13
Numbering of building	2	Unregistered vehicles,	11
Parking restrictions	7	parking prohibited	
POOL	1	Weeds	3
Protective treatment	3	Weeds/grass/plants	57

The new interactive Citizen Mobile App for zoning and code enforcement issues will enable residents to use their smartphones or other digital devices to report issues or concerns in real time and is expected to be launched in the coming weeks.





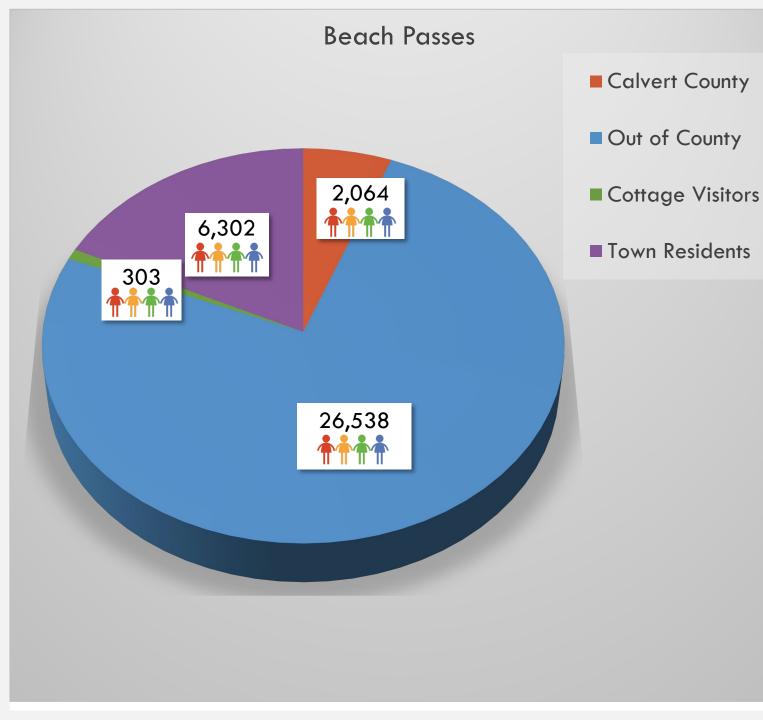


- Introduced Father's Day Fishing Derby and North Beach Birding Weekend with Owl Prowl.
- Coordinated the Town of North Beach Street Tree Survey with State Foresters and completed with Environmental Committee input.

For a small town, North Beach has a good score with 272 street trees and 28% tree cover canopy which helps with recertification for Tree City USA and Sustainable Maryland.

Worked with Chesapeake's Bounty, Hook & Vine, Sweet Sue's, Calvert County Ducks' Unlimited, Calvert Library and Chesapeake Beach Oyster Conservation Society to create community eco-tourism opportunities and conservation and to form business partnerships.





