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## Jersey Shore CVB forms

**Daniel Cappello is the organization's executive director**

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RED BANK, N.J. -- Responding to recent changes in the tourism industry in Monmouth and Ocean counties, the Jersey Shore Convention & Visitors Bureau welcomed the arrival of the early fall "Second Season" by formally announcing its formation and introducing Daniel Cappello, formerly of the NJ Division of Travel & Tourism, as its new executive director.

The Jersey Shore Convention & Visitors Bureau, a state-chartered organization, is charged with the marketing and promotion of Monmouth and Ocean Counties as a premier travel destination. Originally chartered in 1985 by the State of New Jersey as the Shore Region Tourism Council, Cappello explained that the newly reformed entity has shifted focus and has been restructured as a 501(c)(6), which calls for an increasingly diversified funding system to generate income through special events and promotions. Currently, 75 percent of the budget comes from the NJ Dept. of State/Division of Travel & Tourism. The balance comes from sponsorships from private organizations.

Many of those sponsors are represented on the JSCVB's Board of Directors, a diverse cross-section of volunteers whose organizations reflect just some of the myriad of travel experiences that the Shore Region of Monmouth and Ocean has to offer.

Cappello, a graduate of the Mason Gross School of the Arts at Rutgers University, arrives at the Jersey Shore Convention & Visitors Bureau following six years of destination marketing experience at the New Jersey Division of Travel & Tourism, where he participated in all aspects of the Division's projects and initiatives including cooperative marketing grant programs, advertising and public relations, consumer & travel trade exhibitions, brochure production and distribution, and inter-agency relations. He also served as project manager of the New Jersey Governor's Conference on Tourism.

To learn more about the travel experiences awaiting on the Jersey Shore, go to [www.visitthejerseyshore.com](http://www.visitthejerseyshore.com).

*Source: Jersey Shore CVB*