



Mercantile License Application

Application Fee \$50.00

Board of Health License Fees (if required)

- Small Restaurants up to 50 seats.....\$125.00
 - Restaurants 51 to 100 seats.....\$225.00
 - Restaurants over 100 seats.....\$375.00
 - Peddlers.....\$50.00
 - Gateway Business Status Report.....\$5.00
 - Standing.....\$40.00
 - Certificate of Occupancy Fee.....\$125.00*
- (*Must pay with a separate check)

171 Bay Avenue
07732
County of Monmouth
Phone (732)872-1224
Fax (732)872-0670

Pursuant to Section 4-9 of the General Revised Code of the Borough of Highlands, issuance of a Mercantile License is hereby requested.

Applicant Information

Name _____

Street _____ City _____ State _____ Zip _____

Has any previous Mercantile License in this Borough, held by the Applicant, been suspended or revoked? Yes No

Are you indebted or obligated, in any manner, to the Borough of Highlands except for current taxes or water? Yes No

Type of business: _____

Describe in detail: _____

State any pertinent facts about the Applicant, his officers or managers, which will enable the Borough to make a fair examination of the eligibility of the Applicant:

Phone # _____

Premises Information

Owner Name _____

Street _____ City _____ State _____ Zip _____

Phone # _____

Submitted By: _____ Date _____

Accepted By: _____ Date _____ Fee Paid \$ _____

Referred for Investigation

Police Dept _____ Fire Inspect. _____ Code Enforce. _____

Building Dept _____ Zoning Officer _____ Board of Health _____

Borough Administrator: Approved Disapproved Date _____

Comments: _____

Note: All new applicants are required to be fingerprinted. Please call Highlands Police Dept to schedule appointment and to obtain up to date fingerprinting amount. (732-872-1224 x228)

A Certificate of Occupancy Application and Fees must be submitted.



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Release Authorization

To all courts, Probation Department, Selective Service Board, Physicians, Hospitals, Employers, Educational and other Institutions and Agencies without exception.

I, _____ am making application for a Mercantile License in the Borough of Highlands. As a result, an investigation is being conducted to determine my application.

Therefore, you are authorized to release to the Highlands Police Department or its representative any and all information, documentary of otherwise pertaining to me, that they may request.

I hereby release, discharge and exonerate the Highlands Police Department, its agents and representatives, and any person so furnishing information from any and all liability of every nature and kind arising out of the furnishing, inspecting or collection of such documents, records, and other information or the investigation by the Highlands Police Department.

A photostat copy of the authorization will be considered as effective and valid as the original.

Applicant 1 Information

Signature of Applicant _____ Date _____
Street _____ City _____ State _____ Zip _____
Date of Birth _____ Social Security # _____ Sex _____ Race _____

Applicant 2 Information

Signature of Applicant _____ Date _____
Street _____ City _____ State _____ Zip _____
Date of Birth _____ Social Security # _____ Sex _____ Race _____

Highlands Police Department Use Only

Approved By: _____ Date _____



Highlands Business Partnership, Inc.
www.highlandsnj.com/hbp

Dear Commercial Investor:

The Highlands Business Partnership (HBP) welcomes your new investment in Highlands' commercial property. As the District Management Corporation for the Highlands Business Improvement District, HBP has taken a leadership role in the community to improve the business environment, as well as, encourage and strengthen investments in commercial properties.

HBP is funded through a special assessment, dedicated for commercial improvements, on all commercial properties. The Borough of Highlands created the Business Improvement District by ordinance May 1999. The Borough collects the assessments on behalf of the district, similar to school district budget. An annual budget is created, funded by the special assessment, and is approved by the HBP membership and governing body each year. The HBP annual budget is managed by the HBP Board of Directors, along with three committees that concentrate on issues of economic development, marketing/special events, and visual improvements. HBP has a professional Business Advocate who reports to the Board of Directors. The Board members are elected by the registered members of the District at the annual meeting in March of each year. Contributions of leadership, talent and time on HBP committees and boards are welcomed and encouraged. Creating improvements and innovative practices for our business environment is the cutting-edge opportunity for business success in Highlands.

Extensive marketing and visual improvement programs are ongoing initiatives. There are many diverse marketing programs (e-coupons, visitor guides, and public relations activities in print, radio and cable media) to assist Highlands' business investors in developing a strong customer base. HBP funds and implements improvements to public spaces; and creates and manages activities that serve to attract and encourage re-investment and the attraction of new visitors in Highlands. Continual review of regulations and ordinances that affect the business environment are reviewed the HBP executive committee to ensure that these regulations contribute to a "business friendly" environment for new and continued investments in Highlands.

There is a variety of information available on our website to assist you in the process of making physical improvements to your commercial property such as the Central Business District Design Manual, FEMA Guidelines, Tax maps, the Highlands Tax Abatement ordinance, Commercial recycling, Trash and Bulk Pick up information and more. Visit www.highlandsnj.com to experience the wide variety of program opportunities for business operators and investors in Highlands.

Please contact our HBP Business Advocate 732-291-4713 for additional information or assistance. We look forward to meeting you.

Sincerely,

Carla Cefalo-Braswell
President