THANK YOU FOR ATTENDING
THE ASBURY PARK CHAMBER OF COMMERCE

GENERAL MEMBERSHIP MEETING!

MEET THE BOARD

&

EXECUTIVE STAFF

EXECUTIVE BOARD



PRESIDENT

CHRIS FEMIANO

MADISON MARQUETTE



1ST VICE PRESIDENT

SUE PECKMAN

INITIAL IMPACT



2ND VICE PRESIDENT

JENNIFER STINE

FORTUNE WEB MARKETING



TREASURER

DJ PRESTO

DJ'S DELIGHTS



SECRETARY

MADELINE VRICELLA

JUICE BASIN

BOARD OF TRUSTEES



BRIAN CHERIPKA
STARFIELD



TOM HAYES
MERCY CENTER



MEGAN BOYLE
DESTINATION ASBURY BOUTIQUE



KIMMEE MASI
CONFECTIONS OF A ROCKSTAR



KRISTINA BANNON
PUCKER



MARY McGILLION
JOHNNY MAC'S / KIM MARIE'S / ZOMBIE WALK



CHRISTINA SMITH
THE CENTER IN ASBURY PARK

2027 BOARD OF TRUSTEES NOMINEES



KATHY KELLY
THE PARANORMAL MUSEUM



MICHELLE PACI
BROOKDALE COMMUNITY COLLEGE



SYLVIA SYLVIA
CITY OF ASBURY PARK UEZ

EXECUTIVE STAFF



MATTHEW WHELAN & PAIGE WHITE

EXECUTIVE DIRECTOR

ASSISTANT DIRECTOR

SO...WHAT EXACTLY IS A CHAMBER OF COMMERCE?

There is a lot fo confusion as to what our organization is and what it does. The Asbury Park Chamber is a non-profit 501c6, membership organization. Our mission, is to advocate, promote and support the success of the business community.

Of course being Asbury Park, we are unique in many ways. We consider ourselves a hybrid chamber of commerce. Our philosophy is to promote commerce, as well as stay true to the preservation what makes Asbury Park the coolest 1.4 square miles you'll ever experience! We believe that by helping to promote art, music, diversity, the environment and humanity, Asbury Park will continue to grow as a tourism destination, as well as a wonderful and welcoming place to call home. Plus, it's just the right thing to do.

WHAT DOES THE CHAMBER DO?

WE ADVOCATE ON BEHALF OF THE MERCHANT COMMUNITY WITH LOCAL, COUNTY AND STATE OFFICIALS





WE CELEBRATE OUR MEMBER'S BIG DAY!
WE EVEN BRING THE BIG SCISSORS!









WE HAVE MONTHLY NETWORKING EVENTS!





