

MARCH 2026



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## RELATIONSHIPS MATTER

### Dear Atlantic City Residents and Guests,

You hear me say it often: “relationships matter.” The strength of our partnerships directly impacts our ability to deliver results for the taxpayers of Atlantic City.

I was excited to welcome New Jersey Governor Mikie Sherrill to City Hall for our first in-person meeting since she was sworn in earlier this year. This was an important opportunity to continue building a strong working relationship between the Great City of Atlantic City and the State of New Jersey.

We had a productive discussion focused on the priorities that affect our residents and city every day. I’m talking about continued property tax relief, the redevelopment of Bader Field, updates to the state’s PILOT legislation, improvements along Atlantic Avenue, and so much more. During our meeting,

Governor Sherrill took the time to listen and gain a deeper understanding of our challenges and our opportunities, which I appreciate. Meaningful progress takes time, but we continue moving in the right direction.

This winter has brought an extended stretch of bitter cold to our region and snow totals we have not experienced in a long time. But just remember, difficult seasons don’t last, but resilient communities do. Warmer days are ahead, and it starts with the 38<sup>th</sup> annual Atlantic City St. Patrick’s Day Parade. I look forward to seeing you on Saturday, March 7th on the Atlantic City Boardwalk!

It’s a Great Day Here in the City of Atlantic City!

–Mayor Marty Small, Sr.

# HELPING OUR MOST VULNERABLE POPULATION

SERVING WARMTH AND RESOURCES TO THOSE WHO NEED IT MOST



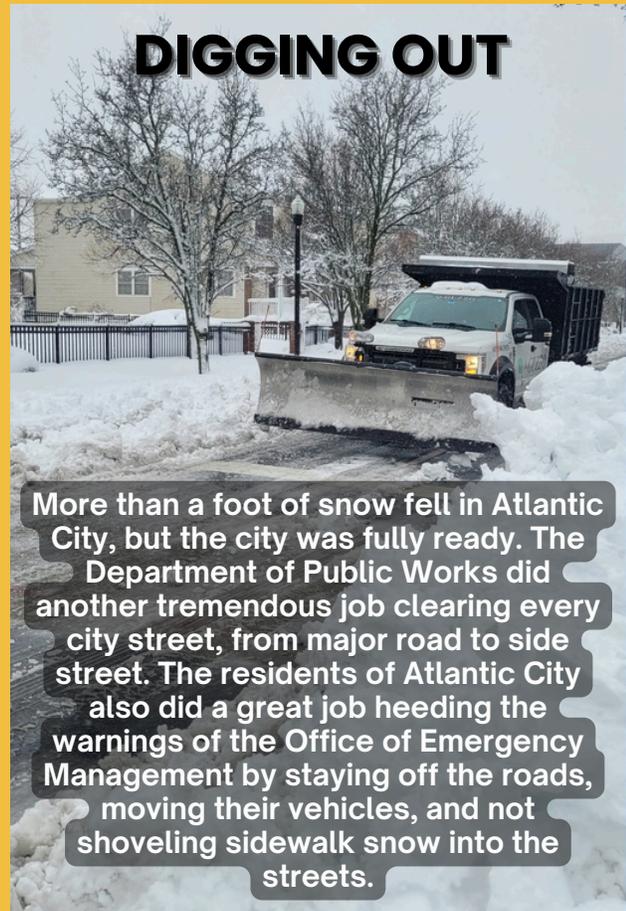
The City of Atlantic City's Reentry Services and Community Engagement divisions, under the Department of Health and Human Services, hosted a successful "Heat the Streets" Sweater & Sock Resource Fair at Center City Park, serving 225 individuals in need of winter assistance and vital services. Designed to help the city's most vulnerable residents endure frigid temperatures, the event provided sweaters, socks, coats, and other cold-weather essentials on what ended up being a chilly day. In addition, attendees had access to valuable community resources and were served hot soup and hot chocolate. Mayor Small and members of city leadership were on site assisting with clothing distribution and personally serving meals to residents. Support for the event was made possible through partnerships with several local organizations.

## ANOTHER CHANCE TO BEAT THE ELEMENTS



In an additional effort to provide immediate relief to those affected by the stretch of extreme cold, Mayor Small hosted a Winter Coat Giveaway at City Hall for Atlantic City residents. Men's and women's coats were distributed in a wide range of adult and children's sizes to more than 300 residents, helping to ensure they stay warm during the harsh elements. The winter coats were generously donated to the city.

## DIGGING OUT



More than a foot of snow fell in Atlantic City, but the city was fully ready. The Department of Public Works did another tremendous job clearing every city street, from major road to side street. The residents of Atlantic City also did a great job heeding the warnings of the Office of Emergency Management by staying off the roads, moving their vehicles, and not shoveling sidewalk snow into the streets.

