



**Ideal Beach Community Association**  
P.O. Box 179, Middletown, NJ 07748  
[www.idealbeach.org](http://www.idealbeach.org) • [IBCA@idealbeach.org](mailto:IBCA@idealbeach.org)

2/13/2018

To the Residents of the Ideal Beach Community and our Partners:

We are pleased to present our 2<sup>nd</sup> Annual Letter to the Ideal Beach Community. Since our inception in 2009, we are dedicated to protect, improve, and preserve all that is great about living in the Ideal Beach community of North Middletown. This letter serves to review the IBCA 2017 accomplishments and 2018 goals.

**2017 in Review**

This year has been a very successful year for the Ideal Beach Community Association. We committed to a tough laundry list of items and we delivered. We saw growth in our attendance, community participation, and social media outreach. We raised the money needed to execute the 2017 plan. Yahoo!!!

The walkover at Ideal Beach was finally completed! We continue to be a valuable resource for the township in providing input on construction and improvements at the beach. Being invited to the ribbon cutting ceremony was an honor. In addition, we participated and helped spread the word on the dune plantings that occurred at Ideal Beach and were an intricate part in having the storm access fencing installed. We continue to be a valuable and respected voice to the township in identifying/communicating issues and concerns about the Ideal Beach Community.

The facelift of Roosevelt Park was completed. A place for this community to enjoy! **The entire facelift for the park from the labor, plantings, mulch, and maintaining the park was provided by the IBCA.** We were able to make this happen through donations and fundraising. We still have some additional work we are planning for in 2018.

On your behalf of the Ideal Beach Community we gave back in numerous ways. We awarded the 1st IBCA scholarship to a graduating high school student from this community. We honored our community volunteers by presenting recognition certificates and a donation to the East Keansburg Fire Department and Middletown First aid & and Rescue Squad during a well-attended community tree lighting. We threw a community Ice Cream Social at Roosevelt Park. We collected toys for families in this community. We collected an incredible amount of food for St Catherine's food pantry. The IBCA donated clothes to an adopted family from the EK Fire Department. We were able to financially assist a Vietnam War Veteran in our community that was in need.

**\*Dedicated to improving the quality of life in our Community and celebrating progress together\***



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**2017 Financials:**

In 2017 we were able to raise \$9,145 through donations and fundraising. The expenditures totaled \$6,582. These funds were allocated to the following: IBCA operations, marketing costs, community events, and donations. We ended out 2017 with an Association balance of \$2,563.

<b>2017 IBCA Income Statement</b>		
<b>Receivables</b>	<b>2016</b>	<b>2017</b>
Beginning Year Assets	\$551.65	\$852.83
2016 donations	\$4,069.00	
IBCA Cash Donations	\$173.39	\$1,512.71
Other Cash Donations (Ind & PayPal)		\$322.85
Corporate Cash Donations		\$3,530.00
Sponsorship		\$0.00
Fundraising		\$2,045.08
<b>TOTAL CASH DONATIONS</b>	<b>\$4,794.04</b>	<b>\$8,263.47</b>
<b>Total Non-Cash Donations</b>		<b>\$881.89</b>
<b>TOTAL REVENUE</b>	<b>\$4,794.04</b>	<b>\$9,145.36</b>
<b>Expenses</b>		
Web	\$173.39	\$323.32
Insurance	\$1,332.00	\$1,361.00
Mutt Mitts		\$547.97
PO Box	\$86.00	\$90.00
Filings	\$25.50	\$50.50
<b>Total Fixed Operating Cost</b>	<b>\$1,616.89</b>	<b>\$2,372.79</b>
Office Expense	\$0.00	\$321.05
Marketing Expense	\$0.00	\$104.98
Beautification Expense	\$79.99	\$1,047.77
Charitable Donations Expense	\$200.00	\$2,144.13
Events Expense	\$2,044.33	\$591.46
<b>Total Variable Operating Cost</b>	<b>\$2,324.32</b>	<b>\$4,209.39</b>
<b>TOTAL EXPENSES</b>	<b>\$3,941.21</b>	<b>\$6,582.18</b>
<b>NET INCOME</b>	<b>\$852.83</b>	<b>\$2,563.18</b>

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## 2018 Mission

In 2018 we will continue to expand our outreach and reconnecting with the community. We will work towards gaining a larger attendance and participation at the monthly meetings, volunteers, and financial support from the community. We will continue to host events that unify and promote community participation.

## 2018 Planned Community Events/Fundraisers:

- IBCA Meet and Greet Ice Cream Social Roosevelt Park
- IBCA Spring Cleaning Clothing Drive
- Wagapalooza at Roosevelt Park
- Flea Market TKCC Field
- St Catherine Annual Bake Sale
- 2 fundraising canning events at Shop Rite
- Clean Ocean Action Beach Sweeps
- 5<sup>th</sup> Annual Tree Lighting & Honoring our Community Volunteers
- Award scholarships to Ideal Beach community HS Graduate attending accredited college
- Holiday Collection - St Catherine food pantry and toys/gift cards for community
- Award a charitable donation to military active member/veteran or disabled person in need

## 2018 Planned Community Projects:

- Re-energize the Neighborhood Watch Program
- Roundtable Meeting
- Install greeting flags along Ocean Avenue
- Flag pole at Roosevelt Park
- Complete Mulch project at Roosevelt Park
- Install watering system at Roosevelt Park
- Continue to maintain Roosevelt Park

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In 2018 raising funds will continue to be a key to our mission's success. For additional information on projects, events, and how to volunteer please attend our monthly community meetings held at 7pm, 2<sup>nd</sup> Tuesday of the month, at the Tonya Keller Community Center, 50 Bray Avenue. Visit our website at [www.idealbeach.org](http://www.idealbeach.org) for additional information and to donate to this great cause.

To the volunteers and partners that have and continue to support the IBCA, thank you! Together as a community we can reshape, reenergize, and rebuild a community that will be the envy of all communities that surround us!

Sincerely,

**Ideal Beach Community Association (IBCA)**

Sandra Vazquez, President

Jack LeRoy, Vice President, Recording Secretary, & Trustee

Kathy Howard, Treasurer

Holly Morgan, Trustee

John Coviello, Trustee

Maureen Winski, Trustee