

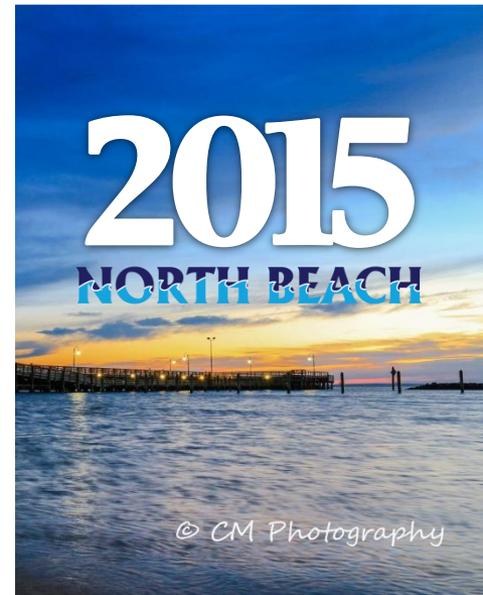
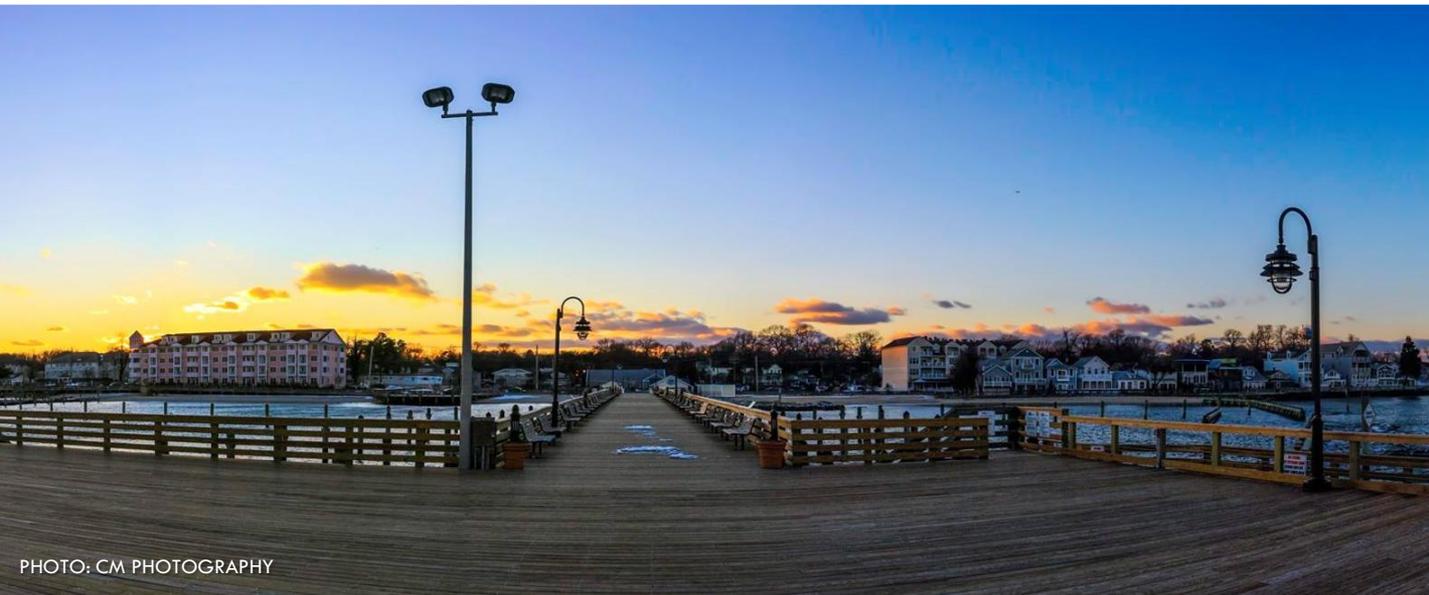
STATE OF THE TOWN

Mark R. Frazer, Mayor

2015
NORTH BEACH

CAPITAL IMPROVEMENTS

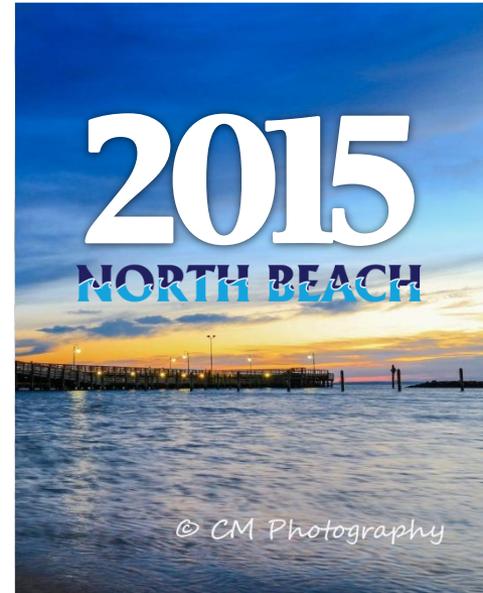
Pier Renovations,
New Gate and
Lower Level Fishing
Deck