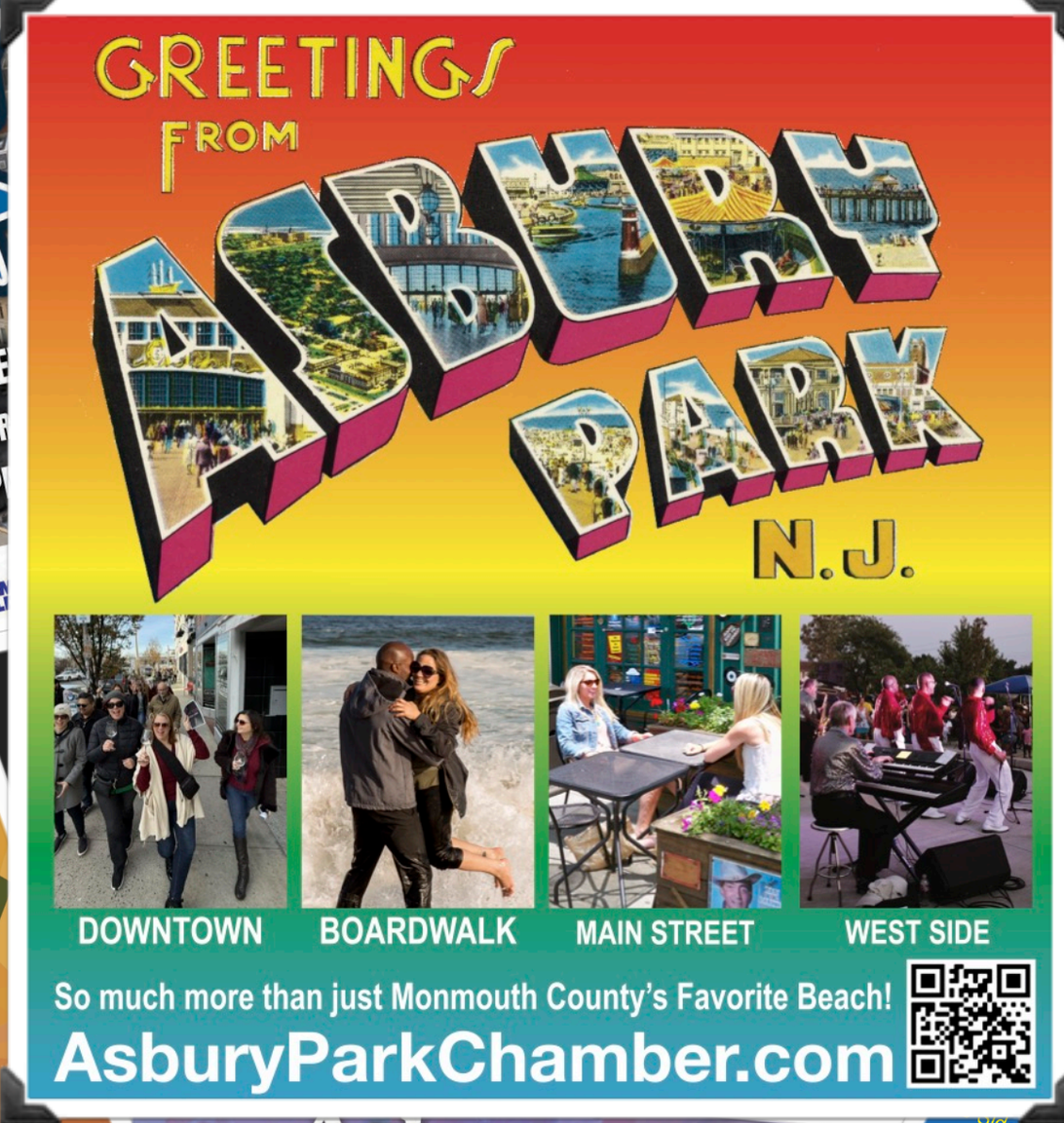






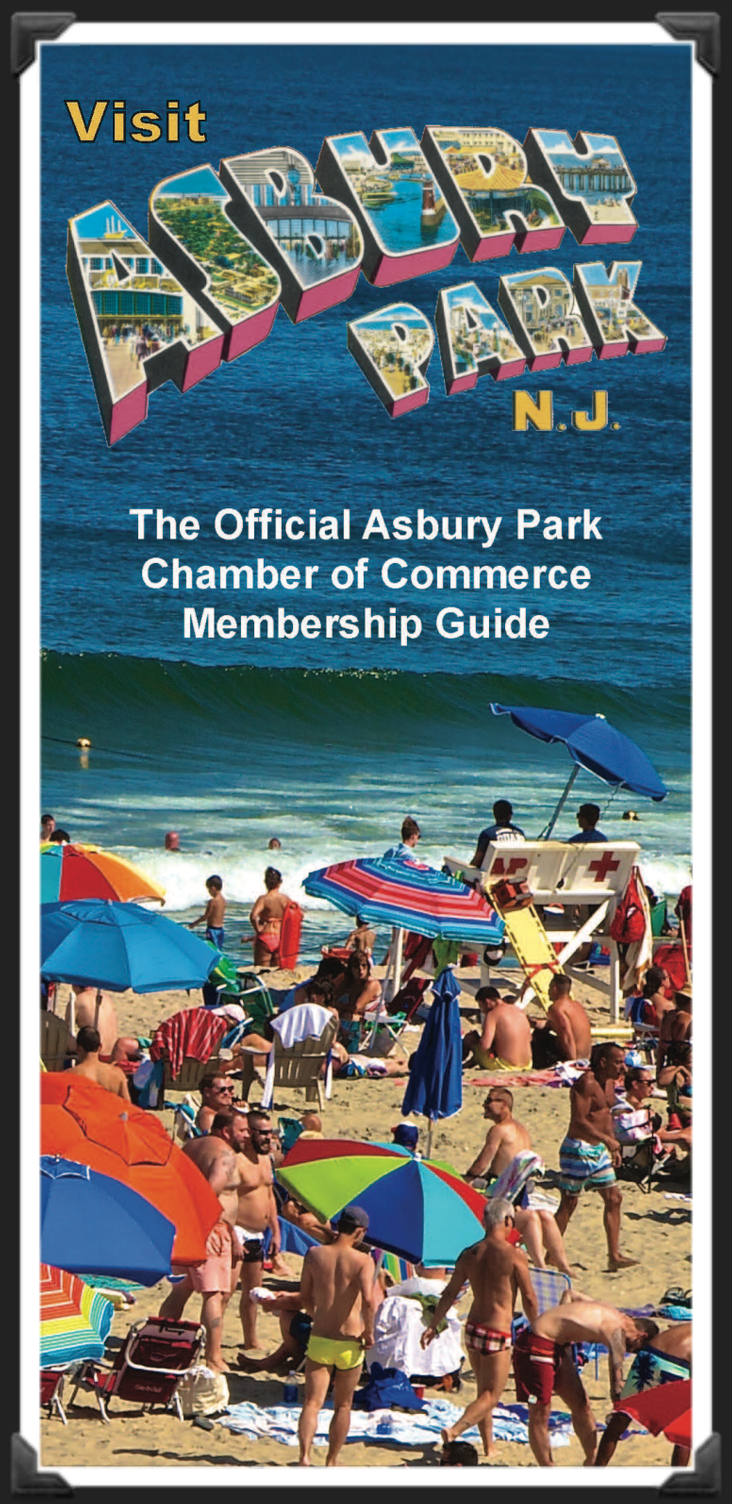
MARKET, MARKET, MARKET



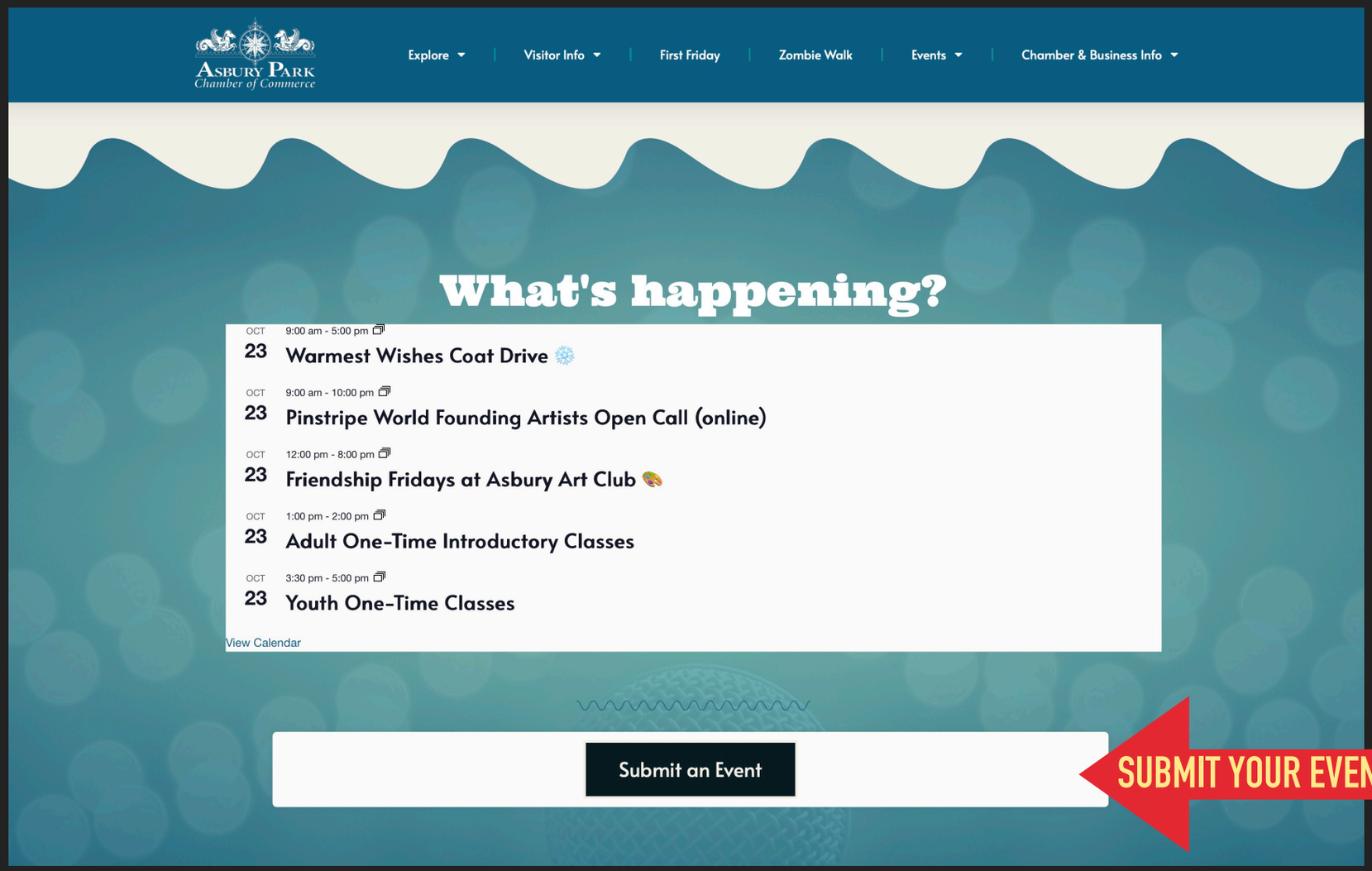




WE DESIGN AND PRODUCE
THE VISIT ASBURY PARK GUIDE



