

2021 ANNUAL REPORT



Cumberland County Tourism Advisory Council



Cumberland County Recreation Commission

Support for the Cumberland County Recreation Commission in calendar year 2021 was provided by the Cumberland County Board of County Commissioners.



Council Members

Recreation Commission

Chuck Timberman, *Chair* **Jonathan T. (J.T.)Burks, *Vice-Chair***

Joe Blandino

Richard Kates

John Fuqua

Paul J. (P.J.) Ragone

Christopher Wilson

Darlene Barber and Doug Albrecht, *Commissioner Liaisons*

Cumberland County Recreation Commission Bylaws

Members shall be appointed by the Cumberland County Board of Commissioners for a term of (3) three years.

Recreation Commission shall consist of (7) seven members.

(4) Four members constitute a quorum.

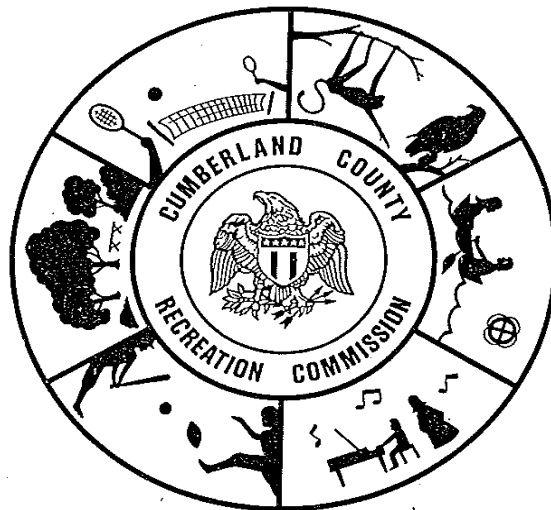
The officers of the commission shall be a Chairperson and a Vice Chairperson.

Board members who are absent for (3) three regular meetings (without an excusable absence in the (12) twelve month timeframe), may vacate the member(s) position at the discretion of the Director and/or Board of County Commissioners.

A member who wishes to resign from the commission shall submit a written resignation letter to the Director and/or County Commission liaison.

Meetings will be held at least (9) nine times yearly.

Meeting dates and place will be determined by the Director.



2021 Cumberland County Recreation Commission Budget - Final			
Category	2021 Budgeted	2021 Actual	Notes
Printing			
Calendar of Events Brochure	900.00	0.00	Print Signs & Design 3,000 copies
Fishing Contest Entry Cards	0.00	0.00	Print Signs & Design 1,500 copies
Event Sponsorships			
Rob Shannon Slo-Pitch Tourn.	1,000.00	200.00	Annual Sponsorship/Fall event
Bridgeton Midget Football	750.00	750.00	Sponsorship
Bridgeton Chamber Golf	150.00	150.00	Hole Sponsorship
MAAFM Golf Tournament	200.00	100.00	Hole Sponsorship
Life Worth Living Basketball	500.00	750.00	Basketball Sponsorship
Positive Vibes	500.00	750.00	Basketball Sponsorship
Italian American Civic Club	500.00	100.00	Golf Hole Sponsorship
Vineland Midget Football	0.00	750.00	
Bridgeton Invitational	0.00	500.00	Baseball Tournament
Stronger Families Initiative	0.00	1,000.00	
Unity Day 2021 (Bridgeton)	0.00	750.00	
Holly City Youth Football	0.00	1,200.00	
My BLOC	0.00	750.00	
Our Future First	0.00	750.00	Holly Jolly Run
Lace Up & Grind	0.00	750.00	
DW Foundation	0.00	750.00	
Tri City Hope	0.00	750.00	
Membership Dues			
NJRPA	200.00	200.00	NJ Recreation & Park Assoc. dues
NRPA	200.00	0.00	National Recreation & Park Assoc. dues
Miscellaneous			
	55.00	50.00	Comtec - Restore 800 Line
Events			
Kids' Fishing Derby	2,500.00	2,070.00	Mary Elmer Lake, Bridgeton
		500.00	Prizes - Blackwater Sports Center
		140.00	Toilets - Caprioni
		872.00	Tees - Custom Graphics
		208.00	Ad - Cumberland/Salem Guide
		350.00	Stipend - Ed Guth, Jr.
Christmas Party for Disabled	4,500.00	205.94	27th Annual Christmas Party for Disabled
Disabled Hippa Therapy	500.00	0.00	Horseback Riding for Disabled
Senior Pinochle	200.00	0.00	Pinochle Tournament Trophies
Cumberland County on Canvas	1,000.00	1,000.00	Art Contest
Recreation TOTAL	13,655.00	16,345.94	
County Commissioners	15,000.00		



