

The Vernon Advocate

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The Proposal to Develop a New Jersey Division Travel and Tourism FY 2023 Cooperative Marketing Grant Application to Fund a Vernon Area Collective Marketing Program

Status Report and Notification

This note is to advise you as an Invited Partner that, as of today the request for Partner Permission Forms from Invited Partners did not produce enough supportive responses from key invited municipalities and businesses to produce a compelling and competitive FY 2023 Cooperative Marketing Grant application.

The timing demands stipulated by the grant application process did not give many invited Partners the chance to thoroughly consider the merits of the grant opportunity and get the approvals from their governing boards.

Without that support I do not believe an impacting, competitive and winning grant application can be produced, and that if granted would not receive the support needed to implement a quality collective marketing program for the Vernon area going forward.

As a consequence I am advising you that I am withdrawing my offer to complete the FY 2023 Cooperative Marketing Grant application process on a voluntarily basis.

Unless there is an unanticipated change in the status of Invited Partner support this e-mail marks the end of my offer to pursue a New Jersey Division Travel and Tourism FY 2023 Cooperative Marketing Grant.

Buffy and I feel blessed to have all of the wonderful attractions in our area of New Jersey and will continue to provide support to any initiative to promote and create awareness of those attractions.

Regretfully,

John

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