Expanding the Traditional Touring Season in Cape May County

Tourism Marketing – Old and New Platforms Converge to Capture New Visitors
Renewable Energy and Community Benefits
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President’s Message

Tourism spending in New Jersey increased in 2018 to nearly $45 billion dollars with over 111 million visitors, according to a report by the Department of State’s Division of Travel and Tourism released in May. And according to many predictions, 2019 looks like another strong season thanks to a strong economy, investments in marketing and diverse offerings.

Our cover story Cape May County Expanding the Traditional Season flips the conventional wisdom on peak tourism in one of the nation’s most historic vacation destinations. In Cape May, businesses are beginning to see what was once considered “offseason” as inviting as the traditional summer months.

As the tourism industry lives and breathes revenue generated through those returning seasonal visitors, Visit South Jersey actively works to promote the region to an even greater audience. A new approach shows their efforts to engage with a wider audience through a revamped social media strategy.

One of the most powerful marketing tools available for attracting new consumers is having a strong visual campaign. Ocean County has employed the hottest trend available in visual aids - Virtual Reality - to engage a new audience by transporting them to our region through a small headset.

South Jersey’s beautiful natural resources require oversight and maintenance in order to protect our major tourism attractions - our parks, rivers, bays, and coastline. Dewberry uses Drone Boat technology as a cost-effective and less invasive method of monitoring erosion and water levels. In Renewable Energy and Community Benefits, French & Parrello utilizes an ingenious method to trap landfill gas emissions and then turn it into a source of renewable energy.

I hope you enjoy reading these and other stories within these pages. We welcome your comments at marlene@snjdc.org. To learn more about the SNJDC, contact us (856) 228-7500 or visit our website sndc.org.

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#MustDoSouthJersey, Visit South Jersey’s Sharpened Social Media Approach

Megan York Parker, Visit South Jersey

It shouldn’t be a surprise that a tourism marketing agency of any sort needs a strong social media game to engage with consumers both within market and considering travel to market. South Jersey is no different. We have quite a bit to wrap our arms around; the region between Philadelphia and the Jersey Shore boasts agriculture, forests, history, Main Streets, universities, art, sports, significant paleontological sites, culture, and cuisine - not to mention our booming wine and craft beverage industry. What that means for the region’s tourism marketing agency, Visit South Jersey, however, is a reprioritization; taking stock of what works and what’s most effective to reach our audience in a meaningful way with the staff and budget at hand.

Visit South Jersey is the tourism marketing and promotion nonprofit agency designated to serve the South Jersey region, including Burlington, Camden, Gloucester and Salem counties and the Outer Coastal Plain Wine Region along South Jersey’s coast. Visit South Jersey works to create awareness of South Jersey tourism assets, convert that awareness into visits, and convert those visits into tourism revenue. Visit South Jersey speaks to residents and visitors to our region, both driving distance and beyond. To do this, Visit South Jersey deploys traditional advertising such as print and a visitor’s guide, a robust website, plus strategic public relations and content partnerships, as well as social media marketing.

Over the past year, the Visit South Jersey’s social media presence has been reconsidered and expanded in an effort to reach interested audiences in a direct way that is scalable to available operating budget. #MustDoSouthJersey is a blog formatted as a “listicle,” a very share-friendly mode of publishing content direct to audiences with the hope that they will not only click through to Visit South Jersey’s website but also share that content with their network via social media to heighten engagement and promote website visits. These “viral” components simultaneously brand Visit South Jersey and further the organizational goal to be an established content leader in South Jersey. In concert with SEO configuration, the campaign drives brand recognition, engagement and positioning, website visits and of course, overall regional awareness of South Jersey tourism assets.

