

Board of Directors Categories, Classes & Appointed Officials

Class A - Term Expires 12/2017

Alan Goulet, Law Offices - At Large
 Tonika Cotto, Beach Terrace - Nightclub
 Daniel MacElrevey, OFMC - Professional 1ST VICE PRESIDENT
 Aldo Tenaglia, Royal Canadian - Hotel 2ND VICE PRESIDENT
 Dan Higman - Retail

Class B - Term Expires 12/2015

Jamie Munch, Neil's Steak & Seafood - Restaurant
 Lori Bradshaw-Roach, Laura's Fudge - Retail TREASURER
 Spiros Kellis, Red Oak Restaurant - At Large
 Nick Konides, Subway & Newport Hotels - At Large
 Wally Lerro, Bolero Resort - Nightclub PAST PRESIDENT

Class C - Term Expires 12/2016

Michael Lero, The Deck Bar & Restaurant - At Large
 Valerie Trivels, Schelengers Restaurant - Restaurant SECRETARY
 John Dorio, Dayrena Hotel - Hotel PRESIDENT
 Steve Soldatovic, Apartments B & B
 Steve Fram, Morey's Piers - At Large
 Jodie DiEduardo, Crest Savings Bank - Professional
 Tom Byrne, J. Byrne Agency - At Large
 Jackie Mikulski, Resident - Resident

Voting Appointed Officials

Mayor, City of Wildwood - Ernie Troiano

Non-Voting Appointed Officials

Executive Director, Greater Wildwood Chamber of Commerce
 Managing Director, Boardwalk SID
 Executive Director, GWITDA

WILDWOOD BUSINESS IMPROVEMENT DISTRICT MANAGEMENT CORPORATION
 P.O. BOX 2635 WILDWOOD, NEW JERSEY 08260

ANNUAL REPORT 2015



"FIRST FARM MARKET A WINNER" - The Press of Atlantic City



Farm Goods, Baked Goods, Specialty Foods, Entertainment and More . . .

The Wildwood Business Improvement District, Management Corporation (WBID) is pleased to present our 2015 Annual Report. This report serves as a review of our 2014 accomplishments, as well as a comprehensive plan for the coming year.

This report will focus on five major areas of concentration, which as a whole, make up the Wildwood Business Improvement District Management Plan. They include:

- Administration
- Strategic Planning
- Infrastructure & Design Improvements
- Marketing, Advertising, Public Relations & Event Support
- Business Support & Recruitment

PROGRAM OVERVIEW

Through a close working relationship with the City of Wildwood, other business organizations and with businesses within the District, WBID is implementing an aggressive management plan that will help guide the ongoing transformation of the Wildwood Business District.

ADMINISTRATION:

The Wildwood Business Improvement District, Management Corporation (WBID) is governed by an elected, volunteer Board of Directors. The Board approves the annual report and budget of the organization, authorizes all expenditures and provides direction and oversight to the professional management team.

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Wildwood Business
 Improvement District
 Management Corporation



STRATEGIC PLANNING:

A long-term plan for the future growth and prosperity of the Wildwood Business District is a key component of the WBID Management Plan. In 2010 WBID worked with Triad Associates to develop the WBID Project Development Plan. The executive summary of this plan has come to be known as Vision 2015. Vision 2015 is an island-wide consensus statement of priority projects that includes many projects that are fundamental to the continued and long term growth of the Wildwood Business District as a viable commercial district.

INFRASTRUCTURE

In 2014, major repairs had to be made to the streetlights along Pacific Avenue due to floodwater intrusion. In conjunction with the City of Wildwood, most of the street lights along Pacific Avenue have now been converted to LED. Also in 2014, WBID implemented site improvements at 3501 Pacific Avenue with the addition of flower beds, decorative fencing and a bike rack. A new landscaping contractor installed these improvements, in addition to planting and maintaining the flower boxes along Pacific Avenue. New DOO WW pole banners, Dolly the Trolley Stop signs and Farmers Market Directional signs were installed throughout the Business District.

Currently, WBID, along with the City of Wildwood, the GWTIDA and the Boardwalk SID, is looking at the Atlantic Avenue corridor for a Multi-Stage streetscape enhancement. An application has been submitted for a grant to fund Phase 1 between Schellenger and Oak Avenues. At the same time, the city of Wildwood has applied for a grant to fund a complete overhaul of the Cedar Avenue connector to the Boardwalk. The successful completion of these 2 projects would overhaul Atlantic Avenue between Oak and Schellenger Avenues and would serve as the blueprint for a complete streetscape enhancement for all of Atlantic Avenue.

MARKETING, ADVERTISING, PUBLIC RELATIONS & EVENT SUPPORT:

WBID has worked to create a recognizable brand for Downtown Wildwood. One of the most successful elements of that effort has been the widely successful "DOO WW" magnets that premiered in 2013. These magnets continue to be in great demand and a 2nd 30,000 were placed in circulation in 2014! WBID believes that this simple effective tool helps spread the word about Downtown Wildwood throughout the region.