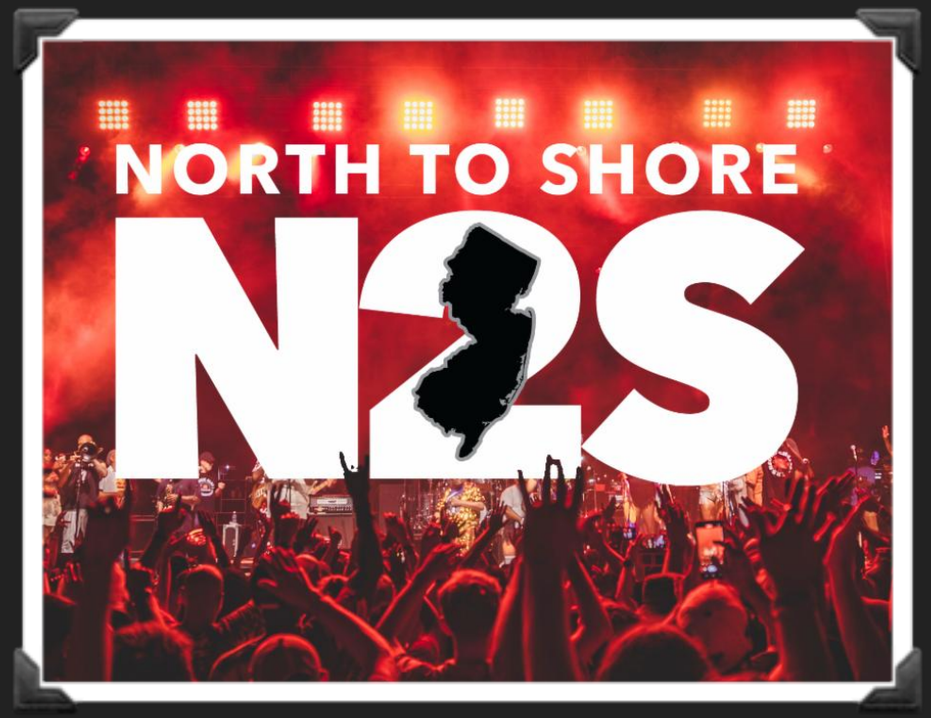
WE SHARE YOUR EVENTS!



TAG US IN YOUR SOCIAL MEDIA POSTS

www.AsburyParkChamber.com

WE HELP OTHERS PROMOTE AP!



NORTH TO SHORE



AP'N3 FILM CHALLENGE



ASBURY PARK ST. PATRICK'S DAY PARADE



ASBURY PARK ZOMBIE WALK

The APCC SUPPORTS THE COMMUNITY!











OUR SIGNATURE EVENTS, BRINGING THOUSANDS OF NEW FANS TO ASBURY PARK EACH YEAR!

MARK YOUR CALENDARS!