Refocusing Visit South Jersey efforts on this social media engagement strategy, we have experienced a 20% uptick in Facebook followers and a whopping 85% increase in Instagram follows in the past three quarters alone. Instagram success has recently led to a graduated, Instagram-designated “swipe up” option to allow followers a direct link to our blog and other URLs from an image as opposed to a “bio link,” eliminating a step-in website traffic. Employment of Facebook Live and Instagram stories varies Visit South Jersey message delivery, but we strive to provide real-time response and engagement across

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Tourism in South Jersey

Tourism Marketing – Old and New Platforms Converge to Capture New Visitors

Technology has swept the tourism marketing industry, with an ever-evolving selection of strategies and tools that promise to harness and deliver the exact tourists we desire. Enticing travelers to visit our destination is the ultimate goal, and greatest challenge, of all tourism marketing agencies and attractions. Today we have more options, more media platforms, more ways to convey a message than ever before. “Demographic targeting” has leaped to the most precise, laser-focused methods imaginable and exciting new tools have emerged to proactively engage and persuade consumers.

Many tourism destinations enlist advanced methods to promote their area with digital media, featuring commercials and/or banner ads on websites and mobile devices, enlisting hyper-focused targeting methods. Virtual tours online are also very popular. This allows web searchers to “walk” through locations, stroll downtowns, and interact and navigate scenic landscapes from their own computer while shopping their next getaway.

But going back to basics, there are still “Old-fashioned” venues which allow us to present our destinations directly, face-to-face with prospective travelers, and they remain relevant today. That is, with the use of updated twists.

Consumer Travel Shows, Food and Beverage Expos, large festivals and industry trade shows, give marketers the chance to meet consumers directly, competing aggressively in a live environment while prospects decide where they will book their next

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Up a Stream Without a Paddle: Drone Boat Technology

By Keith Ludwig, Dewberry

Hydrographic surveying technology has advanced significantly in recent years. Today, with the use of drone technology, in particular, surveys of drainage basins, streams, rivers, and reservoirs can be completed much more quickly, cost-effectively, and safely.

Efficient Technology

Dewberry is now frequently using drone boat technology, which obtains water depth by using either GPS or by linking to a robotic total station. Our portable, remote-controlled HyDrone-RCVs are a significant change from the more difficult and time-consuming process of finding access to a stream or waterway, then taking out a Jon boat to obtain elevations. First, the technology eliminates the need to get boat access to the water—a process that often complicates traditional hydrographic surveys.

Second, instead of a three-person team, with one person on land and two in the boat, use of the drone requires only one surveyor. That person can stay on land, which reduces risk. In shallow water, the drone approach eliminates the need for a surveyor to enter the water, wrapped in a life preserver and surveyors’ rope, to obtain the elevations while a second surveyor keeps a watchful eye from land. Drone technology also reduces the need for boat licenses and undergo extensive water safety training.

Multiple Applications

We have completed several projects using the HyDrone-RCV for hydraulic analysis. Under contract with Mercer County, New Jersey, we recently performed

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Denise Monahan
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Renewable Energy and Community Benefits:

Cumberland County Improvement Authority
Landfill Gas Collection System Expansion Project

Approximately 16.4% of human-related emissions in the United States are generated by Municipal Solid Waste Landfills. Landfill Gas (LFG) collection systems have been developed to minimize methane and non-methanogenic compound (NMOC) emissions, control odors, and prevent underground gas migration. These same harmful gases can be reused to generate electricity. Beneficial Reuse projects (including electricity generation) are currently operational at approximately 44% of candidate facilities. An additional 19% of facilities, previously identified as candidates, once had an active beneficial reuse project; however, they have since shut down because the facilities no longer produce landfill gas.

An LFG Collection and Control System (GCCS) was previously installed at the Cumberland County Improvement Authority (CCIA) Solid Waste Facility. This GCCS includes three Caterpillar Generators capable of generating 4.8 MW of electricity. When functioning at maximum capacity, that is enough electricity to power approximately 3,600 homes. The collection portion of the system consists of vertical extraction wells, horizontal collectors, and trench collectors. A vacuum is applied to these collection devices to extract the LFG which is transported via pipeline to the onsite electricity generating station. Since the GCCS was installed while the landfill was still operational, several lifts of waste have been disposed of onsite. These additional lifts produced methane gas at elevations that required a system expansion to improve collection efficiently. French and Parrello Associates (FPA) designed and oversaw

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Cape May County Expanding the Traditional Season

Diane F. Wieland, Director, Cape May County Department of Tourism

The traditional summer season, Memorial Day to Labor Day, is becoming a distant memory for most businesses and locals in Cape May County. While summer vacation is still tied to the school calendar and our busiest time of the year, fall is becoming a favorite for return visitors. Weekly fall special events held throughout the county have worked to attract visitors and expand the season well into late October.

