

2022 ATLANTIC CITY STATE OF THE CITY ADDRESS



Mayor Marty Small, Sr.

February 11, 2022

“IT’S A GREAT DAY HERE IN THE CITY OF ATLANTIC CITY”

TOGETHER WE RISE



CAN WE SAY.... “GREAT DAY!”



Big Picture Vision for 2022

- ❖ AGGRESSIVE CLEAN AND SAFE,
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AGGRESSIVE CLEAN AND SAFE
- ❖ Federal infrastructure bill
- ❖ Relief for Atlantic City taxpayers
- ❖ New Recreation Center
- ❖ Business & financial education programs for Atlantic City residents
- ❖ Continue partnership with State of NJ
- ❖ Become #1 East Coast destination for Cannabis



THANK YOU!



2022 Goals by Departments





Administration



- ❖ Continue to change the culture and improve morale in all City buildings
- ❖ Promote professional development and training –
CPM cohort begins March 2022
- ❖ Transition remaining City functions to paperless model
- ❖ Encourage creativity and innovation in work products
- ❖ Increased communication and transparency with residents and community organizations
- ❖ Training, Training, Training



Atlantic City Fire Dept.

- ❖ Launch ACFD Jr. Fire Academy
- ❖ Minority recruitment officer
- ❖ Competitive salaries in department
- ❖ Special Ops training for Hazmat & Live Burn Unit – regional team for Atlantic County
- ❖ Restoration of Fire Station #2 - \$750K NJ Historic Trust Preservation Grant, largest amount awarded
- ❖ Expand community outreach initiatives
- ❖ Leadership training for captains and battalion chiefs





Atlantic City Police Dept.



- ❖ Permanent Police Chief and other leadership positions
- ❖ Competitive salaries in department
- ❖ Clean and safe community
 - ❖ Zero tolerance on Atlantic & Pacific Aves, in Renaissance Plaza area
- ❖ Hire civilians for new community taskforce
- ❖ 1 excessive force complaint in 2021
- ❖ \$700K DOJ grant to install license plate readers at City entrances/exits:
 - ❖ AC Expressway, Brigantine Bridge, Route 30, Route 40, West End Ave, Winchester Ave, Atlantic Ave, and Ventnor Ave



Atlantic City Police Dept.



- ❖ Open 3 new ACPD substations:
 - ❖ Tanger Outlets
 - ❖ Stanley Holmes Village
 - ❖ Back Maryland

- ❖ Upgrades to 911 system – residents can text 911 & send videos to 911
 - ❖ Resident can text 911 when it's unsafe or not possible to call
 - ❖ Resident can send a live stream to 911 & dispatcher can send to officer responding, giving greater situational awareness

- ❖ Focus on neighborhood policing
 - ❖ Partnership with The High Gate & Brigantine Homes for camera access
 - ❖ Project PACT: business & community camera feeds can be shared with ACPD



Communications Bureau

- ❖ Continue to streamline efficiency of department
- ❖ Increase salaries for low-paid staff
- ❖ Focus on recruitment and retention of dispatchers
- ❖ Renovate the dispatch center





Community Development Block Grant (CDBG)

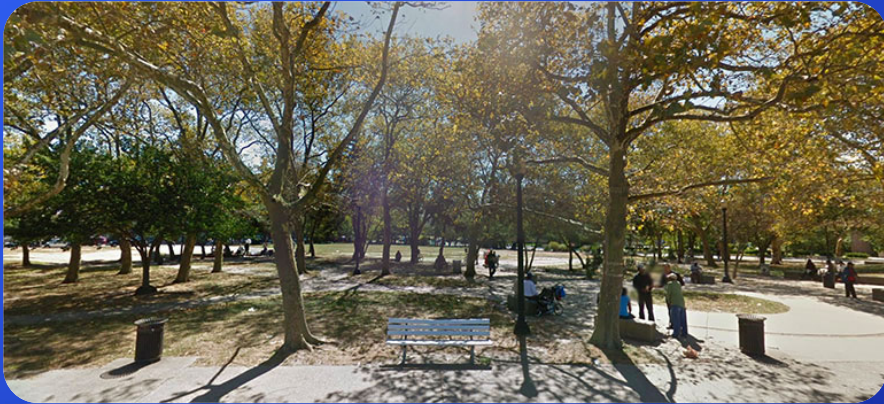


CDBG-sponsored boxed holiday meal distribution event

- ❖ Launch the Atlantic City Employment Readiness Program
- ❖ Develop a Re-Entry Services program in partnership with Atlantic City and County Courts
- ❖ Establish Short-Term Emergency Rental/Mortgage Assistance Program
- ❖ Hire a loan advisor and cost estimator



Community Development Block Grant (CDBG)



- ❖ Support improvement projects at City Parks
- ❖ Secure HUD funding to launch the Atlantic City Workforce Housing Program
 - ❖ Establishes single room occupancy (SRO) housing
- ❖ Engage residents in the First Time Homebuyers Program



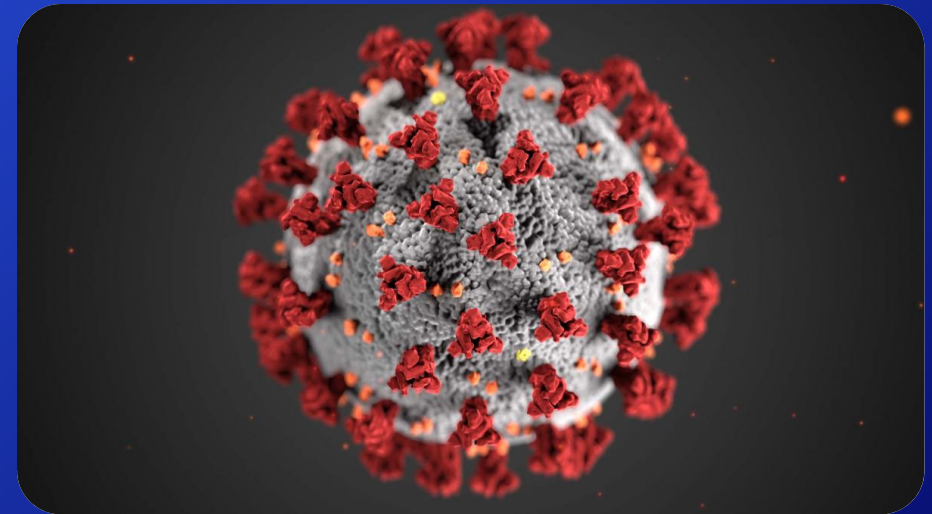
Health & Human Services (HHS)

❖ Hired:

- ❖ Director of Health & Human Services
- ❖ Director of Recreation & staff
- ❖ Interviewing Director of Youth Services & Staff

❖ COVID-19 Pandemic

- ❖ Partner with Stockton, Atlantic County to open testing site at Carnegie Center
- ❖ Vaccination site opened at All Wars Memorial Building
- ❖ Expansion and creation of divisions within HHS to address resident needs





Expansion of HHS Services

Thanks to NJ Lt. Governor Sheila Y. Oliver



❖ New:

- ❖ Division of Youth, Recreation, Senior, and Multicultural Services
- ❖ Recreation
- ❖ Youth Services
- ❖ Senior Services
- ❖ Multicultural Services
- ❖ One Neighborhood Evolution (ONE) anti-violence initiative
- ❖ LGBTQ+ Affairs



Carnegie Library

New National Action Network (NAN) and LIT Program

- ❖ Beginner and advanced tech courses for Atlantic City youth:
 - ❖ 3D Printing
 - ❖ Cyber security
 - ❖ Digital reality
 - ❖ Virtual reality
 - ❖ Mixed reality
 - ❖ Computer programming
 - ❖ Website development





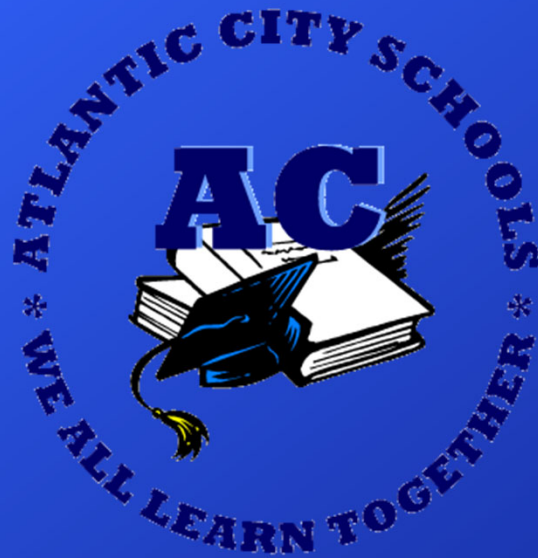
Skate Zone

- ❖ Thank you Council President George Tibbitt for your leadership
- ❖ Skate Zone facility reverts to the City on April 14, 2022
- ❖ City will operate the facility as a skating rink through at least April 2023
- ❖ Continue to explore options for this facility that promote family entertainment





Rabbi Weiss & Alfred Engelberg \$1 Million Donation



Atlantic City School District
The Wave of the Future!