2015
NORTH BEACH

CAPITAL IMPROVEMENTS

Bay Avenue Pump Station Upgrade



2015
NORTH BEACH

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CAPITAL IMPROVEMENTS

Solar Panels on the DPW Building



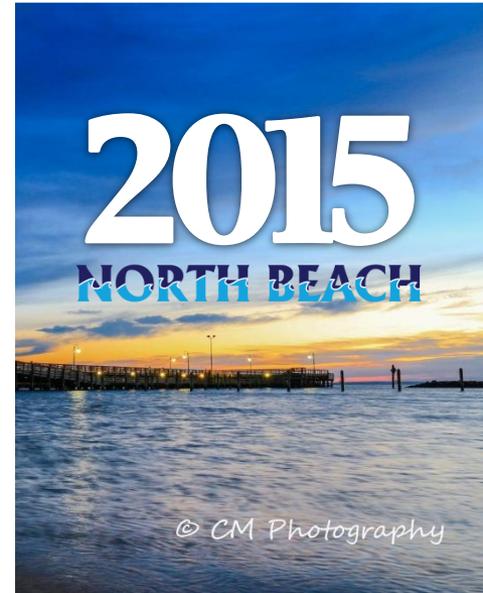
2015
NORTH BEACH



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CAPITAL IMPROVEMENTS

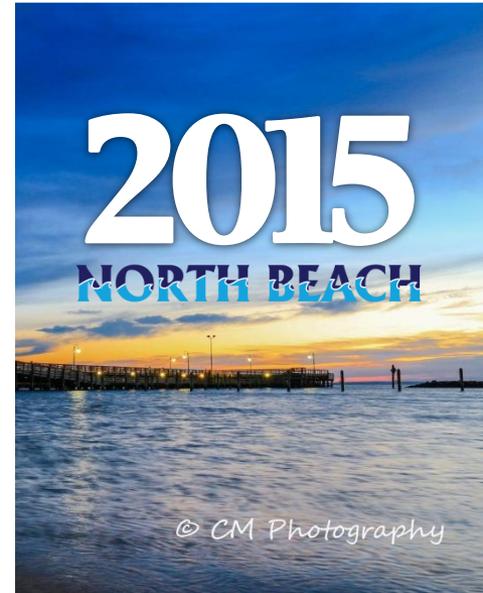
Sunrise Garden



2015
NORTH BEACH

CAPITAL IMPROVEMENTS

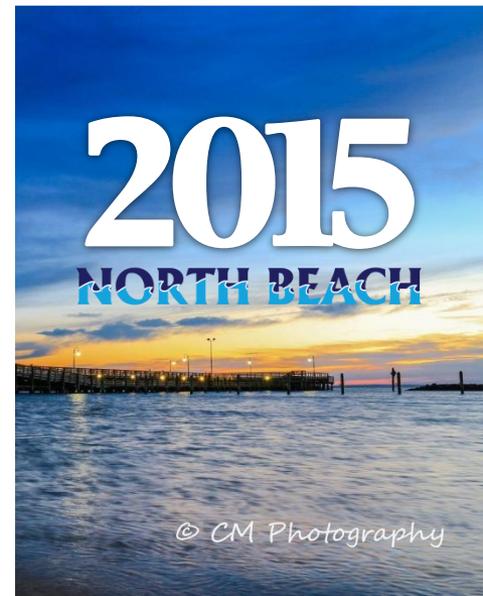
Living Shoreline



2015
NORTH BEACH

CAPITAL IMPROVEMENTS

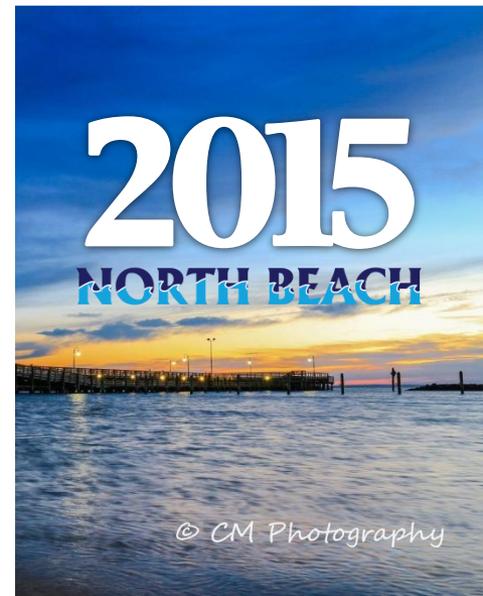
Pirate Ship Play Boat



2015
NORTH BEACH

CAPITAL IMPROVEMENTS

Welcome Center
Shed and Storage
Expansion

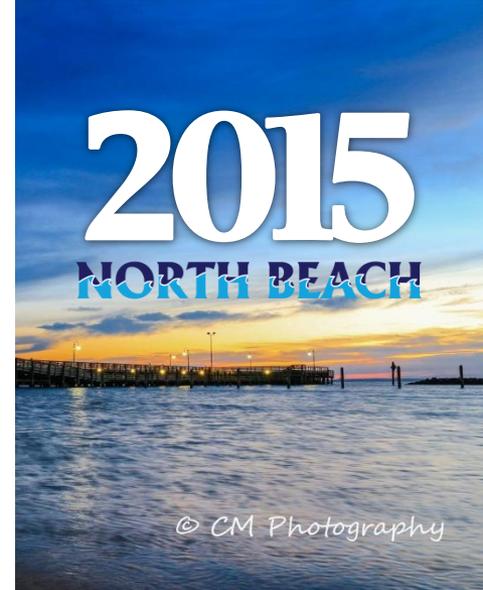


2015
NORTH BEACH

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CAPITAL IMPROVEMENTS

Paving on 2nd Street

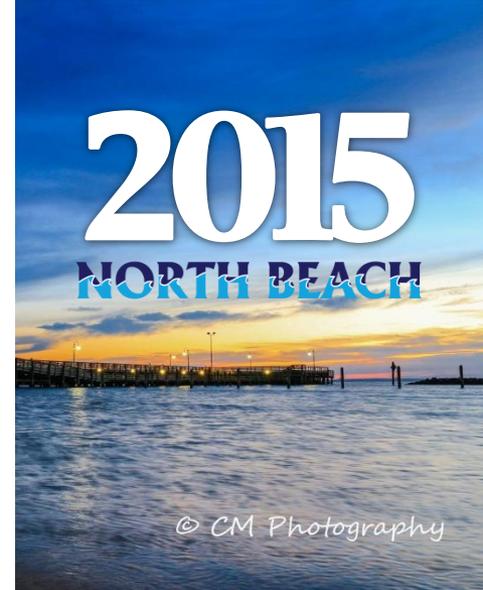


2015
NORTH BEACH

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GENERAL IMPROVEMENTS

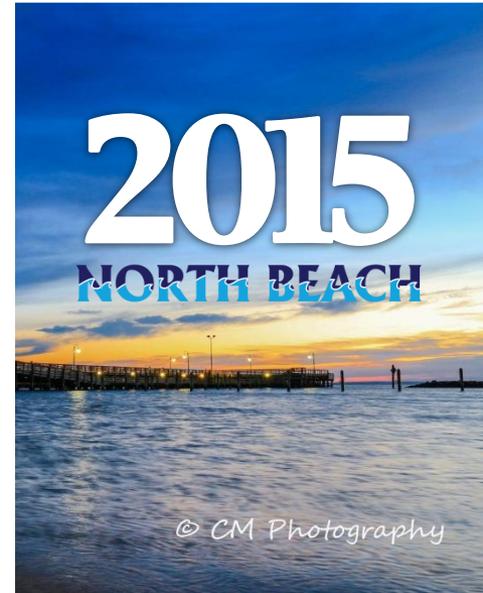
- Installed New Picnic Tables and Bench at Callis Park
- Distributed a Total of 69 Recycling Containers
- Installed Additional Trash Cans Throughout Town



2015
NORTH BEACH

COMMUNITY PARTNERSHIP

Ribbon Cutting for Autism Project



ECONOMIC DEVELOPMENT

American Planners' Association/Community Planning Assistance Team Visits North Beach

Implementation

