



## Betting On Atlantic City

*Governor Christie's Commitment To Atlantic City Is Helping Make It, Once Again, A Premiere Tourist Destination*

*"This Administration is deeply committed to making greater progress on the reform agenda we've laid out to turn around Atlantic City's gaming and tourism economy, make it a premier destination resort, and strengthen its role as an engine of economic growth and job creation for the state and region."*

*—Governor Chris Christie, September 7, 2011*

### 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. This September, Miss America will return to her home with 13 days of events, including three nights of Preliminary Competitions at Boardwalk Hall and Miss America's signature "Show Us Your Shoes Parade," held on the famed Atlantic City Boardwalk. The pageant is expected to generate at least \$30 million in economic activity for Atlantic City and the surrounding region.

### A RECORD BREAKING YEAR FOR NEW JERSEY TOURISM

New Jersey's travel and tourism industry is directly responsible for more than 500,000 jobs – or 10 percent of the state's total number of jobs, according to the Economic Impact of Tourism Report. Last year, New Jersey set a new record with visitor spending, capital investment and general government support of tourism surpassing the previous record of \$39.5 billion that was reached in 2007. That number represented a 2.6 percent increase over 2011. Domestic visits to New Jersey also continued to rise, with a 4.8 percent increase to 82.5 million visits in 2012.

### GOVERNOR CHRISTIE HAS MADE ATLANTIC CITY'S REVITALIZATION A KEY PRIORITY

Governor Christie has acted to support the regional and state economies through the ongoing revitalization of Atlantic City's tourism and gaming industries. The Christie Administration has [helped](#) revive growth and development in Atlantic City. This progress includes:

**Implementation of Internet Gaming:** In February 2013, Governor Christie signed legislation legalizing Internet gambling in New Jersey, which is expected to generate about \$200 million of revenue next year. The Governor's careful adoption of this law comes in the context and builds upon his efforts to revive Atlantic City, protect and grow its tourism base and create jobs.

**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.

**Tourism Advisory Commission:** The 10-member commission was appointed, met and formed four committees to address neighborhood cleanliness, safety, marketing/public relations and development.

**District Master Plan:** The CRDA adopted the Atlantic City Tourism District Master Plan in February as a blueprint to revitalize the district and position Atlantic City for sustainable, long-term economic growth and job creation.

## **MAKING ATLANTIC CITY SAFER FOR TOURISTS AND RESIDENTS ALIKE**

**Public Safety Task Force:** In furtherance of the Governor's initiative to revitalize Atlantic City, the Attorney General has developed a robust public safety task force in the city. This task force will focus 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.

**Increased Police Presence In The Tourism District:** A new police substation is being implemented in mid-town Atlantic City, while CRDA is assisting with converting a former visitor information center to a Boardwalk police substation.

**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

**Demolition of Abandoned Buildings/Clean Parks & Neighborhoods:** About two dozen abandoned buildings have been demolished or are slated for demolition thanks to efforts spearheaded by the CRDA. In addition, the ACPD has worked closely with the CRDA and Special Improvement District (SID) to clean up the Tourism District and surrounding neighborhoods, including parks and playgrounds.