- ❖ North of \$1 million donation per year for non-college bound Atlantic City youth
- ❖ Alfred Engelberg, 1956 graduate of ACHS
- ❖ Partnership between the City of Atlantic City and the Atlantic City School District



Human Resources

- ❖ Focus on retention & recruitment of best and brightest
- ❖ Upward mobility
- ❖ Opportunities for younger people and college graduates
- ❖ Compliance with civil service
- ❖ Employee Assistance Program
- ❖ Departmental retreats
- ❖ Conduct yearly employee evaluations
- ❖ Implement year-round training for City employees:
 - ❖ Customer service, Microsoft Office, Subject matter area





Information Technology



- ❖ Implement an alert management system for employees, residents, businesses, and visitors
- ❖ Plan for the implementation of City-Wide WiFi
- ❖ Automate remaining paper-based workflows with GovPilot
- ❖ Establish a City-wide camera and surveillance program with ACPD
- ❖ Enhance technology for building access at City Hall, PSB, PW Yard



Licensing & Inspection

- ❖ Increased focus on enforcement of short-term rentals
 - ❖ Generated \$400K in revenue FY21
- ❖ Revenue increase – FY20: \$3 million, FY21: \$6 million. Biggest increase in construction
- ❖ Continue aggressive enforcement of rooming houses through partnership with CRDA
 - ❖ Closed 17 rooming houses in 2021
- ❖ Establish working zones for code enforcement officers
- ❖ Trump Plaza Garage Reopening





Municipal Court



- ❖ Launch Homeless Court Initiative with Public Defender
- ❖ Increase the public's access to technology for court services
- ❖ Reduce recidivism through Pathways for Change Program
- ❖ Renovate entire public safety building, first time since 1998
- ❖ Resume Project Pro
 - ❖ Helps individuals charged with prostitution, offers counseling and additional services
 - ❖ If completed, charges are downgraded or dismissed



Planning & Development

- ❖ 9 active redevelopment plans
- ❖ Host a City auction in Q2
- ❖ Continue to assist small businesses with \$350K program through NJEDA partnership
- ❖ Invest \$1.15 million for park improvement projects
- ❖ Rehabilitation of existing parks
 - ❖ Texas, Altman & Edith Donaldson
- ❖ Improvements to City Hall Courtyard, installation of electric charging stations in parking lot





Public Information Office



- ❖ Hired public information officer
- ❖ Launch City newsletter
- ❖ Continue to enhance the user experience on City website
- ❖ Educate community on the City's new emergency alert system
- ❖ Increase internal/employee communication
- ❖ Enhance City's social media and traditional media presence.



Public Works

- ❖ Upgrade technology in vehicles, allowing residents to track vehicles
- ❖ Review staffing levels and salaries
- ❖ Install dog waste kits in parks
- ❖ Launch Project Community
 - ❖ Send crews into different areas of community monthly
- ❖ Empower wards to host clean ups & provide teams with all materials
 - ❖ Golden Broom presented at 2023 State of the City address
- ❖ CDL Training for employees





Engineering

- ❖ Pave 30 streets in 2022
- ❖ Traffic signal synchronization
- ❖ Atlantis Avenue pump station
- ❖ Floodproofing City buildings
- ❖ Renovations at Gardner's Basin and for AC Aquarium
 - ❖ Interior and exterior improvements





Solicitor's Office



- ❖ Forcefully litigate all matters
- ❖ Days of change orders are long gone
- ❖ Reconstruct the duties assigned to the City's risk manager
- ❖ Focus on diversity and inclusion in recruitment of attorneys
- ❖ No legacy cases remaining
- ❖ Reduction in legal contracts/fees
 - ❖ FY21: budgeted \$1.9, spent \$1.4
 - ❖ FY22: budgeted \$1.8



Revenue and Finance

- ❖ 2021 City of Atlantic City Director of the Year
- ❖ 2022 Tax Decrease
- ❖ Continue positive outlook, upgraded ratings from Moody's and S&P
- ❖ Full-time employee count is down
 - ❖ 1293 in 2013
 - ❖ 889 in 2020,
 - ❖ 850 as of December 31, 2021
- ❖ Increased tax collection rate
 - ❖ FY20: 97.6%
 - ❖ FY21: 97.7%





Revenue and Finance

- ❖ FY21: Put \$3.79 into reserves from salaries and wages
- ❖ Senate Bill 4271 redirects sports betting revenue to AC for tax relief
- ❖ Decrease spending, increase services
- ❖ Add four new lines of revenue:
 - ❖ Room Tax
 - ❖ Hospital Tax
 - ❖ Cannabis
 - ❖ Comcast franchise fee





Grants



- ❖ \$20 million for improvements to Pacific, Arctic & Atlantic Avenues
- ❖ \$30 million for resiliency improvement projects
 - ❖ Bulkheads throughout the City
 - ❖ Atlantis Avenue pump station
- ❖ \$800K earmark in federal budget
 - ❖ Economic Development Director
 - ❖ Marketing
 - ❖ Entrepreneurial programming
- ❖ \$4 million interior/exterior restoration of Atlantic City Aquarium



Grants



- ❖ \$5 million from State of NJ for projects like restaurant row
- ❖ Secured over \$2 million through Neighborhood Revitalization Tax Credit Program
 - ❖ Chelsea, Ducktown, and Midtown
- ❖ Supporting Venice Park, Bungalow Park with applications
 - ❖ Housing rehabilitations, demolitions, etc.
- ❖ \$35K to support wind industry workforce development program in partnership with AC Board of Education



2022 American Rescue Plan (ARP) Funds



- ❖ Revenue Replacement \$7.5 million
 - ❖ \$5 million: Energy Savings Improvement Program (ESIP)
 - ❖ \$2.5 million: Improvements to Pop Lloyd Stadium

- ❖ Addressing Educational Disparities: \$3.5 million
 - ❖ Historical/Educational: KY. & The Curb
 - ❖ Youth “STEAM” initiatives
 - ❖ Financial literacy
 - ❖ Educational scholarship

- ❖ Small Biz Loan Program: \$250,000 to support home-based and start-up businesses



2022 American Rescue Plan (ARP) Funds



- ❖ NJ Fam Fund: \$250,000

- ❖ Resiliency Projects: \$1.25 million
 - ❖ \$250,000: Ducktown bulkhead
 - ❖ \$1 million: Citywide storm drain evaluation

- ❖ Public Works Equipment: \$750,000
 - ❖ Street sweeper(s)
 - ❖ Vacuum truck to clear storm drains
 - ❖ Trash hauler to assist with bulk pick-up

- ❖ Public Health: \$208,778
 - ❖ COVID-19 testing kits
 - ❖ PPE



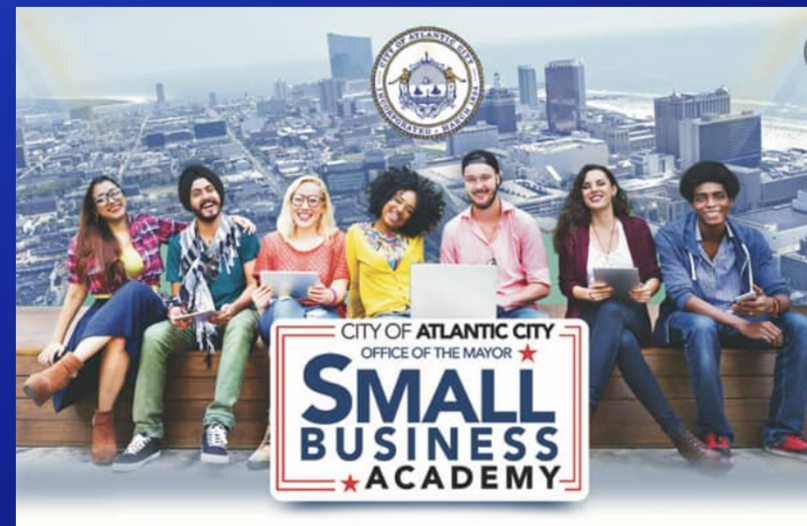
CITY PROGRAMS AND SERVICES



Education & Entrepreneurship

- ❖ Atlantic City Investment Cohort
 - ❖ FY21: 52 members, \$10K invested
- ❖ Small Business Academy
 - ❖ FY21: 44 graduates
- ❖ Seminars on City business and contracts
- ❖ Real Estate Career Initiative – partnership with Keller Williams
 - ❖ 12 week social equity mentorship program

EmpiFY
EMPower + modIFY





Career & Job Readiness

CDL Trucking School

- ❖ Summer 2022 opening
- ❖ Partnership between City of Atlantic City, CRDA, Atlantic County Workforce Development and ACUA





Career & Job Readiness



- ❖ Employment Readiness Program through CDBG
- ❖ Continue apprenticeship with Building Trades
- ❖ Partnership with Laborer's Union and LIUNA Local 77
 - ❖ 10 residents

Slide 37

ms10

mayors smartboard, 2/5/2022



Special Events





MAAC Basketball Tournament

- ❖ March 8-12, 2022
- ❖ Jim Whelan Boardwalk Hall





77th Annual National PAL Conference

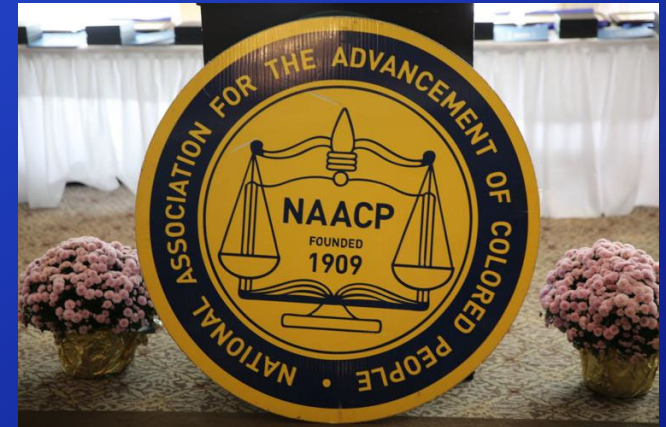
- ❖ May 31 – June 3, 2022
- ❖ Hard Rock Hotel & Casino