- Downtown Tree Lighting - 12/5
- Downtown Wine Tour - 12/6
- Menorah Lighting - 12/10
- Boardwalk Wine Tour - 2/28*
- Restaurant Tour - 4/26*
- AsburyFest - 6/11 - 6/13
- Carousel Awards - 10/7

*Dates Subject to Change





2026 ACCOMPLISHMENTS

- We welcomed 40 new members to the Chamber, half of which are Asbury Park businesses
- We cut ribbons for 5 new businesses in town
- We networked with 710 professionals at our monthly networking events
- We brought over 7,000 people to town for our consumer events (AsburyFest, Wine Tours, etc.)
- We had more restaurants participate in Restaurant Tour than ever before.
- We were awarded a $50,000 grant for the FIFA World Cup Viewing Event downtown that brought well over a thousand people to town.
- We partnered with the City of Asbury Park to run the beer and wine tent at the Asbury Park Jazz Fest
- We ran an ad in the USA Today Northeast Travel Guide who’s print version is distributed to 12 Northeast & Mid-Atlantic States and their digital version reaches 10M travel enthusiasts.
- We worked with members to create Second Sunday Sidewalk Sales and First Friday, both aimed at driving consumer traffic to town.
- We are working with the City on having a Sidewalk Sale for Small Business Saturday.

2027 GOALS

- The Asbury Park Chamber of Commerce Savings Card
- Expand existing events to better serve the membership
- Work with the City to update the maps throughout town
- Print and Distribute a newly updated Visit Asbury Park Guide
- Bring Back The Carousel Awards
- Continue to grow our membership and presence in Asbury Park and beyond





CAN THE CHAMBER...?

These are all the member submitted questions we received in advance of this meeting.

CAN YOU EXPLAIN HOW A NEW BUSINESS SCHEDULES A GRAND OPENING THROUGH THE CHAMBER?

Asbury Park Business

ASBURY PARK CHAMBER OF COMMERCE

Great question. Just call or email us to let us know you want to do a Ribbon Cutting. We typically do ribbon cuttings Monday thru Friday and find that during the business day we have more luck with getting our board members and city representatives to attend. But the simple answer is just call or email us.

Matt @ The Chamber

HOW DO YOU PROMOTE MY INDIVIDUAL BUSINESS?

Asbury Park Business

ASBURY PARK CHAMBER OF COMMERCE

A lot of what we do promotes all of Asbury Park because as my friend Kathy Kelly likes to say “A rising tide lifts all boats.” As members you do get individual promotion as well. We do new member welcome spotlights on social media when you join. We do email blasts for our members to our over 11K email consumer database. We’ll reshare your post if you tag us in it. I also will go through and reshare member’s posts at random when I see them, but it’s definitely more effective if you tag us. You can also email or call us and say “look I could really use some extra promotion,” and we’ll happily do a member spotlight on your business.

Matt @ The Chamber

THE SEA.HEAR.NOW KICKOFF ON COOKMAN WAS GREAT FOR BUSINESSES. WHY CAN'T THE CHAMBER DO AN EVENT LIKE THAT ONCE A MONTH?

Asbury Park Business

ASBURY PARK CHAMBER OF COMMERCE

I get it, it was great for the downtown, but it also costs a lot to do. Even Sea.Hear.Now got Netflix to sponsor the event to offset the cost. When we closed Cookman for the World Cup event, I tried to model it after the Kickoff on Cookman, but that took a $50K grant to make happen. The reality is the Chamber doesn't have the funds to do an event like that on a monthly basis. If we could find a generous donor or a grant that would fund something like the Kickoff, I'm definitely open to discussing it further, but the simple answer to the question is cost.

Matt @ The Chamber

WHAT CAN THE CHAMBER DO ABOUT PARKING? IT IS THE NUMBER ONE COMPLAINT WE HEAR FROM CUSTOMERS.

Asbury Park Business

ASBURY PARK CHAMBER OF COMMERCE

Ah yes, parking, everyone’s favorite topic. While the Chamber cannot fix the parking issue, we can advocate on behalf of our members for more transportation solutions in the City. Things like expanding the City’s Free Shuttle Service or increasing Valet capacity. We can also give our support to projects aimed at easing the parking burden, such as a Parking Garage, should a project like that come before the City. Unfortunately when it comes to rates, tickets, and finding spaces, we can’t do a whole lot.

Matt @ The Chamber

IF THE CHAMBER'S JOB IS TO PROMOTE BUSINESS IN ASBURY PARK, WHY HAVE I NEVER SEEN YOU DO A SOCIAL MEDIA OR EMAIL PROMOTION FOR MY BUSINESS?

Asbury Park Business

ASBURY PARK CHAMBER OF COMMERCE

I will not name names, and this business isn't even here, but the business who submitted this question isn't a member. That's why we've never given them a member spotlight on social media, or sent out an email blast that highlights them. While we have shared their events on our calendar (which is open to anyone), social media and email promotion are specifically benefits of Chamber membership.

