



NEW JERSEY WAYFINDING MARKETING PLAN UPDATE
Karen Hatcher and Marguerite Chandler
December 1, 2008

Bottom line: From the beginning, we have all recognized the need for a comprehensive Wayfinding system that is properly marketed and self-sustaining. We can wait (and wait and wait) for state government to create it. Or we can take action ourselves now and create a new possibility.

New Jersey's density and complexity requires this system more than any other state! And from the beginning, Celebrate NJ! has demonstrated what's possible when we work together towards that end.

We have a choice. As a community, we can implement a comprehensive, statewide Wayfinding system that empowers everyone. This is an achievable goal—if we work together.***



Introducing NJPOI.com

The first tangible result of our efforts is NJPOI.com, envisioned as New Jersey's premier visitor map site. We've loaded over 2,000 points of interest on this site as a beginning. This Wayfinding tool is built on a membership model whereby NJ's points of interest community supports itself through a modest annual membership fee.

While it's difficult to know exactly how many points of interest exist in NJ, if we conservatively estimate an average of 8-10 points in every municipality, that's approximately 5,000 potential members to NJPOI.com.

Our NJPOI.com membership goals:

Year 1 = 20%	Year 2 = 40%	Year 3 = 80%
1,000 Members	2,000 Members	4,000 Members

***Memberships generate a pool of funds to sustain and enhance the system

<u>Year one:</u>	\$ 62,250 to market the program
	\$ 41,500 to administer the program
	\$ 32,500 for TODS signage grant program (\$50/full membership)

Situational analysis: What has Celebrate NJ! done to get us this far on a budget of \$110,000?

- ***Creating the vision of what's possible:***
 - Organized the Wayfinding Symposium in December, 2007
 - Created a 6-minute video to explain what Wayfinding is and why New Jersey needs a comprehensive, statewide Wayfinding system
 - Generated significant media attention from the Star Ledger, the Gannett papers, 101.5 radio, and the NJSLOM magazine
 - Developed an on-line survey to engage public participation in the process (more than 1,000 people responded)

- ***Raising funds from private sources:***
 - Wrote grants and obtained funding from the Community Foundation of NJ, the NJ Chamber of Commerce, and The Hyde and Watson Foundation
 - Solicited grants from several corporate and community sponsors

- ***Engaging a constituency and building consensus:***
 - Identified and coordinated the work of the Wayfinding Steering Committee, the decision-making group for the project
 - Created a public conversation among all the statewide stakeholders about the need for Wayfinding in NJ
 - Researched and drafted the new Tourist Oriented Destination Signage (TODS) criteria
 - Testified in front of the state Joint Commission on Tourism and generated bi-partisan support for a comprehensive, statewide Wayfinding system
 - Developed a NJPOI brochure, flyer, poster, and Power Point presentation

- ***Implementing a start-up plan***
 - Identified, hired and/or bartered for world-class Wayfinding expertise
 - Coordinated the work of the Wayfinding consultants
 - Coordinated the Wayfinding sub-committees
 - Met numerous times with NJ DOT to assure federal and state compliance
 - Advocated with NJ DOT for the new TODS criteria
 - Met with NJ Transit to integrate public transportation into the Wayfinding system
 - Developed a NJ Points of Interest (NJPOI) Community Mapping system to link signage, paper maps, and electronic media (e.g., GPS, cell phones, Internet)
 - Promoted news of this Wayfinding process through periodic e-newsletters

Strategy: What will it take to reach the critical mass that's needed?

1. Public presentations to core constituents
2. Develop sales targets and reach them in a timely fashion (the initial push lays the base—every membership after that point makes the system stronger)
3. Create high visibility of the system statewide
4. Develop TODS grant review committee

Tactics:

- Send 2,500 direct mail pieces to points of interest (done - September, 2008)
- Make presentations to statewide groups (Karen has already presented to Monmouth-Ocean Development Council, Jersey Arts Marketers- North, Central and South, NJ Association of County Cultural and Heritage Agencies, Institute of Transportation Engineers, Delaware Valley Regional Planning Council, Essex, Bergen and Passaic Cultural and Heritage agencies, NJ State League of Municipalities)
- Identify additional key partner groups and schedule group presentations (ongoing)

- Create four 15-second video and audio PSAs for TV, radio and web broadcast in consultation with the producer of the "NJ & You: Perfect Together" ads to promote NJPOI and NJ's many attractions (early production work complete – ready by 2/1/09)
- Partner with NJ Secretary of State's office (Travel & Tourism, Arts, History) and the Direct Marketing Organizations (DMOs) around the state (ongoing)
- Create an email campaign to all Mayors ["Boost your local economy"] (Nov., 2008)
- Build a system that's fully compatible with existing technology [e.g., a Google mapping platform, immediately Internet accessible, adaptable to GPS systems] (Phase I – complete Nov., 2008)
- Launch "Ten reasons to Join NJPOI," a weekly e-marketing campaign to 170 key groups (began October 28, 2008)
- Offer discounted memberships (launched Oct., 2008; ends March 1, 2009)
- Send press release for re-distribution to major tourism associations (done – 11/20/08)
- Co-market NJPOI with member sites via Internet link back to NJPOI (ongoing)
- Make a presentation to the NJ Chamber Board (scheduled 12/6/08)

Results (so far)

- A new set of **Tourism Oriented Destination Signage (TODS) criteria** were created which will shift the focus of the TODS signage from national, for-profit chains to in-state, nonprofit groups (the original intention of the TODS program), lowering the cost of signage for non-profit groups
- NJDOT has worked closely with us and is **embedding the new criteria** into the next decade of the TODS contract
- The **New Jersey Wayfinding Master Plan**, the basis for a comprehensive, statewide Wayfinding system, has been completed (we're the first state in the nation to do so!)
- A **new cognitive map** (including six icons and zones) has been created to orient the first-time visitor
- Phase I of the **NJ Points of Interest Map (NJPOI)**, the basis for a robust Internet/electronic interface, has been developed
- New **statewide Wayfinding legislation** is being written to codify the basic Wayfinding design elements and standards to link existing Wayfinding systems with a statewide plan
- **Promotional videos, showcasing New Jersey's many attractions** are being produced to launch NJPOI in early 2009.

NJPOI.com Membership Targets:
(1,000 memberships by 12/2009; 2,000 memberships by 12/2010)

YEAR 1

Nov. 2008–Feb. 2009	350 full members @\$150*	\$52,500	[23 per week]
	200 link-only members @\$25	<u>\$ 5,000</u>	[13 per week]
TOTALS	550 Members	\$57,500	

*Discounted membership rate

March 1, 2009 Public launch of PSAs on all media

March-Dec. 2009	Enroll new members		
	300 full members @\$250	\$75,000	[30 per month]
	150 link-only members @\$25.	<u>\$ 3,750</u>	[15 per month]
TOTALS	450 Members	\$78,750	

Total NJPOI.com Members Year One 1,000 Members

YEAR 2

January – Dec., 2010	520** full members renew @\$250	\$130,000	
	280** link-only members renew \$25	\$ 7,000	
	850 new full members @\$250	\$212,500	[71 per month]
	350 new link-only members @ \$25	<u>\$ 8,750</u>	[29 per month]
Total NJPOI.com Members Year Two	2,000 Members	\$358,250	

**Conservatively assumes 80% renewal

Progress reports will be issued each week between now and the end of February.

Contact information:

Karen Hatcher, Executive Director

732.333.0462

khatcher@CelebrateNJ.org

Marguerite Chandler, President

609.898.8714

mchandler@edmarcorp.com