ACNJ.GOV

It's a Great Day in the City of Atlantic City

JUNE 2025

Great Day Gazette

The crown jewel of the Jersey Shore

INSIDE THIS ISSUE

SUPPORTING THE BACKBONE OF ATLANTIC CITY'S ECONOMY

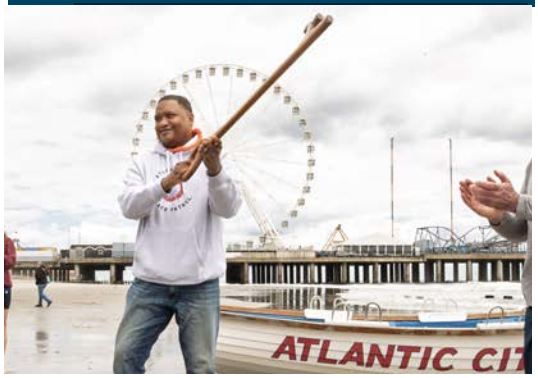
UNLOCKED & READY FOR SUMMER!

NEW LEADERSHIP ROLES FOR POLICE & FIRE

A CULTURAL EXPERIENCE IN THE CLASSROOM

DOWN TO BUSINESS

FROM THE MAYOR



Dear Atlantic City Residents and Guests,

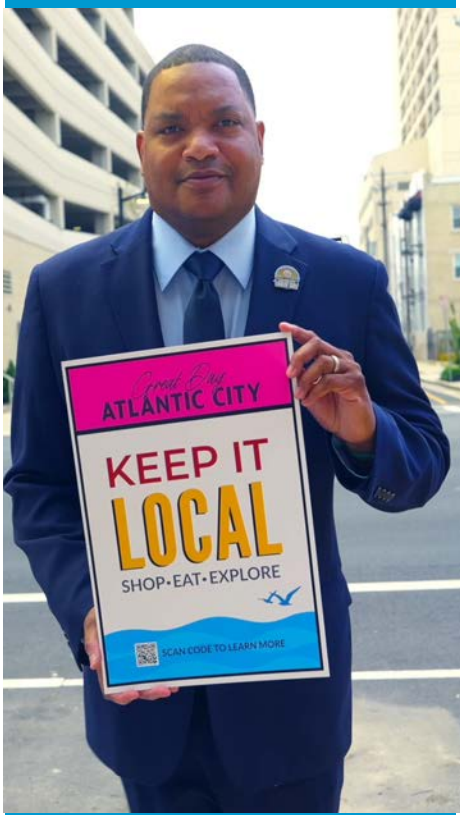
Memorial Day Weekend has come and gone, and after I had the honor to "unlock the sea" for the summer, we are officially in tourism season! To the millions of visitors expected to pack Atlantic City this summer, we hope you experience everything our residents get to enjoy daily, like our fine dining, family entertainment and our world-famous beach and Boardwalk! And while you're here, we hope you notice a cleaner Atlantic City and a safer Atlantic City!

If you're coming to town for the first time, spend time here regularly or live here, we also want you to experience our many small businesses throughout Atlantic City. Our small businesses have been the fabric of Atlantic City's economy since well before we had casinos. For the first time, we declared May "Small Business Month" in the Great City of Atlantic City, spearheaded by Bruce Weekes and Pam Fields with our economic development team, pledging our commitment to continuing to offer programs and resources to help our small businesses grow and succeed, not just during Small Business Month, but throughout the year.

The Air Show is back this summer, we have plenty of entertainment planned for the casinos and Boardwalk Hall, we're still holding out hope for a beach concert and we have BRT Weekend in July. The Small administration supports all entertainment in Atlantic City, and it's in the taxpayers' best interests to welcome all entertainment to our beach and Boardwalk, but we also want to make sure we're good neighbors, so we hope you enjoy BRT Weekend at the Missouri Avenue Beach July 11-13 and not on the beach in front of the Ocean Club as many people jumped to conclusions too quickly and wrote off as a done deal.

Thank you for reading our "Great Day Gazette" newsletter, don't forget to check out our new Great Day Atlantic City website (www.greatdayatlanticcity.com), and remember, It's a Great Day Here in the City of Atlantic City! Oh, and tune into my Facebook page every Saturday morning at 9:00 AM for the return of *In the Mixx* LIVE in podcast form!

- Mayor Marty Small, Sr.



