October 11, 2012

Dear Fellow 7 MBCA partner,

2012 by most accounts has been a better year. There seemed to be a lot more newcomers from areas other than the bedroom communities of Philadelphia. How was your Season ? Please tell us how 2012 differed, or not, from previous seasons.

It is that time of year with 2012 gearing down that we start planning for 2013 and ask you to remain a co-op participant. The success of the group is directly tied to your participation – the foundation supporting all or our marketing efforts. Here is the short list of what your $175 got you in 2012.

- 7MBCA organized the ***2012 Co-Op ad 'Indulge in Avalon'*** with 107 participants (6 new members over 2011) in:
  - all issues of the 'Seven Mile Times' mailed at all property owners on the 7 Mile Beach, distributed to its advertisers & on the web site www.sevenmiletimes.com with an average of 25,000 hits per month;
  - in 'Beach Party' which is distributes throughout Sea Isle, Stone Harbor, Avalon, Cape May County Chamber, Cape Court House Library, the ACMEs, & designated businesses along Route 9;
  - 25,000 tri-fold brochures distributed to co-op participants, to designated Borough locations & with permission from the NJ Dept of Tourism to the rest stops along the NJ Turnpike & the Garden State Parkway including Newark Int'l. Airport & at all the travels shows attended by the local Tourism dept.;
- Organized the Annual ***Festive Friday*** after Thanksgiving and this year added the overwhelmingly popular ***Festival of the Trees***;
- Staged the Annual ***Shop-a-holics*** in March with over 34 local businesses featured, complete with banner ads on www.NBCPhiladelphia.com with 143,000 impressions;
- Launched with the Chamber of Commerce the new web site for Avalon, www.visitavalonnj.com;
- Flew the ***aerial banner*** from Cape May to Ocean City with the new web site visitavalonnj.com ;
- Printed & distributed the rack card advertising the 4 shoulder season events of the Avalon Chamber & 7MBCA;

- 7MBCA has supported other local entities, i.e., the Diller Blind Home , the Cape May County Zoo, Friend in Need, the 9-11 Memorial and the Avalon Lion's Club;
- 7MBCA partnered with the Borough & the Chamber in a full-page ad in the ***Southern Shore Vacationer*** which has a targeted ***distribution of 175,000*** with more than 50% sent directly to vacationers requests; and,
- 7MBCA for the 4th year sold the Christmas ball with the beach tag art work as a fund raiser to help advertise and market the shoulder season events.

7MBCA was awarded grant funding from the NJDTT the past 4 years - $4200 FY2009, $8400 FY2010, $16568 FY2011 and $21,223 for FY2012. Grant dollars are required to be spent outside the area, preferably outside NJ, and directly target potential vacationers. These funds have enabled 7MBCA to develop 'Indulge in Avalon' into a professionally-executed multi-media strategic marketing plan that is directly responsible for the success and positive result of bringing increased tourism into Avalon. And we have big plans for enhancing the campaign in 2013.

7MBCA is quite possibly the only entity of its kind applying for funding from the state. We must be doing something right when neighboring towns try to copy our formula. But we have one tool in our arsenal that they don't have – and that is cooperation amongst the participating businesses. Most if not all of you are friends with one another – you get along, you chat, you share your highs and your lows, and you enjoy the occasion glass of something – coffee, wine or when it gets really nuts – a martini !!

CALL FOR INPUT – we really do want to hear it. If you have a question, an opinion, and most importantly a suggestion, let's hear it. Not like any of you are shy!!

HELP - and we need your help – every member of our group is an unpaid volunteer, we are passionate about our community, and we could really use what ever you could do to give us a hand – we won't abuse it.

Buy-in – we are holding to the **2011/2012 rate of $175 until January 1st .**

Cheers

Jacquie, Mickey, Kathy, Kathy, Lynda, Whitney & Lisa

7MBCA

7 Mile Business Community Association