A healthy sprinkling of holiday events starting with Thanksgiving and running through New Years are adding to the fall lineup and proving year over year increases in retail, food and beverage and overnight stays. Second homeowners are coming back after summer and using their vacation home during the shoulder season for getaways and family celebrations. The impact of the second homeowner is year-round compared to ten years ago when 70% of the second homes were closed for more than six months out of the year. Second homeowners are supporting the local economy in a big way.

Nature-based events and attractions are trending with travelers and bringing more shoulder season visitors in pursuit of non-beach activities. Birding is the catalyst that is driving Cape May County’s $600 million eco-tourism industry. Recognized as one of the top three birding hot spots in North America, the Jersey Cape is a mecca for professional and amateur birders from across the US, Canada, and Europe. In addition to birding, the Monarch butterfly migration in late September along with whale and dolphin migration off the Atlantic Ocean helps to pique the interest in fall getaways.
The Foodie movement has introduced agri-tourism to the region and has reinvented the County’s agriculture industry that adds Jersey Fresh produce and products and farm to table menu options as a new marketing tool that is now considered trendy. Add seafood fresh off the dock and local spirits and it blends perfectly with eco-tourism as a major attraction for Millennials, Gen Xers and Baby Boomers. The growth of wineries, breweries, and distilleries have created a year-round appeal that adds to the inventory of fall and winter attractions.

Fall along the Jersey Cape has become a favorite time for locals, second homeowners and return visitors alike. The weather is perfect, and the crowds are reduced and there is plenty to do to fill in the days and nights. The Cape May County Department of Tourism launched a “Fall for the Jersey Cape” marketing campaign in 2013, and it has paid off with increased overnight stays. Occupancy tax collection rates continue to grow with a 63% increase during the fall months over the past five years. Visitors increased by 41% over the same time period.

The fall campaign targeted a closer to home audience who would be more apt to take a getaway to the Jersey Cape. Using a targeted digital campaign, the department was able to identify potential visitors based on age, gender demographics as well as interests that match the county’s offerings.

As a result, local businesses are staying open longer and reporting record weekends with some comparable to summer weekday revenue.

Encouraged by the growth in fall visitors, the Tourism Department initiated a winter campaign to extend the holiday season through March. The “Warm and Cozy” campaign increased overnight visitation by 11.5% in the first year. Occupancy Tax collection is up 3% over 2017, with February and March data not yet available. According to the Department of Tourism’s visitor survey, travelers are looking to engage in local culture and authentic experiences. The campaign featured warm and cozy images highlighting food, spirits, music, and romance. Many businesses are finding tourism in Cape May County to be a nine-month season, with more staying open later in the year and opening earlier in the spring. Tourism direct spending in Cape May County is $6.4 billion with a 4% growth in 2017, expanding the fall and winter season is making a difference in the tourism economy and growing more year-round jobs.
Jefferson Health’s Washington Township Campus Continues to Grow to Meet the Community’s Needs

Nicole Pensiero, Jefferson Health NJ

It’s a time of intense growth and progress at Jefferson Health’s Washington Township campus, with new construction underway and patient-focused services offered.

The Sidney Kimmel Cancer Center – Washington Township has introduced a new Medical Oncology Infusion Suite to its range of comprehensive services for cancer prevention, early detection, diagnosis, treatment, rehabilitation, support, and follow-up.

In January, the Cancer Center began offering Medical Oncology services, complementing its Comprehensive Breast Center, Lung Nodule Center, Gynecologic Oncology, and Radiation Oncology services. The new $7.2 million, 10,500 square-foot Medical Oncology Infusion Suite, will feature 16 infusion bays, as well as an onsite pharmacy and laboratory.

