

Ocean County Tourism News

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OCEAN COUNTY TOURISM ADVISORY COUNCIL

DANA LANCELOTTI, CHAIR

JIM DeANGELIS, VICE-CHAIR

TOBY WOLF, SECRETARY

November 2013

The Next Meeting of the **Ocean County Tourism Advisory Council** will be:
Monday, November 18, at 7 pm in Room 116,
Ocean County Administration Building, Toms River

SOUTHERN OCEAN COUNTY CHAMBER OF COMMERCE KICKS OFF CENTENNIAL CELEBRATION NOVEMBER 12

Whale on the beach? Wooden Causeway Bridge? Miss Magic Long Beach Island? Storm of the century bounce backs? Southern Ocean County Chamber of Commerce members have been mastering the balance of promotion, changing infrastructure, and natural disasters since 1914. On November 12, the community will gather for lunch at the Holiday Inn, Manahawkin, to hear the myths, legends and truths about the landmark moments that put Southern Ocean County in the press and local business owners to the test. At the luncheon, Freeholder Joseph H. Vicari, Liaison to Tourism, will present a Proclamation celebrating the Chamber's centennial of service to the Southern Ocean community, on behalf of Freeholder Director John P. Kelly and the Ocean County Board of Chosen Freeholders.

The Chamber has planned an afternoon to showcase the resilience, ingenuity and the little bit of luck that kept the business community moving forward. The program will begin with a photographic presentation by Tim Hart, Ocean County Historian, tracing the Southern Ocean County Chamber's roots as an organization established on Chestnut Street in Philadelphia to its current status as one of the top chambers in the state. A discussion by a Centennial Panel of local dignitaries, including Assemblywoman DiAnne C. Gove, will follow.

The Centennial kick-off luncheon is open to the community; admission: \$20. RSVP to the Southern Ocean County Chamber of Commerce at 609-494-7211 or www.visitLBregion.com.

MODC MEDIA EXPERTS DISCUSS INTEGRATING TRADITIONAL AND ONLINE MARKETING STRATEGIES

Although the economy has begun to make a comeback, most companies, big and small, are still trying to decide the most effective way to get their message out to their targeted audience. As social media captures more exposure, it's going to be critical to integrate that type of marketing and advertising campaign into the more traditional media that's been utilized up until now, while evaluating the impact on budgets vs. the added exposure. The Monmouth-Ocean development Council's (MODC) Marketing Committee is presenting a program Wednesday, November 13, to provide an in-depth insight into this challenge as you hear what experts in print, radio, video and social media marketing are advising their clients to do. The two-hour program, beginning 8:30 am, will be held at BlueClaws Stadium/FirstEnergy Park, Executive Conference Center, in Lakewood.

Program moderator is James Mahlmann, President of NetCetra, LLC. Presenters include Brian Shapiro (print) Asbury Park Press/NJ Press Media, Tony Popowski (social media) Grass Roots Marketing, Frank Farrell (video) Custom Video Productions and Ted Maturo (radio) Greater Media New Jersey.

The attendance fee is \$29 for MODC members and \$39 for non-members. For more information, contact modcstaff@modc.com.

NINE OCEAN COUNTY ARTISTS RECEIVE HONORS AT NJ SENIOR ART EXHIBIT

Nine Ocean County residents are being honored this month at the Award Reception in East Windsor for the Annual New Jersey Senior Citizens Art Contest.

Non-Professional Division: Rosemaire Reinman (Toms River), 1st Place Photography

Sonia Schories (Manchester), 1st Place Oil

Margaret Greener (Lakewood), 3rd Place Acrylic

Paul Hartelius III (Manahawkin), Honorable Mention Watercolor

Lois Linde (Lakewood), Honorable Mention Drawing

Doris Taylor (Toms River), Honorable Mention Print

Professional Division: Ellen Scharfenberg (Toms River), 2nd Place Pastel

Richard Maxwell (Whiting), 3rd Place Sculpture

Louis Riccio (Brick), Honorable Mention Oil

These nine Ocean County artists previously received 1st Place in the 37th Annual Ocean County Senior Citizens Art Exhibit and then had the opportunity to move up to the state level. The Ocean County Senior Citizens Art Exhibit was sponsored by Ocean County College, along with the Ocean County Office of Senior Services, Ocean County Board of Chosen Freeholders, and the Ocean County Cultural & Heritage Commission.

STRONGER NJ BUSINESS GRANTS & LOANS DEADLINE EXTENDED TO DECEMBER 31

To help small businesses recover in the wake of Superstorm Sandy, the State is providing assistance through the Stronger New Jersey Business Grant and Loan programs, which are administered by the NJ Economic Development Authority. The NJEDA has extended the application deadline for these Stronger NJ Business Grants and Loans from October 31 to December 31 to allow more time for business owners to submit their applications.

