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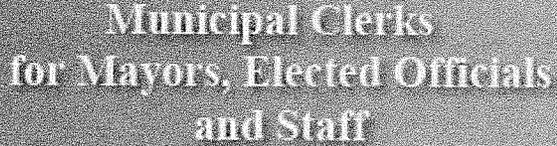
Masser, Michelle

From: Lashway, Lisa
Sent: Tuesday, February 05, 2013 3:35 PM
To: Canning, Sean; Masser, Michelle
Subject: FW: Jersey Shore Campaign

Lisa Lashway
Mt. Olive Twp. Clerk
973-691-0900 Ext. 7291
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PO Box 450
Budd Lake, NJ 07828

From: NJLM to Municipal Officials [mailto:njlm-clerks@cityconnections.com]
Sent: Tuesday, February 05, 2013 3:33 PM
To: Lashway, Lisa
Subject: Jersey Shore Campaign

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February 5, 2013

Shore”

RE: “Show Your Love for the Jersey Campaign Opens

Dear Mayor:

The U.S. Small Business Administration's Office of Disaster Assistance at the NJ Joint Field Office, FEMA External Affairs at the NJ Joint Field Office, the NJ Business Action Center and the NJ Division of Travel and Tourism have inaugurated a campaign proposed by the Federal SBA that we, at the League, are supporting. This campaign is called the "Show Your Love for the Jersey Shore" Campaign.

As we all know, the public perception is that most businesses along the New Jersey shore are significantly damaged or are not open for business. This effects even those businesses that survived the impact of Hurricane Sandy, because customers are not coming into the area. The impact is resulting in significant economic losses for business in the process of rebuilding as well as for those businesses already open.

Tourism is a major component toward the viability of the coastal areas. The dollars gained help reduce the real estate taxes to residents and businesses. Hundreds of jobs are created from the increased summertime business created from people visiting the beaches and boardwalks. The Governor has expressed a challenge to get the Jersey Shore back up and running by Memorial Day, the beginning of the increased revenue season.

The "Show Your Love for the Jersey Shore" Campaign will kick-off during the month of February. The purpose of the statewide event is to promote activities that show the Jersey Shore is open for business.

By involving Federal, State and Local government agencies along with small businesses and media, associations and other stakeholders we will continue to remain a TEAM, and remind New Jerseyans that, "Together Everyone Can Accomplish More" and demonstrate that New Jersey is and will remain, "Jersey Strong."

This campaign has been introduced to the following stakeholders:

- * SBA's NJ District Office
- * NJ State Coordinating Officer
- * FEMA External Affairs at the NJ Joint Field Office –Private Sector
- * SBA's Office of Disaster Assistance at the NJ Joint Field Office
- * NJ Department of State, Division of Travel and Tourism
- * NJ Business Action Center
- * NJ Restaurant Association
- * NJ State Chamber of Commerce
- * NJ League of Municipalities

If you have any questions on this, please contact:

Jennifer Stringfellow
Communications Officer
New Jersey Division of Travel and Tourism
225 West State Street, PO Box 460
Trenton, NJ 08625
(609) 292-7138
jennifer.stringfellow@sos.state.nj.us
www.visitnj.org

It is our hope that you will support this project. We will provide additional details, as they become available.

Very truly yours,

William G. Dressel, Jr.
Executive Director

*If you would like to be removed from receiving faxed advisories please contact Shirley Cade at scade@njslom.com or 609-695-3481 ext. 114 with the name of your municipality and fax number. Thank you.

Please be advised that the information you receive is not legal advice. You must consult your town attorney to make sure that any of the material you receive is in accordance with current state law and your particular facts and situation.

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New Jersey League of Municipalities
222 West State Street, Trenton, NJ 08608
609-695-3481

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