Keeping it Local This Summer & Beyond

Mayor Small delivered a proclamation officially declaring May "Small Business Month" in Atlantic City, kicking off a series of initiatives to support Atlantic City small businesses. To market Atlantic City businesses and promote shopping locally, the City of Atlantic City has created signage encouraging people to 'Shop, Eat, Explore' in Atlantic City. Bruce Weekes and Pam Fields with Atlantic City's Economic Development team under the Planning & Development department brought those signs to various small businesses with the help of some members of City Council to encourage all businesses to put those signs in their windows. The signs are six different colors, with one color representing each of Atlantic City's six wards. Every business that adds this signage to their store is featured on the City of Atlantic City's new Great Day Atlantic City website. To further motivate residents and visitors to visit Atlantic City and patronize local establishments, May 17th was a free parking day, where parking kiosks were not enforced citywide. The City of Atlantic City will continue working closely with the neighborhood Community Development Corporations to leverage resources to encourage new businesses to grow, while developing a comprehensive incentive package to attract businesses to open shops along Atlantic Avenue. In particular, the city would like to see more businesses open that are currently lacking in Atlantic City, such as a hardware store.

The latest cohort of the City of Atlantic City's Small Business Academy graduated 27 Atlantic City residents who completed the free eight-week program, which teaches participants how to start and grow a successful business. Workshops led by industry experts educated participants on topics such as the ABC's of starting a small business, writing a business plan, setting goals, marketing and more. At the end of the cohort, participants pitched their business ideas to local professionals who offered feedback before scoring the pitches. The winner of the pitch competition with the highest score was Tabriah Taylor (pictured to the right), who wants to grow her catering business. Her prize is a $15,000 grant from Atlantic City's Inlet Community Development Corporation intended to help her achieve her dreams!

As part of Small Business Month, local businesses that have made an impact in the community were recognized during the May City Council meeting (photo on page 6):

Dock's Oyster House
(Business Excellence Award)
Gilchrist Restaurant
(Resiliency Award)
Barbera Seafood
(Resiliency Award)
Irish Pub
(Community Spirit Award)
Kelsey's
(Growth and Economic Development Award)
Tony Boloney's/Mad Mutz
(Innovation Award)
Swapz AC
(Emerging Pioneer Award)
Vagabond Kitchen & Tap House
(Community Impact)
Miss Audrey's Thrift Shop
(Legacy Award)
North Beach Mini Golf
(Inlet CDC Community Impact Award)
Center City Deli
(Midtown CDC Community Impact Award)
Pancho's Mexican Taqueria
(Ducktown CDC Community Impact Award)

Summer, Summer, Summertime!

As per tradition, Mayor Small drove the oversized wooden key into the sand to officially kick off the 2025 summer season outside Resorts Hotel Casino before the popular beach ball drop on the Boardwalk! "This summer is going to be one of the biggest summers we've had in a very, very, very long time," he told the crowds. Also participating in the "Opening of the Sea" ceremony were Atlantic City Police Department Chief James Sarkos, Atlantic City Fire Department Chief and Office of Emergency Management Coordinator Scott Evans, Atlantic City Beach Patrol Chief Steve Downey, Atlantic City Public Safety Director Sean Riggin and Resorts President and CEO Mark Giannantonio, who praised the Small administration and public safety for stepping things up.

The Atlantic City Beach Patrol has begun operations for the 2025 summer season. A limited number of guarded beaches are open now, with all beaches expected to be fully staffed by June 28th. Want to join the ACBP this summer? Lifeguard tests are Saturday, June 7th at South Carolina Avenue beach. The ACBP will provide free training prior to the test. practice techniques critical to success in the lifeguard test. All candidates must attend at least one session. The list of guarded beaches and the lifeguard application can be found at:

www.atlanticcitybeachpatrol.com

Extended Summer Hours

The Atlantic City Aquarium is now open daily from 10:00 AM until 8:00 PM! Extended business hours are in effect through Labor Day. Visit www.acnj.gov for more info.

During National Travel & Tourism Week, Mayor Small declared ***Visit Atlantic City Day*** in Atlantic City, celebrating the pivotal role the organization has in bringing conventions, sporting events, film production and tourism to town, while bringing back the Airshow in July - now the *Soar & Shore Festival*!

There were two Memorial Day Observances in Atlantic City during the holiday weekend - one at the Saracini-O'Neill 9/11 Memorial right off the Boardwalk and the other at All Wars Memorial Building in celebration of the building's 100th anniversary. Mayor Small and the City of Atlantic City remembers all those who gave their lives in service to our country, and we hope everyone took some time Memorial Day Weekend to reflect as well. Mayor Small also took part in the annual South Jersey Regional Stand Down at All Wars Memorial Building. Each year, this event offers food, clothing and vital services to homeless and at-risk veterans - including medical care, benefits, and more.

PROMOTIONS & TRAINING

In separate promotional ceremonies at City Hall, Mayor Small administered the Oath of Office to members of the Atlantic City Police Department and Atlantic City Fire Department who have been promoted to new leadership positions.

