

## WHAT IS A DMO?

In NJ, Destination Marketing Organizations are not tax-funded. Qualified nonprofits compete for grants to be spent on local tourism projects. The Chamber must match a certain amount of each grant award, perform an audit and submit reports showing marketing return on investment.

There are (17) DMO's in the State of NJ representing every corner, they collaborate in travel, professional development and technology to enhance tourism statewide and are the most influential marketers in the State.

## THE CHAMBER RECEIVED GLOBAL ACCREDITATION IN 2014



- Signifies a trusted source for media, investors and travel journalists.
- Advanced outreach positions the LBI Region for weddings and events as well as elevating our culinary and craft offerings.
- Extends an invitation to learn through museums and nonprofits.
- Often the first point of contact for future homeowners, new businesses and potential partners.

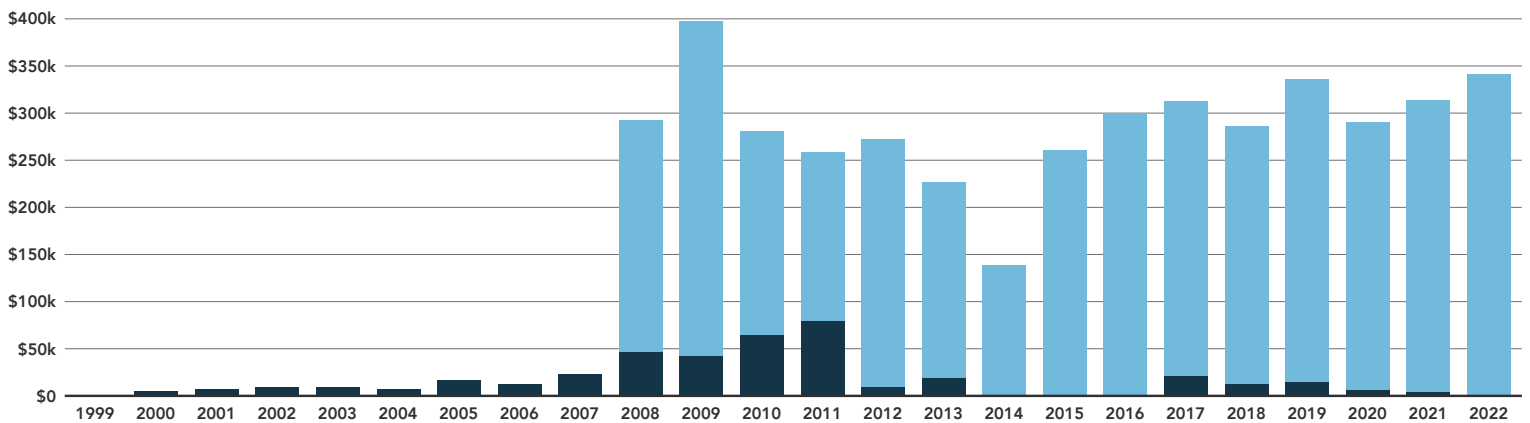
## CHAMBER HISTORY AS A DMO

- 107+ years of proudly marketing and providing visitor services in Southern Ocean County.
- 2007 brand strategy meeting with all local stakeholders created the LBI Region.
- \$2.5 million+ in DMO grants since 2008.
- Grants are spent on marketing, economic research, visitor center services and technology.
- Every dollar spent aims to reach consumers in traditional and innovative ways on behalf of the LBI Region business community.

## STAKEHOLDERS

Lacey	Tuckerton	Surf City
Waretown	Little Egg Harbor	Long Beach Township
Barnegat	Barnegat Light	Ship Bottom
Stafford	Harvey Cedars	Beach Haven
Eagleswood		

## CHAMBER + DMO MARKETING SPEND BY YEAR



## DMO GRANT REVENUE & TOTAL MARKETING SPEND

