

CITY OF WILDWOOD
Cape May County, New Jersey
RESOLUTION

**A RESOLUTION AUTHORIZING AN AGREEMENT WITH THE WILDWOOD BUSINESS
IMPROVEMENT DISTRICT (WBID) TO EXTEND THE BUSINESS MARKETING AND
ADVERTISING ASSISTANCE PROGRAM IN CONJUNCTION WITH WILDWOOD'S
NEIGHBORHOOD PRESERVATION PROGRAM FOR 2026**

WHEREAS, the City of Wildwood (the "City") has been admitted into the Neighborhood Preservation Program (NPP), which is offered by the New Jersey Department of Community Affairs (NJCA); and

WHEREAS, the New Jersey Department of Community Affairs has approved Wildwood's FY2026 Implementation Plan for the Pacific Avenue NPP District; and

WHEREAS, one of the approved activities in the 2026 Pacific Avenue NPP District Implementation Plan is the continuation of the Business Marketing and Advertising Program that assists local businesses within the NPP District on improving their marketing skills, outreach, and media; and

WHEREAS, the City of Wildwood and the WBID have partnered to implement the program for the last four years; and

WHEREAS, the WBID has agreed to supplement the funds available for the Business Assistance Program for 2025; and

WHEREAS, the WBID will be the lead agency that contracts with the professionals and vendors in order to facilitate the program; and

WHEREAS, the Neighborhood Preservation Program has agreed to commit \$24,500.00 to the WBID budget in order to keep the program funded for 2026; and

WHEREAS, the Chief Financial Officer has certified in writing the availability of funds for the purposes set forth in this Resolution, a copy of which shall be on file with the City Clerk's Office.

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the City of Wildwood, County of Cape May, State of New Jersey, that:

1. The City of Wildwood will contribute \$24,500.00 from the FY2026 Neighborhood Preservation Program budget to the WBID towards the cost of implementing the Business Marketing and Advertising Program in 2026, per the FY2026 Implementation Plan, hereto attached as **Exhibit A**.
2. The Mayor, Clerk, and Chief Financial Officer are hereby authorized to execute any agreement connected with this funding and any other documents necessary in connection therewith on behalf of the City of Wildwood, and the City Administrator and other City officials are also authorized and directed to take any and all other actions necessary to effectuate the purposes thereof.

PREPARED BY: NPP COORDINATOR

Krista McConnell, Commissioner

Steve Mikulski, Commissioner

Ernest Troiano, Jr., Mayor

I, Lisa A. Brown, City Clerk of the City of Wildwood, do hereby certify that the foregoing Resolution was adopted at a Regular Meeting of the Wildwood Board of Commissioners, held this 22nd day of April, 2026, and in witness whereof I have hereunder set my hand and official seal on this date written.

LISA A. BROWN, CITY CLERK

Publication Date on Website: 04/23/26