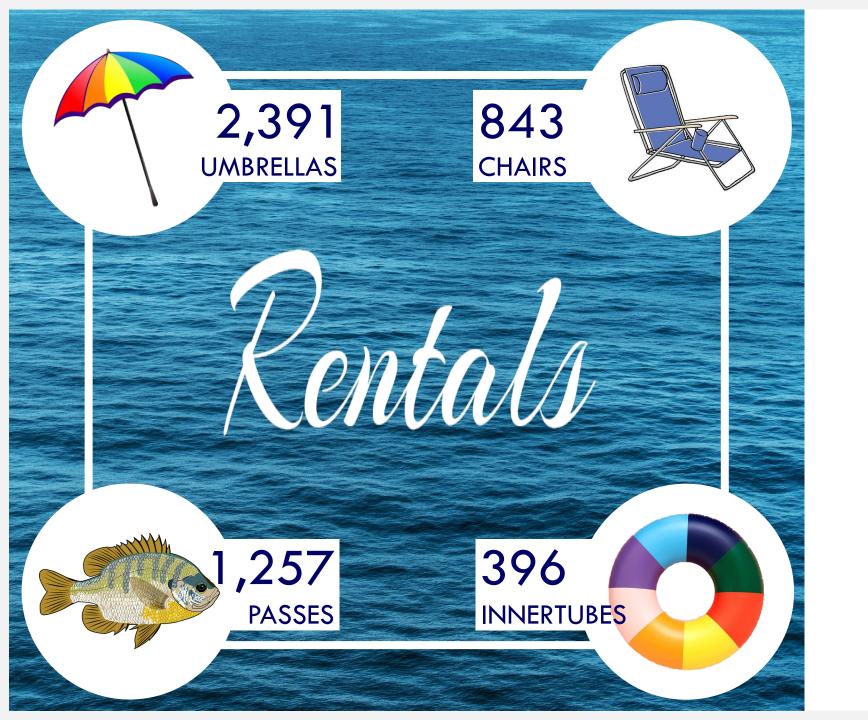


Total Beach Revenue

From May 10 through September 2







Waterfront

Rentals





576 JUMBO 12" ROLLS SUPPLIED IN PUBLIC RESTROOMS

REPLACED PICKS ALONG 100 BOARDWALK RAILING



Fun Facts





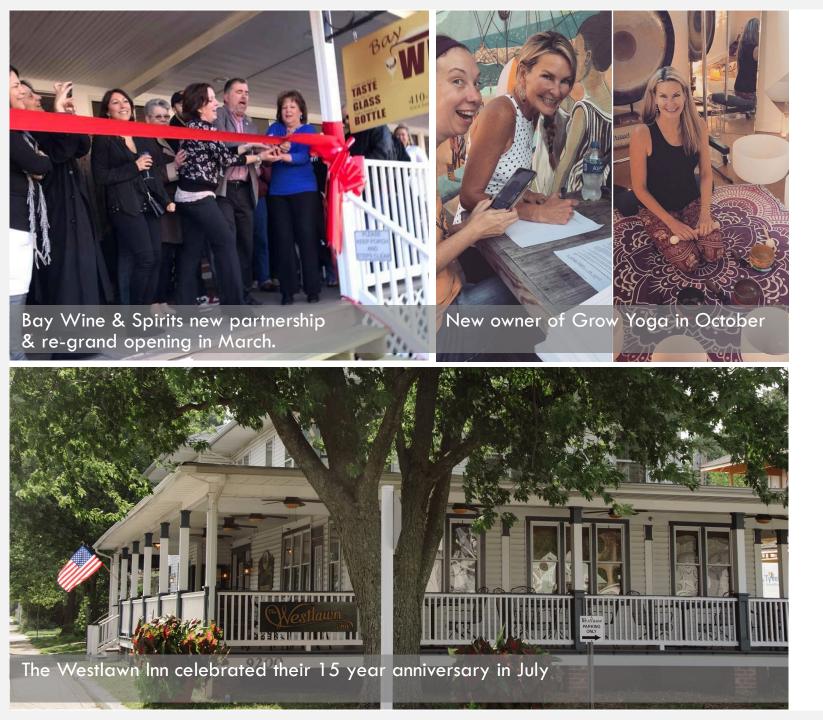
9201 Annapolis Avenue











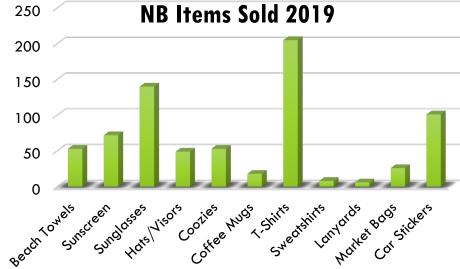
















In FY2019 on VisitMaryland.com, North Beach had the most "clicks" out of Calvert County attractions.

Town of North Beach Calvert Cliffs State Park Calvert Marine Museum Cove Point Lighhouse

1,026 clicks 813 clicks 423 clicks 281 clicks

Trademarks are registered with USPTO!

The Jewel of the Chesapeake Bay North Beach, Maryland

The town logo and tagline have been approved and we have received Registration Certificates for both logos!

Marketing

Promote and maintain a favorable public image of the Town of North Beach.