- Recommendations and other ideas presented in the *North Beach Downtown Plan* can be implemented without major changes to either the Comprehensive Plan or the Zoning Ordinance.
- Most implementation will occur through Zoning Ordinance implementation and the development approval process.



Three public meetings, extensive reconnaissance and interviews.



Plan Recommendations

- Concentrate retail establishments in a compact, walkable Downtown Core focused on the intersection of Fifth street and Bay Avenue.
- Develop a 50-100 room hotel and conference center in the Downtown Core along Bay Avenue, south of Street.



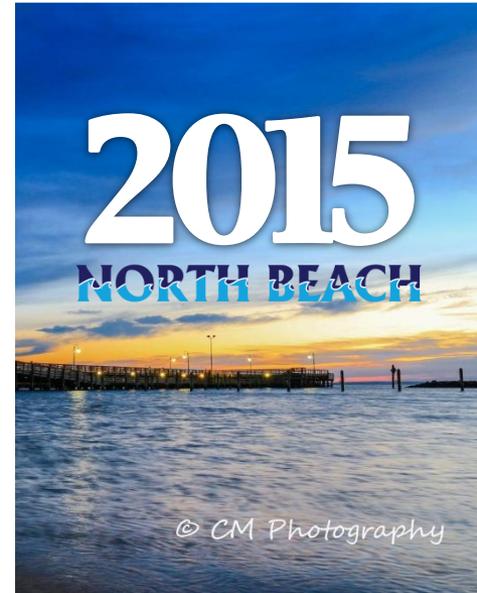
Plan Recommendations

- Complete development of the existing Civic Center area along Chesapeake Avenue in the vicinity of Third Street as a non-commercial district of primarily government and public service facilities.
- Locate the new County branch library (relocated from Chesapeake Beach) on the vacant site on Chesapeake Avenue north of Third Street.



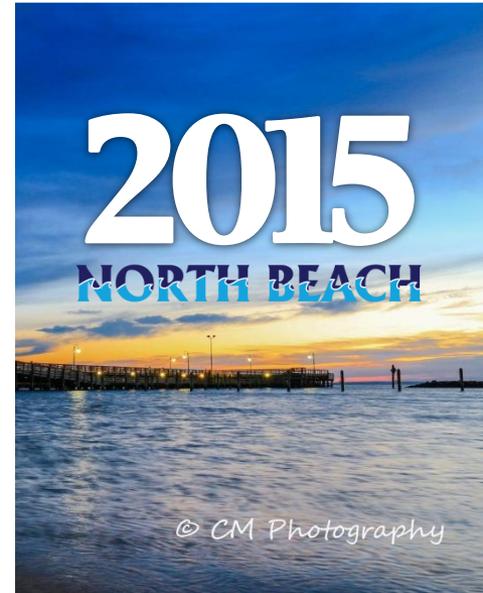
Plan Recommendations

- Support the development of a Performing Arts Center, and locate it within the new Downtown Core on the northwest corner of Fifth Street and Bay Avenue.
- Develop retail along Bay and Chesapeake with 7th Street connecting as a Local Merchants Retail and Arts District.
- Support the designation of North Beach as an Arts and Entertainment District.



