Consumer surveys & business owner interviews

Outreach
- 148 businesses
- 5 contacts
- 2 dozen agreed
- 13 year average

Business types
- Full-serve dining
- Ltd-serve dining
- Snacks
- Hospitality
- Entertainment
- Grocery
- Clothing
- & accessories
- Gifts
- Personal services
- Traditional retail

Key findings...
It was a good season

Most businesses
Best season since Sandy

A few businesses
Business off slightly

A couple said
Less traffic
Higher sales

Changing consumer base

Seeing more...
Larger homes
2nd homeowners
Weekend warriors
Fewer consumers

Seeing less...
Smaller homes
Short-term visitors
Day trippers
Large households
Day trippers

Difficult to find
Seasonal help
Attracting visitors

LBI Shuttle
Shuttle brings shoppers south
It also brings employees
Some want to expand to west
Strong support to expand shuttle

Enhanced appeal
Streetscapes and building facades
Keep feel of small maritime hamlet

Changing spending habits

Previously...
Day trippers bought sundries
Saturdays were good retail days

Recently...
< Sales of sundries
< Impulse shopping
< Homeowners dine out in season
< Interest in tourist items, apparel
> Interest in upscale gifts, clothing
Too few year-round residents

- Larger homes, fewer occupants
- Thursday-Sunday
- Cocooning
- Need visitors in shoulder seasons

Strong support for events

- Shortest season of shore towns
- All sponsor some
- Every weekend until Thanksgiving
- Then town-wide holiday events
- Grow awareness of shoulder-season

Unresolved...
- Central marketing
- Island-wide co-op
- Who’s in charge?
Build a wedding destination

Almost every business supports this idea
Would benefit a wide range of businesses
Already a growing business segment
Help grow visitors in shoulder-seasons
Again...
Who coordinates this?

Consumer survey

1,501 responses
66% visit ≤ month

Demographics
7% ≤ 25 years
51% ≥ 55 years
70% residents ≥ 55
76% ≥ $100,000
36% ≥ $200,000
61% no children

Visitors 37%
Residents 18%
Seasonal 29%
2nd Home 16%
Who’s here, who’s not

Originating zip code
- 65% New Jersey
- 14% Pennsylvania
- 10% New York
- 2% Connecticut

91% Long tradition of visiting LBI

Where they stay
- 79% stay in house
- 13% stay in condo
- 4% in motel

Have enough “Yes”
- 44% B&B
- 35% Boats
- 54% Condos
- 77% Houses
- 61% Hotels

Interest in home ownership

50% own home in Beach Haven
48% have interest in buying a home in Beach Haven *

Type of property *
- 75% single family
- 40% small condo
- 35% small duplex
- 13% large duplex
- 7% large condo

* Non-homeowners
Dining

66% never dine off island

Popular dining styles
- Full-serve sit-down
- Ice cream & snacks

Restaurants wanted
- Waterfront dining
- Chinese
- None, have enough
- Asian/Japanese
- Barbecue
- Italian
- Tavern / Pub

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<th>Dining out</th>
<th>Visitors</th>
<th>Seasonal</th>
<th>2nd Home</th>
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<td>$74</td>
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Shopping

Shopped most often
- Hand’s
- Murphy’s Marketplace
- B&B Department Store
- Acme Markets

Favorite place to shop
- Hand’s
- How to Live
- B&B Department Store
- Faria’s Surf & Sport
- Murphy’s Marketplace

Stores to add
- Clothing, shoes, boutiques
- Pet store / groomer
- None, we have enough
- Hardware store
- Bookstore
- Personal/Business Svc
- None, we have enough
- Movie theater
- Salon, spa, massage
- Activities & entertainment
- Medical & urgent care
Attractions

Maritime District
≥ 60% awareness
% visiting…
34% Maritime museum
17% Black Pearl tours
15% Fish/crab pier
11% Charter boats
11% Bay cruises

Historic District
≥ 47% awareness
% visiting…
53% Craft/art shows
50% Concerts in park
46% LBI Museum

What adds appeal?
More events & activities
More restaurants
Outdoor/waterfront dining
Nothing else needed *

Does parking limit visits?
69% say, “no”
31% “yes” or “sometimes”

* 19% 2nd homeowners

Best & Worst of Beach Haven

What they like most *
Bike riding
Small town feel
Shopping
Dining
Walk around town

What they like least
Vehicle traffic
Crowds
Lack of parking
Fading visual appeal

* Other than beach
Attracting off-season visitors

Season/2nd Home *
- ≤ 7% don’t visit
- ≥ 83% in autumn
- ≥ 75% in spring
- ≥ 57% in winter

Reason for visits
- ≥ 80% check property
- ≥ 36% off-season events
- ≥ 31% visit friends/family
- ≥ 29% visit restaurants
- ≥ 22% visit stores
- ≤ 13% relax & get away

* 42% of respondents

Interest in events
- 69% Autumn Rest Week
- 69% Spring Rest Week
- 68% Octoberfest
- 64% Winter/Holiday events
- 50% Autumn Jazz Festival

Presence of pets

Season/2nd Home *
- 50% bring their dog
- 5% bring their cat
- 4% would if pet friendly
- 41% don’t own a pet

* 42% of respondents
The wedding experience

48% more reception venues
45% more pre/post activities
37% more places to stay
37% more ceremony venues

Sources of information

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Recommended strategies

- Recognize primary customer base
- Introduce & prioritize capital projects & programs
- Continue business revitalization efforts
- Establish economic redevelopment zones

Questions?