

Wildwoods Boardwalk SID Management Corporation 2015 Board of Directors

Elected Property Owners:

Ken Schwartz, | Pier 34 | President
 EJ Dougherty, | Stewart's on the Boardwalk
 Dan Schindler, | DJ Retail Inc. | Boardwalk Mall
 Robert DiPeso, | Bobby Dee's Arcade
 George Karavengelos, | Doo Wop Diner
 Marty Shapiro, | Gateway 26 | Secretary
 John Quinn, | The Original Fudge Kitchen
 John Klug, | Pompeo's | Little Nicky's Restaurant

Permanent Board Seat Representatives:

Will Morey, | Morey's Piers | Mariners Landing
 Geoff Rodgers | Hunts Pier
 Michelle Rutkowski | Boardwalk Central

Appointed Board Officials:

Salvatore Zampiri, | Vice President
 John Siciliano, | GW7IDA | Treasurer

BOARD MEETING

Quarterly:
 April | June | September | December
 WSID Administrative Offices

Please contact office for time and location.

ANNUAL REPORT 2014 - 2015



SPECIAL IMPROVEMENT DISTRICT MANAGEMENT CORPORATION



MORNING BIKE RIDER SEEN THROUGH THE ICONIC WILDWOODS SIGN

WHAT IS THE WILDWOODS BOARDWALK SPECIAL IMPROVEMENT DISTRICT?

The Wildwoods Boardwalk Special Improvement District (SID) is a legal, self-governing district that provides services to the Wildwoods Boardwalk. The SID is managed by a private, non-profit management corporation called the Wildwoods Boardwalk Special Improvement District, Management Corporation (WSID).

SID's are not government programs, but a partnership of business, government and the community. SID's are created at the local municipal level and do not require state approval. Most SID's are managed by private companies. An elected, volunteer Board of Directors oversees the WSID which was incorporated in 1997.

PROGRAM OVERVIEW

Since its inception in 1997, WSID has emerged as a leader in the ongoing revitalization of the Wildwoods Boardwalk. Through a close working relationship with property and business owners, the municipal government, state government and other tourism agencies in the Wildwoods, WSID has helped to reposition the Wildwoods Boardwalk as one of the most attractive family entertainment centers on the East Coast. A comprehensive management plan is essential to insuring continued successes on the Wildwoods Boardwalk. This plan can broadly be viewed through the six areas of concentration detailed in this report. They are: Administration, Strategic Planning, Marketing/Advertising and Public Relations, Boardwalk Operations, Tram Car Operations and Special Events.

ADMINISTRATION:

The Wildwoods Boardwalk Special Improvement District, Management Corporation 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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STRATEGIC PLANNING:

In 2010 WSID, in conjunction with all of the other business, tourism and governmental entities on the island, endorsed 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 Wildwoods Boardwalk as a viable entertainment district. In 2012, the first project from Vision 2015 was completed with the opening of the Cresse Avenue Boardwalk-Bike Path Connector Ramp.

Currently, WSID is working with the City of Wildwood, who has received a grant for a complete overhaul of the Cedar Avenue connector to the Boardwalk. This critical link between the Boardwalk District and the Downtown Business District is another key project from the Vision 2015 Plan.

Likewise, the Boardwalk Design Guidelines offer a road map for private developers and public entities for the continued physical improvement of public and private infrastructure on the Wildwoods Boardwalk. The guidelines have been used extensively by both public and private entities during the design of boardwalk projects.

MARKETING, ADVERTISING & PUBLIC RELATIONS:

WSID continues to promote the Wildwoods Boardwalk as "America's Boardwalk" using the tag line "Have a Blast on the Boards! Morning, Noon & Night." This clear messaging strategy is meant to invoke an image of the Wildwoods Boardwalk as a fun, safe and exciting place to visit anytime of the day or night. WSID has supported this marketing and advertising slogan through the careful use of radio, print and public relations efforts.

In 2014, WSID updated our Marketing and Advertising Plan to create a unified campaign across our Boardwalk PA System, Coastal Broadcasting Radio Stations, Internet and Print Media. We executed cooperative advertising with Catamaran Media, Cape May County Herald and Sun By The Sea. We also advertised in Cape May Magazine, Exit Zero and Shoppe to expand the marketing of our brand to the Cape May Tourism Market. Additionally, in 2014 we distributed 5,000 Boardwalk "Duck" Cards and posters to businesses in the Wildwoods. These rack cards and posters advertised the Boardwalk entertainment schedule and the Tram Car route and discount ticket sale locations.

SPECIAL EVENTS

BOARDWALK ENTERTAINMENT

One of the greatest successes of the WSID has been the introduction of free, family-oriented and professional entertainment to the Wildwoods Boardwalk. During the past seventeen summers, WSID has built upon the success of the Boardwalk Entertainment and increased our events to 5 nights

per week. These free entertainment events, provide a sense of place and excitement on the Wildwoods Boardwalk that advances our goal of making the Boardwalk Entertainment District the greatest family vacation destination on the East Coast.

Our very successful Radio Partnership continued for the third year in 2014, providing the Wildwoods Boardwalk with over \$150,000 worth of radio and online advertising each year.

