



Highlands Business Partnership, Inc.

www.highlandsnj.com/hbp

140 Bay Avenue, Highlands, NJ 07732

(732)-291-4713 email: hbpadmin@highlandsnj.com

March 4, 2024

Mayor Carolyn Broullon & Members of the Council
Borough of Highlands
151 Navesink Avenue
Highlands, NJ 07732

Re: Highlands Roar on the River – Special Event Approval

Dear Mayor Broullon & Members of the Council:

The Highlands Business Partnership respectfully requests your approval and support for a new event to be held May 17, 18 & 19th. The event will be an Off Shore Power Boat Race on Sunday May 19th. There will be additional events planned for Friday May 17th and Saturday May 18th throughout Borough streets and parks. The events will draw families from the tri-state region in addition to the local Bayshore area. Our event calendar is important to the economic impact and tourism in Highlands as well as the State.

I have attached the summary of the event as it was presented to our Board Members and local waterfront businesses. As of present, we have submitted a Coast Guard Permit Application which is pending approval. The event will definitely require support from all borough officials and various departments.

As always, we will coordinate the logistics for all events at event meetings with Chief Burton, Administrator Muscillo and the various designated department heads.

Should you have any questions or require additional information regarding local logistics, please feel free to email hbpadmin@highlandsnj.com or call the office at 732-291-4713. You may also reach Diane McIlwaine, HBP Program Manager at 732-685-4417.

We are confident that with your cooperation, we will continue to operate a safe and successful Event Calendar. Thank you in advance for your continued support.

Sincerely,

Carla Cefalo, Executive Director
Jay Cosgrove, President
Highlands Business Partnership

cc: Michael, Muscillo, Administrator
Nancy Tran, Clerk
Rob Burton, Police Chief



OPA Racing LLC
799 route 70
Brick, NJ 08723
(609)-891-7688

Highlands Grand Prix

Sanctioned by OPA Racing

May 17-19, 2024

Race Overview

OPA Racing's 3 day format is to drive economic development in the cities we race in. Some of the larger teams will arrive earlier. But the beginning of the event is generally the Friday prior to the race. We do parades, block parties, autograph sessions, and even put the children in the boats for photos. Saturday is used for events, with testing as the main show usually noon to 3pm. With race teams exploring the course and shaking down their equipment. Sunday is race day, with awards ceremonies at night.



Parades, Parties, and Meet & Greet

These events are specifically engineered to increase public opinion, awareness, and footprint. Giving sponsors and cities greater opportunities to increase return on their investments.

Race Day

On Sunday. The race is separated into multiple races, with multiple classes. They build like a fight card. With the slowest boats going earliest, and the fastest boats at the end of the day. To build fan engagement and maximize the return to the sponsors and city. The "race" lasts

between 4 and 6 hours, and we can choose to make it shorter or longer. With a winners circle for the winners and the media immediately after the race. And an awards ceremony following that.

Sample Schedule of Events

Friday

10am - Pits Open to racers and fans
11am - Registration Open (closing at 3pm)
6pm-9pm - Meet the racers (party)

Saturday

9am - Drivers Meeting
10am - Registration Open
11am - Crane Open
12pm - Testing (closing at 3pm)
6pm - Racer Party (closing at 9pm)

Sunday

7am - Physicals
8am - Drivers meeting
10am - Crane & Ramp Opens
11am - Course Markers Set
11am - **JSBR** Race One
12pm - **OPA** Race One
1pm - **JSBR** Race Two
2pm - **OPA** Race Two
3pm - **JSBR** Race Three
4pm - **OPA** Race Three
5pm - Winners Circle Party (waterfront w/ dock)
6pm - Awards Ceremony (closing at 9pm)



