



# Bradley Beach Tourism Agenda

Location: Carmen A. Biase Center  
719 Main Street, Bradley Beach, NJ

Date: Monday, February 18, 2019

Time: 5.00pm

Facilitator: Amy Hall - Tourism Director

## Agenda items

### [5.00] — [5.05]

- I. Meeting called to order.
- II. Attendee Introduction as needed.

### [5.05] — [5.15]

Greeting and updates (Anyone who could not make it - Amy can email agenda & notes, if they would like, contact: [Tourism@BradleyBeachNJ.gov](mailto:Tourism@BradleyBeachNJ.gov))

### [5.20] — [5.45]

*Topics of Discussion...*

#### NEWS:

- 2019 Bradley Beach Guidebook information sent out.
- Ad design copy & ad graphic design is **due 3/25/19**.
- We will have a full participation confirmation at the next meeting
- This year we have opened up the guidebook to businesses in Neptune City. This will further our reach and create a spirit of community.
- Direct mailing guidebook letters is the next step after email. Further follow up will be going directly into the store.
- Social Media option** in this year's guidebook. Being that there is no longer a Chamber of Commerce, Tourism has to take on an additional role of promoting our shops and restaurants. With my extensive marketing background, I have offered a social media buy-in marketing plan which provides 1 ad per week to be posted out by the BB FB page. The fee is \$75 for the year (March-December, 2019) and all ads need to be created by the business and send to me via email. Businesses can take advantage of this every week or whenever it fits them to do so. This brings additional revenue to the Tourism Dept.
- Tourism is printing flyers to go inside the **bulletin board** next to the gazebo on 5th Avenue. Flyers will be for upcoming events as well as a rotating poster of Bradley Businesses seasonal specials or promotions.
- Coupon Page:** This year, with any paid listings, a business will be able to put a coupon into the guidebook. A coupon page will lengthen the time the guidebook is in hand before being thrown out. We want less waste.
- Stickers:** To raise more funds for our Tourism Dept. budget I am redesigning the "BB sand in my shoes" bumper sticker from the 80's as both a magnet and a sticker that we will sell at low cost to make a small profit. Every little bit helps!

#### UPCOMING EVENTS:

1. Full event list will be emailed out within the month.
- Having taken the position over in February, there was a lot of organizing and updating to our directories and spreadsheets. Events were confirmed the end of January and I have provided a list thus-far. We are looking to offer unique events that will offer a little something for everyone.
  - Looking for event sponsors! Okay if it's outside Bradley Beach.



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### 2. Bradley Fresh (farmer and artisan) Market

-The market has been internalized. The above company was using the area for free while charging their own vendors and profiting from those fees. Fees were roughly \$1,000 for the summer market which went directly to Bradley Fresh instead of Tourism, while Tourism promoted the event for Bradley Fresh. No additional income was made off of this collaboration. I have been working diligently to create our own market and will discuss at next meeting. If a farm market will not work for us this year, we will move to create an arts and crafts type night while charging a vendor fee. This event, be it the market or the artisan fair, will be held in Riley Park.

### 3. Bradley Beach "Sham" Rocks!

-In celebration of St. Patrick's Day, Bradley Beach will be holding a town wide shamrock hunt! Rocks will be painted with shamrocks and hidden around town. The underside of the rock will have the hashtag #bradleybeachshamrocks and the person who found it will have to take a photo, post on IG or FB to receive their prize. The winner will have to go into the sponsoring business to pick up their gift thus allowing for possible additional purchases.

### 4. First Nights in Bradley Beach

The goal of the first Friday initiative is to increase the economic vibrancy in the areas business district. We encourage local merchants to create extra special events for each season kick off. If your business is interested in participating, please email BB Tourism at amyhall@bradleybeachnj.gov with your event details and we will promote it. Below are the dates of the First Friday's in Bradley Beach.

April 5th: Welcome Spring!

Use the warmer weather, return of greenery and an uplifted spirit as an influence for your First Friday events or promos!

June 7th: Sunshine and Summer!

Obvious theme here of summertime. Think menu specials, summer beach supplies or sales.

August 2nd: Family Fun Month! It's National Family Fun Month. Let's spread the word that BB is a family (including pets!) friendly town!

October: 4th: Welcome Fall! Pumpkin Spice and everything nice. Fall speaks for itself!

December: 6th: Celebrate the Season! Coming off the heels of our tree lighting is the Winter First Friday kick off. Use holiday promotions, menu items, etc.

### 6. Easter Egg Hunt

The Easter Egg Hunt will be held on April 13th with a rain date of the 20th. This year I have been working with the Fire Department to create an area of the egg hunt for special needs children. There was a request that came in through FB from a mother whose child has autism. Being that the hunt is held right in the area of the handicap accessible ramp, the FD and I agree that this is a great idea and would be a wonderful way to show the community that Bradley Beach is a family friendly town and visitor destination and we listen to our community. It makes a difference!



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| Open Question & Answer

Additional information ... Add additional notes or comments