- Utilize printed and digital marketing and promotional materials.
- Use social media as a communication tool and to promote events, town happenings and general information.
- Coordinate with local and regional news outlets to positively showcase the town's attractions and businesses.
- From Plaza Mexico: "Thanks for sharing our Facebook posts, especially the one last week. Because of that post, we reached more than 1,600 people!"

2 ABC WMAR Baltimore North Beach Midday Vacay



20



Bay.



FOX 5 Zip Trip to North Beach!





Appeared in the Destination Maryland quide under attractions, dining and events.

In the News

New Day Cleveland

Fox 8 New Day Cleveland





In the News

Fox5 Zip Trip

FOX 5 Zip Trip to North Beach!





In the News

Midday Maryland

2 ABC WMAR Baltimore North Beach Midday Vacay





In the News

Roots & Tides Scenic Byway





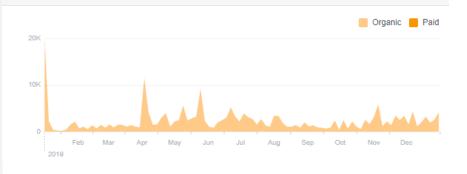
facebook

Total Page Followers as of Today: 11,319



Total Reach

The number of people who saw any content from your Page or about your Page. This metric is estimated.







Reach refers to the total number of unique accounts that have seen your post or story.



Social Media

- Great marketing tools that allow us to connect to a large audience.
- Free advertising.
- Requires a commitment to monitor and maintain a positive image, especially when some posts stir emotions.
- North Beach Maryland Facebook followers have helped to:
 - solve crimes,
 - locate missing people,
 - reunite lost items with owners.



25





April 6 & 7, 2019





Teamed with Chesapeake Beach and NBVFD for Community Shred Day

- Boys & Girls Club Visit to Town Hall In February
- Spring & Fall Community Clean Up: Spring clean up resulted in the largest numbers ever (212 drops Saturday; 182 drops Sunday. Filled 18 40-yard dumpsters
- Seasonal Resident Guide
- Healthy Homes Program
- Windy Hill Elementary School Students Visit • to Town Hall in May
- **Recycling Guide**
- Students from Abigail Francisco's Classical School of Ballet Community Project



Windy Hill Elementary School Students Visit May 9, 2019



northbeachmd • Following

northbeachmd A Friday feel good story out of North Beach

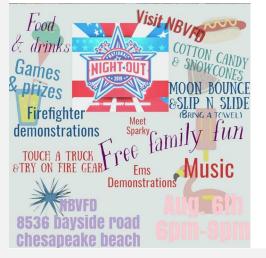
From: DFC Gilmore

This is Jayden. Jayden and his friend were holding flowers as I drove by their house and yelled we're single' as I passed them. I turned around to talk to the boys and they said they were trying to get dates for the Farmers Market. ⁽¹⁾ I told Jayden to keep it up with the flowers and with being polite and he wort have any problem with the ladies! This just made my day.

#livenorthbeach #northbeachmd #calvertcounty	
Q Ø	5
Liked by shurrrry and 124 others	
15, 2019	













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- National Night Out at NBVFD
- Real Men Wear Pink American Cancer Society Fundraiser / Twin Beaches Deputies
- Got Leaves? Head to Sneade's
- Winter Readiness Guide
- Deputy First Class Gilmore is popular among the young and old!
- Made donation to North Beach Volunteer
 Fire Department.
- Made donation to the Beach Buccaneers Youth Club.





Shout Outs

Accolades about our town!









- Net proceeds of \$5,203 to Relay for Life of ٠ Calvert County
- 387 plungers
- Water temperature: 48 degrees
- Air temperature: 63 degrees









Farmers' Market Classic Car Cruise-In Art Fair

















Comcast Cares Plant the Town & Town Clean UP

- Boys & Girls Club of Southern Maryland received \$4,761 from Comcast
- Replaced approximately 25% of plantings with perennials for annual Plant the Town event.







