

## MWW Group

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icant features," she said. "Now, there is a big difference."

Guillermé said there has been strong coverage of Cape May in the regional outlet. Conners said New Jersey Savvy magazine wrote a feature on the old meeting the new in Cape May, citing examples such as old bed and breakfasts upgrading to offer modern amenities such as wireless Internet.

Newsday, she said, carried a story on Victorian Week;

Hemispheres, and in-flight magazine, featured a story on the holidays including Cape May, and New York Metro magazine did a feature on choosing Cape May as a Valentine's Day destination.

Conners said the firm also succeeded in attracting the attention of some national media outlets. Internet travel site Travelocity posted a feature listing Cape May among the Top 10 Family Beaches; and the publication Everyday with Rachel Ray carried a

story about America's Best Roadtrips, which includes Cape May.

In all, the MWW Group claims to have delivered over 104 million impressions, which roughly translates to the number of people seeing an article, worth about \$11.8 million in advertising value. The ad value, she said, is calculated based on an industry formula.

Also, in the 21 months the firm has been promoting Cape May, the amount of

room tax collected rose 7.5-percent, and beach tag sales rose 8.5-percent.

Guillermé said the MWW Group was trying to reach out to more Internet sites to attract a younger population who is more Internet savvy and who looks to the Internet for news and information. Conners said the city might consider adding a blog to the city website to make it more interactive.

The city paid the MWW Group \$5,000 per month dur-

ing the first year of the contract, and \$6,000 per month during the second year. Craig said the last contract was for six months.

The Tourism Commission paid for the services from a fee assessed on top of the city's mercantile license fee.

### Great Destination

Commission cochairman David Craig read a letter from New Jersey Secretary of State Nina Mitchell Wells, informing the city that Cape

May would be featured in the state's "Great Destinations" campaign. The letter described an "aggressive media campaign" targeting tourists in New York, Massachusetts, Pennsylvania, Ohio, Maryland and Washington D.C.

"We are happy to say you are a part of it," the letter reads.

Craig said it was great the state had recognized Cape May as a tourism partner.

## Lower Township

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The township continues to wait for action from the Department of Environmental Protection to build a recharge plant with a demonstration grant of \$6.76 million from a 1981 water supply bond act.

**Staying volunteer**  
Dispelling a rumor that the completely volunteer-based Lower Township Fire Department would soon become a paid company brought council to hail the township's volunteer firefighters.

"As a township we couldn't afford it," Nolan said.

Nolan, a volunteer firefighter for Townbank since 1983, said the township must provide fire emergency service with a 4 percent cap on spending. The biggest expenditure is public safety.

"It is essential to promote volunteers for the future," Nolan said. He mentioned the Boy Scouts of America's program to expose scouts to fire

fighting and possibly spark interest.

"Our dedicated volunteers do the same work as the paid firefighters; they go out at two and three in the morning with constant additional training," Craig said.

Council expressed support and appreciation for the township's volunteer firefighters.

**Celebrations coming up**  
The township prepares for

the holidays with these upcoming celebrations. The Lower Township Chamber of Commerce prepares for its first annual Hospitality Night on Friday, Nov. 30, from 5 to 8 p.m.

The Great American Trolley Co. will run on Bayshore Road from the North Cape May shopping center to the north end of the Villas for the hospitality event. Each participating

business will offer visitor's ticket chances to go into a drawing at the Villas Fire Hall afterwards with prizes and giveaways.

The 26th annual Lower Township Rotary Christmas Parade is held Dec. 8 at 7 p.m. at Bayshore and Breakwater and will continue to the North Cape May Shopping Center.

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## How's the fishing?

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asking, "How's the fishing in Cape May?"

Allen said the people they send to the shows also generally know about Cape May well enough to answer other questions. The marina also partners in town with the food and lodging businesses, referring customers back and

forth.

"Some people ask if there is anywhere they can have their fish cooked, and we try to arrange it," Allen said.

Allen said Bob and Linda Steenrod at the dog-friendly Billmae Cottage also refer customers to the *Jen and Tonic* because the captain

allows dogs on short trips.

That is another way the fleet picks up business, by taking small groups on short sight-seeing trips, porpoise sighting trips, or the so called "booze cruises."

Langon said the marina doesn't charge the charter boat owners for the services

they provide trying to link them with customers. He said the boat owners are only charged for the slips.

Allen said if the charter boats are working they are renting slips and buying gas, so if they do well it's good for the marina.



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