



Cumberland County Tourism Advisory Council

164 West Broad Street
Bridgeton, New Jersey 08302



Phone (856) 453-2184
FAX (856) 453-9138

MISSION STATEMENT

To coordinate, educate and promote tourism activities and destinations in Cumberland County and the surrounding Southern New Jersey region in order to foster cultural, historical and recreational activities for the area and a better quality of life.

AGENDA

Tuesday, February 8, 2021
3:00 P.M.

Microsoft TEAMS/Teleconference
1 856 209-3537
Conference ID 311 757 655#

- I. Call to Order
- II. Roll Call
- III. Approval of Minutes – November 2020
- IV. Proposed 2021 Operating Budget
- V. 2021 Slate of Officers and Nominations
- VI. 2021 SSRDMO Grant
 - a. Marketing Re grants
- VII. 2021 Tourism Campaign Discussion
- VIII. Board of Agriculture Partnership Request- Aquaculture
- IX. Brochure Revamp – Farmer’s Markets/Wineries
- X. Annual Report – March meeting
- XI. Departmental Updates – Matthew Pisarski
- XII. County Commissioner Updates
- XIII. Tourism Advisory Council Members updates

Adjournment

Next meeting will be Tuesday, March 9, 2021 @ 3:00 p.m.

CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

November 10, 2020

Meeting Minute Notes

A meeting of the Cumberland County Tourism Advisory Council (CCTAC) was held on Tuesday, November 10, 2020 via Microsoft Teams and/or Teleconference.

MISSION STATEMENT

To coordinate, educate and promote tourism activities and destinations in Cumberland County and the surrounding Southern New Jersey region in order to foster cultural, historical and recreational activities and appreciation for the area and a better quality of life.

Present:

Kim Gauntt	Lisa Jester
Donna Longo	Jamie Warner
Lynn Timberman	Maryann Lods
Commissioner Quinn	

Guest: Matthew Pisarski, Cumberland County Cultural & Heritage Commission
Omarey Williams, Shared Services Coordinator

Approval of Minutes

A motion was made to approve the minutes from November 10, 2020 by Ms. Lods. The motion was seconded by Ms. Longo and passed unanimously.

Town Square Media – Report on Digital Campaign

Everyone received in their packet a report from Town Square Media. Ms. Lods asked if the report was in conjunction with the billboard campaign. Ms. Gauntt said it only reflects numbers from the digital campaign. Michael Lacey from Sassafra Design is trying to get the numbers from google analytics to see how many people went to the website. When Town Square Media was given access to the website numbers were lost.

Tourism New Toll Free Phone Number – 1-855-4VISITOR (484-7486)

The 866 toll free number that we previous has was accidentally canceled. Ms. Gauntt said we have a new number that will be added to advertising.

NJTIA Convention – Virtual Conference 12/2 & 12/3/20

Council members received in their packet information for the convention. Ms. Gauntt will be attending the virtual conference.

Shop Local Campaign

Banners are being done for the shop local campaign. The banners will be in the three cities.

Southern Shore Region DMO – Covid Response

Mr. Pisarski emailed Diane Wieland from Cape May asking how they were responding regionally to the COVID situation. Ms. Wieland sent back a letter comparing occupancy tax stats from other counties from 2019 and 2020, a copy of the letter is in councils packets. Cumberland County is showing a 4% decline.

Select Nomination and Budget Committees

Mr. Pisarski said the bylaws stipulate a nominations committee and budget subcommittee must be created. Both committees would consist of two – three people. Mr. DeLuca and Ms. Longo will serve on the budget subcommittee. Ms. Lods and Ms. Timberman will serve on the nominations committee.

Cumberland Mall (PREIT) – Member Donna Longo

Ms. Longo commented that PREIT filed for Chapter 11 they are not closing they are reorganizing.

Department Updates – Matthew Pisarski

Mr. Pisarski said the county has hired a social media consultant. The consultant is potentially looking to consolidate Facebook pages. The Planning Department has reopened the planning position that was previously posted.

County Commissioner Updates

Commissioner Quinn said Millville and Vineland will be having Christmas parades. Commissioner Quinn thanked the members for their serve on the council.

Advisory Council Members Updates

Ms. Jester they had their 19th Annual Veterans appreciation Day with two unveilings, a C47 nose restoration and a mural.

Ms. Longo said Philly Pretzel is under construction. Go Games and the Escape Room are now open. Starting November 13th Santa will be at the Mall.