2022 NAACP National Convention

- ❖ July 14 – 21, 2022
- ❖ Estimated 8,000 attendees
- ❖ Returning to AC for 1st time since 1955
- ❖ Oldest civil rights organization in the nation
- ❖ Expecting POTUS and VP to attend
- ❖ National leaders, educational sessions to bring economic boom to the City





DJ Envy's Drive Your Dreams Car Show

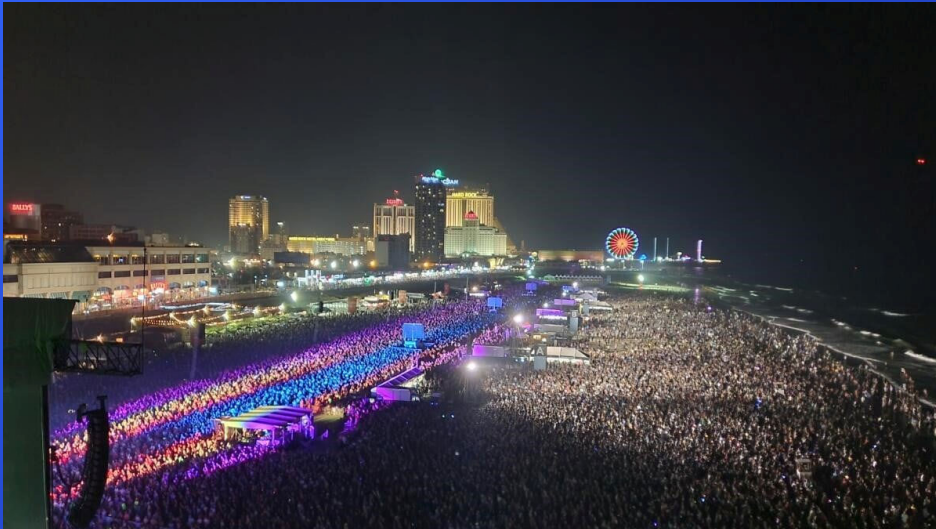
❖ Celebrity car show returning to Atlantic City in 2022





AC Beach Concerts – Live Nation

❖ Partnership with Live Nation for concerts on the beach





Wild 'N Out – Live Nation

- ❖ Commitment to bringing quality urban entertainment to Atlantic City





Atlantic City Boxing Hall of Fame Induction

- ❖ October 9, 2022
- ❖ Hard Rock Hotel & Casino





Atlantic City Beer & Music Festival

- ❖ June 4-5, 2022 – 16th year in Atlantic City
- ❖ 2nd year as an outdoor festival on Bader Field

16 YEARS OF AMAZING CRAFT BEER AT THE JERSEY SHORE

A GOOD TIME TRICYCLE PRODUCTION

JUNE 4TH-5TH
TWO THOUSAND TWENTY TWO 21+

Facebook Instagram Twitter @ACBEERFEST

THE ATLANTIC CITY BEER & MUSIC FESTIVAL

OVER 150 BREWERIES **AT BADER FIELD** ACBEERFEST.COM

DISCOVER BETTER BEER AND CELEBRATE IT WITH FRIENDS!

FEATURING:

SESSION #1
ALKALINE TRIO ♡

SAT. JUNE 4TH, 2P - 6P

SESSION #2
NEW FOUND GLORY

SUN. JUNE 5TH, 12P - 4P

Ocean CASINO-RESORT PRESENTS

ATLANTIC CITY NEW JERSEY

BEER & MUSIC FESTIVAL

JUNE 4TH-5TH
TWO THOUSAND TWENTY TWO 21+

SESSION #1: SAT. JUNE 4TH, 2-5P
ALKALINE TRIO

SESSION #2: SUN. JUNE 5TH, 12-4P
NEW FOUND GLORY

150+ BREWERIES
• CARNIVAL FUN
• LOCAL GRUB
• RAD VENDORS & MORE

AT BADER FIELD ACBEERFEST.COM



NEW INDUSTRIES



New Industries - Cannabis

- ❖ Embrace cannabis industry, become #1 East Coast destination for cannabis
- ❖ Provide educational seminars
 - ❖ Industry 101
 - ❖ Available licenses
 - ❖ Microbusiness presentations
- ❖ Aid in redevelopment for Pacific and Atlantic Avenues
- ❖ Major interest from national and local stakeholders

**NEW JERSEY'S RECREATIONAL
CANNABIS BUSINESS
INDUSTRY OPENS WITH
LICENSE APPLICATIONS**





New Industries

- ❖ Offshore Wind Industry
 - ❖ ACCC Wind Training Facility
 - ❖ Orsted in Garden's Basin
- ❖ More details to come at the end of the presentation





DEVELOPMENT PROJECTS



COMPLETED PROJECTS



Community Development

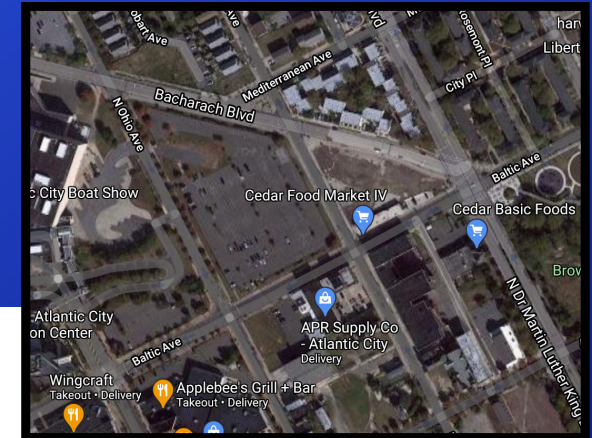
Trump Plaza





Community Development

ShopRite – broke ground





Community Development

The Island Waterpark – broke ground





Community Development

AtlantiCare





Community Development

Stockton – Phase II





Community Development

Splash and Dash Carwash





Stranded Projects



Trump Plaza Site



Pinnacle Site



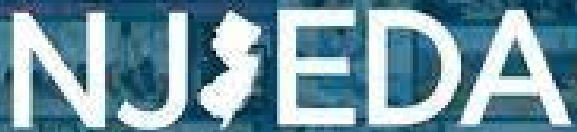
Caspian Pointe



Stranded Projects

Grants to support projects in these areas:

- ❖ \$250K development grant
- ❖ \$50K from NJEDA's 21st Century Redevelopment Program for Trump Plaza site



NJEDA

ECONOMIC DEVELOPMENT AUTHORITY



ONGOING PROJECTS



Housing Development

City of Atlantic City, AC DEVCO & CRDA
Working with NJEDA and NJHMFA



Massachusetts and Rhode Island Avenues



Housing Development

Buzby Village





Community Development

Venice Park Bridges

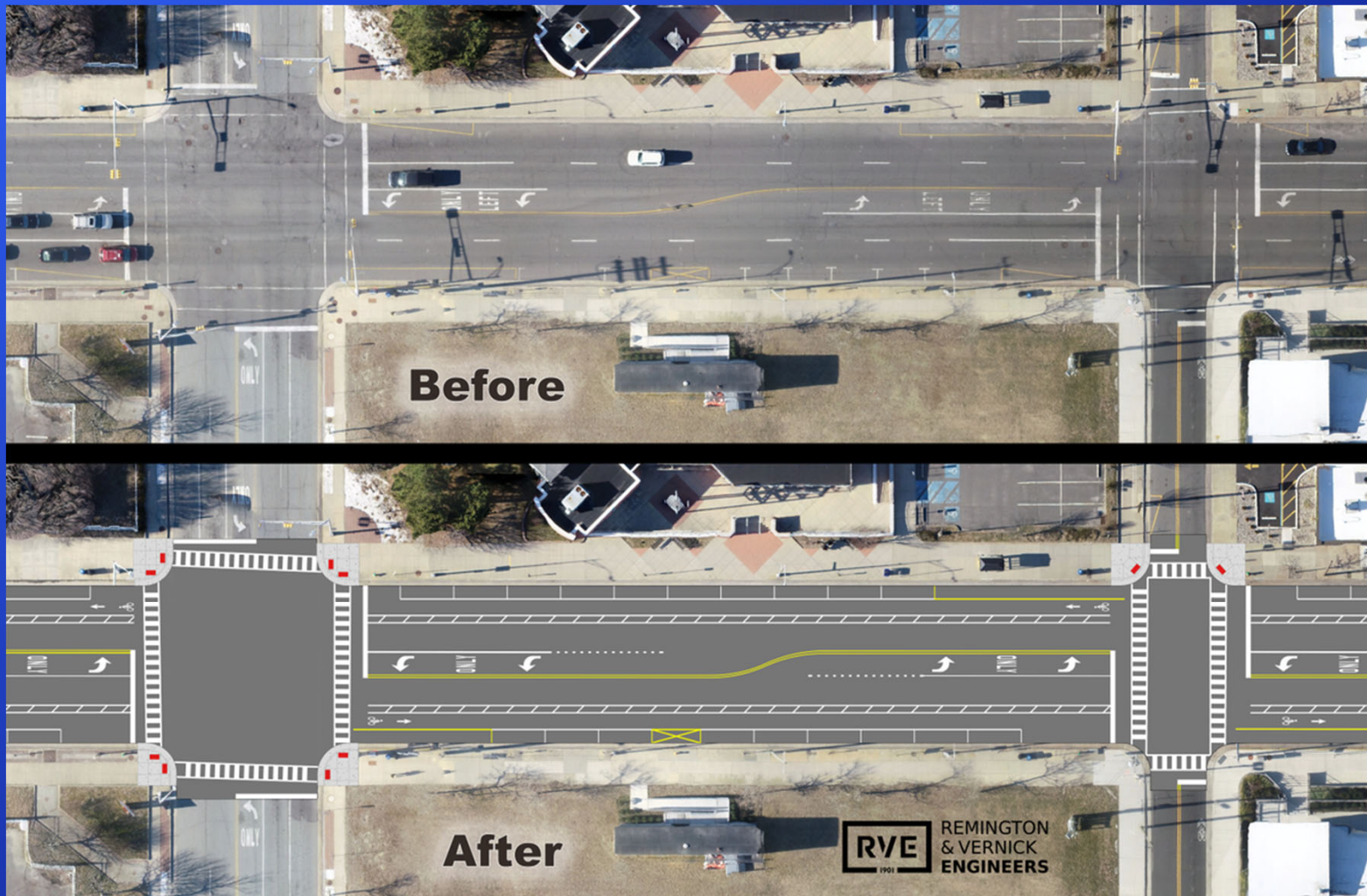
- ❖ Construction is ongoing for the 1st Venice Park Bridge
- ❖ Construction on the 2nd Venice Park Bridge is set to begin by the end of 2022





