

# Board of Directors Categories, Classes & Appointed Officials

## Class A - Term Expires 12/2017

Alan Gould, Law Offices - *At-Large*  
Tonko Cebo, Beach Terrace - *Hotel*  
Daniel MacElrevey, QPMC - *Professional* VICE PRESIDENT  
John Sheppard, - *Nightclub*  
Dan Higman, - *Retail*

## Class B - Term Expires 12/2015

Jamie Mancini, 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 Lerro, The Deck Bar & Restaurant - *At-Large*  
Valecie Trivellis, Schellengers Restaurant - *Restaurant* SECRETARY  
John Donio, Daytona Motel - *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, GWTIDA

**\*11 voting members required for quorum.**

# ANNUAL REPORT 2016



The Wildwood Business Improvement District, Management Corporation (WBID) is pleased to present our 2016 Annual Report. This report serves as a review of our 2015 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

## ADMINISTRATIVE:

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.

## 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 Project Development Plan is a list of priority developments that includes many projects that are fundamental to the continued and long-term growth of the Wildwood Business District as a viable commercial district. In addition, the WBID Board of Directors regularly reviews key strategic goals and establishes budget priorities and projects that are best able to accomplish those goals.

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

SHOP • DINE  
PLAY & STAY

Downtown  
Wildwood

DOO  
WW

Wildwood Business  
Improvement District  
Management Corporation

## A LETTER FROM THE PRESIDENT

Dear Business District Member:

Downtown Wildwood has continued to show signs of improvement in 2015! We welcomed new bars and restaurants including Old City Pub, Duffinetti's and Gia's. Buildings have been upgraded, including 5113 Pacific Avenue, the future new home of One Off Marketing. We also welcomed several new retail businesses including Panamerica Hair Salon and Barber Shop and Petals Floral Design and Gifts. These new enterprises are excited and proud to be joining the hundreds of established businesses that call Downtown Wildwood their home.

The Downtown Wildwood Farmers Market returned for the 2nd season and created a hub of activity on Saturday mornings, from Memorial Day Weekend to Labor Day Weekend, at 3501 Pacific Avenue. A new attraction was added to the site when the Downtown Wildwood Free Family Movies were added to Tuesday nights in July and August. Both WBID events attracted hundreds of visitors each week to Downtown Wildwood and will be returning in 2016. Building on the excitement that these events have created in Downtown Wildwood, the Downtown Wildwood Marketplace will be introduced in 2016. This marketplace will be held one Sunday each month in June, July and August and is promised to offer something for everyone.

The WBID proudly supports the Wildwood Police Department and recognizes their Community Policing initiatives. Our Police Officers were present at all WBID events and can regularly be seen on Foot Patrol, Bike Patrol and Vehicle Patrol, creating an atmosphere of safety in Downtown Wildwood.

The WBID continues to proclaim our Downtown Wildwood slogan "DOO WW - Shop, Dine, Play & Stay" in all our marketing and advertising. We encourage all Downtown Wildwood business owners to take advantage of the DOO WW brand recognition by placing your ads under the Downtown Wildwood banner in the Wildwood Leader and Sun By The Sea and by using the DOO WW logo in all your marketing and advertising. Call or email the Wildwood Business District office for more information and to get a digital copy of the logo free of charge.

90,000 DOO WW Magnets are in circulation and helping us continue to build awareness of everything we have to offer in Downtown Wildwood. The 2016 Magnet Design will be unveiled at the Grand Opening of the Downtown Wildwood Farmers Market on May 28, 2016. Contact us for a free supply of magnets for you to give out at your business.

DOO WW.com is also our web address and we are upgrading our web site and digital marketing plan to provide timely and accurate Downtown Wildwood information, as well as links to other sites of importance to visitors of Downtown Wildwood.

Like you, I am also a Downtown Wildwood building and business owner and I'm proud of what we are achieving in Downtown Wildwood. Our efforts are all towards the goal of creating a safe and inviting town and helping you grow your business. Thank you for investing in Downtown Wildwood. I wish you a healthy and profitable 2016!

Sincerely,  
John Donio  
President  
Wildwood Business Improvement District

## INFRASTRUCTURE & DESIGN IMPROVEMENTS:

WBID works closely with the City of Wildwood to address short and long term infrastructure issues within the business district. Cooperatively, WBID and the City of Wildwood have secured nearly \$5 million in grants that have gone towards the complete refurbishment of the Pacific and Rio Grande Avenue streetscapes.

WBID has worked closely with the City to upgrade, replace and maintain street lighting throughout the district. This includes replacing lighting on Rio Grande, Ocean and Pacific Avenue, as well as upgrading most of the lighting in the district to LED. WBID and the City jointly have worked to provide holiday lights on Pacific Avenue as well as seasonal decorative lighting on Pacific and Atlantic Avenues.

WBID has focused additional attention and resources on the design, installation and maintenance of attractive signage throughout the district. This includes street signs on Pacific Avenue, the welcome banner over Rio Grande Avenue and special event directional signage.

Through the WBID Façade Program, the Wildwood Historical Society was able to reinstall the iconic clock tower on Pacific Avenue and other façade improvements are being reviewed by the WBID.

## 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 nearly 100,000 are now in circulation. WBID believes that this simple effective tool helps spread the word about Downtown Wildwood throughout the region.

2015 marked the second successful year for the Downtown Wildwood Farmers Market. With thousands of weekly visitors, as well as continued positive reviews and press, the Wildwood Farmers Market is succeeding in casting Downtown Wildwood in a positive light and bringing new and repeat visitors to Pacific Avenue.

In 2015, WBID added the extremely popular Free Movie Night every Tuesday. Again, this event contributed to a positive image for Downtown Wildwood, as well as helping to bring thousands of new visitors to the Downtown.

In 2016 the Downtown Wildwood Farmers Market and Free Movie Night will be joined by the Downtown Marketplace. This "flea-market" type event will allow local merchants, as well as others to sell their merchandise one Sunday a month in June, July and August.

WBID believes that these types of events are the backbone of the revitalization effort for Pacific Avenue Downtown Wildwood. As such, WBID plans to work with key partners and stakeholders to enhance the Pacific Avenue Park site so that an expanded and enhanced programming schedule can be implemented.

## 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 works to support these vibrant business community through all of the efforts detailed in this report. Each of these activities is specifically aimed at making the businesses in the district more vibrant, profitable and sustainable.

Obviously, there are many vacant commercial properties on Pacific Avenue. Interestingly, however, a review of the occupancy of all of the commercial properties in the entire district, including Pacific, Atlantic and Ocean Avenues, finds that the occupancy rate is over 80%. Unfortunately, nearly all of the vacant commercial space is on Pacific Avenue. For this reason, WBID is working on a comprehensive package to address issues that impact upon occupancy. This includes a review of the current zoning laws on Pacific Avenue, as well as developing a comprehensive inventory of the commercial properties within the district. With this information, WBID hopes to be able to spur changes that will address vacant commercial space on Pacific Avenue.

## 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 the 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.