Ms. Warner commented that Citizens United will be holding their annual membership meeting November 11th.

Ms. Timberman said the zoo is getting a porcupine and a wallaby.

Ms. Lods said a gift card program was launched today for downtown restaurants and businesses. The program is a partnership with Holly City Development. If you buy a gift card the amount on the gift card will double up to \$100.

Cumberland County Tourism Advisory Council 2020			
Category	Actual 2020	Proposed 2021	Notes
2020 SSRDMO Grant		9,500.00	
2020 Marketing Re-Grants	7,500.00	7,500.00	5 Re-Grants @1,500.00 each
Vacationer Advertising	3,000.00	3,000.00	2 Full Page Ads
AAA World Advertising	5,000.00	5,000.00	Full Page Ad
Digital Campaign	4,000.00		Townsquare Media-3 months
Graphic Design Consulting	2,100.00		Sassafra Design - Digital Billboards
Social Media Consulting	2,500.00		Castano Publishing (Facebook/Instagram)
Printing/Event Material	900.00		Print Signs & Design
Total SSRDMO Grant	25,000.00	25,000.00	
Events and Sponsorships		7,500.00	
Bridgeton Chamber Event Expo	180.00	200.00	Held at NJMP
SSRDMO Marketing Agreement	5,000.00	5,000.00	Agreement with Cape May, Atlantic & Cumberland Counties
Billboard Campaign	7,500.00	0.00	Outfront Media 1 month 6 billboards
Printing			
Explore Brochure Reprint	1,015.00	0.00	Clearbridge Media 3,000 brochures
Design	1,750.00	0.00	Sassafra Design digital/billboard campaign
Event Material	7,839.00	0	New commissioner logo giveaways
Line Item Total	15,445.00	15,445.00	Portion of line item dedicated to Tourism
Line Item County Rec & Tourism	29,500.00		



Cumberland County Tourism Marketing Grant Application For Calendar Year 2021

The Cumberland County Tourism & Marketing Grant is funded and administered through the New Jersey Department of State, Division of Travel & Tourism, the Southern Shore Destination marketing Organization (SSRDMO), the Cumberland County Board of Chosen Freeholders, and the Cumberland County Tourism Advisory Council.

This program provides mini grants of \$1,500 or less to non-profits conducting public programming within Cumberland County. Funding is limited to marketing and advertising purposes only, which may include media advertising, signage, direct mail marketing and other similar activities.

Interested organizations may competitively apply for funding by completing the application questions below and submitting an application by **Friday, July 23, 2021** to Kim Gauntt, Dept. of Recreation & Tourism, 164 W. Broad Street, Bridgeton, NJ 08302. The application may also be emailed to kimga@co.cumberland.nj.us.

Funding must be applied to programs occurring with the 2021 calendar year. Organizations receiving direct funding from the New Jersey Department of State, Division of Travel & Tourism are not eligible to apply.

Contact Information:

Applicant Organization: _____
Address: _____
Phone: _____ Fax: _____ Email: _____
Tax Exemption Number: _____ Federal ID Number: _____
Primary Contact Person: _____ Phone: _____
Email: _____

Program Summary:

In the space below describe the programming for which marketing grant funding would be applied and describe how grant funding would be utilized.

Amount Requested (not to exceed \$1,500): _____

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855-4Visitor ■ www.thejerseycape.com ■ 800-227-2297

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beyond the shore...

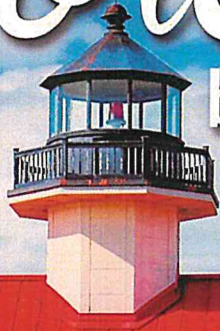


PHOTO BY
LESLIE FICCAGLIA

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Cumberland County, New Jersey

www.co.cumberland.nj.us • explorecumberlandnj.com • 866-866-MORE



get out there...

Improve the quality of your social distancing, in Cumberland County



SUPPORTED IN PART BY A GRANT FROM THE NEW JERSEY DEPARTMENT OF STATE, DIVISION OF TRAVEL & TOURISM. WWW.VISITNJ.ORG



Explore the Nature Conservancy's Maurice River Bluffs Preserve, one of dozens of preserves & parks within the county. The Preserve has 535-acres majestically overlooking our Wild & Scenic river. Hike on well marked trails or ride along the singletrack bike trails. Catch sight of a Bald Eagle, or just enjoy a picnic.

All of this a few short minutes away in Cumberland County New Jersey!



