

Boro Bucks generates \$350K in sales to local businesses

BY KAYLA MARSH
THE OCEAN STAR

POINT PLEASANT — More than a year after the introduction of the Point Boro Bucks Property Tax Reward Program, residents and businesses alike have reaped significant benefits from the initiative.

"From the beginning of our program going live, residents of Point Pleasant Borough have saved a total of \$21,000 on their property taxes to date," Borough Administrator Frank Pannucci Jr. said.

"People shopping with the card have generated \$350,000 in total sales to local businesses. As the program continues to get more businesses involved and more people start using their cards, those numbers will grow exponentially."

The specifics behind the program are simple: community members receive a rebate on their property taxes by accumulating tax credits for patronizing local businesses.

Each time a shopper uses their Point Boro Bucks Card at participating businesses, they receive property tax credits which are then applied to their tax bill. The rewards card is linked to the property owner's block and lot numbers.

At the point of purchase, the card is swiped in a dedicated processing machine provided to the businesses by FinCredit Inc., the company managing the program.

Nonresidents are also able to participate in the program with the card. Instead of a reduction on property taxes, a rebate check will be mailed at the end of the year.

"It's been a huge success in just a short period of time," Mr. Pannucci said.

"It's important to remember each business offers their own discount that they choose. The proof is in the proverbial pudding, people are saving money on their property taxes and businesses are increasing their foot traffic with the Point Boro Bucks Card."

According to Mayor Robert Sabosik, the governing body is dedicated to finding ways to save taxpayers money and the Boro Bucks program has been a win-win for them and the local businesses.

"With Boro Bucks, the tax increase that an average home has, they will make that back with one or two purchases a week from our stores and restaurants," he said in a recent interview.

"We're going to make our downtown one of the best along the Jersey Shore. We have a business district that is improving. We have a Chamber of Commerce that has over 200 members now [and] that

shows that there are entrepreneurs willing to invest in our town, to open a business here and the town has a great future."

To make the program a bigger success, Mr. Pannucci said the borough has teamed up with Point Pleasant Beach's Shop the Beach program.

"Both cards are interchangeable at each town's participating businesses," he said.

"Someone can use their Shop the Beach card at lets say, Purple Iris Flower Shop or MonAlyssa Italian Restaurant in Point Pleasant Borough and their discount will go toward their property tax in Point Pleasant Beach.

"Just like someone can use their Point Boro Bucks card at Joe Leone's in Point Pleasant Beach and their discount will go toward their property tax in Point Pleasant Boro."

The Point Pleasant Borough Chamber of Commerce is also a big supporter of the program.

"With the joint effort with Point Pleasant Beach and their program now, we're seeing a lot of interest from the public because people when they shop they don't differentiate what town they're shopping from — it is all one — so we are seeing a lot of interest pick up in the people using the card," Eileen McCabe, executive director of the chamber, said.

"More people are coming into our office asking for it, so it is neat to see."

Mr. Pannucci said the future looks bright for the two programs.

"Mayor Sabosik and the council brought this program to Point Pleasant with the hopes of not only helping people cut their property taxes, but also as a way to keep people spending their money locally in the shops and restaurants in our community," he said.

"Mayor [Stephen] Reid in Point Pleasant Beach then brought the program to his town and both have been a tremendous success. Both mayors have clear visions of what it takes to make a successful community and that's finding a way to help the residents and businesses alike.

"They've combined their programs to increase the spending power to our businesses and further increase the savings to our residents. We are actually the first two towns in the State of New Jersey to combine our programs and it has been a smashing success."

With more businesses looking to establish roots in the shore community, Ms. McCabe said the chamber will look to increase the number of businesses, residents, local and non-local, can patronize.

"We are seeing a surge of new businesses in Point Pleasant Borough and we are planning on doing a promotion ... to gather their interest in the program as well too," she said.

"I think Boro Bucks, the program is here to stay and it is just a smart marketing tool for businesses to utilize and it is a benefit for them and what happens is the benefit is also for the consumers. It is a win-win for everybody."

As a cardholder herself, Ms. McCabe is thrilled with the success so far.

"The numbers are amazing," she said. "Even personally I use the program and it adds up and accumulates so much. It is nice. It definitely keeps you abreast about what is going on in the business community and the local shopping scene.

"It really has a presence and reminds people to support the

community and the local economy."

For a list of participating businesses and information about the card, visit www.pt-boro.com.

The Point Boro Bucks Card can be picked up at the following locations: borough hall; the Point Pleasant Borough Chamber of Commerce; Investors Bank; Clark's Landing; Manasquan Savings Bank and Travel Smiths.



COURTESY OF FRANK PANNUCCI JR.

GONE BUT NEVER FORGOTTEN

Borough officials have installed a new tribute to accompany a cross that was cut out of a main support beam from the South Tower of the World Trade Center. Located next to the band shell at Community Park, the memorial is in memory of those who lost their lives during the Sept. 11, 2001 attack at the World Trade Center.

Carolla's
Art & Sole Footwear
"The Beauty is in the Fit"

THE UN-SNEAKER™



Samuel
HUBBARD
Shoemakers since 1930

Best Parking on Mondays
424 Main Street • Avon-By-The-Sea
732-361-8250
www.ArtNsoleFootwear.com

Selected for "Top Doctors of New York" — 15 Years in a Row
PATRICIA MCCORMACK MD, FAAD
- 25+ Years of New York Experience -

Former Chairperson, Dept. of Dermatology, St. Vincent Catholic Medical Centers of NY

Adult & Pediatric Dermatology • Cosmetic & Laser Surgery

Diseases of Skin, Hair & Nails • Skin Cancer Screening • Photofacials
Microdermabrasion • Laser Hair Removal
Earlobe Repair • Wrinkle Therapy • Chemical Peels • Rosacea
Botox • Fillers • Leg Veins

Sublative Rejuvenation

Improves fine lines, wrinkles, texture, and skin laxity with minimal down time.

V Beam Laser

Rejuvenate Your Skin • Sun/Age Spots
Face and Leg Veins • Rosacea
Scars • Stretch Marks

New FRACTIONAL LASER
Wrinkles • Acne Scars

Breakthrough **TATTOO REMOVAL** with PicoSure™
www.FadeAwayINK.com

MOHS MICROGRAPHIC SURGERY FOR SKIN CANCER

407 ROUTE 35 SOUTH • POINT PLEASANT BEACH

732.295.1331

www.patriciamccormackmd.com