ECONOMIC DEVELOPMENT

New Business:
Chesapeake's Bounty,
Mobile Kitchen and
Grow Yoga



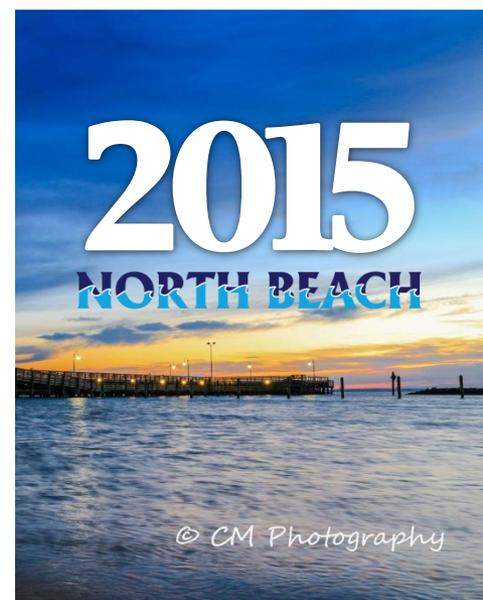
2015
NORTH BEACH

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ECONOMIC DEVELOPMENT

New Businesses:

- Darling Beams
- 7th Street Market
- North Beach Professional Building



FINANCIAL

- Awarded Grant from MD Department of Energy \$37,500.00
- CDBG Grant awarded for the Autism Project \$47,950.00
- Gambling revenue increase by an additional \$50,000.00
- Net assessable real property base increased from \$232,628,746 on July 1, 2014 to \$234,953,586 on July 1, 2015.
- The Town's Constant Yield Tax Rate 0.6274 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.

- The town created a Waterfront Capital Fund. This is funded with the additional \$3.00 in "Out of County" beach fees and an increase in "In County" beach fees of \$1.00.

2015
NORTH BEACH

MARKETING

- Twitter followers have increased to 862.
- Facebook fans increased to 6,433 in 2015 (up 933 from 2014)
- Breakdown by Gender of Facebook fans:
 - 76% women
 - 23% men

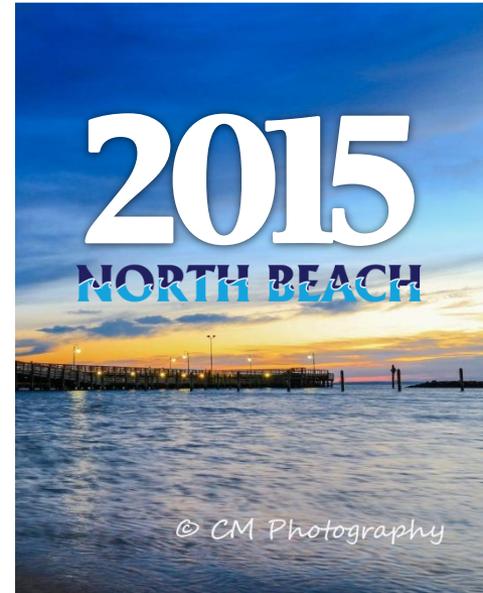
- Breakdown by County of Facebook fans:
 - Calvert: 2,871
 - Anne Arundel: 578
 - Prince George's: 266
 - Charles: 119
 - Baltimore: 77
 - St. Mary's: 73
 - Montgomery: 23
 - Frederick: 20

- Other Facebook fans:
 - Washington, DC: 143
 - Virginia: 45
- Continued marketing and advertising the town in newspapers, magazines, visitor's guides, social media, on the big screen at Annapolis Harbour Center.

- To promote the town's businesses, conducted the #northbeachselfie contest.
- Created beach "cut-outs" for photo opportunities.
- 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



TWEETS
1,844



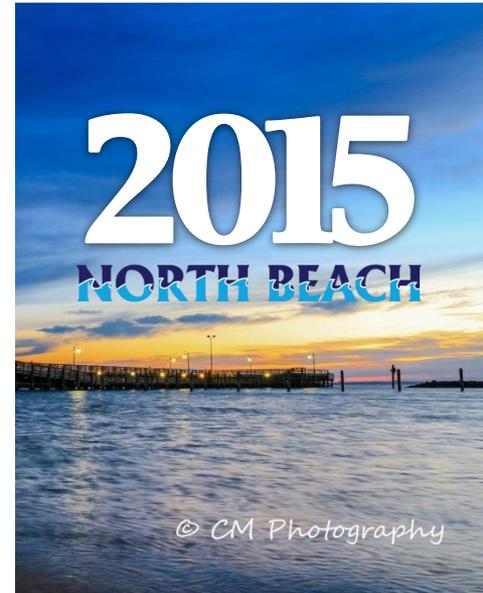
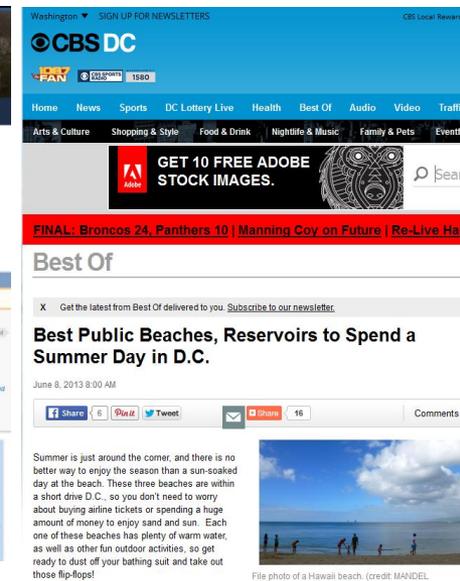
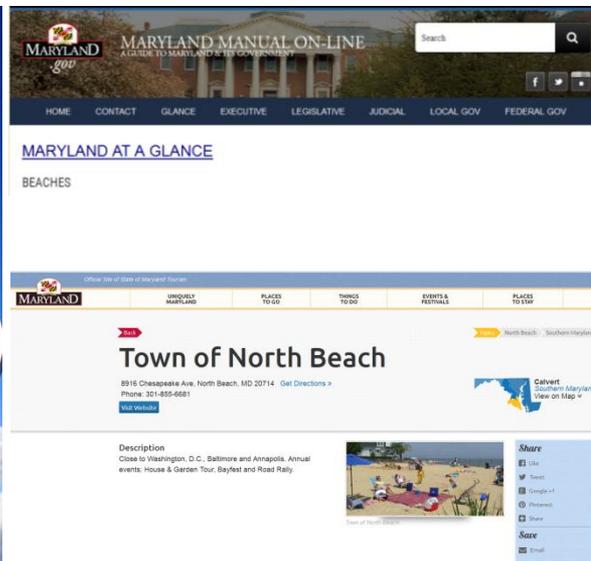
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MARKETING

- 794,055 hits on website for 2015. An average of 2,175 per day.
- How they found us:
 - 41.32% users physically typed in www.northbeachmd.org or clicked on a bookmark or favorite on their computer
 - 47.3% found us by using a search engine such as Google, Bing or Yahoo; by clicking on our website link on Facebook or Twitter.

