

# DooWo



## Keeping the Wildwoods Special By-The-Sea

### People ask what "Doo Wop" means.

It means Wildwood and much of what is special about the resort. Beach, boardwalk, and **Doo Wop** are topics of just about every article about the resort in publications nationwide and now even around the globe as **Doo Wop** becomes known literally world-wide.

Is your property a certified Doo Wop property? Probably because there are 96 certified properties in the resort. Call the League's administrator Shirley Cruz if you are curious whether you're on that list. But, it does really not matter. You are part of the coolest and most unique ocean front resort in America.

### The Present

**Doo Wop defines a life-style, a carefree place with a single goal—the roots of a resort based on having FUN**—and a heritage shared by generations who nurture great memories of the Wildwoods as a place to play and stay for family vacations.

The Wildwoods By-the-Sea are recognized for having

the largest collection of mid-century style architecture in the country—97 motels and many other buildings that are modern on the inside with special, memorable designs on the outside.

### The Past

**Doo Wop** and all it describes began in that Truman-Eisenhower-Kennedy period in American history when a generation of young Americans returned from war, finished their education, purchased homes and started careers. And, they had children, millions of children, and took to the road for family vacations at the same time the Wildwoods' beaches were growing and the resort was adding streets with empty lots available for new construction.

The result was an explosion of hotels and motels that, by their very design, are a celebration of national optimism, economic expansion, and the American family. Bold colors, long and sweeping roofs, and fanciful architectural features including the curved railings, huge and beautiful neon signs and those famous, iconic Plastic Palms that typify **Doo Wop**.

The Wildwoods were importing and enhancing South Beach, Florida designs and the

resort was establishing its place as the destination of choice for family fun.

*The League* also celebrates the resort's heritage as the birthplace of rock and roll that adds to the resort's reputation as a #1 family beach resort that unabashedly caters to fun in a unique American style.

### The Future

**But, you cannot be unique if you do not stay unique** so we must preserve what is best about this true "American Original" style and culture while we build the resort for the 21<sup>st</sup> century.

Will we be just another seasonal look-alike bedroom community? No. We will be a true, extended season resort and recreation destination built on our heritage and unique properties, plastic palms and a culture of fun?

We will give future generations a resort with a soul like South Beach and the Wildwoods we know and love. We will not become just another suburbia by the sea? To do this, we need your help and continued participation. Please be involved. Keep the Wildwoods special. Join us today and support **Doo Wop** with your 2013 contribution.

## Doo Wop Preservation League Website Summary by Month

**Your Doo Wop properties have a national following. Do you have your Website banner and Web link to benefit from this business?? No? Well join and get it FREE.**

The League's Website keeps growing and letting the world know about Doo Wop and the Wildwoods By-the-Sea. The Doo Wop architecture and the connections to the music and lifestyle of a wonderful period in America have struck a chord with literally millions around the country. **As a Business Level or higher level member, you receive a FREE Web link to the 7,000,000 plus hits, YES, SEVEN MILLION HITS.** This link alone is worth more than your membership contribution because we are here to promote our members. This **FREE link** alone makes a membership a great business investment, a win-win-win for Doo Wop preservation, the resort and your businesses or organization. Where else can your business or organization get this amount of exposure to the most influential market tools and market for such a low cost and do so much good for our resort.

Summary by Month									
Daily Avg				Monthly Totals					
Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
19340	17795	10164	1870	3854	2714635	9350	50824	88977	96702
23288	21333	12517	2078	19291	19749261	62369	375512	639992	698659
21648	19971	12377	1722	17254	18604717	53403	383702	619109	671101
17157	15478	7872	1635	13348	11568678	45797	220437	433411	480401
16669	15146	7260	1820	14689	11565541	56445	225063	469539	516742
15273	14068	7733	1723	13064	11894646	53431	239733	436111	473487
16659	15029	7987	1854	12251	11955384	55634	239620	450877	499783
16335	13519	5605	884	10731	8718755	27428	173764	419119	506406
17569	13394	6555	822	9297	8677003	24666	196662	401824	527091
25234	19525	7281	1397	12559	11149271	43317	225715	605281	782270
28930	24858	7091	1680	15015	15040184	52097	219829	770608	896830
28662	22832	7096	1818	13495	13799483	54548	212890	684966	859870
<b>TOTALS</b>					<b>145,437,558</b>	<b>538,485</b>	<b>2,763,751</b>	<b>6,019,814</b>	<b>7,009,342</b>

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### Time Magazine Includes The Wildwoods By-the-Sea in 50 Authentic American Experiences

Time Magazine's "Time.com" included The Wildwoods By-the-Sea on its **"50 Authentic American Experiences"** both as the birthplace of Rock and Roll and for having the largest collection of creatively designed motels in the nation. Visitors to the Time Website learn about the resort's nearly one hundred "doo-wop motels" with their unique designs, funky colors and the ubiquitous plastic palm trees. As they say in Time.com, "get there soon. **DOO WOP IS PAYING DIVIDENDS FOR THE RESORT.**"



## New Wildwood Promotion Logo

Several months ago, the Wildwoods By-the-Sea adopted a new logo for marketing and promotion. The logo, with the double "O" spelling of the word "do", is a play on the resorts very successful Doo Wop cultural theme that has brought national and even international recognition for the Wildwoods By-the-Sea.

