

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY **NEWSLETTER**

The purpose of the Greater Wildwoods Tourism Improvement and Development Authority is "to provide appropriate public facilities, fixtures and improvements necessary to promote, sustain and expand tourism, to finance the acquisition and/or construction, operation, maintenance and support of a convention center facility and to promote, sponsor events and advertise the Greater Wildwoods as a tourist destination and to express opinions and recommendations, when appropriate, to enhance the local tourism climate."

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UNDERSTANDING Our 2013 Budget Allocations

Where does the Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA) – the Tourism Marketing Organization for the Wildwoods – get its funding, and how does the organization spend it?

The following budget breakdown explains the sources of cash in-flows and out-flows of GWTIDA and illustrates that all of the dollars are utilized to achieve the mission of GWTIDA in promoting the Wildwoods as a tourist destination.

ANTICIPATED REVENUES

2% Tourism Tax	\$ 400,000.00
1.85% Hospitality Tax	1,725,000.00
Tourism Development Fee	
N. Wildwood	520,000.00
Wildwood	462,000.00
Wildwood Crest	325,000.00
Interest - Operations	5,000.00
Miscellaneous	10,000.00
Operating Reserve	100,000.00
Total Revenues	\$ 3,547,000.00

ANTICIPATED OPERATING & NON-OPERATING EXPENSES

Administrative	137,800.00
Advertising & Marketing	1,180,000.00
Event Support	1,188,000.00
Municipal Obligations	954,000.00
Consultant Fees	25,000.00
Wildwoods Sign	62,200.00
Total Expenses	\$ 3,547,000.00

ANTICIPATED REVENUES:

GWTIDA receives 96% of its total revenue from three sources:

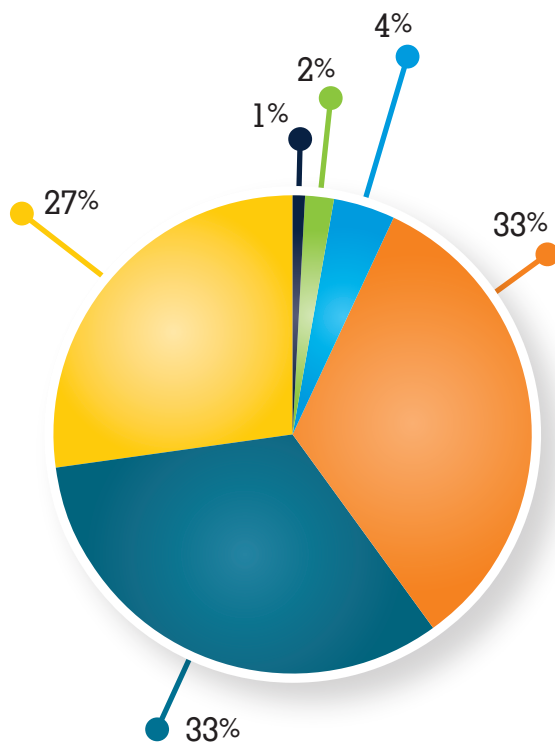
- We receive 10% of the 2% Cape May County Tourism Tax collected annually on hotel/motel room rentals and on prepared food and beverage;
- We receive 100% of the 1.85% Tourism Assessment which is collected on hotel/motel room rentals; and
- 100% of the Tourism Development Fee collected by the three municipalities of Wildwood, North Wildwood and Wildwood Crest from those in the local business community who do not collect and pay the taxes listed above.

The remaining 4% comes from sources such as interest on bank account balances and sales from mailing lists.

Additionally, in 2013, we utilized \$100,000 from our Operating Reserve to enhance our 2013 Marketing Budget so that we could promote the Wildwoods' post-Sandy status.

ANTICIPATED EXPENSES:

GWTIDA spends 93% of its total expenses in three specific areas:



- consultant fees
- wildwoods sign
- administrative expenses
- advertising & marketing expenses
- event support
- municipal obligations

- **33% or \$1.18 million is allotted to Advertising and Marketing to promote the Wildwoods as a vacation destination.** Advertising mediums include television, radio, billboard, print and internet marketing. Also included are the design and printing of our Calendar of Events Brochure and our DVD Vacation Guide as well as the mailing/distribution of those marketing pieces.