Programs sponsored by the Cumberland County Recreation Commission in 2021

Rob Shannon Slo-Pitch Tournament

Bridgeton Midget Football

Life Worth Living Basketball

Positive Vibes

Bridgeton Area Chamber Golf Tournament

MAAFM Golf Tournament

Italian-American Civic Club

Vineland Midget Football

Bridgeton Invitational Baseball Tournament

Unity Day

Holly City Youth Football

Stronger Families

Dominique Williams Foundation

Our Future First

Boys & Girls Club

Life Worth Living (My BLOC)

Life Worth Living (Lace Up & Grind)

Cumberland County New Jersey is in Vineland, New Jersey.
August 7 · 🌐

County Commissioner Director Joe Derella joined with the Vineland community earlier today for its Unity Day event. Pictured with Director Derella is Ms. Ashley Nicole, CEO & Founder of Epic Elevation, LLC.



Cumberland County New Jersey
May 28 · 🌐

County Commissioner Carol Musso enjoying the Bridgeton Baseball Invitational earlier in the week with Omarey Williams of the County Department of Planning, Tourism & Community Affairs. The Invitational continues into Saturday, May 29th with a game at 10 am and another at 5:30 pm. Come out and enjoy some awesome baseball at Alden Field in Bridgeton.

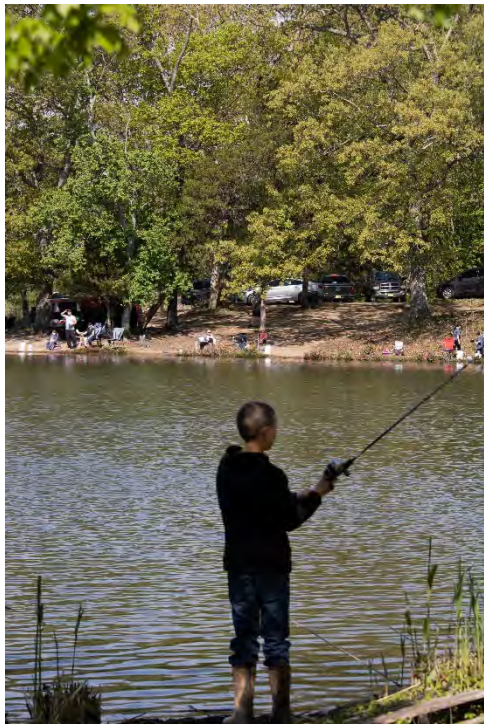


Cumberland County New Jersey
March 20 · 🌐

Director Derella joined JT Burks and other members of the community for a talent show hosted by Positive Vibes Community Group, whose mission is to inspire and enable all people, adults, and most importantly youth to maximize their greatest potential and become positive productive citizens in their communities. For more information, visit www.positivevibesnj.com.



2021 Kid's Fishing Derby



2021 was the 39th Annual Bob Busnardo Kid's Fishing Derby. The weather was perfect for fishing and there a great turnout.



Cumberland County on Canvas

2021 was the return of Cumberland County on Canvas. It is an event that helps to gather new pieces of art to add to the County's art collection.

The competition is co-sponsored by the Cultural and Heritage Commission



Support for the Cumberland County Tourism Advisory Council in calendar year 2021 was provided by the State of New Jersey Division of Travel and Tourism, Southern Shore Region DMO and the Cumberland County Board of County Commissioners.



Commission Members

Tourism Advisory Council

Lynn Timberman, Chair

Marianne Lods, Vice Chair

Jamie Warner

Lisa Jester

Brad Scott

Donna Longo

Jim Quinn and Darlene Barber, Commissioner Liaisons

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.

Tourism Advisory Council Bylaws

Members shall be appointed by the Cumberland County Board of Commissioners for a term of (3) three years.

Tourism Advisory Council shall consist of 9 members.

(5) Five members constitute a quorum.

A board member should be affiliated with a tourism attraction.

The officers of the council shall be a Chairperson and a Vice Chairperson.

Board members, who are absent for (3) regular meetings (without an excusable absence in the 12 month timeframe), may vacate the member(s) position at the discretion of the Director and/or Board of County Commissioners.

A member who wishes to resign from the council shall submit a written resignation letter to the Director and/or Freeholder liaison.

Meetings will be held at least nine (9) times yearly.

Meeting dates and place will be determined by the Director.