Under the Stronger NJ Business Grant program, grants up to \$50,000 per business location are available. The grant program requires that a small business was in existence on October 29, 2012 and sustained a minimum of \$5000 in physical damage from the storm.

The Stronger NJ Business Loan Program is available to help small businesses that were damaged by Sandy, as well as businesses looking to expand within storm-impacted communities. Loans up to \$5 million per business are available, with no interest for the first 24 months and no principal payments for up to two years. Loans can be used for renovation, new construction, or equipment. In addition, loans of up to \$500,000 are available for working capital needs.

The Stronger NJ Business grant and loan programs are separate and different from the Small Business Association (SBA) programs. All business owners whose businesses were damaged by Superstorm Sandy should contact the Economic Development Authority to learn more about the Stronger NJ Business programs. Business advisors are available over the phone, in person, at your place of business and at regularly scheduled workshops throughout the state. Visit the NJEDA website - www.njeda.com or call 1-855-SANDY-BZ to learn more.

NJ ECONOMIC OPPORTUNITY ACT OF 2013 REVAMPS THE STATE'S BUSINESS INCENTIVES

The New Jersey Economic Opportunity Act of 2013, signed into law September 18, streamlines New Jersey's five existing economic development incentive programs into two: the Grow New Jersey Assistance (Grow NJ) Program, the State's main job creation and retention incentive program, and the Economic Redevelopment and Growth (ERG) program, the key developer incentive program.

The enhanced programs support businesses looking to grow, while providing New Jersey with a more effective tool to encourage development and job growth in targeted areas. The Business Employment Incentive Program (BEIP), Business Retention and Relocation Assistance Grant (BRRAG) Program, and Urban Transit Hub Tax Credit (UTHTC) Program will be phased out by December 31.

In an effort to keep you informed about this new, streamlined approach to business incentives, the New Jersey Economic Development Authority (NJEDA) has posted information on its website (<http://www.njeda.com>) that summarizes how the programs have changed. NJEDA anticipates launching the new programs this month.

NJDEP ANNOUNCES SUCCESSFUL COMPLETION OF POST-SANDY WATERWAY DEBRIS REMOVAL

The unprecedented clean-up of New Jersey waterways following Superstorm Sandy, which resulted in the systematic removal of more than 101,000 cubic yards of debris from storm-impacted tidal waters, is officially coming to a close, New Jersey Department of Environmental Protection (NJDEP) announced.

NJDEP has notified impacted municipalities that all waterway debris removal performed by three state-hired contractors for this effort ended on October 30. "The success of this massive project is the result of a true team effort involving not just the DEP, but the hard work of our contractors, our sister state agencies, the federal government and local and county governments," said DEP Commissioner Bob Martin. "With this enormous effort, we were able to clear debris from bays, inlets, wetlands and the ocean."

While debris removal is ending, sediment removal from state waters will continue through the fall. To date, more than 360,000 cubic yards of identified Sandy-related sediment has been removed from marinas, lagoons and back-bays. In addition, the state Department of Transportation is developing a separate plan to dredge state channels, some of which suffered impact from Superstorm Sandy.

For more information on the DEP's Sandy recovery efforts and waterway debris removal visit: <http://www.state.nj.us/dep/special/hurricane-sandy> or <http://www.state.nj.us/dep/special/hurricane-sandy/wwdebris.htm>.

BARNEGAT BAY PARTNERSHIP RELEASES NEW WETLANDS VIDEO ON YOUTUBE

The Barnegat Bay Partnership (BBP) has just added its latest educational video, Barnegat Bay Wetlands, to a series available on the BBP's YouTube channel <http://www.youtube.com/user/BarnegatBayP>. This video describes the value of wetlands for flood protection, wildlife habitat, water quality, and nutrient cycling and shows Mid-Atlantic Coastal Wetlands Assessment (MACWA) researchers as they study the condition of the wetlands in the Barnegat Bay watershed before and after Hurricane Sandy. Viewers learn about the impacts of sea level rise, development, and other threats to the wetlands.

Other BBP educational videos available on YouTube are: Dunes--Flood Protection for Coastal Communities (How dunes are formed and why they are critical in protecting coastal communities from flooding during coastal storms); Bay-Friendly Lawns (Why the New Jersey Fertilizer Law was passed, requirements of the law, tips about how to grow a healthy lawn while reducing the amount of nitrogen carried into our waterways and the bay); Barnegat Bay Partnership: Research, Educate, Restore (BBP staff and partners in action as they work to protect and restore the bay); and Protect Our Bay, Protect Our Future (Summer recreation program campers from South Toms River experience the Barnegat Bay ecosystem and share why the bay is important to them and their future). For more information, contact Karen Walzer, BBP Public Outreach Coordinator: kwalzer@ocean.edu.