Community Development

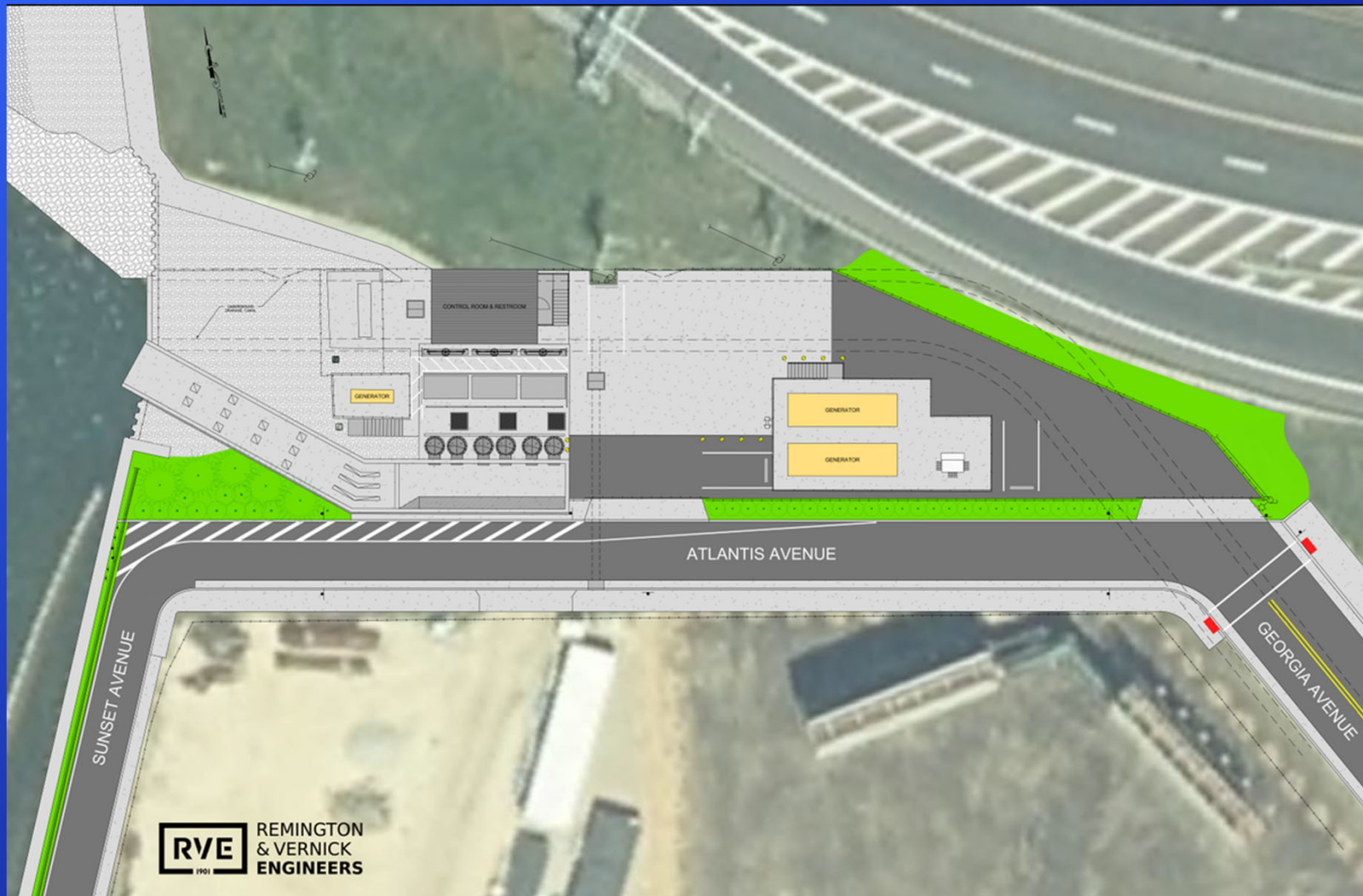
Atlantic Avenue Road Diet





Community Development

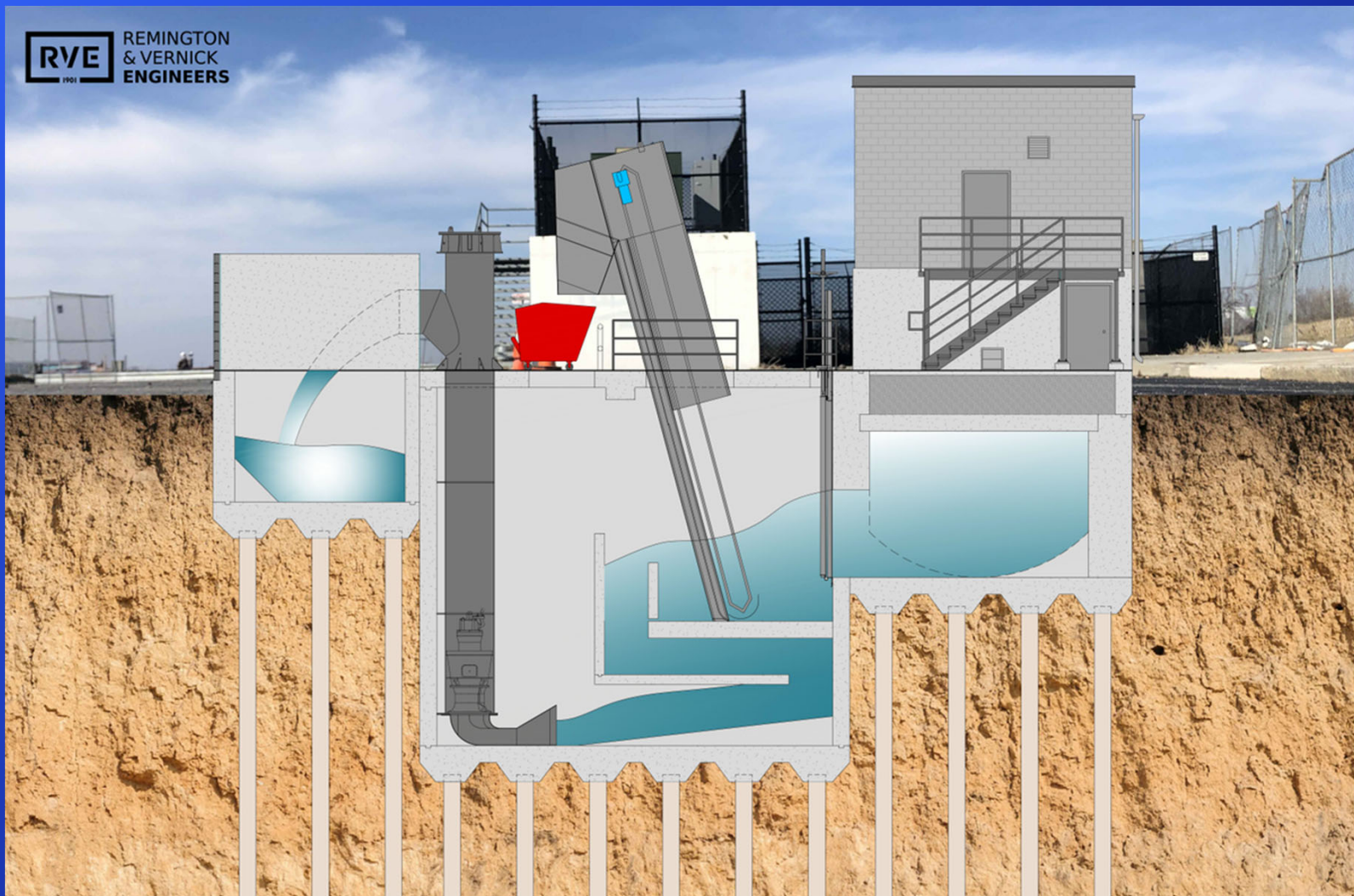
Atlantis Avenue Pump Station





Community Development

Atlantis Avenue Pump Station





Community Development

KY. & The Curb



DARKCHILD



Community Development

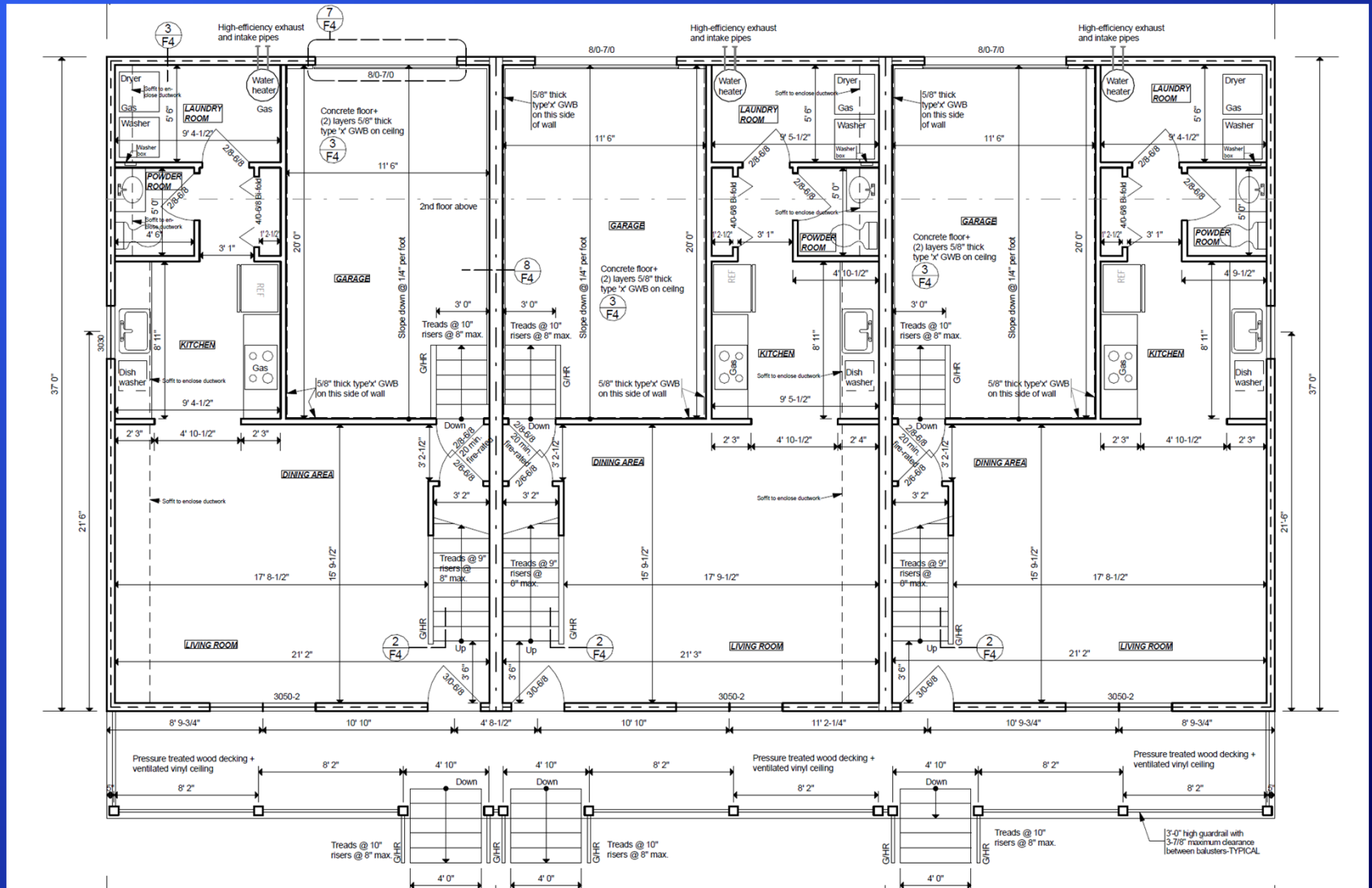
38 N. Texas Avenue





Community Development

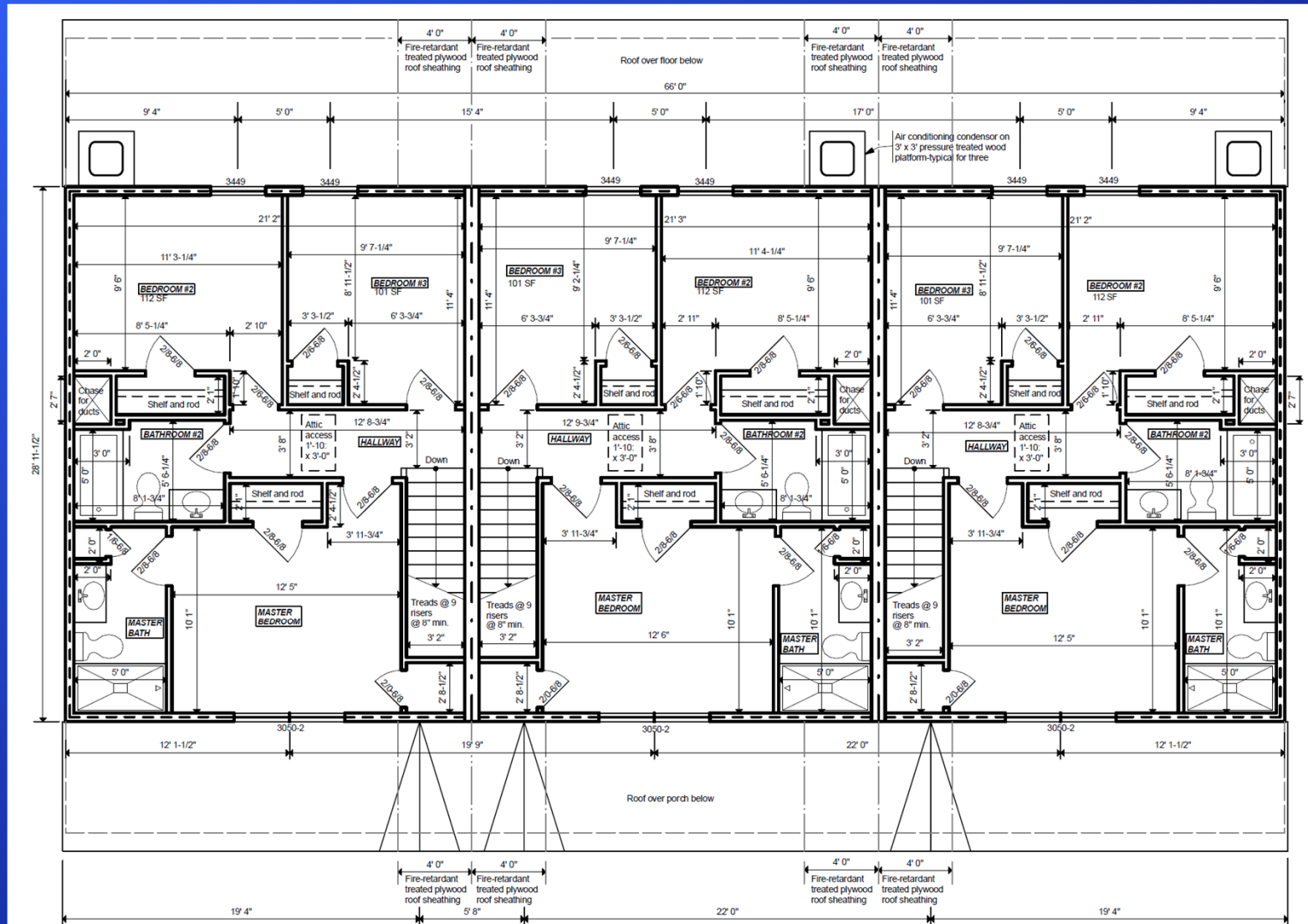
38 N. Texas Avenue





Community Development

38 N. Texas Avenue





Community Development

Partnership with the County

- ❖ Old Ruffu Ford site for open space
- ❖ Negotiating with County for additional open spaces