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Improve the quality of your social distancing, in Cumberland County



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Come visit NJ's first zoo, the Cohanzick Zoo located inside the 1,100-acre Bridgeton City Park. The park is one of the largest municipal park systems in South Jersey, and has multiple lakes with miles of trails.

The zoo is free and home to approximately 100 animals. Pack a lunch and visit the picnic grove.

All of this a few short minutes away in Cumberland County New Jersey!



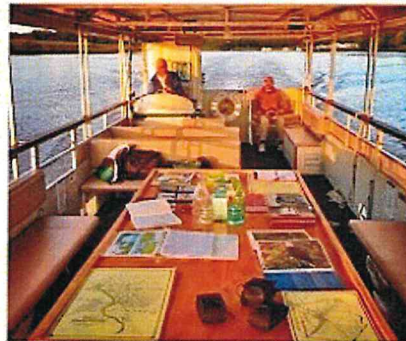
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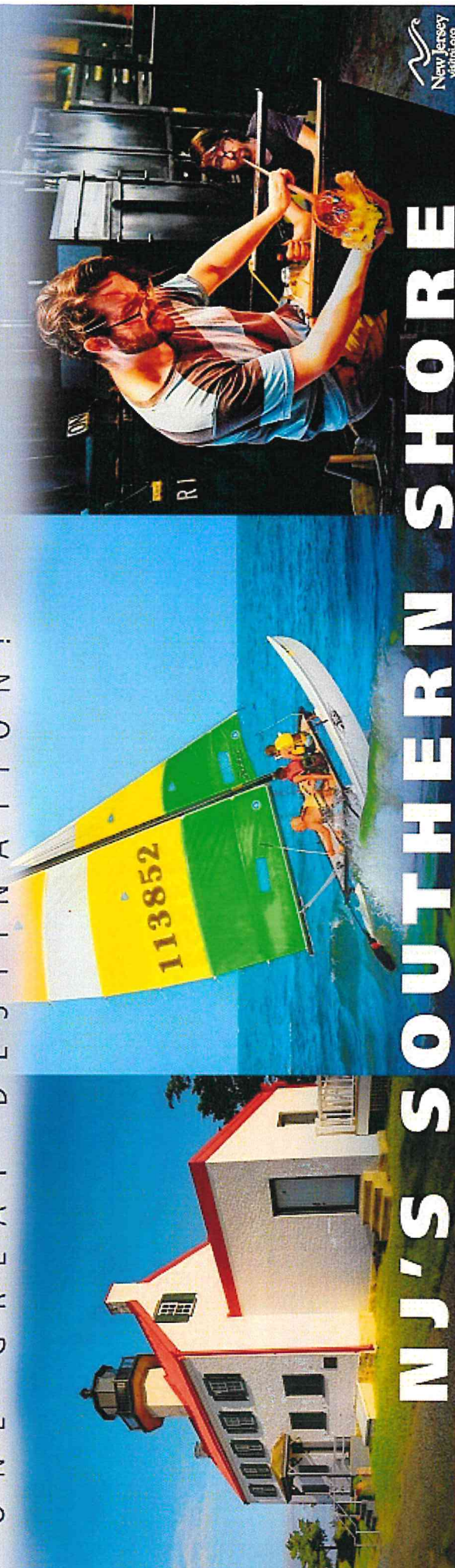
With one of the largest freshwater lakes in New Jersey and over 35 miles of nationally designated Wild & Scenic rivers, Cumberland County offers a great way to up your social distance game. Come sail, kayak, canoe, fish, birdwatch, swim, or just hike along our pristine waterfronts. All of this a few short minutes away in Cumberland County New Jersey!



co.cumberland.nj.us • explorecumberlandnj.com

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ONE GREAT DESTINATION!



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CAPE MAY & CUMBERLAND COUNTY, NJ

GET OUR FREE GUIDE & DISCOVER NEW JERSEY'S SOUTHERN SHORE REGION! WORLD RENOWNED BIRD WATCHING, TWO SPECTACULAR FREE ZOOS, FABULOUS SEAFOOD & DINING, HISTORY, WINERIES, BREWERIES & DISTILLERIES! CALL 800-227-2297 OR VISIT US ONLINE AT WWW.NJSOUTHERNSHORE.COM

