

CLASS PROJECT 2012

Purpose of Bergen LEADS class projects

- Participants will determine team structure and roles to achieve project goals
- Participants will learn about an issue – in-depth – and be required to research said issue
- The product/outcome of the project will be presented at a public forum

Destination BERGEN

In January 2014, the Super Bowl comes to MetLife Stadium in Bergen County. The potential benefits will accrue not only to the Meadowlands, but to the entire Bergen County and northern New Jersey region – **IF** municipalities recognize that potential and act on it before, during and after the event. The Super Bowl is not the culminating event, but the springboard to making Bergen County a destination for visitors, businesses and residents.

In a surprising move, elected officials in all 70 Bergen County municipalities have banded together and hired Bergen LEADS. Our charge is to determine how best to leverage the present and future activity in the Meadowlands – including the Super Bowl and American Dream – so that the entire County benefits economically. The goal is to bring in visitors and then bring them back, and to attract businesses and residents to the area.

Method

Each class member will be assigned to one of four Subject Teams including:

- Historical/Eco-Tourism
- Mobility (Transportation)
- The Local Experience
- Branding/Marketing

Later in the year, two additional sets of teams will be created: Functional Teams (self-selecting based on skills/expertise or desire to learn new skills) and Regional Teams (based on where you live/work).

- Functional
 - Technology
 - Research
 - Presentation
 - Production
- Regional – by six community development regions

Teams will work independently and collaboratively to present their findings at a Public Forum in June 2012.

Deliverables:

- Inventory of existing assets
- Gap analysis
- Recommendations to municipalities
- Plan to implement
- Toolkit for municipalities

Each team will be required to:

- Develop ground rules/principles/operating philosophies/values statement
- Research existing inventory in Bergen County (Tourism, Local Experience, Mobility)
- Explore approaches that have been implemented in other communities (Branding/Marketing)
- Develop recommendations for Bergen County municipalities (Subject Teams, Regional Teams)
- Develop implementation plan for Bergen County municipalities (Subject Teams, Regional Teams)
- Develop toolkit for Bergen County municipalities (all)
- Participate in a Public Forum in June 2012 to present their strategy and recommendations (Subject Teams, Functional Teams)

The [Convention and Visitors Bureau of the Meadowlands Regional Chamber of Commerce](#) will partner with and guide the class through the project.

There are points for creativity!

Timeline:

- October 18 – Subject Teams and project assigned
- October – January work on project in Subject Teams
- January 10 – Team debrief, troubleshooting
- January – May – Continue to work on project, including Functional and Geographical Teams. Develop recommendations, implementation plan and toolkit
- May 14-15 – Dress rehearsal for Forum
- May – June – Refine and perfect presentation
- June 12 – Present recommendations at the Public Forum