Community Development

Oscar E. McClinton Waterfront Park





Community Development

MGM & Boraie



Boraie Development LLC

M Residences ~ Atlantic City

New Development Projects



New Industries

ACCC: Wind Energy Training Facility

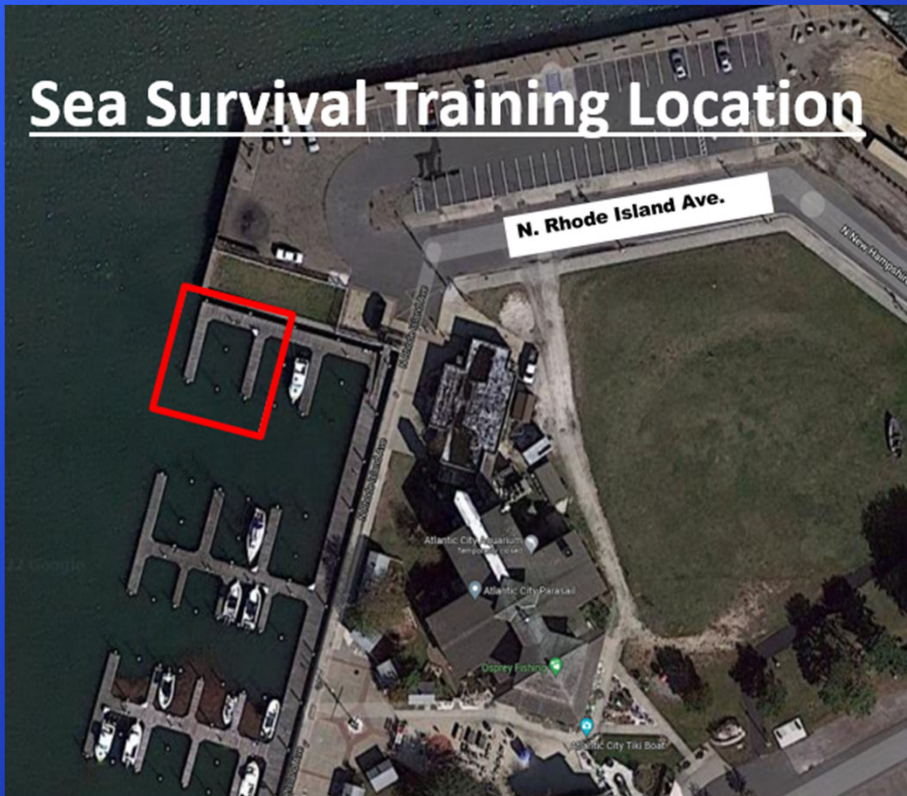




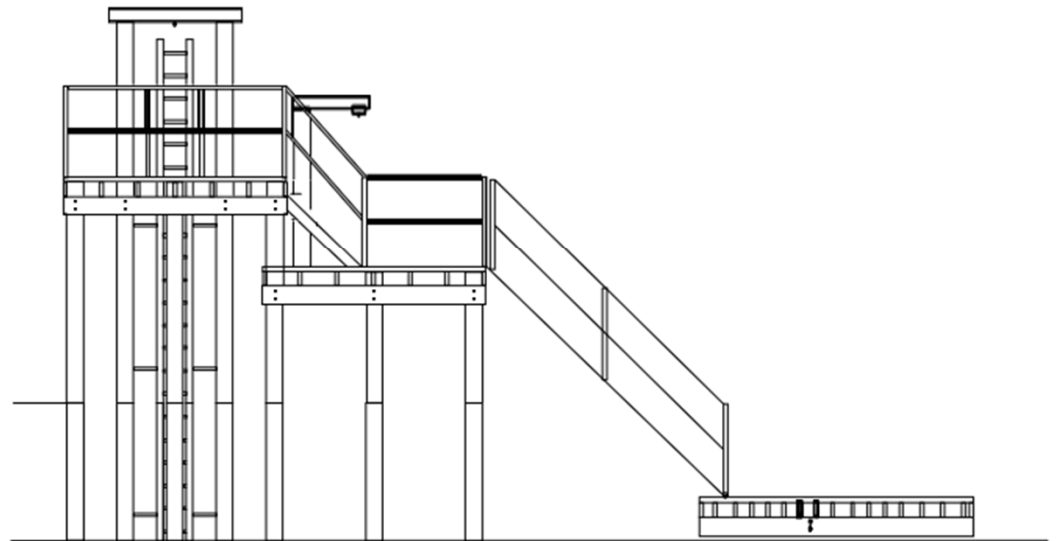
New Industries

ACCC: Sea Survival Training Structure at Gardner's Basin

Sea Survival Training Location



Sea Survival Training Structure*



**Preliminary Design*



New Industries

Orsted

Atlantic City Operations & Maintenance (O&M) Facility

- Site selected near Clam Creek in Atlantic City marina at the intersection of Magellan and North New Jersey Avenues
- Atlantic City approved redevelopment plan (rezoning) – Nov. 2020
- Facility will be used as a hub for maintenance operations for offshore wind farms
- Necessary improvements on site include:
 - Dredging (within marina and at Absecon Inlet)
 - Bulkhead
 - Dockside space
 - Office, warehouse and workshop space