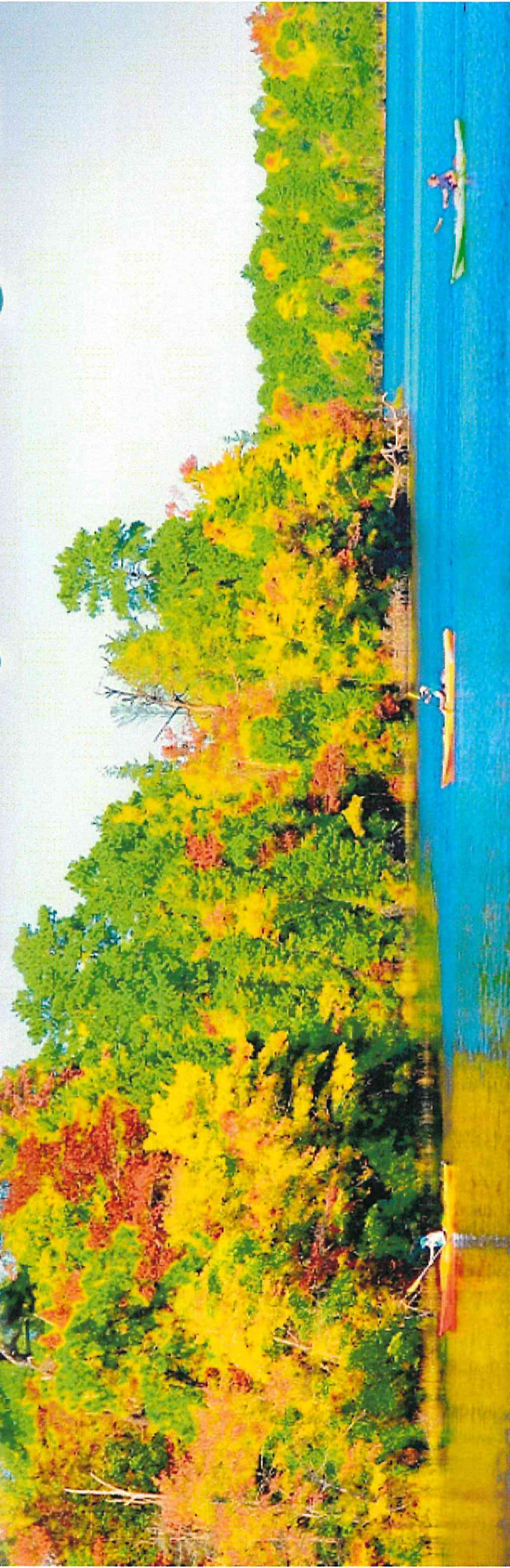


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NJ SOUTHERN SHORE

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owned bird watching, two FREE zoos, fabulous seafood & dining, historic sites, wineries & distilleries! Call 800-227-2297 or visit us online at www.njsouthernshore.co



CUMBERLAND COUNTY FARM FACTS

- 1) Cumberland County is known as the "Garden Spot" of the Garden State
- 2) The Original farmers of Cumberland County were the Lenni Lenape Indians who farmed the land nearly 10,000 years ago
- 3) Cumberland County contains nearly 70,000 acres of farmland.
- 4) In State production, Cumberland County ranks #1 in vegetables, melons and potatoes.
- 5) Swedish immigrants were among the first European farmers in South Jersey- dating from the Mid 1600s
- 6) 11,500 acres of the County's farmland is preserved under the New Jersey farmland preservation program.
- 7) Some of the leading fresh market vegetables in Cumberland County are summer squash, scallions, cucumbers, radishes, spinach, sweet corn, and tomatoes.
- 8) Cumberland County accounts for a full 16% of the entire State agricultural market value.
- 9) Charles F. Seabrook was a pioneer in corporate agriculture and commercial freezing of fruits and vegetables.
- 10) Cumberland County has one of the most progressive nursery and floriculture industries in the United States and ranks #1 in Greenhouse, Nursery, Floriculture, and Sod Production in the State.

This brochure is made possible with the support of:

Cumberland County Tourism Advisory Council

Cumberland County Agriculture
Development Board

Cumberland County Department of Planning,
Tourism and Community Affairs

Cumberland County Board of Commissioners.



For More Information:

Visit the County website
at

<http://www.co.cumberland.nj.us>

Call at 856-453-2175



Farmer's Markets of Cumberland County



FARM MARKETS

THE GREATER BRIDGETON
AMISH FARM MARKET

Farmers Market in Bridgeton, NJ
Traditional indoor Amish market with a variety of vendors. Open Thursdays, Fridays and Saturdays, with outdoor vendors seasonally.