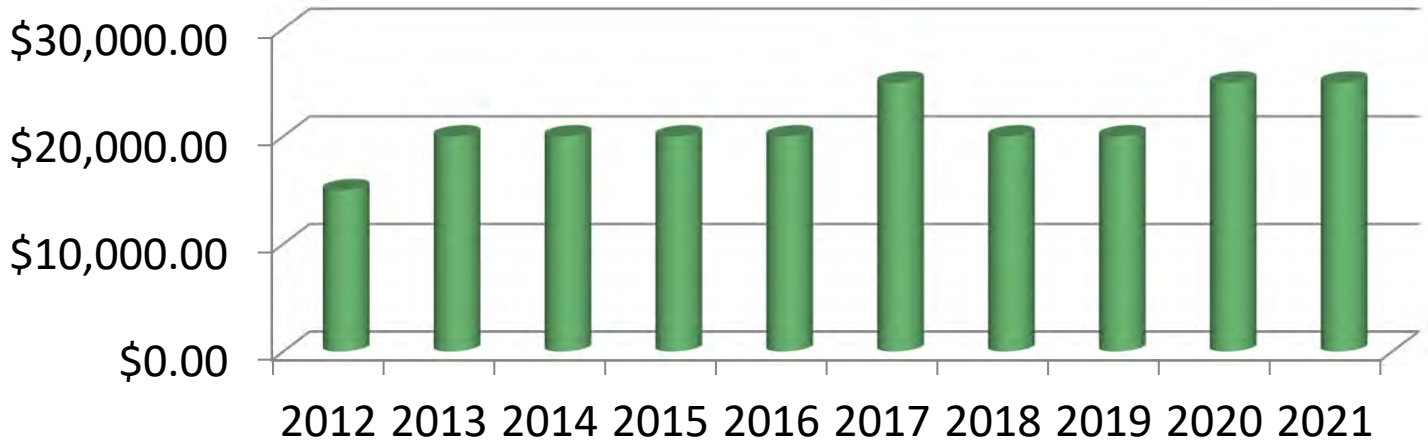
2021 Cumberland County Tourism Advisory Council Budget - FINAL

Category	2021 Budgeted	2021 Actual	Notes
SSRDMO Grant			
Marketing Regrants	7,500.00	1,500.00	Millville Dev. Corp.
		1,500.00	All-Sports Hall of Fame
		1,500.00	CC Historical Society
		1,500.00	Millville Army Air Field Museum
		1,500.00	Cohanzick Zoo
Vacationer Advertising	3,000.00	3,000.00	
AAA World Advertising	5,000.00	5,000.00	
Digital Campaign	0		
Graphic Design Consulting	0		
Social Media Consulting	0		
Printing/Event Material	0		
Miscellaneous			
Clear Channel Outdoor	0.00	1214.80	2 Billboards
Events & Sponsorships			
Bridgeton Chamber Event Expo	200	150	
SSRDMO Marketing Agreement	5,000.00	5,000.00	
Billboard Campaign	0		
Printing/Event Material			
Explore Brochure Reprint	0	200	
Design	0	0	
Event Material			
Miscellaneous			
SSDRMO Membership	50.00	50	Annual 2021
		5,000.00	Explore Beyond the Shore - Digital
Tourism TOTAL	20,750.00	27,114.80	

