

Discover the benefits

Of Cape May County Chamber membership

Each year, hundreds of people attend Chamber events. This audience provides members with a tremendous opportunity to network, collaborate, learn and market their business. There's never been a better time to be a member to take advantage of these high-profile interactions and connections with the B2B market.

Additionally, the Chamber is fully involved in Cape May County's \$7.4 billion tourism economy including the issues that effect it and the marketing to reach the customer base. Now is the time to take advantage of our extensive networks and resources. As a Chamber member you can directly reach the tourism visitors, as well as be involved in the issues important to your business.

Connecting members with visitors and the business community.



Our Mission

To be the advocate for the Cape May County business community through the strength of legislative engagement, member services, and educational programs.

Active Committees:

- Legislative & Environmental Affairs
- Tourism & Economic Development
- Ambassadors & Membership
- Marketing & Communications
- Military & Veterans Affairs

The Cape May County Chamber's Core Values are the principles that guide a plan of work in promoting tourism, economic development, advocacy, education, marketing services and networking.

INTEGRITY • COLLABORATION • SERVICE • LEADERSHIP



CapeMayCountyChamber.com

TOP REASONS TO BECOME A MEMBER

- The Chamber is the voice and hub for business in Cape May County
- The Chamber is the advocate for business and legislative issues
- Keep up to date on important information with the Chamber's newsletter
- High-profile networking opportunities at the region's best business events
- Educational events designed to help your business be successful
- Monthly Business Meeting to keep you informed and connected
- Advertising and promotional opportunities
- Visitors Center information distribution & Referrals to your business
- Access to lists of business decision makers and visitors
- The Chamber represents Cape May County business interests through affiliations

"Thank you and the chamber for the valuable information provided to us during this challenging time. Your updates provided comprehensive information from reliable sources. It's a lot of work to keep chamber members updated, and to advocate on our behalf. I just want to let you know it was truly appreciated."

- Ken Jenkins, Fractured Prune of N.J.

MEMBERSHIP BENEFITS INCLUDE

- Subscription to eNews Newsletter. Stay informed on important issues
- Invitations to high profile networking and educational events
- Access to Members-Only Deals and Discounts
- Visitor Center and Business Office Services & Referrals
- Email spotlight about your business to over 900 member subscribers (or 8,000 visitors)
- Listing and link on the Chamber's website
- Effective advertising programs that reach businesses or tourists
- Opportunity to post Hot Deals, Events, News Releases & Jobs on website

"Just wanted to say what a wonderful EXPO! The speaker was excellent with a wealth of information. I did some great prospecting and valuable networking. I appreciate all the hard work of the entire Chamber. I also appreciate the business referral you provided me!"

- Rhett Kirchhoff, Confires Fire Protection

Visit capemaycountychamber.com/benefits for a full list of member benefits

To learn more contact:

Camille Fitzmartin

Business Development & Membership Services Director

609-465-7181

membership@cmcchamber.com



ADVOCACY AND ISSUES

Collectively we can accomplish far more than any individual effort!

Offshore Wind: In June 2023, the Cape May County Chamber Board of Directors voted to support the County Commissioners Resolution 314-23. The Chamber's position is that offshore wind projects must be done responsibly and in collaboration with local communities, including fishing stakeholders. The Chamber supports additional studies to fully evaluate the impacts that are likely to occur. We support of finding renewable energy sources to provide a cleaner and sustainable alternative for meeting our energy needs, but not at the expense of our tourism-based economy, commercial and recreational fishing industry and local businesses.

Tourism: The County's tourism industry continues to be the economic engine driving jobs, quality of life, and the Coastal Shift for many who have chosen to relocate to CMC during and post Covid as well as for non-tourism related businesses who see the value of the County's geography and demographics. Rebounding back to \$7.4 billion in 2022, the Chamber represents our tourism industry through advocacy, advertising, and action.

Teen Labor Bill: Members of the Chamber first identified the opportunity to update the ancient teen labor laws and need to modify working papers as one solution to the current workforce crisis. Working with our statewide partners, this bill was finally passed and signed by Governor Murphy July 5, 2022 expanding the hours teens are allowed to work and putting in place a process for working paper reform scheduled to go into effect 6/1/2023.