- 1,682 users found the website through a link on Annapolis Macaroni Kid's website for *101 Day Trips in Maryland*.
- 1,132 users found the website through a link on the State of MD's Tourism website.
- 984 users found the website through a link from an online CBS article on *The Best Public Beaches to Spend A Summer Day*.
- 959 users found the website through a link on maryland.gov's *Maryland at A Glance Online Guide*.

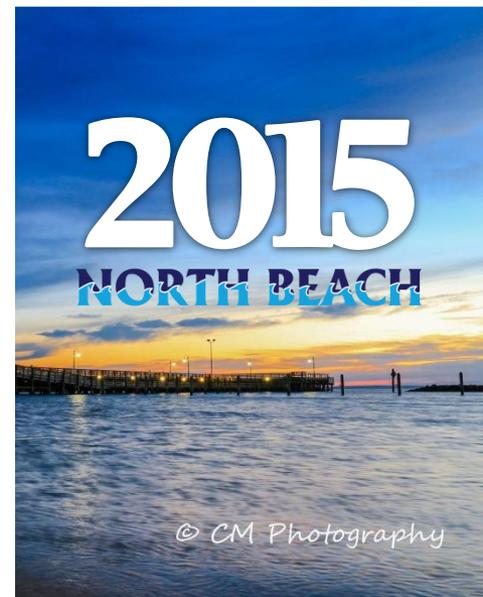
- After visiting the home page, the top 3 pages visited:
 - Waterfront Rules
 - Fishing & Beach Pass Fees
 - 2015 Special Events Schedule
- Top downloaded items:
 - Online Town Brochure
 - 2015 Special Events Schedule
 - Public Facilities Application



SPECIAL GUEST

POLAR BEAR PLUNGE

With a water temperature of just 33 degrees and an air temperature of 44 degrees, 339 brave Polar Bear Plungers jumped into the Chesapeake Bay on January 1, 2015 as thousands of spectators watched.



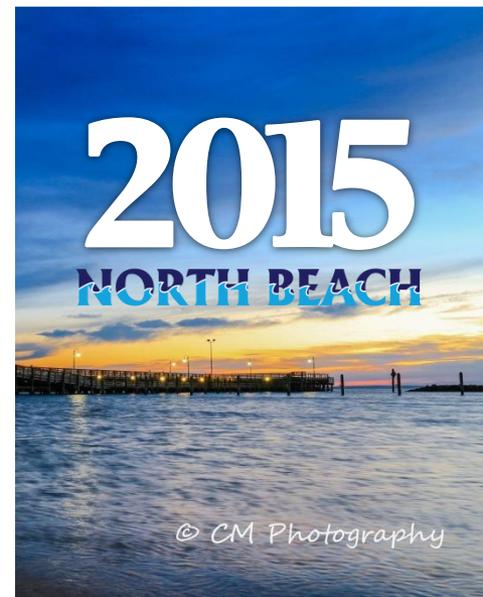
2015

NORTH BEACH

SPECIAL EVENTS

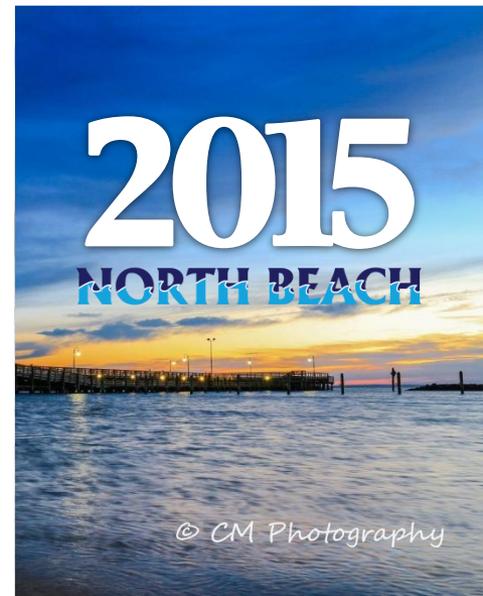
COMCAST CARES

Plant the Town & Town Clean Up
The Boys & Girls Club received a Comcast Cares Day Grant for \$6,598.52.



