
Doing AC

Governor Christie Continues To Work To Transform AC Into A More Diverse Tourism Destination

Early Signs Of An Atlantic City Renewal:

Through a concerted effort led by the Christie Administration and incorporating input from public and private stakeholders, Atlantic City has begun the necessary transition from a gambling hub to a broad and exciting tourism destination. While this renewal will take time, there are positive signs of change.

- **Hotel Occupancies:** According to data from the Atlantic City Alliance, casino hotel occupancies for 2014 are above 95%.
- **Non-Gambling Spending:** Luxury tax receipts in 2011-2013 showed strong gains – up over 20% in each quarter – when compared to the previous four-year average. Luxury tax receipts reflect gains in non-gaming activities, particularly nightlife activities such as bars, clubs, and shows.
 - Visitor spending at non-gaming outlets now account for 28.5% of total visitor spending at casino properties (\$942 million), up from 22.3% only two years earlier.
- **Retail Sector Expansion:** Atlantic County's retail sector has expanded over the past three years, with 2013 estimated retail wages and salaries increasing 8.1% relative to 2010 from \$381.9 to \$412.9 million. In particular, clothing stores have expanded strongly.
- **Job Wage Growth In The Restaurant Industry:** Wages at full-service restaurants in Atlantic County reached estimated 2013 levels that were 28.3% ahead of 2010, and bars were 42.7% ahead; growing from \$128.1 mm to \$164.3 mm and from \$12.8 mm to \$18.3 mm respectively.

Working To Make AC A Premiere Tourism Destination:

Recognizing that Atlantic City must expand beyond gambling, the Christie Administration has led a coordinated and aggressive effort to broaden the city's appeal.

- **Atlantic City Tourism District:** Launched in April 2011, the district is an area in which the Casino Reinvestment Development Authority (CRDA) is authorized to facilitate development by assuming planning, zoning and other land use functions and develop and implement a Tourism District Master Plan. The focus of the Tourism District has been to expand the variety of attractions Atlantic City has to offer.
 - *Since 2011, The Tourism District has seen over \$700 million of capital investment.*
- **Atlantic City Alliance:** Established in 2011 by the casino industry as a not-for-profit, the mission of the ACA is to revitalize and rebuild Atlantic City's reputation and to broaden the destination's appeal beyond a gaming area to a multi-night, year-round destination.
 - *\$150 million dollars have been committed by casinos to non-gaming attractions through the ACA.*

- **Do AC:** Atlantic City's "DO AC" marketing seeks to highlight the broad array of attractions the city has to offer. The campaign has already had a measurably positive impact on key feeder markets.
 - The campaign has also spent over \$9 million on citywide events since 2012 including the hugely successful Blake Shelton/Lady Antebellum concerts.
 - *63% of Northeast residents now identify AC as a place to visit.*
- **Public Safety Task Force:** Advancing the Governor's initiative to revitalize Atlantic City, the Attorney General developed a robust public safety task force in the city. This task force focuses the efforts of the State Police, the County Prosecutor, the Atlantic City Police Department along with Federal agencies including the ATF and FBI to ensure the safety of the entire city including the Tourism District.
 - The Task Force incorporates law enforcement best practices, the procurement and deployment of new technology and equipment, and the development and implementation of a coordinated law enforcement strategy to address public safety concerns both inside and outside of the tourism district.
- **The "Clean And Safe" Initiative:** The "Clean And Safe" Initiative is a comprehensive package of safety and quality-of-life enhancements being implemented under Governor Christie's Administration. Under the initiative:
 - 75 Tourism Ambassadors have been hired to provide guidance to visitors and serve as added eyes and ears for security.
 - 80 Blighted properties have been demolished and the ACPD has worked to clean up the Tourism District and surrounding neighborhoods, including parks and playgrounds.
 - More than \$4 million dollars has been spent to improve the city's boardwalk including the installation of new lighting.
- **Welcoming Miss America Home To Atlantic City:** Continuing to move forward in making Atlantic City a premiere tourism and entertainment destination, the Christie Administration has welcomed back the Miss America Pageant to New Jersey and the Atlantic City Boardwalk.
 - An independent study commissioned by the CRDA estimated that the Pageant will create between *\$20 to 35 million* in economic benefit to the city annually.
- **Bringing United Airlines To AC Airport:** Working to expand the reach of Atlantic City as a tourist destination, Governor Christie and United Chairman Jeff Smisek announced the airline would begin offering non-stop daily service to AC from its hubs in Chicago and Houston - the nation's third- and fourth-largest cities.
 - \$27 million in capital improvements were also approved for the airport in 2012 including three new jet bridges and boarding gates, a larger baggage claim area and enhanced security and technology.
- **Implementation of Internet Gaming:** In February 2013, Governor Christie signed the Internet gaming bill into law. The Governor's careful adoption of this law builds upon on efforts to revive Atlantic City, protect and grow its tourism base and create jobs.