J-1 Visa Summer Work Travel Program: The Chamber is a local, state, and national advocate for this program working with elected officials, businesses, and the U.S. State Department to restore the program to pre-Covid numbers. The Cape May County Chamber is a national voice for the program, now branded **BridgeUSA** and often participates in training webinars.

Offshore Oil Drilling and Seismic Testing: The Chamber has a long and respected reputation for its leadership in the opposition of oil drilling in the Atlantic Ocean along with the seismic testing necessary for the search for oil. As recently as July 2022 when the Biden Administration expressed intention to open new offshore drilling leases, the CMC Chamber was called upon to issue a press release on the dangers of drilling anywhere in the Atlantic Ocean waters. The Chamber is on record with filing official **opposition** with BOEM to Seismic Testing for Offshore Oil & Gas in the Atlantic Ocean.

Beach Replenishment Funding: We support increasing the annual dedicated \$25 million Shore Protection Fund to \$50 million through S2449 which has not been increased in 20 years.. The Fund finances beach replenishment and flood mitigation projects along New Jersey's ocean and bay coastlines. For two decades, the Fund has served as a catalyst for the state to acquire federal matching dollars of 65% to New Jersey's 35% share for important coastal projects, making New Jersey second only to Florida in federal dollars for beach protection. Without this Fund as an incentive, N.J. would not benefit from this level of federal support.

Housing & Transportation: Access to affordable housing and public transportation are the greatest contributing factors to employment issues. The Chamber has established a joint Task Force to work with County Government to address these critical issues with the goal of developing immediate, short term, and long term solutions.

Environment: Cape May County has a fragile and unique eco-system and the Chamber's Environment and Legislative Committee is extremely active in voicing concerns on regulatory actions that challenge our ability to live and work in balance with our community. Recent NJDEP regulatory changes to NJPACT rules will greatly change real estate values in Cape May County. Since January 2021 the CMC Chamber has been a major stakeholder on this issue, sounding the alarm to County and Municipal governments along with the business Community. Additionally, FEMA Federal Flood Insurance rates have the propensity to just as damaging to the County's real estate market and the Chamber is continuously providing educational sessions on this issue.

Coast Guard Community Foundation: The Chamber is a proud partner in the Cape May County Coast Guard Community Foundation and was an instrumental partner in the application of "Coast Guard Community" designation from the United States Coast Guard with confirmation by Congress. This prestigious designation was first awarded to Cape May County in 2015.

The County Chamber is the voice of the business community by monitoring and responding to issues that effect business!



Be a Member with the CMC Chamber and gain immediate access to valuable tools that will help you directly reach visitors and local business decision makers in the tourism and business to business markets.

Online Listings: Chamber website listing and link brings potential customers to your website. Includes a 200 character description and multiple keyword tags that offers search within the site and are indexed by Google. Social media links and mapping are included.

Membership Portal: Use your member login as your one-stop-shop to manage your presence on capemaycountychamber.com. This user friendly tool allows you to keep your website listing, events, and deals current.

Referrals: The chamber staff sends members customer prospects and refers visitors and local business people to them. Members routinely receive referrals through the website as well.

Hot Deals: Chamber member “Hot Deals” are prominently displayed on the website. The hot deals page is one of the most frequently viewed pages and offers a chance to stand out and attract potential customers to your business.

News Releases: Gain valuable PR by submitting your news worthy announcements. Member news releases are displayed on the website and are used for social media and newsletter content.

Visitors Center Services: The staff at the chamber’s Visitor Center provide tourism tips while referring member businesses.

More CMC Chamber Member benefits:

- | | |
|---------------------------|----------------------|
| Member e-news | Annual meeting |
| Membership signage | Tourism promotion |
| Networking events | Educational seminars |
| Advertising opportunities | Brochure display |
| Important advocacy | Member discounts |
| Annual report | Event sponsorships |

Interested in advertising? Packages are available. Learn more at www.capemaycountychamber.com

CONTACT US

Cape May County Chamber of Commerce
 13 Crest Haven Rd., P.O. Box 74, CMCH, NJ 08210
membership@cmcchamber.com
capemaycountychamber.com
jerseycapevacationguide.com

Make it easy for your business to be seen and found by the thousands of visitors and local business people who access our mobile responsive websites.

capemaycountychamber.com
jerseycapevacationguide.com

Enhanced Online Opportunities:

Search Results Summary: Use a 200 character directory results summary to make your listing stand out. Enhanced members only.