2 Cassidy Ct, Bridgeton, NJ
856-451-3008
<http://bridgetonamishmarket.com/index.html>

SPARACIO FARM

Farmers Market in Bridgeton, NJ
Known for their U-pick strawberries, the farm stand also sells produce including Jersey Fresh fruits, tomatoes, corn, lettuce, herbs, and other green vegetables. U-pick customers should call first for harvest availability.

670 Landis Ave, Bridgeton, NJ
856-451-4142
<http://www.sparaciofarms.com/index.html>
<https://www.facebook.com/SparacioFarms/>

INGRALDI FARMS

Farmers Market in Millville, NJ
Pick your own strawberries in their fields or stop by the farm stand for freshly picked seasonal fruits and vegetables.

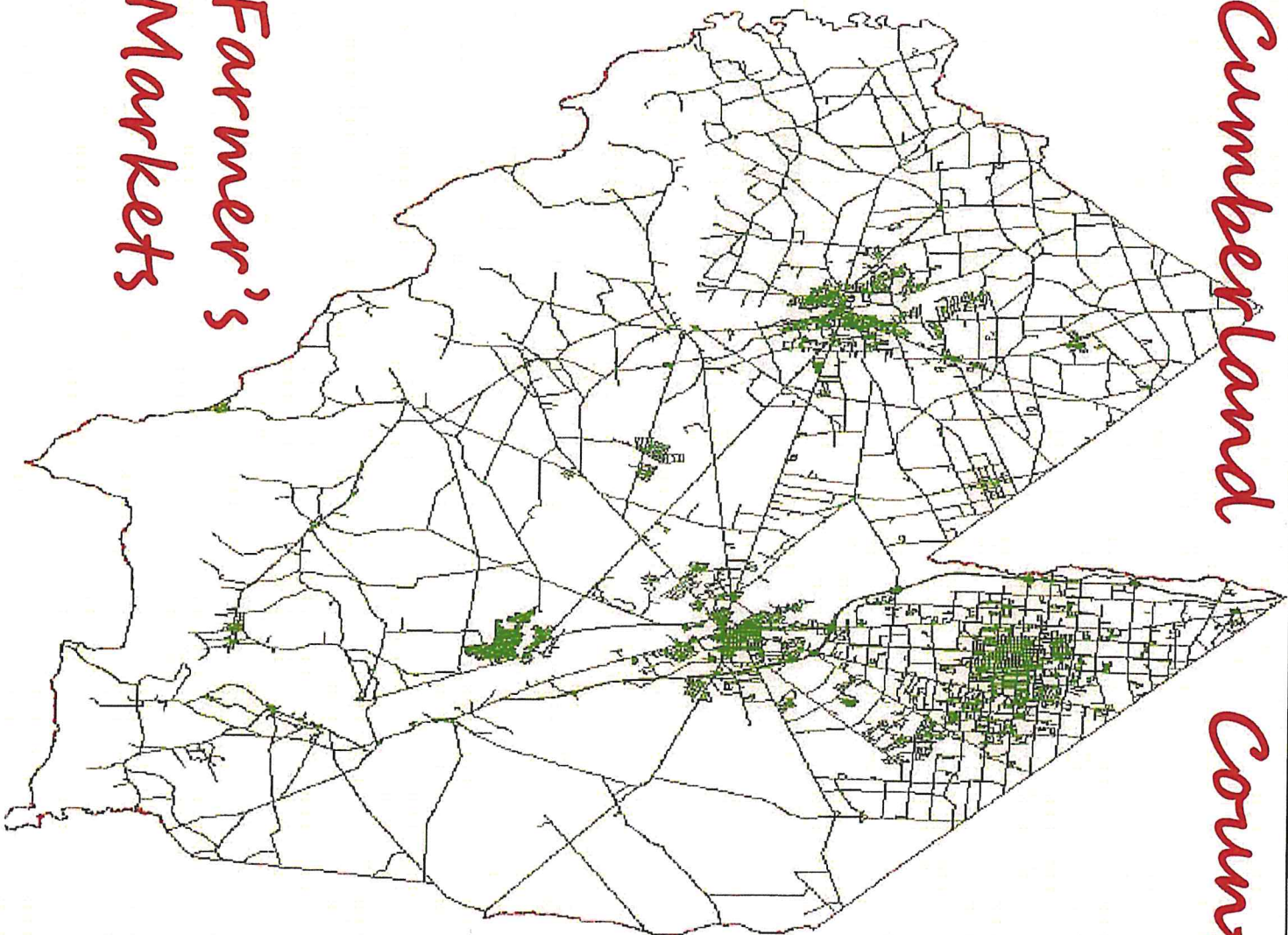
1319 Cedar St & Rieck Ave, Millville, NJ
609-381-4221
<https://www.facebook.com/Ingraldi-Farms-123270914352704/>

BRASSIE'S FARM MARKET

Farmers Market in Vineland, NJ
Summer's bounty at its finest can be found at this roadside farm stand. Locals love their Jersey tomatoes and strawberries.

