

Beach Haven Taxpayers Association

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September 3, 2019

Ms. Sherry Mason
Municipal Clerk/ Borough Administrator
300 Engleside Avenue
Beach Haven, NJ 08008

Re: Morrison Marina Project

Dear Sherry:

It is our understanding that the Morrison Marina redevelopment project will be heard by Borough Council on September 9th. The Project includes a 102 room hotel/motel with a restaurant/event venue destination. The redevelopment includes public access to the bay front park and waterfront dining while maintaining loading docks and the Ship's Store currently in place. In addition, the hotel/motel is accessible by boat.

One of the BHTA 2019 priorities is business revitalization and support for initiatives that attract commerce, which has a positive impact on the Borough's tax ratable and increases property tax revenue. Expansion of businesses is good for Beach Haven; it serves to increase the Borough's revenue base. It is estimated that an additional \$100,000-150,000 of hotel/motel taxes will come to the Borough. Additional sources of revenues via business revitalization are realized through increased visitation volumes while creating jobs for the employees of our business establishments and the residents of Beach Haven. In fact, year round employment opportunities will be created for local residents.

The BHTA Board met on August 31st and by unanimous motion affirmed our belief that projects such as this one meets the tenants below as being good for Beach Haven. That is:

- Improve tax rateables
- Increase access to available rooms when other venues are full to capacity
- Improve streetscapes and an asset to the Maritime District
- Enhance visitation volume
- Create jobs

In addition, the Project is completely ADA compliant and provides more than 100 parking spaces than is required by ordinance. It is important to note that the developer, at its own expense, conducted a parking study to address concerns of parking shortages.

Change is difficult but at times necessary. We affirm that this type of project is good for the current and future taxpayers of Beach Haven.

Sincerely,

John Hailperin
President, Beach Haven Taxpayers' Association