The idea was introduced to the community by Jodie DiEduardo, Sr. VP of Crest Savings Bank at meetings of the Wildwood Business Improvement District.



The BID now has **free** magnetic logo displays available to anyone who would like to display the new theme on their automobile or any other appropriate surface.

They are available FREE at the tourism organizations, Doo Wop Experience, and the Visitor's Welcome Centers. They are free and FUN to display and let people know that you support the

continuing Wildwoods By-the-Sea renaissance.

### Tourism Authority Supports island wide Doo Wop Tours

Greater Wildwood Tourism Improvement and Development Authority is again supporting the Doo Wop Preservation League island wide summer bus tour of the Wildwoods By-the-Sea. The Authority, always one of the League's strongest supporters, has provided a much appreciated annual grant which is used to underwrite the bus charters. This support is so important for the Wildwoods as the tour grows in popularity every year.

## Don't Miss the 2013 Wildwoods by-the-Sea Guided Doo Wop Bus Tours This Summer

Hop on the Doo Wop Bus to experience the Wildwoods of the 1950's when pastel colors, bright neon light, and rock 'n roll were all the rage....

See boomerang rooflines, Tomorrow land ramps and levitating signs as your tour guide recounts the popular culture of the era and shares the stories and legends of Wildwood's entertainment district in the '50's and '60s where stars like Chubby Checker, Dick Clark, Connie Francis, Bobby Rydell and others were known to appear.



### DOO WOP "BACK TO THE '50s" TOUR

Tue & Thu, June 18—Sept. 5 at 7:30 PM

Tickets: \$12 Adults; \$6 Children

#### Departs From:

Doo Wop Experience Museum  
4500 Ocean Avenue, across  
from the Convention Center.

1-800-786-4546  
609-522-4546



## Doo Wop Experience Just Gets Better Every Year

Have you visited the Doo Wop Experience museum lately (the restored Surfside Restaurant)?

Thousands do visit the Ocean Avenue site across from the Greater Wildwoods Convention Center all season long.

The Experience museum is a joint operation by the Greater Wildwoods Hotel Motel Association directed by Gary McGhee, the City of Wildwood By-the-Sea, and the Doo Wop Preservation League. The enter becomes more popular each year as the building serves as both a GWHMA tourism center, a resort welcome center, a food service, and a museum celebrating the resort's increasingly famous Doo Wop heritage. The "Experience" becomes more popular for our tourists every year where we have hosted as many as 2,000 visitors on a weekend.

The building was planned and moved by a committee led by Jack Morey. Construction funding for the Doo Wop Experience was provided by the Byrne family's Byrne Fund that supports many public projects and community programs in the Wildwoods. It also receive generous support from Crest Savings Bank, the Cape May County Freeholders, the City of Wildwood, the Greater Wildwood Tourism Improvement and Development Authority, and you, our essential individual Doo Wop contributors and supporters.

As shown in the Fabulous 50's Weekend photo, the building is an ultimate Doo Wop



design with its unique roofline and glass walls. The interior, designed by Doo Wop architect Richard Stokes, AIA, provides exhibition space for Doo Wop memorabilia organized by museum curator Chuck Schumann (captain and owner of our famous cruise boat, the "Sightseer"), the fascinating Lynch electronic I-Wall sponsored by Crest resident Frank Nave, and the Doo Wop Malt Shop and Information Center operated by the GWHMA.

This year we hope to add more of the famous Doo Wop signs both inside and in the outside Sign Garden of the Wildwoods' famous neon signs collected from businesses over the past decade and the upgraded "Doo Wop searchlights in the sky" that can be seen for miles as they sweep the sky and invite visitors to "come celebrate our Doo Wop experience."

The building has become another important attraction where visitors return to see what is new and learn about your buildings and the resort. The location adjacent to the Vietnam Veteran's Memorial Wall also brings more visitors who visit after paying their respects as "the wall."

The building is also home to the outdoor band shell in Fox Park where Wildwood continues a half century tradition of outdoor summer concerts and shows to visitors. So Daddy-o, don't miss this great attraction that gets better every year.