1427 S Lincoln Ave
Vineland, NJ
856-692-8707
<https://www.facebook.com/pages/Brassie's%20Farm%20Market/1663285787219069/>

Cumberland County



Farmer's
Markets

Breweries & Distillers

Brewery

Glasstown Brewing Co.
Small craft microbrewery located at the Mill-ville Airport.

10 Peterson St.
Millville, NJ 08332
(856) 327-7770
glasstownbrewingco.com

Distilleries

Jersey Shine Moonshine
East Coast Distilling currently produces seven flavored moonshines branded as Jersey Shine.

20 Peterson St.
Millville, NJ 08332
(856) 300-5633
drinkjerseyshine.com

Be sure to check out Explore Cumberland website for more information:

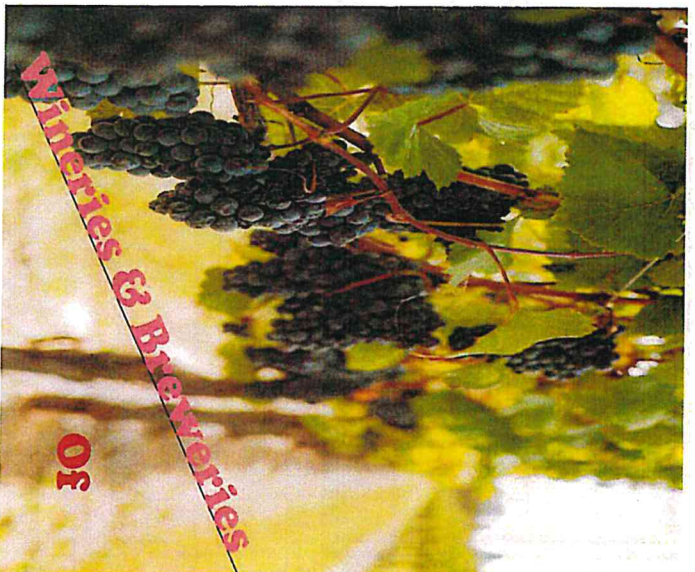
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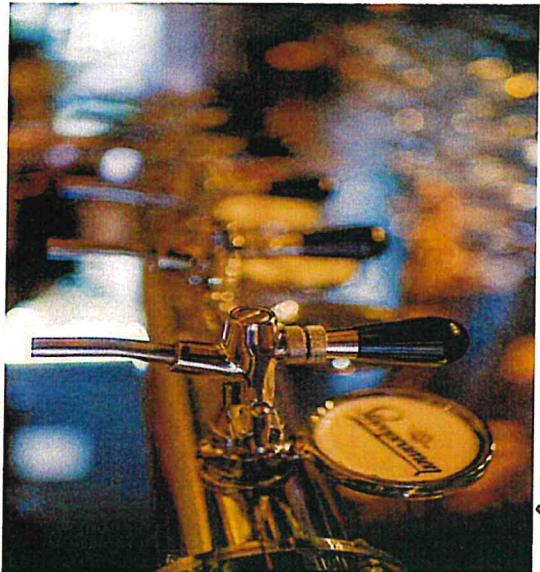


Cumberland County
Tourism Advisory Council
164 West Broad Street
Bridgeton, NJ 08302

1-866-866-MORE



Cumberland County



TERRA NONNO

Beautiful Winery located in Millville, NJ

Hours:

Friday 12-8PM
Saturday 12-8PM
Sunday 12-6PM



SUNNY SLOPE

Beautiful Farm and Winery located in Bridgeton, NJ

Hours:

Thursday 9AM-5:30PM
Friday 9AM-5:30PM
Saturday 9AM-5:30PM
Sunday 9AM-5:30PM
Monday 9AM-5:30PM
Tuesday 9AM-5:30PM
Wednesday 9AM-5:30PM



CEDAR ROSE

Beautiful Winery located in Millville, NJ

Hours:

Friday 12-8PM
Saturday 12-8PM
Sunday 12-6PM