Jefferson Health offers a multidisciplinary approach to cancer treatment, providing personalized, team-based and holistic care for the highest quality outcomes. The Sidney Kimmel Cancer Center – Washington Township also features an array of supportive programs for people living with cancer and their families.

Jefferson Health in New Jersey recently became the first health system in South Jersey to offer a new FDA-approved Automated Breast Ultrasound System (ABUS) for the detection of breast cancer in women with dense breast tissue. This GE Healthcare Invenia™ system has been clinically proven to increase breast cancer detection by more than 35 percent.

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both platforms, speaking directly to the public and encouraging interaction. It is labor intensive to plan a calendar of content, monitor interactions and layer in news cycle-anchored additions as we work, but one that provides satisfying return on investment when we realize the growth of the past few months.

Visit South Jersey plans to continue and expand #MustDoSouthJersey in the coming year, hopefully fusing more content partnerships, source new features and original content, provide more itinerary tours, as well as seeking verified status on both Instagram and Facebook, all with the goal of increased brand awareness, increased consumer interaction via social media and website leading to the overall goal of branding South Jersey as a tourism destination.

**About Visit South Jersey:**
Visit South Jersey is a non-profit organization supported in part by a grant from the New Jersey Department of State, Division of Travel and Tourism. Visit South Jersey is a member-based organization open to all businesses in its territory. For more information about travel to South Jersey, or for a copy of the Visitor’s Guide, go to visitsouthjersey.com. Follow us on Facebook and Instagram, @Visit_South_Jersey for news and events.
Tourism Marketing... (continued from page 4)

vacation. These venues are highly energized and urgently competitive. There is pressure to immediately capture the prospect’s interest in the moment they arrive at your booth. But how do you stand out in an Expo Center amidst dozens of onsite dream vacation options?

Visuals are key. Images that grab attention and prompt vacation shoppers to imagine themselves enjoying your destination. This “Experiential Marketing” is strategic and powerful. To maximize the impact, one particular tool offers a fully immersive adventure with sight, sound and the feeling of motion. This is the 360-degree, virtual reality video and it will transport prospective travelers to view and even engage with a location of choice. With a headset device (called an “Oculus”) the viewer will safely experience the sights and sounds of the landscape, recreational activities, entertainment, scenery, even thrilling, high-speed attractions, through an incredibly life-like, simulated video. With 360-degree views, participants are immersed in an alternate reality that transports them for just a few minutes. This preview can be quite a tease, compelling the prospective traveler to want more and hopefully converting them to a booked vacation at your venue.

While having the opportunity to use this state-of-the-art marketing tool, Ocean County’s Dept. of Tourism found great success enticing families and various prospective travelers to consider the Jersey Shore for their next great vacation. At the annual Hunting Fishing and Camping Show in Montreal Canada, OC tourism introduced a high-quality 360-degree Virtual Reality Video to the consumers who visited their tourism booth. The excitement, the pure delight of those who experienced this oculus journey was evidence that this Experiential Marketing technique is highly effective and drives tremendous energy and interest toward the featured destination. Expense is considerable, but the investment is wise.

As technology moves us forward, those who are at the forefront of capabilities will undoubtedly see results in their highly competitive tourism market. For Ocean County, tourism is a $4.8 Billion economic engine and generates tens of thousands of jobs each year. Driving more visitors to our region is a high priority. Keeping up with the latest technology may be key to the future of tourism at the Jersey Shore.
Up a Stream Without a Paddle... *(continued from page 6)*

field survey work for a bridge replacement project using the HyDrone-RCV to determine the streambed and structure outline for the hydraulic analysis model. We set up a robotic total station outside of the roadway and under the bridge, then launched the drone boat with a 360-degree prism that the remote total station could use to take measurements. Using the prism helps when there is extensive tree cover. This approach produced a good cross-section of the stream, and we were able to create a detailed 3-D map for the engineers.