Community Development

New Kelsey's





Community Development

New Kelsey's





Community Development

New Kelsey's





Community Development

New Kelsey's





Community Development

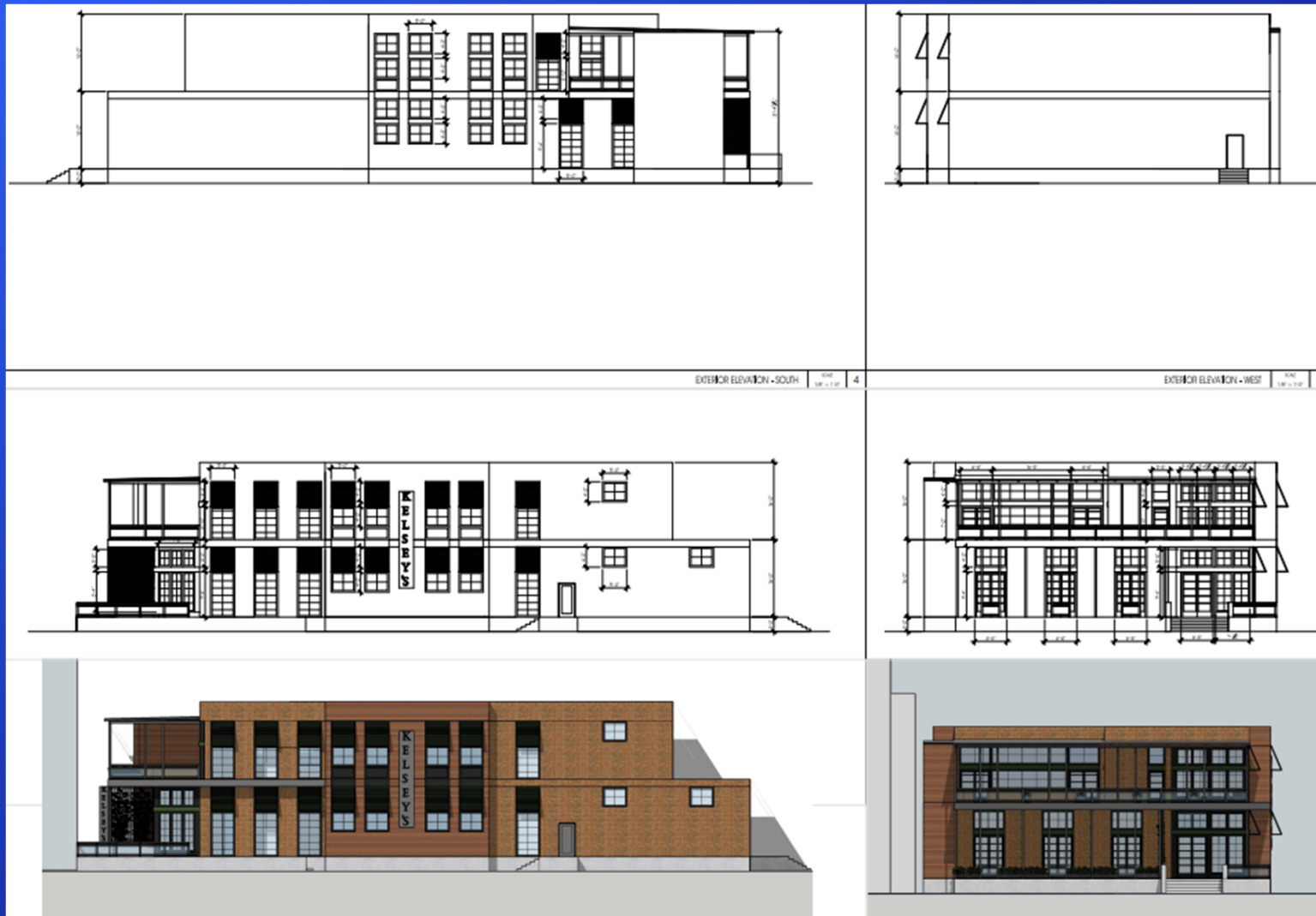
New Kelsey's





Community Development

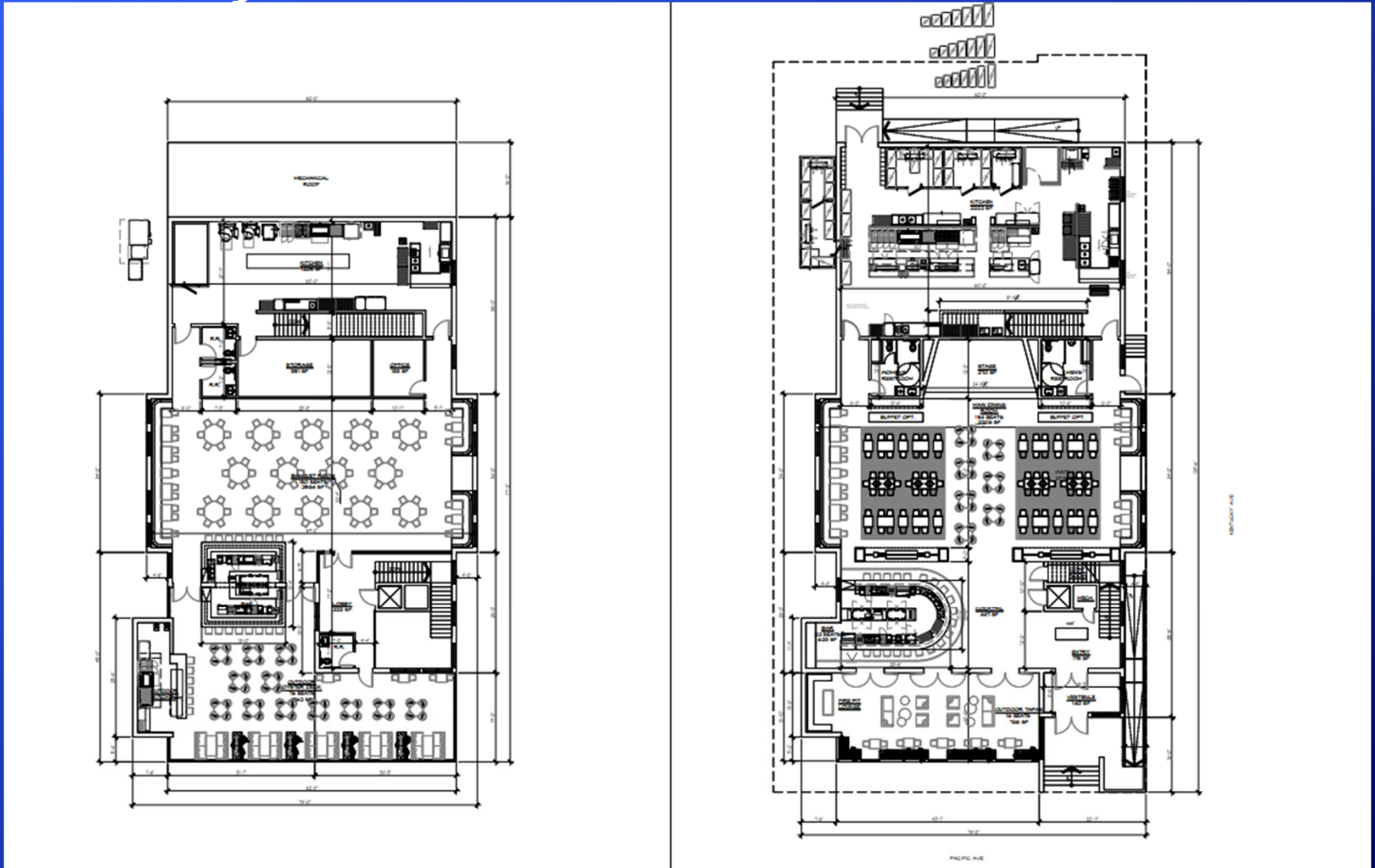
New Kelsey's





Community Development

New Kelsey's





Community Development

Old Pat's Site on Atlantic Avenue – Popa Pizza





Community Development

Good Dog Bar





Community Development

Former John Brooks Building – CRDA

- 53 units in existing building
- New building: 23 apartments, 7,000 sq ft retail space





Community Development

Former John Brooks Building – CRDA





Community Development

Former John Brooks Building – CRDA





Community Development

Former John Brooks Building – CRDA





Community Development

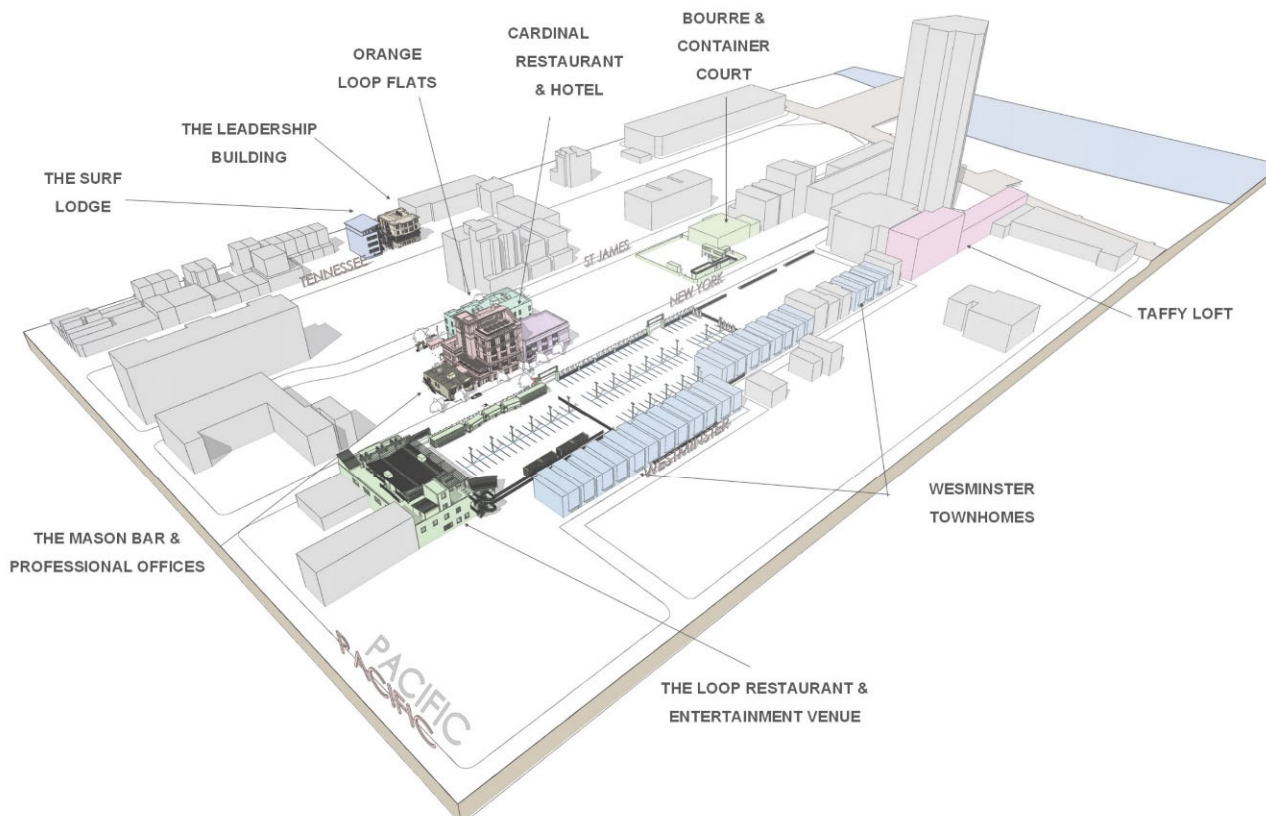
Former John Brooks Building – CRDA





Community Development

The Orange Loop – Authentic City Partners, Orange Deeds



Authentic City
Partners
Orange Deeds

The Orange Loop

william mclees
architecture
www.wmarch.net



Community Development

Orange Loop: The Leadership Building (Old Momma Motts)

- ❖ 10 market rate apartments with common lounge completed in Nov '21



Authentic City
Partners

Leadership Building