- **33% or \$1.188 million is allotted to Event Support.** This includes funding which provides financial assistance with marketing and promoting the many events in the district, as well as municipal collection fees of \$90,000 (\$30,000 for each of the three municipalities) to help cover the cost of administering and collecting the fees.

- **27% or \$954,000 goes toward Municipal Obligations** as stipulated in GWTIDA's creating legislation and Omnibus Agreement. These dollars go back into the municipal budgets.

It is worth noting that of the entire GWTIDA budget, which has total expenditures of \$3,547,000, less than 4%, or only \$137,800 is used for administrative expenses such as office supplies, postage (not related to direct mail), legal advertising, insurance and salaries and wages. Another 2%, or \$62,200, is used to pay the debt service, insurance and repairs and maintenance on the WILDWOODS sign at Rio Grande Avenue and the Boardwalk.

GWTIDA'S FINANCIAL CONTRIBUTION TO THE THREE MUNICIPALITIES OF THE WILDWOODS

Over the past nine years GWTIDA has contributed more than \$7.6 million to the budgets of the three municipalities that make up the Wildwoods Tourism District.

The year 2003 was the first year during which the 1.85% Tourism Assessment was collected. From that time through the end of 2012, GWTIDA has collected a total of \$15,793,051.56 in Tourism Tax Assessment dollars. Based on the formula stipulated in our creating legislation, each of the three municipalities in our tourism district received from GWTIDA \$2,327,175.26 over the last 10 years from this Assessment – or an average of \$232,717.53 per year – to offset the cost of beach maintenance to keep our beaches free.

In addition, and as mentioned earlier, each of the three municipalities has been given \$30,000 annually over the last seven years to offset municipal costs to collect TDF's – that's an additional \$210,000 per municipality, or \$630,000 combined.

Each of the three municipalities has received \$2,537,175.26 from 2003 through December 2012. These numbers are significant, as they reinforce the plan that, although GWTIDA was created to advertise and promote the Wildwoods as a family vacation destination and to operate the Wildwoods Convention Center, our creating legislation also provided a formula that directly benefits each of our three creating municipalities. The better our tourism economy is, the better the payback is to our cities.



The Greater Wildwoods Tourism Improvement and Development Authority has aggressively promoted visitation to our Island this year. The primary message has emphasized that the Wildwoods were open and ready for business and that there are new attractions and events in the Wildwoods in 2013!

POST-SANDY MARKETING AND PUBLIC RELATIONS

Marketing efforts began months before 2013 – in fact they started on October 27, 2012 – the day after Superstorm Sandy ravaged much of the East Coast. And on November 1, just one week after the storm, GWTIDA issued a press release to local, regional and national media announcing that the Wildwoods were virtually unscathed by the storm and open for business. We also mounted a Social Media blitz to get the word out and posted over 200 photos showing our island in good shape and ready for another summer season. Additionally, GWTIDA went on the air with regional radio talk show personalities and television reporters to provide updates on the Wildwoods post-hurricane. Live interviews with PHL-17, ABC-6, NBC-10 as well as local radio personalities Bob Burns, Don Williams, Harry Hurley and David Spatz shared that the Wildwoods were open for business.

Plans then got underway immediately for a micro-marketing campaign including targeted advertising and an extensive public relations effort. New billboard artwork was created and a new TV commercial was produced to get the message out that the Wildwoods were open and ready for summer. Also a public relations campaign of media pitches and interviews, news releases and marketing messages was launched to counter the impression communicated by the media that the entire Jersey Shore was completely devastated.

The Sandy Recovery campaign continued in January and during the months leading up to the spring season. The Wildwoods 'open for business' press releases, call fielding,

story pitching and phone calls to news editors, writers and producers were ongoing.