The WBID updated the DOO WW Downtown Wildwood Logo in 2014 and used the Pink DOO WW Ball with the Royal Blue Banner in all our Marketing and Advertising. This included new pole banners along Pacific Avenue, new Dolly the Trolley Stop Signs on Pacific and Atlantic



A LETTER FROM THE PRESIDENT

Dear Business District Member:

What an exciting season 2014 was for Downtown Wildwood! We put the effects of Hurricane Sandy behind us and saw an increase in tourism across the board. Most everyone seems to agree that 2014 was a big rebound year for Wildwood. We saw new businesses open up, including new restaurants, shops and professional offices all over our city. We welcomed Wildwood's newest attraction, the Downtown Wildwood Farmers Market. Boasting over 20 quality vendors, the Farmers Market offers our Downtown guests everything from fresh fruit and produce, to fresh seafood and local wine. The Farmers Market was a huge success in its first season. It not only brought new customers who had never been to our Downtown but also helped generate a new excitement for our city. We will look to build on that excitement by making the Farmers Market bigger and better in the future.

This year we also sharpened our marketing and advertising message by adopting our incredibly popular DOO WW magnet logo and putting it on banners all over town, proudly telling Wildwood customers that Downtown Wildwood is a great place to Eat, Shop, Play and Stay! We will continue to use the now famous logo in all of our print advertisements, letterhead, and signage throughout the city. We also want to encourage you as a business owner in Downtown Wildwood to use the logo in your advertisements and marketing as well. We invite you to place your weekly ads under the Downtown Wildwood banner in the local newspapers next season to take advantage of the strength of our marketing campaign. Call or email the Wildwood Business Districts offices for more information and to get a digital copy of the logo for your business free of charge.

Speaking of magnets, we know our customers loved them as evidenced by the fact that we couldn't keep them on the shelves in local motels, shops and offices around the Downtown. You can see them on cars all over town and on just about every highway throughout New Jersey and Pennsylvania. It's an incredible symbol of Wildwood and something we can all be proud of. We will have more magnets made up for the upcoming season. Call or email our offices for information on getting magnets to give out to your customers.

As we look to 2015, we will continue to sharpen our marketing and advertising efforts. We will expand and enhance the Farmers Market and we will continue to make efforts to add more exciting attractions to our Downtown. We will also renew our efforts in helping building owners take down the boarded up windows and help beautify their buildings so that they can attract new and better quality tenants.

Like you, I am a Downtown Wildwood building and business owner. So you can be assured that all of this is done to help you increase your bottom line and make our city a safe and inviting place for all of our guests and residents to enjoy. Thank you for investing in our city.

Sincerely,
John Donio
President | Wildwood Business Improvement District

Avenues, new Downtown Wildwood Farmers Market site signs and Farmer Market Arrow Signs. The updated logo also appeared in print advertising in the Leader, Free Time and the Philadelphia Inquirer and on the Banner Planes and Dolly the Trolley.

Also in 2014, the WBID successfully launched the Downtown Wildwood Farmers Market on Pacific Avenue with the objective of drawing shoppers to the Business District. The market ran on Saturday mornings for 10 weeks with 23 vendors and well over 1,000 visitors per week! The Downtown Wildwood Farmers Market was a success in the eyes of the vendors, visitors and surrounding businesses. The Press of Atlantic City's headline on August 31 read: "1st Farm Market A Winner"! The Downtown Wildwood Farmers Market was awarded the "Best of Free Time" by Catamarin Media and "Best New Attraction" by the Greater Wildwood Chamber of Commerce. Plans to run the market for 16 weeks in 2015, from Memorial Day Weekend to Labor Day Weekend, are under way. The 2015 Downtown Wildwood Farmers Market Application, as well as Rules & Regulations, can be found at www.dowildwood.com.

BUSINESS SUPPORT & RECRUITMENT PROGRAMS:

Downtown Wildwood is home to hundreds of Hotels, Motels, Restaurants, Bars, Nightclubs, Retail Shops and Professional Offices. These vibrant and thriving businesses make Downtown Wildwood a destination for hundreds of thousands of visitors and locals alike each year.

WBID has launched a Facade Improvement initiative and is in the process of contacting and working with the owners of properties in disrepair.

Business owners in the District are encouraged to email the WBID at wildwoodbusinessdistrict@gmail.com with information that we can share on our Wildwood By The Sea Facebook page. Special promotions, business hours and a sentence or two, highlighting your business, is appreciated.

CONCLUSION

The property and business owners who make up the Wildwood Business Improvement District and the WBID, Management Corporation have accomplished tremendous things.

The budget has been tailored to address the primary goals of the WBID, while keeping the investment by WBID properties to a minimum. Through the continued cooperation of the City of Wildwood and working cooperatively with organizations such as the Greater Wildwood Chamber of Commerce, the Boardwalk SID and GWTIDA, the Wildwood BID will continue to work to manage the business of the Wildwood Business District. The WBID Board meets at noon (at the Bolero) on the 3rd Thursday of each month, except July and August.