OCEAN COUNTY TOURISM NOVEMBER & DECEMBER CALENDAR OF EVENTS

Each month Tourism Secretary, Mandi Mewengkang prepares a comprehensive calendar of tourism-related events happening in Ocean County. Working with the Ocean County Printing & Graphics Department, several thousand of print-media brochures of the calendar are produced for distribution to more than 40 locations throughout the county. A pdf of each month's calendar can be downloaded at www.co.ocean.nj.us/Tourism. You can also access the events calendar on your smartphone at <http://oceancountytourism.mobi>

Whatever way you choose to access the calendar, you'll be amazed at how many events and activities are happening in Ocean County in November and December. Let's all go out and enjoy Ocean County this holiday season!

NJAA 19TH ANNUAL EAST COAST GIFT & VARIETY SHOW FEBRUARY 19TH & 20TH IN ATLANTIC CITY

The New Jersey Amusement Association (NJAA) will host the 2014 East Coast Gift & Variety Show Wednesday, February 19 and Thursday, February 20, at the Golden Nugget (formerly Trump Marina) Grand Ballroom in Atlantic City. (Set up: Tuesday, February 18.)

The Annual East Coast Gift & Variety Show is an opportunity to keep Ocean County's tourism businesses connected to the amusement industry in the tri-state area. Attendees include owners, managers, buyers, and workers of amusement parks, arcades, games, concessions, piers, restaurants, and other segments of the tourism industry. The NJAA is inviting individuals from New England, Pennsylvania, New York and Delaware.

Workshops and seminars, scheduled to not conflict with show hours, include Annual Ride Regulations Update and Legalized Games of Chance Update.

The Exhibitors' application [NJAA 19th Annual East Coast Expo 2014](#) includes an NJAA Show Space Contract, registration form and hotel information. Questions? Contact the NJAA: (732) 240-0000 or (866) 933-1340 or email NJAA40Plus@aol.com

NJSGC TOP TEN BEACHS 2014: A RAIN BARREL OF FUN!

The NJ Sea Grant Consortium (NJSGC) has started to plan for the 2014 NJ Top Ten Beaches survey, with voting scheduled for a mid-February kickoff. Each year, NJSGC strives to incorporate something unique, entertaining and educational into the Top Ten Beaches project. In past, the project has used rip current awareness, calendars, a photo contest--all very successfully. The 2014 project will incorporate a Rain Barrel Art Project: "A Barrel of Fun!"

Through a partnership agreement between NJSGC and the Rutgers Cooperative Extension Water Resources Program, ten rain barrels were donated for the Rain Barrel Art Project, which will feature iconic coastal, beach, bay and ocean and boardwalk scenes and imagery celebrating the Jersey Shore. New Jersey artists can apply for the chance to paint one of the ten containers and turn it into a storm-water collecting, functional work-of-art for the home and garden.

The New Jersey Sea Grant Consortium's 2014 Top Ten Beaches Rain Barrel Art Project will be showcased at the NJSGC 12th Annual State of the Shore Media Event on May 22. The beautified rain barrels will then roll out on tour around the state throughout the summer, and include stops at many of the past New Jersey Top Ten Beach communities. They will eventually be raffled or auctioned off to the public after Labor Day.

Each year, the Top Ten Beaches program promotes environmental awareness and stewardship of all our coastal and water resources. For more information, contact Kim Kosko, Director of Communications, New Jersey Sea Grant Consortium: 732-872-1300 ext 18 or email kkosko@njseagrant.org

THE TALLEST SAND CASTLE IN THE WORLD STANDS ON JENKINSON'S BEACH IN POINT PLEASANT

It took a lot of resilience with one failed attempt and several collapses, but Ed Jarrett, a Maine-based sculptor, did it. He set the Guinness World Records for tallest sand castle.

The Sandy Castle project started as an idea in February to help Point Pleasant Beach and the greater Shore community in its recovery after the devastation of Superstorm Sandy. On the anniversary of the storm, a Guinness World Records adjudicator, Philip Robertson, visited Jarrett and the sand castle on Jenkinson's Beach to certify the new record. At 38.17 feet, the Sandy Castle bests the previous record by mere inches. The last record was set at 37.10 feet by Jarrett in 2011 in Farmington, Conn.

The record-breaking sand castle was the second that Jarrett built in Point Beach. The first fell shy of the mark after bulldozers working on the beach sent a vibration through the packed sand that caused enough of it to crumble. This second attempt was set to beat the record on October 25, but about a dozen feet of the top collapsed

as Jarrett was applying the finishing touches. He worked furiously since then to meet the record with a new top that he dubs “the miracle spire.”

While Jarrett was vying for the record, his effort was helping the community in another way. Requests for donations for each close-up view of the castle helped raise more than \$50,000 for Hometown Heroes, a Toms River-based Sandy relief organization that’s helping storm victims across the Jersey Shore.