In addition, through the use of the Boardwalk Sound System, WSID was able to implement a clear messaging strategy to the millions of visitors to the Wildwoods Boardwalk. This strategy involved a mix of professional PA Announcements, unique "Fun Facts", music loops, special event announcements, fireworks sound tracks and parade music for our nightly free, family entertainment.

As a result of theft, the Boardwalk PA System sustained nearly \$50,000 in damages last winter. In order to ensure that the sound system was repaired and ready for the season, the Boardwalk SID fronted the funds for the repair. Had the SID not moved forward with the repair, there most likely would not have been a sound system on the Boardwalk this season. When the insurance money finally arrived, the SID was reimbursed.

BOARDWALK OPERATIONS:

WSID continues to provide core cleaning and litter patrol services to the Wildwoods Boardwalk through our Boardwalk operations crew. The operations crew consists of up to 12 crew members working seven days a week during the summer. Staffing for the operations crew is limited to weekends in May and September. Over the past three years WSID has enhanced our operations equipment to allow for the removal of all trash that is generated and deposited in boardwalk trash cans. Members of the operations crew are fully uniformed and are a tangible sign to our visitors that the Wildwoods Boardwalk is a carefully managed family entertainment destination.

Since the 2011 season WSID has been called upon to maintain the Boardwalk restrooms. Although the physical condition of most of the facilities are severely lacking, WSID has been able to provide an enhanced cleaning and maintenance service that keeps the facilities clean. In 2015, WSID will maintain responsibility for the cleaning of the restroom facilities on the Wildwoods Boardwalk.

CAPITAL IMPROVEMENTS:

In general the Boardwalk, while well maintained, is in need of significant enhancements. Under the direction of the WSID, new trash cans, benches and a state of the art sound system have been installed in the past several years. These assets, combined with new advertising shelters and the major infrastructure projects that have been completed have begun to significantly alter the overall infrastructure of the Boardwalk. But more still needs to be done.

Working with the Cities of Wildwood and North Wildwood, the restrooms at 25th Avenue and Youngs Avenue are being completely overhauled during the off season. These projects will include the complete reconstruction of the original facilities at 25th Avenue as well as a major renovation of the Youngs Avenue facilities.

In conjunction with the City of Wildwood, WSID is working on two grants for the area around Cedar Avenue. The first grant would be for a streetscape project on Atlantic Avenue between Oak Avenue and Schellenger Avenue. The second grant would be for the construction of ADA Compliant Ramps at the Cedar Avenue Boardwalk entrance. In conjunction with these applications, the City of Wildwood and the Boardwalk SID are

working on putting together financing to fund the reconstruction of the Cedar Avenue extension.

One of the most popular activities on the Wildwoods Boardwalk, and throughout the island as a whole, is bike riding. In 2012, WSID, working with GWTTDA, the Cities of Wildwood and Wildwood Crest and the UEZ, completed the Cresse Avenue Boardwalk-Bike Path Connector Ramp. This major improvement has had a dramatic impact on the "bikesability" of the Wildwoods and the Wildwoods Boardwalk. In 2015, WSID will work with the cities to add Bike Parking Stations at various locations adjacent to the Boardwalk. These stations will provide employees and visitors an attractive and safe location to park bicycles while visiting the Boards.

TRAM CAR OPERATIONS:

The Boardwalk Sightseer Tram Cars continue to be the defining icon of the Wildwoods. With more than 600,000 passengers a year, they are also one of the most heavily used modes of public transportation on the Jersey Shore. Since acquiring the Tram Cars in 2004 WSID has made dramatic improvements in their operation, safety, maintenance and appearance.

In 2014, five new trailers were placed in service. This is the 2nd new train added since the Boardwalk SID took over management of the Tram Cars.

In addition to the design and construction of a brand new trailer, continuous maintenance and investment is required to keep the Sightseer Tram Cars rolling on the Wildwoods Boardwalk. Extensive repairs have been made to the engines and trailers, some of which are approaching 75 years of usage! For the first time in the history of the Tram Cars, 5 of the original trailers are being retired after 75 years of loyal service. Look for these retired Tram Car Trailers to be on display in museums and Boardwalk attractions in the future.

SUMMARY

As the Wildwoods Boardwalk continues to grow in popularity each year, the WSID will be called upon to shoulder an ever-increasing amount of responsibility. Through the steps described above, the WSID will be able to continue to make a positive impact on the Wildwoods Boardwalk and indeed on the entire island.



Coca-Cola SPONSORSHIP

2014 marked the 9th year of a dynamic partnership with Coca-Cola and the Wildwoods Boardwalk. Coca-Cola is the most recognized brand in the world. Through much effort, we were able to get Coca-Cola to tie that brand to the Wildwoods Boardwalk.

In addition to the inherent benefit to the Wildwoods Boardwalk, Coca-Cola has also become a valued partner to dozens of Boardwalk Property and Business Owners through their sign and façade enhancement agreements. New signs, awnings and equipment have been installed on the Wildwoods Boardwalk as a result of the partnership that WSID initiated.

We are happy to report that Coca-Cola continues to maintain a high level of commitment to the Wildwoods Boardwalk through this sponsorship and their business relationships with most of the food and beverage establishments on the Wildwoods Boardwalk.