American Cancer Society Calvert County Relay by the Bay







Special Events

Movies on the Beach and Drive-In Movie

Made possible by the efforts of Councilman Mickey Hummel





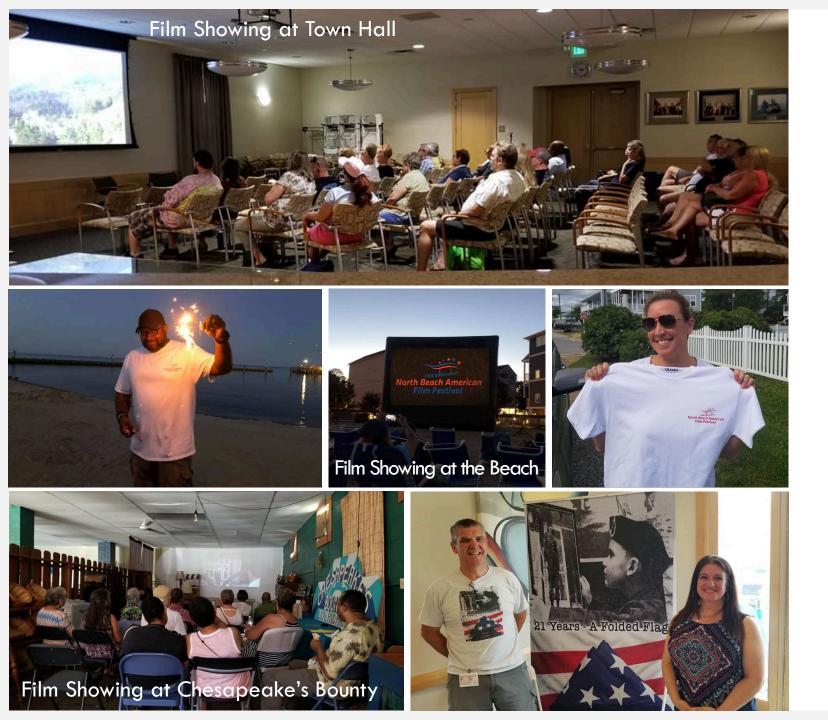




7th Annual End Hunger Dragon Boat Festival

One of the largest End Hunger fundraising events!







North Beach American Film Festival

- Best Narrative Short: Summer Hill
- Best Documentary Short: Farming A Legacy
- Best Documentary Feature: 21 Years A Folded Flag
- Best Student Film: Chopped
- Best Experimental/Music Video: Dandelion Wine
- 2019 Founder's Award: Code & Response
- Audience Award: The Healing of Harman







9th Annual DrinkMaryland







Taste the Beaches in Chesapeake Beach





Special Events

Hound of the Town

All proceeds benefit



WWW.CAWLRESCUE.ORG







Boo Bash





Special Events
Light Up the Town













Holiday Parade Santa & Christmas on the Beach







JAN 1 | 1 PM Polar Bear Plunge

MAY 2 | 8 AM Comcast Cares Day Plant the Town

MAY 1-SEPT 25 Every Friday Night 6 TO 9 PM

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

MAY 30 | 3 TO 9 PM Calvert County Relay for Life Relay by the Bay

JUNE 6 | 1 TO 5 PM North Beach House & Garden Tour

JUNE 13 | 9 AM 8th Annual End Hunger Dragon Boat Festival

JUNE 20 | DUSK Movie on the Beach: Secret Life of Pets 2

JUNE 26-28 North Beach American Film Festival

JUNE 27 | 12 PM 10th Annual DrinkMaryland JULY 3 | DUSK View Fireworks from the Boardwalk

JULY 18 | DUSK Movie on the Beach: Lego Movie Part 2

AUGUST 15 | DUSK Movie on the Beach: Toy Story 4

SEPT 19 | DUSK Drive-In Movie: Shazam!

OCT 31 | 12 PM Hound of the Town

OCT 31 | 3 PM Boo Bash

NOV 27 | 7 PM Light Up the Town

DEC 5 | 10 AM Christmas Market on 5th Street

DEC 5 | 12 PM Holiday Parade / Santa & Christmas on the Beach





2020 Special Events