ACFD

Promoted to the rank of battalion chief: Timothy Kuras, Ariel Beltran, Kyle Pollock, and Kenton Brookings

Promoted to the rank of captain: Jamieson Allen, Joseph Caprio, Joseph Welsh, Jack Rush, Thomas Higbee, and William Hamilton, Jr.

ACPD

Promoted to Lieutenant of Police - Daniel Arra, Darrin Lorady, Michael Garofalo

Promoted to Sergeant of Police -Sean Pettit, Robert Toscano, George King, Ermindo Marsini

Thirteen members of the Atlantic City Police Department participated in this year's Police Unity Tour - a four-day bicycle ride from New Jersey to Washington, DC to raise public awareness about law enforcement officers who have died in the line of duty. This year has extra significance for the ACPD as this marks the 20-year anniversary of the death of Officer Thomas McMeekin, Jr. - a dedicated member of the department who tragically lost his life the line-of-duty at just 28 years old.

Our Public Safety and Law Enforcement agencies joined our departments who respond to emergencies and manage large-scale special events for a FEMA training course delivered by the New Jersey Incident Management team under New Jersey State Police. Hands-on training like this is a vital step in ensuring we're ready to respond quickly and effectively if and when emergencies strike in Atlantic City.

Our Multicultural Services division organized a Flood Safety Workshop for Atlantic City residents. OEM Coordinator Scott Evans and other experts taught them to always have a plan ready in case of flooding, get your home and supplies ready now before the emergency arises and never ignore evacuation orders if they are given.

City Council recognized Atlantic City Information Technology (IT) Department members Patrick Quinlan (director), Tony Dabney and Kyshawn Wyman for their exceptional work, especially as of late!

The IT Department saved the Atlantic City taxpayers more than $250,000 at Pop Lloyd Stadium and more than $100,000 at the Atlantic City Aquarium by installing cameras and other equipment themselves. They also prevented a cyber security attack that would have devastated Atlantic City.

CELEBRATING DIVERSITY

Mayor Small and our Multicultural Services office joined Atlantic City Public Schools in celebrating World Day for Cultural Diversity at Brighton Avenue School to promote cultural diversity and intercultural dialogue. Teachers and students transformed 22 classrooms into a cultural hub, each decorated to represent a different country, while students dressed up in coinciding attire. Mayor Small took the "around the world" tour to admire all the student's creative efforts.

PRIDE MONTH

The Mayor's Office of LGBTQ+ Affairs kicks off the City's Pride Month celebration on Tuesday, June 3rd with the Opening Ceremony Flag Raising inside City Hall Council Chambers from 12 – 2 PM followed by a Kick Off Reception at 5 PM at the Byrdcage. And mark your calendars for June 22nd for the City of Atlantic City Great Pride Festival! Leading up to Pride Month, the LGBTQ+ Affairs Office has organized a series of Roller Skating events that have been a 'wheelie' big hit!

Since Pop Lloyd Stadium reopened at the end of April, there have been a handful of high school baseball and softball games for the community to enjoy on the newly renovated field. Want to book an event or program at Pop Lloyd Stadium? Call AC Rec at 609-347-5643.

As the Atlantic City Youth Services division gears up for another exciting Great Day Summer Camp, kids have been enjoying ACYS programs this spring like the Youth Gardening Program, Ocean Saddle Equestrian Program and Young Angler's fishing Academy. Youth Services also hosted an all new event – custom T-shirt designing!

It was Tea Party time for our Seniors who got to experience Tea Around Town in Philadelphia. They dressed to impress as they enjoyed tea and other treats while riding around the City of Brotherly Love. How amazing do they look?! Check out the list of FREE Atlantic City Senior Services June events for residents ages 55 and older at www.acnj.gov.

Please note the hours have changed at the City of Atlantic City Vital Statistics Office. Until further notice, business hours will be 9:00 AM to 3:00 PM Monday through Friday.

Can We Say Great Day?!

CITY OF ATLANTIC CITY

GRIEF COUNSELING SERVICE

IT'S OKAY TO ASK FOR HELP.

Joya Banks, MSW
Social Worker
JBanks@acnj.gov
Monday & Tuesday

Anthony Woodard
Social Worker
AWoodard@acnj.gov
Monday-Friday

Hours: 9am-3pm

Beginning on May 27, 2025

CALL NOW 609-347-5437 ext. 4276

www.acnj.gov

FOLLOW US

www.acnj.gov / www.greatdayatlanticcity.com

X (formerly Twitter): AtlanticCityGov

Facebook: AtlanticCityGov

Instagram: AtlanticCityNJGov

Tik Tok: AtlanticCityGov