For another project, we were surveying a deep drainage basin on a mixed-use site. The basin was enclosed by a six-foot fence and the only access was through a four-foot-wide gate, so a Jon boat would not fit. This was the perfect application for a drone boat. We affixed a GPS receiver to the top of the drone and navigated it through the basin, collecting elevations every ten feet. This gave us a detailed look at the bottom of the basin.

There are limitations, as the drones cannot be used in water less than two feet deep, and they don’t perform well in water with heavy currents. Generally, though, this high-powered, efficient tool, which sits atop catamaran pontoon hulls, is stable and reliable. The technology is another way we can better serve clients by providing hydrographic survey results safely, accurately, and more cost-effectively.
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Renewable Energy ...
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the construction of the Phase IX GCCS expansion. FPA worked closely with the CCIA staff who were responsible for the construction of the required infrastructure, including gas collection piping, leachate collection piping, and air supply piping. In addition, FPA provided survey and oversight services for the installation of 15 vertical extraction wells.

Once installed, FPA performed the initial system startup and has been balancing the newly constructed wells, in addition to the other 100+ LFG collection devices onsite. FPA also deployed several leachate extraction pumps into the newly installed wells. Leachate prevents the flow of LFG through the collection wells. Therefore, by dewatering these wells, LFG collection efficiency has been increased. Based upon monitoring data obtained since the completion of construction, the expansion collects enough landfill gas to generate power to approximately 530 homes.

It is estimated that an LFG energy project can capture between 60 and 90 percent of the methane emitted from a landfill, depending on the system’s design and effectiveness, providing a huge benefit to the environment and contributing to the health and safety of the surrounding community. The Cumberland County Improvement Authority’s landfill gas-to-energy plant reduces annual emissions by 26,000 tons of carbon dioxide which, according to the EPA, is equivalent to removing 5,100 cars from the road, planting 5,500 acres of pine forest, or reducing the import of 60,600 barrels of oil. In addition to the positive impacts to the environment, LFG energy projects like the one at CCIA is also a relatively cost-effective way to provide new renewable energy generation capacity to supply community power needs.
New Hospital Patient Tower and Parking Facility Underway

The $205-million, two-part construction project at Jefferson Washington Township Hospital is making great progress. An 800-plus, eight-level enclosed parking facility — free to patients and visitors — recently opened, following a special ribbon-cutting event to celebrate the completion of the $23 million project, which began May 2018. A new connector road has been constructed and provides access to the new parking facility from Egg Harbor and Hurffville-Cross Keys roads.

The second phase of the project — a $182 million hospital expansion that includes a new seven-floor Patient Tower with 90 private rooms — is expected to be completed Spring 2021. The tower will also have a new Same-Day Surgery/recovery room (PACU), as well as shell space for potential expansion of radiology services, additional private patient rooms, along with new Admissions and Pre-Admission Testing.

There will be a new main entrance to the hospital which will feature a spacious, light-filled two-story lobby with patient and visitor amenities, including a café and cafeteria with outdoor dining.

For more information, visit KennedyHealth.org
Business Optimism Declines Despite Relatively Strong Fundamentals

This quarter’s feedback suggests that businesses have become more pessimistic about economic growth, driven by concerns around trade policy and the fading impact of the 2017 tax cut. But while overall sentiment has dipped to the lowest level since the 2016 elections, the near-term outlook remains largely in line with the longer-term post-recession norm, suggesting that business fundamentals remain largely unchanged.

A net 17% of Middle Market firms expect the economy to improve over the next six months, down from a net 64% one year earlier. Industry expectations remain relatively positive, however, with a net 25% of firms expecting improvement through mid-year.

Business Banking clients saw a more modest decline in sentiment, with a net 20% expecting improvement in economic growth, down from a net 41% in Q2 2018. In contrast, hiring plans were largely unchanged from a year earlier, with 33% of firms expecting to grow their workforce over the next six months.

Tariffs and uncertainty surrounding international trade negotiations are likely depressing optimism among survey respondents. Lingering effects of the federal government shutdown also appear to have had a negative impact on business sentiment.
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