Additionally, the "Think Summer & Join Us" Billboard and TV advertising campaign that was designed to raise awareness in the New York Metro and central/northern New Jersey areas that the Wildwoods were open for business was launched in early March – two months earlier than any other similar marketing campaign for the Wildwoods. This additional campaign required that GWTIDA utilize \$100,000 from our operating reserve to execute.

A Sandy Recovery Media Trolley Tour of the Wildwoods was held on April 26, 2013, exactly six months after Sandy hit land, to show media first-hand that the Wildwoods were better than ever and ready for summer 2013. Over a dozen media outlets attended and covered the Wildwoods Sandy Recovery Media Tour. Philadelphia affiliates for CBS, NBC, Fox and ABC TV stations, along with Yahoo! News, KYW Radio, WOND Radio, Philadelphia Inquirer, Allentown Morning Call, Press of Atlantic City, NorthJersey.com, Wildwood Leader, and TravelingMom.com were among the outlets to share the Wildwoods' post-Sandy story and spread the message that the Wildwoods were virtually unscathed during Superstorm Sandy and "Open For Business."

The media coverage was abundant – with 322 news stories mentioning the Wildwoods – generating over \$2.66 million in advertising equivalency value.

2013 MARKETING AND PUBLIC RELATIONS PLAN

The Wildwoods 2013 Tourism Marketing Plan for the summer tourism season included an outer-market push in the prime vacation planning months of April, May and June. In addition, GWTIDA executed a regional intercept marketing plan that advertised our many events and festivals to entice residents and potential visitors in other shore areas to also visit the Wildwoods while they were here. Print ads, television, radio commercials and billboards targeting females 25-54 years old were strategically placed in prominent feeder markets with the message that the Wildwoods were ready for fun in the summer sun. In addition, we mounted an online campaign with ads on TripAdvisor.com, NJ.com, Philly.com and Comcast.net. The online campaign has resulted in over three million delivered impressions to date.

From May to the time of this newsletter, our public relations campaign has generated 259 positive articles about the Wildwoods and our many events and activities. This equates to \$1.8 million in ad value equivalency. In addition, there was a 20% increase through July in the number of prospective visitors who either requested vacation information be mailed to them or who viewed the online Vacation Guide – all as a direct result of the advertising and public relations campaign.

More than 78 press releases have been distributed to targeted media in 2013 to date. Additionally, we were successful in getting numerous reporters and writers to visit the Wildwoods to see first hand this great vacation destination and report from its beaches and boardwalks. All messaging sent out to media consistently contained an emphasis on the fact that the Wildwoods were virtually unscathed by Superstorm Sandy and ready and open for business.



THE WILDWOODS

In 2013 the Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA) provided funding support to market and promote 48 island-wide events and festivals. No other Jersey Shore vacation destination offered as many events. This funding program has been instrumental in fulfilling GWTIDA's mission to extend the traditional tourism season and introduce new visitors to the Wildwoods.

GWTIDA distributed over \$900,000 in event sponsorships and support in both 2012 and 2013. This funding support, mandated by legislation and strictly used for event support, marketing and promotion, is derived from a Tourism Development Fee levied on all businesses in the Wildwoods that do not collect the 2% Tourism Tax or 1.85% Hospitality Tax.

In addition to the special events and festivals funded by GWTIDA, our visitors were treated to nightly Boardwalk entertainment and Friday night fireworks, and over the last two years, GWTIDA has also provided financial support to our Boardwalk, our largest daily event, by assisting with police and bathroom facilities on the boardwalk, as well as fund-

ing to our municipalities for police, fire, EMS, public works and any other services required for the successful production of events.

Some of the larger economic impact events funded this year by GWTIDA include the Sensational Spring Weekend & Concert, the New Jersey State BBQ Championships and Anglesea Blues Festival, both Boardwalk Classic Car Shows and Classic Car Auction, Roar To The Shore Motorcycle Rally, two Italian Festivals, Irish Fall Festival, Seafarers Weekend, the Sand Sculpting Festival, Hydrofest Powerboat Races and the Wildwood Block Party and Music Festival. These and other events attract new visitors every year, many of whom become repeat visitors to the Wildwoods.



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