Matt @ The Chamber

YOUR WEBSITE SAYS YOU HAVE AN EMAIL DATABASE OF OVER 10,000 EMAILS BUT I COUNTED YOUR MEMBERS AND YOU ONLY HAVE 258. WHO ARE THOSE OTHER CONTACTS? CAN MEMBERS HAVE THAT LIST?

Asbury Park Business

ASBURY PARK CHAMBER OF COMMERCE

Some people think we bought a list to have that many contacts, but they are all organic. The truth is, that list is any business that has come to a networking event, any consumer that has come to AsburyFest or Restaurant Tour or any other Chamber event, and people who sign up on our website just to know what is going on in Asbury Park. When I started here almost 15 years ago we used to boast our list was over 3,000 email addresses, and now that number has almost quadrupled.

To answer the second part of the question, members are able to have the Chamber send an email out on their behalf to that list of over 11K, but the list itself is proprietary and we don’t share it in its entirety.

Matt @ The Chamber

WHY DOES THE CHAMBER CHARGE $200 A YEAR TO BE A MEMBER? AS A SMALL BUSINESS WE ALREADY HAVE TO PAY FOR A MERCANTILE LICENSE, PARKING PERMITS, TAXES, ETC. WHY DOES THE CITY CHARGE US TO BE A MEMBER OF THE CHAMBER TOO?

Asbury Park Business

ASBURY PARK CHAMBER OF COMMERCE

An important thing to note about this question is how the person asking it says “why does the City charge us to be a member of the Chamber?” The reality is that the City isn’t the one charging you. As stated earlier in this presentation we are a 501(c)6 non-profit and not a part of the municipal government. We have to generate our own funding, we are not subsidized by the municipality, the county, or the state. It’s true we have revenue generating events and programs, but our most steady source of funding as a non-profit is membership dues. So the more businesses that are members, the more capital we have to invest back into Asbury Park.

Matt @ The Chamber

WHEN I OPENED MY BUSINESS I PAID $125 TO THE CITY FOR MY MEMBERSHIP, BUT I'M NOT LISTED ON THE CHAMBER'S WEBSITE AS A MEMBER. WHY IS THAT?

Asbury Park Business

ASBURY PARK CHAMBER OF COMMERCE

I’m pretty sure the business asking this question is confusing their mercantile license with Chamber membership. Chamber membership is $200 for the year. I believe a retail mercantile license is $125, but don’t quote me on that. Since we are separate from the City, paying for your mercantile license does not make you a chamber member.

Matt @ The Chamber

THE CHAMBER ONLY SEEMS TO CARE ABOUT DOWNTOWN. YOU DO A TREE LIGHTING THERE, YOU DO A MENORAH LIGHTING THERE, YOU DID YOUR FIFA EVENT THERE. WHAT ABOUT THE REST OF TOWN?

Asbury Park Business

We try very hard to do events that benefit the entire town. We do AsburyFest in Bradley Park, we worked with the City on Jazz Fest in Sunset Park, the Restaurant Tour goes to all parts of town, we've done networking events all over town, we've done things at Kula Farm and Springwood Park.

The reason the tree lighting is downtown, is because that's where the Chamber's tree was planted. The reason the menorah lighting in downtown is that the City gave us the space in Kennedy Park for the Menorah, that Sackman donated. The FIFA World Cup Event was downtown because the downtown has the space for us to host an event like that.

Matt @ The Chamber

I HAVE A BUSINESS IN FREEHOLD AND THINK THIS IS A GREAT MARKET FOR ME.

CAN I JOIN THE ASBURY PARK CHAMBER?

Freehold Business

ASBURY PARK CHAMBER OF COMMERCE

Of course you can join the Chamber. We like to say we are open business in Asbury Park and those who want to do business in the Asbury Park market.

Matt @ The Chamber

THANK YOU TO OUR SPECIAL GUEST SPEAKER

ALBERTO GARRIDO

NJEDA SMALL BUSINESS LIAISON

NJ EDA
ECONOMIC DEVELOPMENT AUTHORITY

STILL HAVE QUESTIONS OR IDEAS?

Call, Text, or Email me…

Matthew Whelan
Executive Director
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Cell: 732-290-5420
Email: mwhelan@asburyparkchamber.com