Southern Shore DMO

\$ 25,000.00

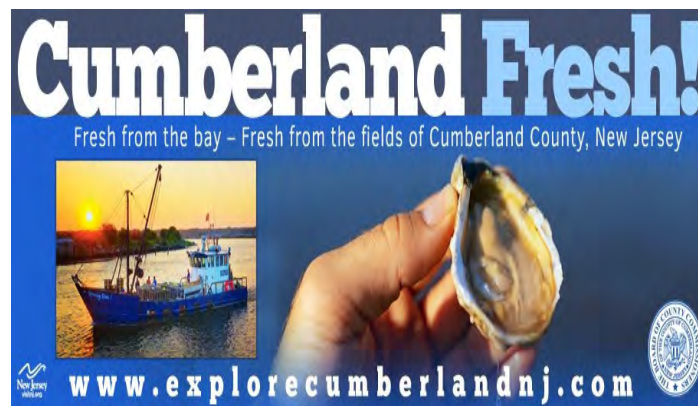
Southern Shore Region DMO Grant



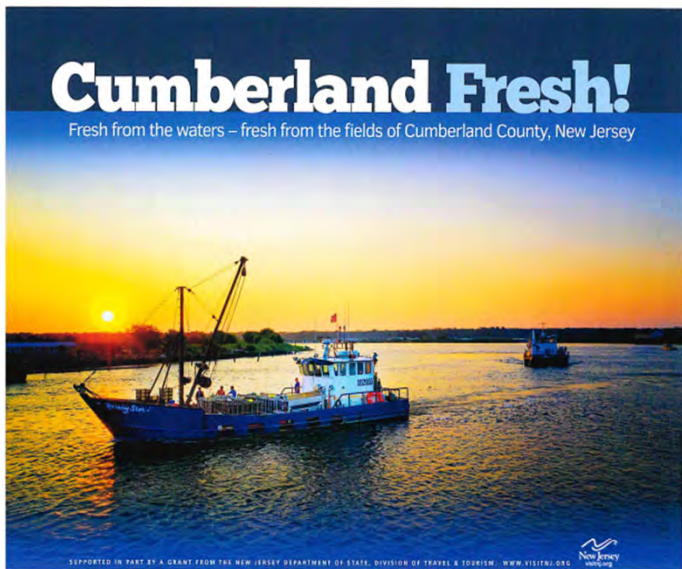
Southern Shore Region DMO re-granted \$7,500.00 for marketing and advertising in 2021. The following non-profits each received \$1,500.00.

- The Millville Army Air Field Museum
- Millville Development Corporation
- The Cohanzick Zoological Society
- Cumberland County Historical Society
- The SJ All Sports Hall of Fame Museum





In November 2021, a billboard campaign was launched. A combination of 10 poster billboards, 1 Bulletin billboard on Route 55, and 1 Digital billboard on Route 73, running for 4 weeks.



From oysters to ocean clams, sport fishing to blue crabs, the Delaware Bay offers some of the best in the nation right here in Cumberland County. Boutique oyster farms are popping up, offering varieties to tempt any palate, and seafood festivals are launching throughout the Bayside region.

Tempt your tastebuds and explore the many delicious and fresh offerings from Cumberland County!



co.cumberland.nj.us • explore.cumberlandnj.com



Cumberland County is THE agricultural powerhouse of the Garden State! With nearly 65,000 acres spread over more than 580 farms the fields of the county produce every imaginable agricultural commodity. Neighborhood farmstands abound in every corner and Cumberland County ranks first in the state in the production of everything from beets, cabbage and kale to okra, parsley and nectarines.

Tempt your tastebuds and explore the many delicious and fresh offerings from Cumberland County!



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In addition to the billboards, brochures were produced from the images for distribution at outreach events.



**Millville
Wheels and
Wings Air
Show**

**Bridgeton's
Mexican
Independence Day
Celebration**

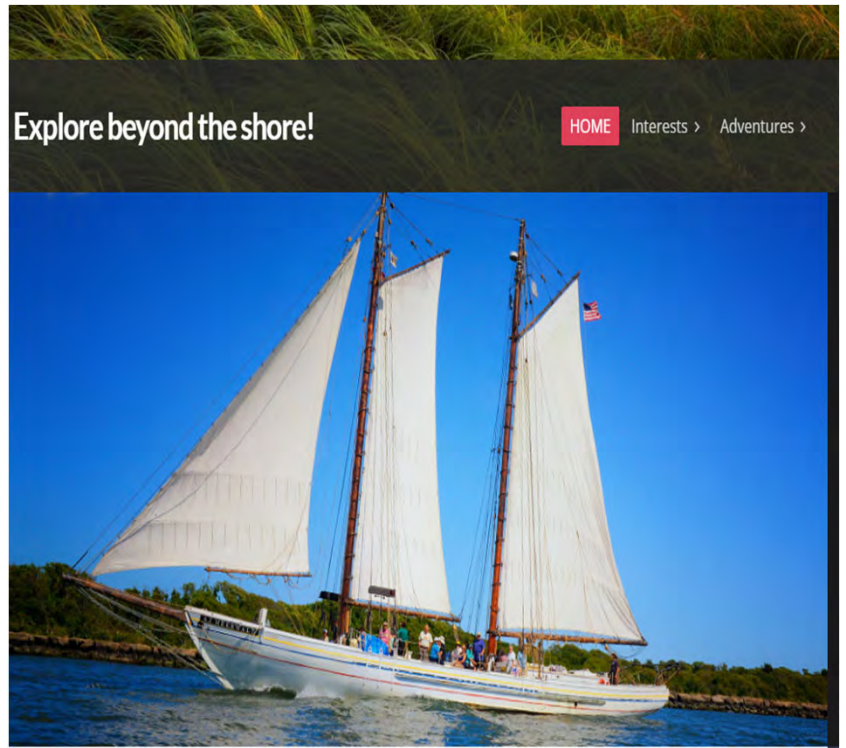


**Greenwich Craft
Faire**

**New Jersey
Motorsports Park
Food Truck
Festival**



Social Media: Explore Cumberland serves as the focal point of our social media presence. The branding is used on the website, Facebook and Instagram. In 2021, the Facebook increased from 2952 likes and 3,004 followers from its inception in 2016. The Instagram page has 602 followers.



Explorecumberlandnj.com