Investing In Non-Gambling Entertainment:

Major companies and conventions are investing in Atlantic City's future and bringing world-class attractions and facilities as the City's non-gambling entertainment continues to grow.

- **Harrah's Conference Center:** Scheduled to open September 2015, the new 250,000 square foot facility will be the largest hotel conference facility in the northeast.
- **Margaritaville:** Margaritaville and the LandShark Bar and Grill officially opened on Memorial Day Weekend 2013.

In its first month, the \$35 million project drew 250,000 people to Atlantic City with a free beach concert.

- **Best Of Bass Pro:** Bass Pro Shop is investing upwards of \$25 million to build an 80,000 square foot facility, which is expected to be a destination of its own. It will create 120 full time and 160 part time jobs.
- **Steel Pier:** A multi-year \$100 million renovation and expansion project of Steel Pier is currently underway. CRDA provided \$6 million of a \$20 million initial renovation which created new eateries, provided for new rides and attractions at the iconic attraction.
- **The Public Market:** The 30,000 square foot indoor marketplace will become an attraction for visitors, and serve the residents and employees of Atlantic City while furthering efforts to create a walkable city beyond the Boardwalk.
- **ACCC Hospitality and Gaming Studies:** Soon to open is the Atlantic Cape Community College: Caesars Entertainment Wing for Hospitality and Gaming Studies, an addition to the Atlantic City campus to train as many as 1,200 entry- and mid-level culinary and hospitality workers annually (20,000 square feet). Includes two teaching kitchens, classrooms, offices, career institute space, and a greenhouse.
- **Meet AC:** A major part of CRDA's plan calls for enhancing the conventions and meetings business in Atlantic City.
 - *Convention bookings in 2013 continued its fifth straight year of increases.*

Helping Casino Workers Through AC's Transition:

While the need for Atlantic City to diversify from simply a gambling hub is necessary, the Christie Administration is committed to helping those who have been impacted in the process.

Working hand-in-hand with the industry unions and local partners, the Administration – through the Department of Labor and Workforce Development (LWD) – is helping to guide impacted casino workers through a variety of services and benefits available to them, and assisting them in their job searches:

- **Atlantic City Unites Here Center:** More than 40 labor department staffers were made available at the "Atlantic City Unites Here Center," a resource center the union opened in space provided by the Casino Redevelopment Authority at the Atlantic City Convention Center starting on Sept. 3. About 500 workers were served the first day.
- **Individualized Services For Job Seekers:** Staff remain available to meet with the affected employees individually to assist them in their job searches. Services include:
 - Assistance in Applying for Unemployment Assistance: Impacted workers are strongly encouraging all layoff affected workers to file for UI benefits online at Jobs4Jersey.com.
 - Targeted Training Programs: Opportunity4Jersey program provides funding to support new training programs tied directly to the hiring needs of employers.
 - Resume Workshops: Specialists are available to assist individuals to prepare for their job search.
- **Atlantic City Career Fair:** LWD has scheduled a Career Fair, bringing more than 40 employers with real job openings to meet face to face with all job-seekers on Sept. 10 in space provided by the Casino Redevelopment Authority at the Atlantic City Convention Center, with free parking.
- **Atlantic City Pop-Up One-Stop Career Center:** Stockton College is providing the use of its Atlantic City campus (Carnegie Center) to establish a local One-Stop Career Center which will provide reemployment services and unemployment insurance benefits assistance after the Atlantic City United Here Center shuts down.
- **Outreach to Businesses Hiring in the Region:** Business Services Representatives and Talent Networks continue to work closely with economic development organizations and local and state business organizations to identify businesses that would be interested in hiring layoff affected workers. Companies are being advised of on-the-job training grants and other training funds available to prepare layoff affected workers for new opportunities.

- **Community Information Sessions:** Rapid Response sessions are being held in local communities surrounding Atlantic City, when requested by local officials, to inform individuals about available reemployment services.