SPECIAL EVENTS

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



SPECIAL EVENTS

North Beach Garden Club's

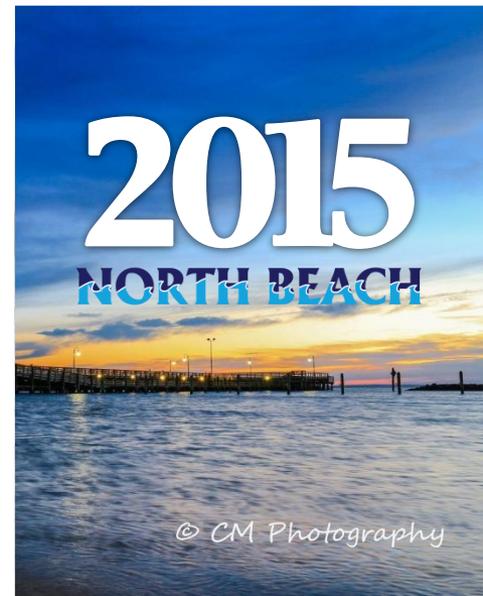
30TH ANNUAL

HOUSE &
GARDEN
TOUR



June 7, 2015 • 1-5pm

30th ANNUAL (& FINAL) NORTH
BEACH HOUSE & GARDEN
TOUR



2015
NORTH BEACH

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SPECIAL EVENTS

END HUNGER DRAGON BOAT FESTIVAL



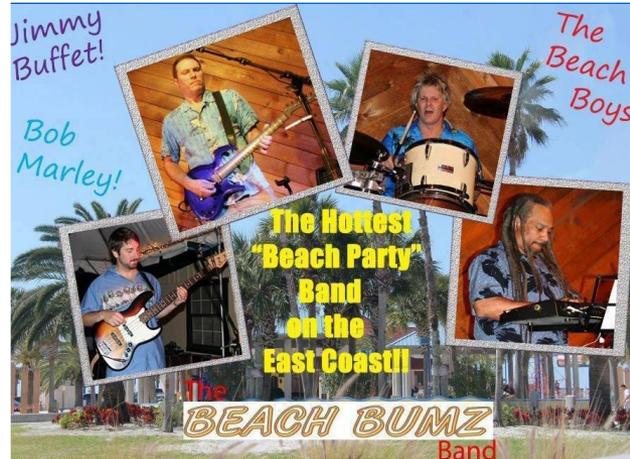
2015
NORTH BEACH

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SPECIAL EVENTS

CONCERTS ON THE BEACH:

- John Luskey & Sara Gray at Eat Drink Go Local
- The Drive Train
- Beach Bumz Band



JOHN LUSKEY



2015

NORTH BEACH

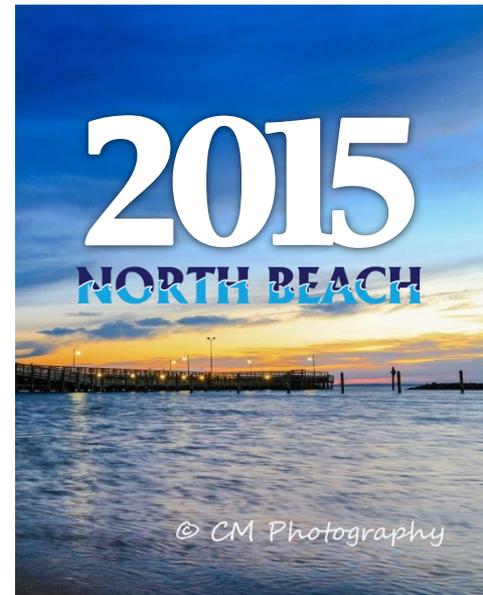
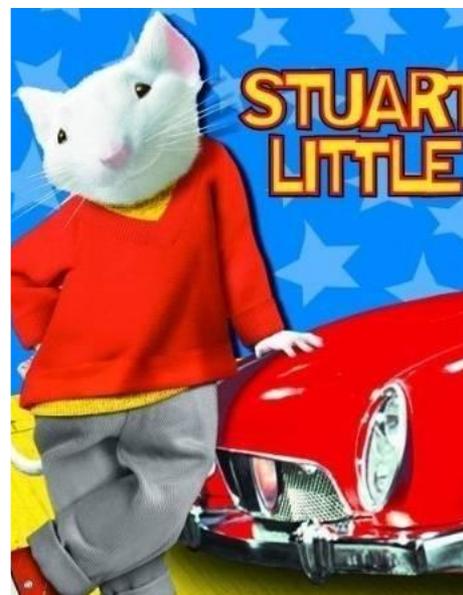
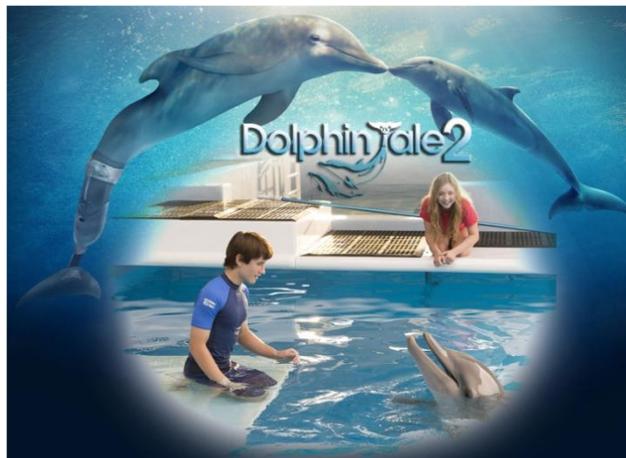
SPECIAL EVENTS

MOVIES ON THE BEACH:

- Dolphin Tale 2
- The Lego Movie
- Stuart Little

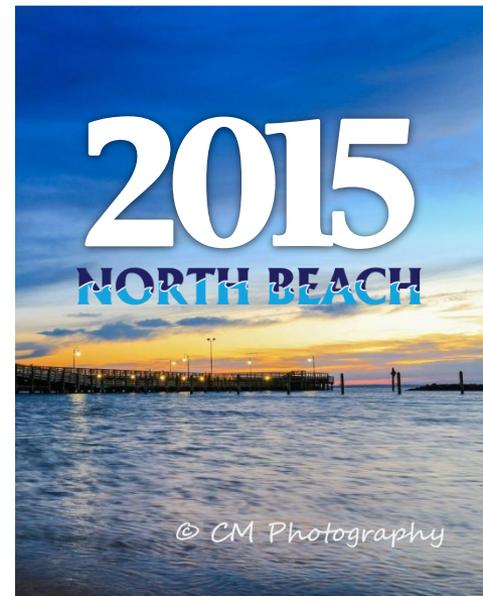
DRIVE-IN MOVIES:

- Guardian of the Galaxy
- Jaws



SPECIAL EVENTS

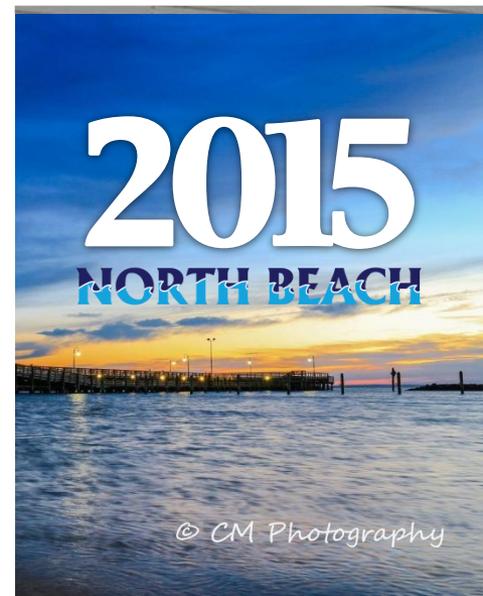
5th ANNUAL EAT • DRINK •
GO LOCAL
With Music by John Luskey &
Sara Gray



2015
NORTH BEACH

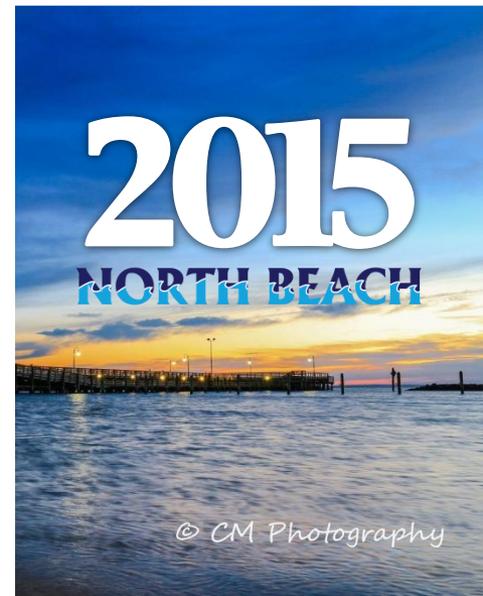
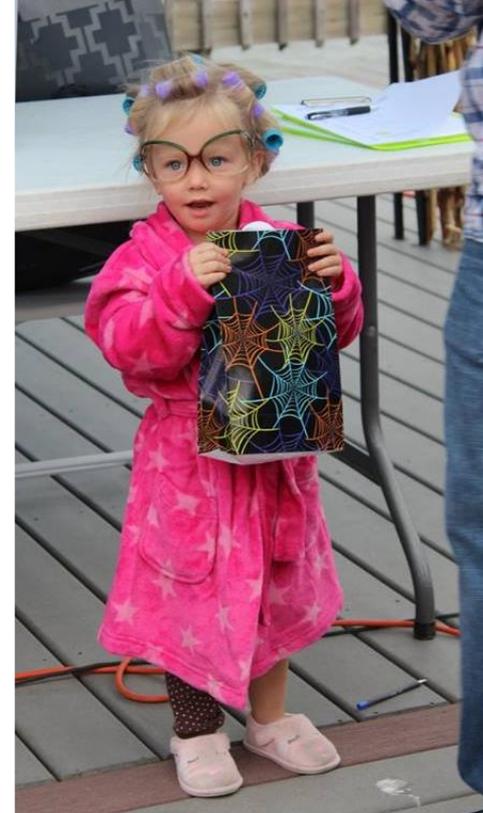
SPECIAL EVENTS