161 S Tennessee

william mclees
architecture
www.wmarch.net



Community Development

Orange Loop Flats

- ❖ Market rate apartments on top of commercial space



Orange Deeds

Orange Loop Flats

124 St. James

william mclees
architecture
www.wmarch.net



Community Development

Orange Loop: Cardinal Hotel & Restaurant

- ❖ 2 floor restaurant/hotel with rooftop bar and 3 floors of short-term rentals



Authentic City
Partners

Cardinal Restaurant & Hotel

151 S New York

william mclees
architecture
www.wmarch.net



Community Development

Orange Loop: The Loop

- ❖ Bar/restaurant and entertainment venue



Orange Deeds

The Loop Entertainment Venue

114 S New York

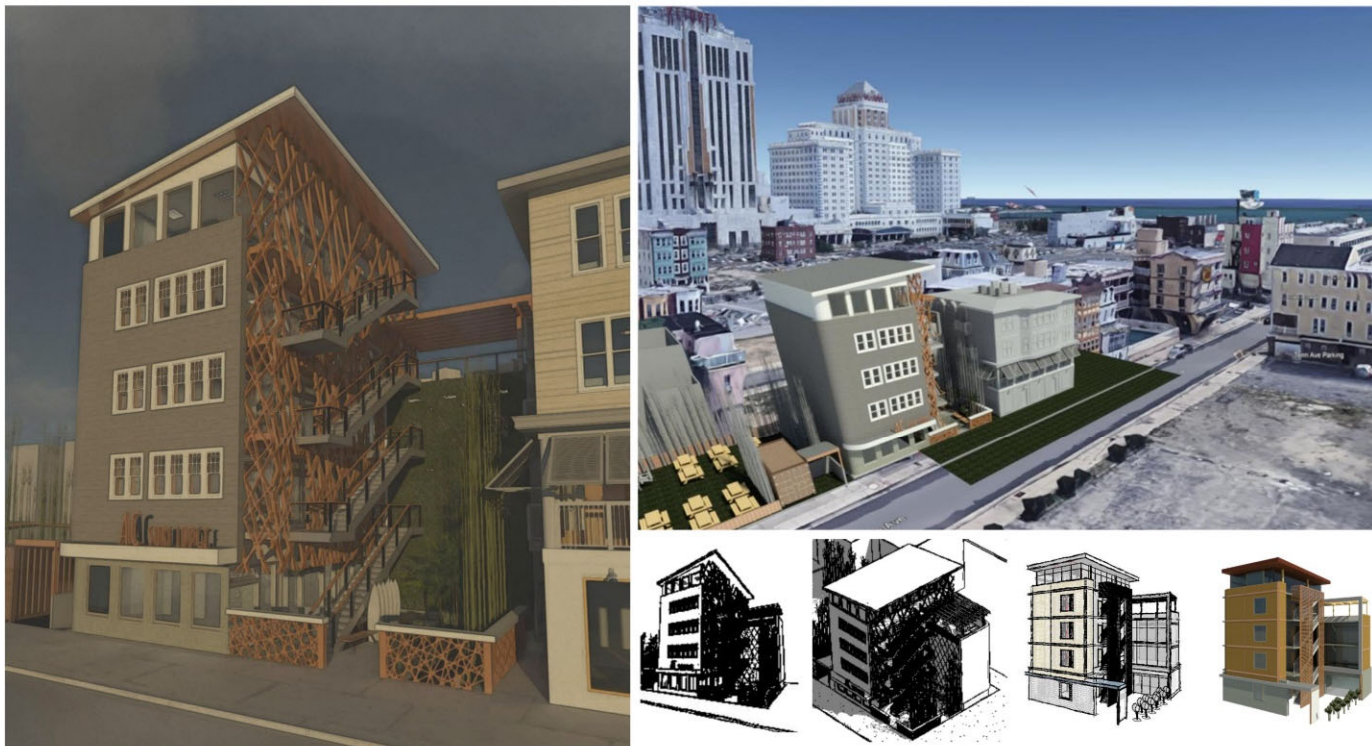
william mclees
architecture
www.wmarch.net



Community Development

Orange Loop: Surf Lodge

- ❖ Surf experience retail with short-term rentals



Authentic City
Partners

Surf Lodge

155 S Tennessee

william mclees
architecture
www.wmarch.net



Community Development

❖ Westminster Townhomes

- ❖ 25 short-term rentals (3bd/3bath)

THE
Orange
Loop
ATLANTIC CITY

❖ Mason Bar + Sciullo Engineering

- ❖ Cocktail bar and restaurant with professional office space upstairs



Community Development

Caesars Entertainment

Investing \$400 million into the Atlantic City market.

