



Memorandum

To: BHB Corridor Management Committee
From: Jim Klein, Lardner/Klein Landscape Architects, P.C.
Date: March 12, 2012
Subject: Bayshore Heritage Byway – CMC/CMP Meeting #4 Agenda and Discussion Outline

The fourth CMC meeting will focus on potential opportunities to increase awareness of and expand the range of things to see and do in the Bayshore region associated with the nationally significant natural and cultural resource related sites and attractions. These opportunities can only work well and be successful if they are coordinated and developed in a manner that is sensitive to and maintains the quality of the natural and cultural resources that support them.

The following draft goal was developed for heritage tourism and will be discussed at the meeting:

Draft Goal: Expand Heritage and Nature-based Economic Development Opportunities

Utilize the byway and New Jersey's business development resources to help the region build its capacity to attract and retain those travelers with an interest in the Bayshore's rich natural and cultural heritage and develop marketable programs and activities, along with expanded business opportunities, that increase the comfort level of visitors – such as good food, nice places to stay, a more welcoming community appearance – and keep them coming back time and time again.

Draft Agenda

3:00 pm Introductions and brief review of CMC #3 (Jim)

3:15 pm New Jersey's heritage travelers – today

Discussion Topics:

- *Who visits the byway?*
- *Where are they mostly coming from?*
- *What do they do when they get here?*
- *How do they find out about these activities?*

Strategies for expanding the audience and enticing them to stay longer:

1. Build upon a target audience of birders, bicyclists, boaters (non-motorized) and beachcombers (the 4 B's)
2. Work in a coordinated manner to develop itineraries that extend the range of activities for that targeted audience
3. Identify clusters of resources as a means of establishing destinations that are linked together by pedestrian paths and/or bicycle paths and trails – make sure that each destination has a full service site (or plan for one – see Strategy 4 about towns)

Committee member ideas for itineraries and clusters

4:00 pm Strategies for increasing the capacity of the Bayshore Region as a destination

4. Build upon the discussion at the last meeting about coordinating beach access planning and implementation as a means of increasing the capacity for addressing visitor needs in a sustainable way - including parking (bicycle and automobile), restrooms, walking paths to the beach, interpretation and shoreline management – using the clusters as an organizing approach
5. Use towns and full-service sites as a home base for itineraries, especially towns that have visitor support services such as accommodations, restaurants, restrooms, parking, etc.

Discussion of strategies for identifying and filling gaps in visitor infrastructure and services

Strategies for increasing capacity and awareness of the Bayshore Region as a destination:

6. Engage in marketing efforts (web-based and print) and event planning and programming at a scale that matches existing visitor services and planned visitor service improvements as a means of managing levels of visitation to the carrying capacity of the resources
7. Gain more recognition for the route (building upon Coastal Heritage Trail) – consider the potential for National Heritage Area designation or other recognition programs

Discussion of the identity of the Bayshore Heritage Byway and its relationship to other touring opportunities such as the Coastal Heritage Trail and the Birding and Wildlife Trail guide

Discussion of advancing support for Heritage Area designation or other recognition programs

4:50 pm

Next steps

CMC Meeting #5 – Interpretive Opportunities

Date: April 19, 2012

Time: 3-5 pm

Location: Bayshore Discovery Center
2800 High Street, Port Norris NJ 08349