Description: Take advantage of a 1600 character description to attract chamber web visitors to your website link. Enhanced members only.

Photo Gallery: Build a photo gallery for your chamber website listing, Includes video media. The best way to bring attention to your business.

Linked Bulleted List: Make it easy for chamber website visitors to find the specific info about your business they are looking for. These links take them directly to specific pages of your site. Enhanced members only

Search Keywords: Add keyword tags to your profile that help visitors find you on our site. Google indexing included.

Top of Page Banner: Maximize your chamber website presence with a linked, top of page banner. Gives you top of page banner and listing. Website sponsors only.

Find us on



ENHANCED WEB LISTINGS & SITE SPONSORSHIPS HIGHLIGHT YOUR BUSINESS

Take advantage of the Cape May County Chamber's online member directory to highlight your business. Now offering two levels of highlights and features that give your business the visibility you're looking for. **Members with Enhanced Listings receive about 2x clicks vs. Basic Listings.**

www.capemaycountychamber.com

OPTIONS

**Website Sponsor
\$235 per year**

**Website Sponsor
Includes:**

**Top of Page
Banner Ad**

On search results
and member pages
(500 x 150 pixels)

PLUS all features
included in
Enhanced Listing

**Enhanced Listing
\$115 per year**

**Enhanced Listing
Includes:**

1600 Character
Description

eBrochure Photo Gallery

Linked Bulleted List

20 Search Keywords

PLUS all features
included in
Basic Listing

Basic Listing:

Included with
Your Membership

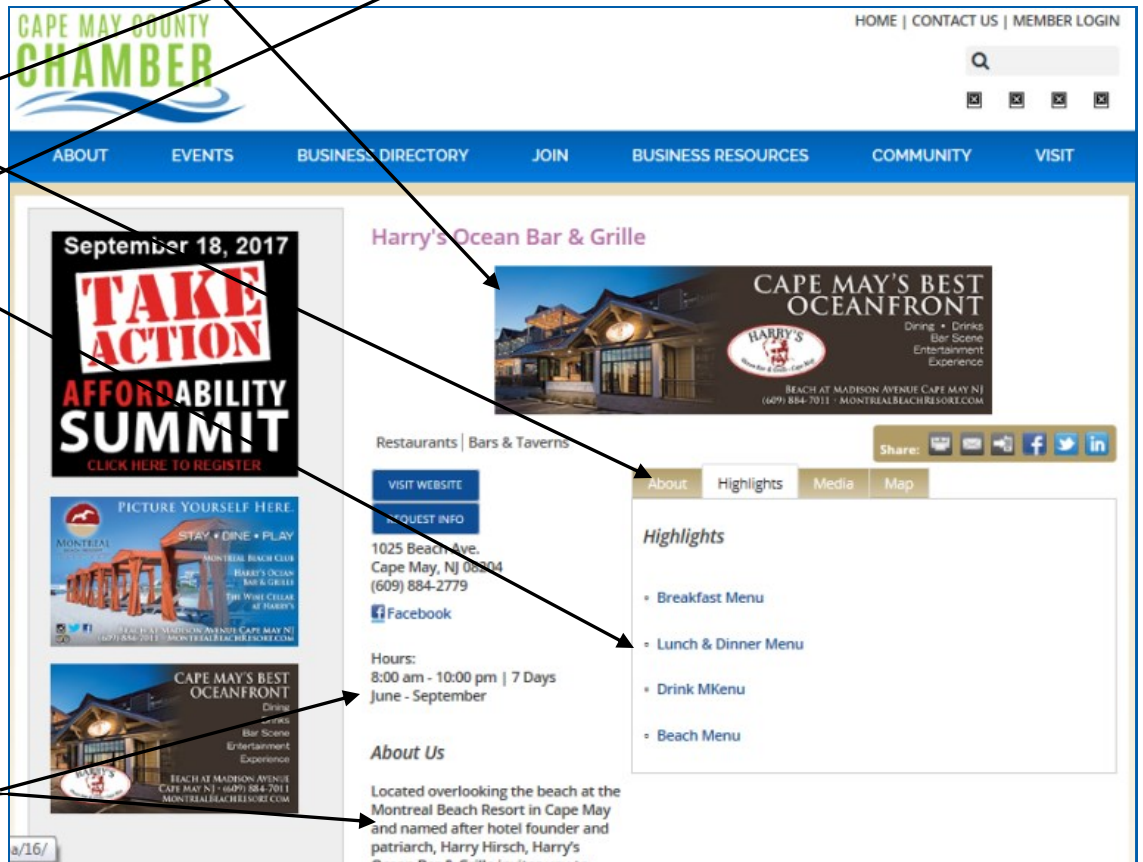
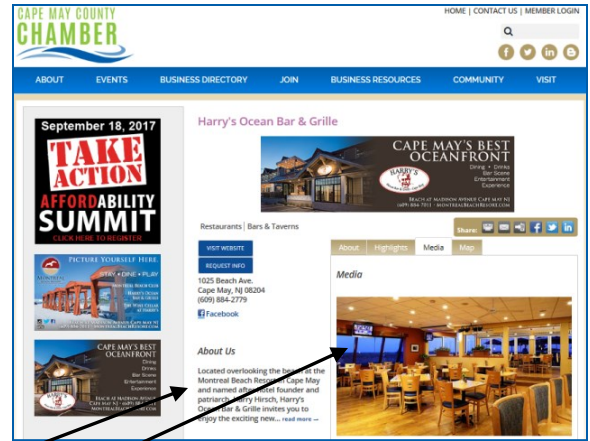
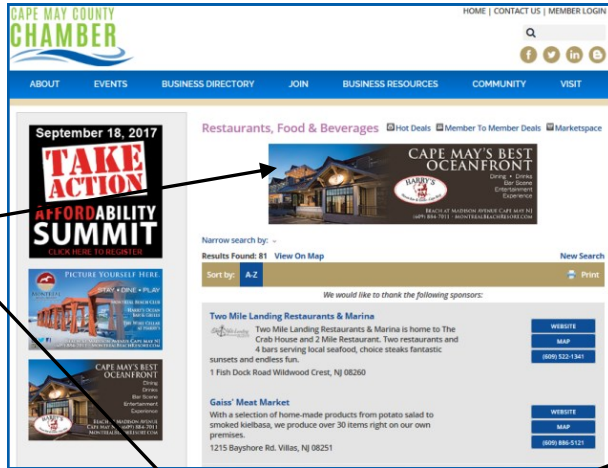
200 Character
Description

Hours of Operation

Map Feature
w/ Driving Directions

Social Media Sharing

8 Search Keywords





**MARKETING
OPPORTUNITIES
2024**

Tourism
Awareness
Sponsor
Optimize
Business
Social
Print
Online
Advertise
Enhance
Media

With a reputation as the place to go for information on local business and with an ongoing investment in advertising and content, the Cape May County Chamber has been able to deliver information for business people and visitors alike. Our Membership Directory and other features of our websites will help drive relevant traffic to your website. We take pride in making your company's information easy to find.

Chamber Website Digital Statistics

www.capemaycountychamber.com



Unique Visitors
138,000
(annually)

Page Views
161,000
(annually)

Directory Searches
31,000
(annually)

Sponsor Ad Views
26,000
(annually)

Package 1: Enhanced Directory Listing - **\$115/year**

*1600 character main description, plus 200 character search results summary
Photo gallery
Linked bulleted list
Social media listing*

Package 2: Premium Web Listing - **\$200/year**

*All the features of Enhanced Directory Listing above,
plus...
Top of Search Page Linked Banner (740 x 144)
Includes 1 choice of category*

Vacation Guide Website Digital Statistics

www.jerseycapetourism.com



Total Visitors
174,000
(annually)

Page Views
252,800
(annually)

Leads Generated
3,000
(annually)

Hot Deal Views
7,500
(annually)

Package: Online Vacation Guide Website - **\$425/year**

Full descriptive, linked listing with photo gallery and mapping

Add a content page header banner (740 x 144) for \$150/year. Choice of 3 pages.

