MAC’s impact on Cape May $196M. yearly

Study finds non-profit draws vital shoulder-season traffic

West Cape reaches deal with Habitat for homes

City OKs off-site affordable housing

Preservationists want to save water works

Beach patrol part of life for Back family

House of the Week

Bonna Barshag/Special to THE STAR AND WAVE

Tavern Mac & Soup of the Day or Grilled Chicken Reduction, Tomato

Beach Plum Farm

The Cape May Police Department, Beach Patrol and Fire Police assisted during this year’s Wading of the Sea ceremony Aug. 15, sponsored by Our Lady of the Sea Parish in Cape May and the Knights of Columbus. The ceremony has been adapted as a community event that honors the character and values of the Cape May area while bringing together individuals and families of multiple faiths, nationalities and backgrounds.

Maritime marital bliss

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The Blue Pig Tavern is proud to source fresh ingredients from Beach Plum Farm, our 62-acre farm based in West Cape May. Established in 2008, Beach Plum Farm grows over 100 kinds of fruits and vegetables as well as chickens, eggs, and Berkshire Hogs. To learn more about Beach Plum Farm, visit BeachPlumFarmCapeMay.com.

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By JACK FICHTER Cape May Star and Wave

CAPE MAY — For the past 24 years, it has been the Cape May MAC (Mac’s Arts & Culture) from anything to do with theater and dance. A new report shows MAC has a $159 million annual economic impact on the city.

Alec Kupferberg, MAC’s director and chief executive officer, presented a study to City Council Aug. 15 on the organization’s economic impact. He said MAC probably is the main impetus for Cape May’s 10.5-month economy as opposed to other areas that are open year-round.

Alec Kupferberg said the study was conducted in concert with the county Department of Tourism and Southern Shore Regional marketing association, noting the council’s support helped MAC secure grants.

The study included data from the film industry and cultural tourism. The data was presented in the form of a 6-minute video whose narrative started in its founding in 1976. MAC has helped transform Cape May from a stagnant summer tourist port to the country’s leading Victorian-themed destination. MAC operates the Emma Willard Historic House Museum, Cape May Lighthouse and World War II lookout tower.

The organization also sells tickets, selling and providing private tours and hosts special events and performances including the Cape May Music Festival, as well as offering in-theater initiatives, most of which are aimed at young adult audiences.

According to the study, more than 90 percent of MAC’s annual $159 million plus income is earned through ticket sales, memberships and donations. Another 8 percent is made up of additional annual economic impact created by MAC’s various events and programs, which was calculated as $100 million annually.

The economic impact of $159 million discounted to the local economy includes $25 million generated for state and local taxes, the remainder, according to the report, still results.

MAC welcomed 250,000 visitors last year to its buildings, tourists, and events, 65 percent of the patrons originating from outside Cape May County and 66 percent spent an average of $139 in a single night in lodging.

The report notes more than 600 new events have been generated, with visits taken to place in the shoulder season.

Of the $137 million

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