- ❖ Nobu Atlantic City arriving at Caesars summer 2022
- ❖ Debut 14 new dining & entertainment concepts at 3 resorts
- ❖ Largest employer in Atlantic City

NOBU HOTEL
CAESARS ATLANTIC CITY



PRECEDENCE | NOBU, EDEN ROC MIAMI





Community Development

Resorts Casino Hotel

- ❖ End of February/Early March – beginning complete renovation of indoor/outdoor pool area.
 - ❖ Retractable glass pool dome
 - ❖ New furniture, sound system, television and bar
 - ❖ June 2022 completion
- ❖ \$5 million investment to re-energize casino floor
 - ❖ April 2022 completion

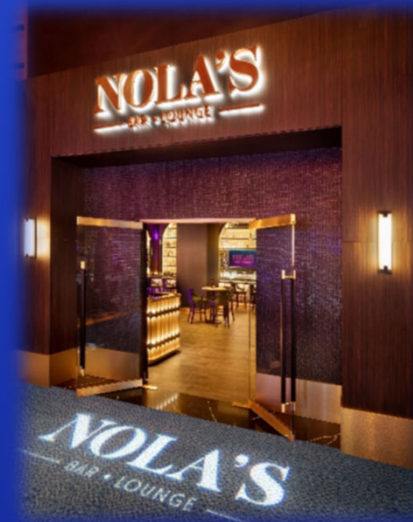




Community Development

Ocean Casino & Resort

- ❖ Nola's Bar & Lounge - \$2.5 million venue
 - ❖ Opened Fall 2021
- ❖ \$75 million reinvestment brings addition of 460+ guest rooms and suites
- ❖ Construction on \$4 million sports experience concept begins March 2022





Community Development

Showboat: Indoor Go Kart

❖ Opening May 2022





Community Development

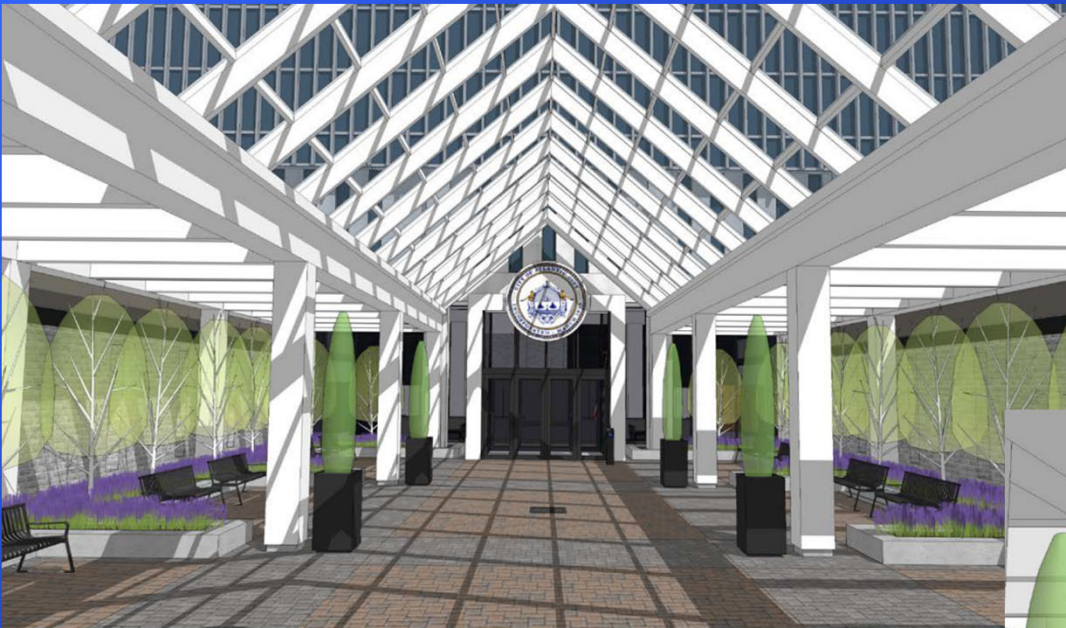
City Hall Courtyard





Community Development

City Hall Atrium and Courtyard





Community Development

City Hall Parking Lot





Community Development

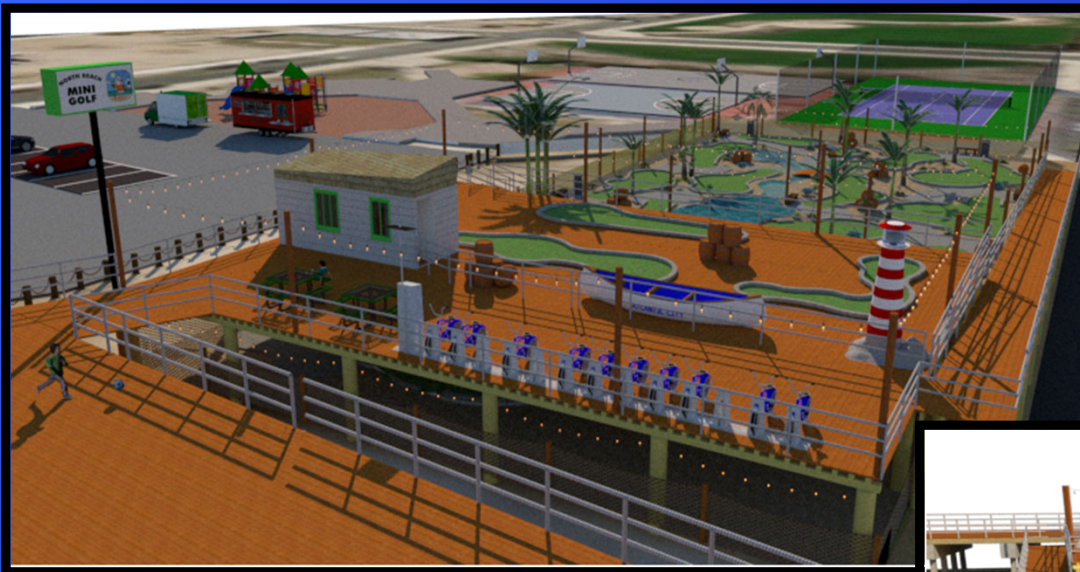
City Hall Parking Lot





Community Development

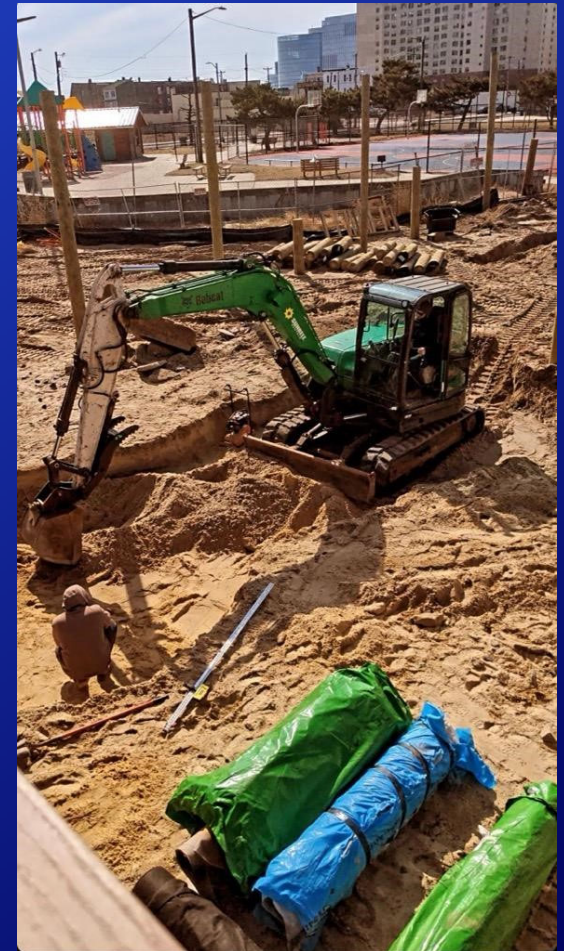
North Beach Mini Golf – MPMP Developers





Community Development

North Beach Mini Golf – MPMP Developers





Community Development

North Beach Mini Golf – MPMP Developers





Community Development

700 North Beach – Boraie in partnership with NJEDA



700 NOBE - Atlantic City, NJ



700 NOBE - Atlantic City, NJ



“The Small Administration means what it says and says what it means. We take great pride in doing things that people never thought would get done.”

- ❖ Tear down the biggest eyesore
- ❖ Paving of the worst streets
- ❖ Venice Park bridges
- ❖ Waterpark
- ❖ NoBe wouldn't make it
- ❖ Big name grocery store
- ❖ Lowering taxes 3 years in a row



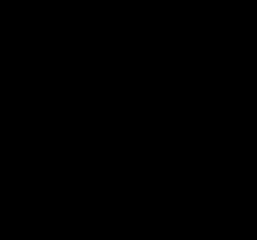


Bader Field





Bader Field





THANK YOU!



Can we say Great Day?