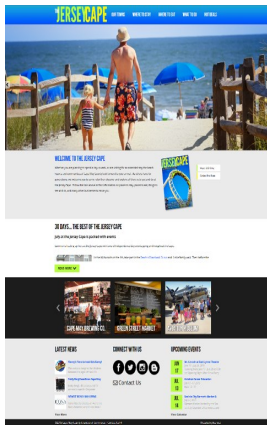
Our vacation guide is one of the popular and recognizable marketing pieces for individuals and travel professionals alike. The Guide is available online and at many high traffic distribution points around the region, and is frequently requested through our visitors center and website. The Guide provides vacationers information on the best of places to stay, eat and play at the Jersey Cape.



THE JERSEY CAPE VACATION GUIDE

2023 marks the 56th consecutive annual edition. Advertise where tourists know to look for all their vacation needs including Hotels & Motels, Vacation Rentals, B&B's and Campgrounds. As well as, Restaurants, Attractions, Fishing & Boating, Golf and Shopping.

This Guide offers the best combination of Distribution, Quality & Price! This glossy, informative quality guide, with a 65,000 copy distribution will deliver your message to the visitors you're looking to reach.



ONLINE GUIDE WEBSITE

This website attracts thousands of visitors per year and allows visitors to link to your business. The Online Guide is advertised in many of your Regional target markets and is designed in a mobile responsive format that is part of your package.

Be featured in the website blog, Homepage features and Hot Deals page as well.



PRINTED GUIDE

Print ads in the Guide offer great visibility at affordable rates and is widely distributed throughout the Northeast Region and Canada. Demand remains strong for the Jersey Cape Vacation Guide primarily from Individuals, Local & Regional Information Centers and AAA offices.



SOCIAL MEDIA REACH

Your marketing package includes mentions and links about your business on the Chamber's Facebook page.

Build on your own "likes" and "followers" from the list of hundreds who follow the Chamber for tourism info.



EMAIL NEWSLETTER

Reach the 8,000 subscribers who look to the Chamber for information on the best places to stay, eat & play at the Jersey Cape!

Your photos, stories, specials and more will be included in this bi-monthly newsletter as part of your investment.

Rates

Format - Full Color	Ad Size (width x height)	Cost (deduct 5% before Sept. 8)
Full Page	5.75 x 8.875 or 7 x 10.25 Bleed	\$1,975
Half Page	5.75 x 4.25	\$1,275
Quarter Page	2.75 x 4.375	\$895

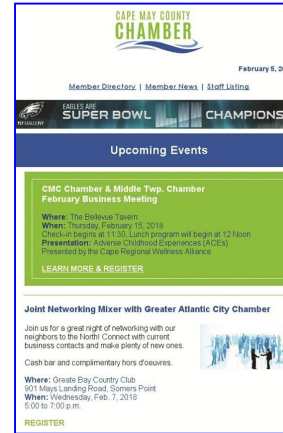
Email marketing has never been more popular and with the proliferation of mobile devices, it's never been easier to access members and visitors. The Chamber has a loyal following and avid reader base. This combination has created an excellent opportunity to get your message to the customer you are looking for.

Digital Statistics

Subscribers
900
(chamber)

Subscribers
8,000
(jersey cape)

Email Options	Ad Size (w x h)	Cost
E-News Banner	600 px x 75 px	\$100 (2 issues)
E-Blast	600 px x 1200 px	\$150 or 3 for \$300



E-News Banner
Image (600 x 75 px)

Calendar of Events Brochure

The Calendar of Events Brochure continues to grow in popularity. With a focus on free events and county-wide tourism a total of 40,000 are distributed to a host of local and regional outlets. The calendar promotes hundreds of events within fourteen municipalities and is considered the best collection of the county's best events. The calendar not only promotes your business, it enhances tourism, increases off-season event attendance and encourages movement around the county for the benefit of all.

Distribution

Copies
40,000
(annually)

Format - Full Color	Ad Size (w x h)	Cost
Full Panel	3.5 x 8.5	\$1150
Half Panel	3.5 x 4.25	\$750
Quarter Panel	3.5 x 2.125	\$500