HOUND OF THE TOWN
Calvert Animal Welfare
League Fundraiser



SPECIAL EVENTS

BOO BASH



2015
NORTH BEACH

SPECIAL EVENTS

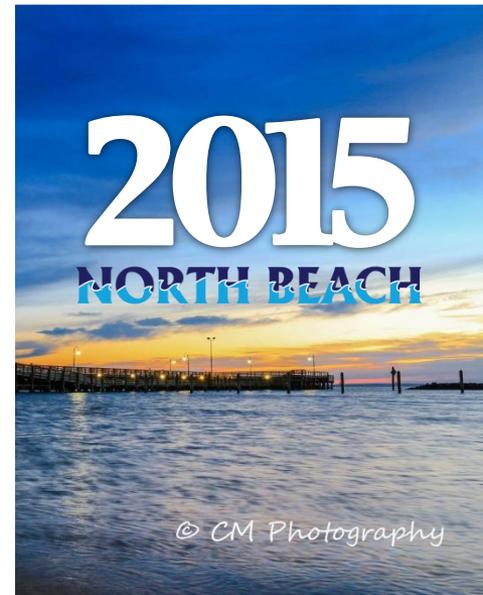
LIGHT UP THE TOWN



PHOTO: CM PHOTOGRAPHY



PHOTO: CM PHOTOGRAPHY

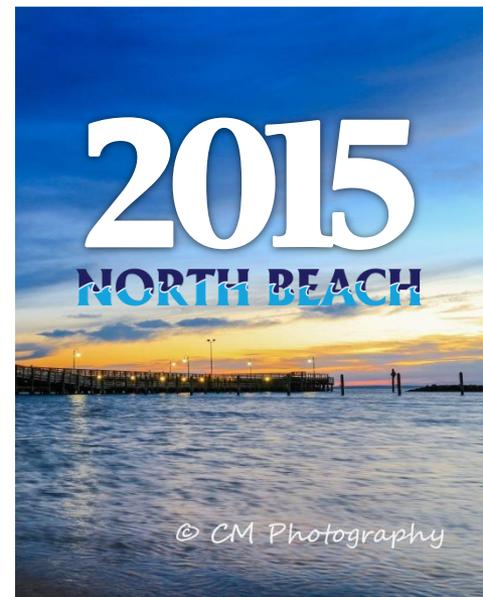


2015
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SPECIAL EVENTS

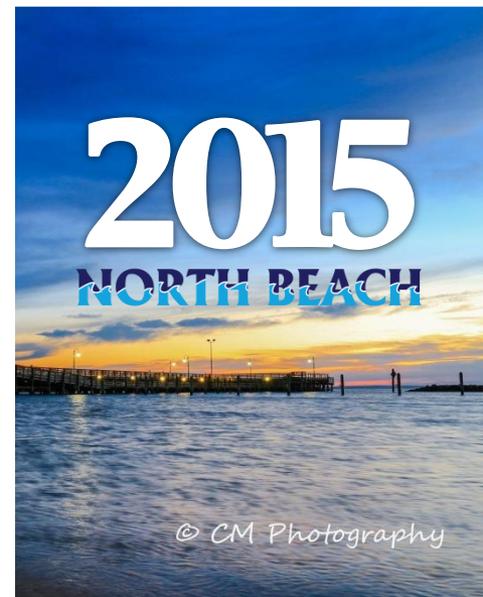
PAT CARPENTER HOLIDAY PARADE



2015
NORTH BEACH

SPECIAL EVENTS

SANTA ON THE BEACH



2015
NORTH BEACH

2016 SPECIAL EVENTS

APR 23 | 8 AM TO 1 PM

Comcast Cares Day | Plant the Town

APR 24

Welcome Center & Beach Open for Season

MAY 6 -OCT 7 | Every Friday Night | 6 TO 9 PM

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

MAY 14 | DUSK

Movie on the Beach | Star Trek Into the Darkness

MAY 16-22

NBVFD Carnival | On the Visitor's Parking Lot

MAY 21

Bicycle, Kayak, Stand Up Paddleboard Rentals Begin

MAY 27 | 6 PM

Concert on the Pavilion | Bamboo Chicken Band

JUNE 4 | DUSK

Movie on the Beach | Pan

JUNE 3 | 6:30 PM

Crafts & Campfire on the Beach

JUNE 10 | 6 PM

Concert on the Pavilion | Country Memories Band

JUNE 18 | 9 AM TO 5 PM

4th Annual End Hunger Dragon Boat Festival

JUNE 17 | 6:30 PM

Crafts & Campfire on the Beach

JULY 1 | DUSK

View Fireworks from the Boardwalk

JULY 8 | 6 PM

Concert on the Pavilion | The Back Pages Band

JULY 15 | 6:30 PM

Crafts & Campfire on the Beach

JULY 16 | DUSK

Movie on the Beach | Inside Out

JULY 19 | 6:30 PM

Crafts & Campfire on the Beach

JULY 23 | 12 TO 6 PM

6th Annual Eat, Drink, Go Local | Music by Jocelyn Faro (12 to 2:30 pm) & Phillip Parsons (3 to 5:30 pm)

JULY 23 | 12 TO 6 PM

Art Festival | SUNRISE: A Celebration of the Arts

AUG 5 | 6:30 PM

Crafts & Campfire on the Beach

AUGUST 12 | 6 PM

Concert on the Pavilion | To Be Determined

AUG 19 | 6:30 PM

Crafts & Campfire on the Beach

AUG 20 | DUSK

Movie on the Beach | Wreck It Ralph

AUG 26 | 6 TO 9 PM

Farmers' Market Customer Appreciation Night

SEPT 10 | 12 PM

Resident Beach Party

SEPT 17 | DUSK

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

OCT 29 | 12 TO 2 PM

Hound of the Town

OCT 29 | 3 TO 5 PM

Boo Bash

OCT 29 | DUSK

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

DEC 2 | 7 PM

Light Up the Town

DEC 3 | 12 PM

Holiday Parade | Santa & Christmas on the Beach

JAN 1, 2017 | 1 PM

Polar Bear Plunge

2015

NORTH BEACH

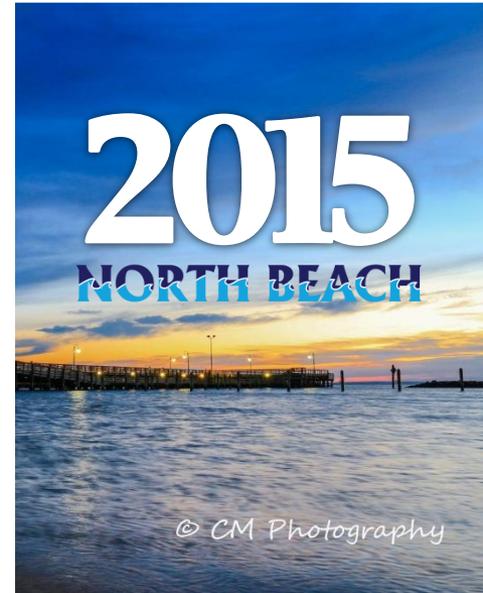
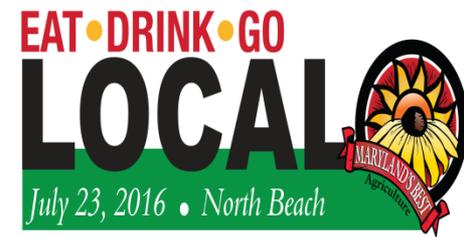
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WORK IN PROGRESS



JULY 23, 2016

in conjunction with



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**THANK YOU FOR A
GREAT YEAR!**

2015
NORTH BEACH

