



FOR IMMEDIATE RELEASE

Monday, May 7, 2018

Crest Commissioners, destination marketing expert to discuss New Jersey Avenue Business District redevelopment at May 10 meeting

WILDWOOD CREST – Roger Brooks, a keynote speaker and renowned expert on travel, tourism, downtowns, community branding and destination marketing, will be on hand at the Wildwood Crest Board of Commissioners Meeting on Thursday, May 10. The meeting will be held at 9:30 a.m. in the court room at Wildwood Crest Borough Hall.

Brooks will be in Wildwood Crest the day prior to the meeting to host workshops, presentations and discussions with borough stakeholders that will focus on the redevelopment of the New Jersey Avenue Business District as it relates to the long-term vision of branding Wildwood Crest as a first-class tourist destination. The redevelopment of the business district will be done in consultation with the Cape May County Engineering Department as it develops plans to reconstruct New Jersey Avenue.

Brooks will then give a public presentation of his findings regarding the New Jersey Avenue Business District at the May 10 Board of Commissioners Meeting. The public is welcome to attend and ask questions.

For more information, contact the Borough of Wildwood Crest at (609) 522-5176.

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