# GREAT DAY GAZETTE

## SHOWERING OUR SENIORS WITH LOVE



Atlantic City's senior community gathered for an elegant evening out on the town at the Friendship & Love Valentine's Ball. Hosted by the Atlantic City Senior Services division, this beloved annual event (formerly known as the Senior Gala) brought hundreds of residents ages 55 and older together for a memorable celebration. Held in the Grand Ballroom of The Claridge Hotel, the event transformed the space into a festive Valentine's showcase. Guests embraced the spirit of the occasion, arriving in beautiful shades of red and pink. Attendees looked spectacular as they enjoyed an evening of dining and dancing, some even winning some awesome raffle prizes!

## AN ACTIVE WINTER FOR THE YOUTH OF ATLANTIC CITY AS WELL



Atlantic City Youth Services hosted a Family Paint Night at the Soldiers Home, welcoming students and their families for an evening of artistic expression. Children and parents painted side by side, making this a colorful night to remember for everyone who attended.

Atlantic City kids in Kindergarten through second grade have been having a memorable winter thanks to Atlantic City Recreation's Tiny Tots program. Every week young participants get to tap into their imagination and creativity through activities like crafts, cookie decorating, free play and various trips.



Each week in February, the City Hall lobby got a little sweeter as the young ladies in the Atlantic City Youth Services' Girl Scouts Program set up their cookie booth. It was a special experience for the Scouts and just as memorable for staff who looked forward to getting their cookie fix.



# CELEBRATING ALL THINGS CULTURE



## THE DAY EVERYONE IN ATLANTIC CITY IS IRISH



Mayor Small welcomed the Atlantic City St. Patrick's Day Parade organizers to City Hall to announce this year's parade on Saturday, March 7<sup>th</sup> is expected to be the largest one in the city's history! With around a dozen bands and more than 100 participants scheduled, tens of thousands of spectators will line the Atlantic City Boardwalk for the 38<sup>th</sup> edition of this parade. Mayor Small praised the positive impact this event has every year on Atlantic City's economy, with parade organizers estimating \$5 Million being generated. More details on the parade can be found on page 6.

Mayor Small and the City of Atlantic City's Office of Multicultural Services were honored for their outstanding community work. The awards were presented by Diego Maya of the U.S. Latino Affairs Initiative, who praised their leadership, stating: "You and your team have chosen to build systems that respect language, culture, and dignity. Because of that, Atlantic City is becoming a model for how cities engage Latino and immigrant communities." In addition, Mayor Small and Mimi Nambo of the Multicultural Office are now featured on a statewide poster recognizing top Latino leaders in New Jersey.

## LATINO LEADERSHIP



## RAMADAN MUBARAK

The Mayor's Office of Special Events hosted a beautiful Ramadan Community Iftar at the All Wars Memorial Building in Atlantic City. Community members gathered to break their fast together in a warm and welcoming atmosphere. Sharing a meal is one of the simplest yet most powerful ways to connect, and during Ramadan, it carries even greater meaning. Guests brought their prayer rugs to add a spiritual connection as well.



## YEAR OF THE HORSE



The Sheila Y. Oliver Plaza came alive for a Lunar New Year celebration organized by the city's Multicultural Office. The highlight of the celebration was an energetic lion dance performance, as the performers moved through the courtyard with rhythmic choreography.

# GREAT DAY GAZETTE

## BLACK HISTORY MONTH



Throughout February, Atlantic City celebrated Black History Month at City Hall with a series of meaningful events and displays. The celebration began with a beautiful Black History Month ceremony that honored the legacy, achievements, and lasting impact of Black leaders, and culminated with a celebration at the All Wars Memorial Building with music and cultural pride, both organized by the Mayor's Office of Special Events. In between, city staff participated in special themed attire days, including an "All Black" day and a day dedicated to African attire. Black History displays filled the City Hall lobby all month long, including a special HBCU exhibit that celebrated the legacy and impact of Historically Black Colleges and Universities thanks to the Atlantic City Youth Services division.



During Black History Month, the city's Economic Development team highlighted two Black-owned businesses whose combined legacy spans more than 100 years of service in Atlantic City. Read more about Greenidge Funeral Homes and Dave's Auto Body via the Great Day Atlantic City platform!



## HAPPY ANNIVERSARY!

The city participated in the one-year anniversary celebration of The Byrdcage, presenting the business with a Certificate of Recognition. The Byrdcage has worked closely with the Mayor's Office of LGBTQ+ Affairs since its opening, including hosting the city's Love, Legacy and Life party. During that event, Tene Long received the Legacy Award from the city.



## READ ACROSS AMERICA



Mayor Small spent some time with students at Sovereign Avenue School for a special Read Across America celebration, turning an ordinary school day into a memorable experience filled with fun storytelling!

# THANK YOU FOR READING!

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GREAT DAY ATLANTIC CITY

## WHAT'S COMING UP

### ATLANTIC CITY ST. PATRICK'S DAY PARADE

The historic parade begins around 1:00 PM on Saturday, March 7<sup>th</sup> from Ocean Casino Resort to Albany Avenue. Spectators can enjoy the parade from anywhere along the Atlantic City Boardwalk between those locations!

Visit [www.acstpatricksdaysparade.com](http://www.acstpatricksdaysparade.com) for all the details.

### ADULT LINE DANCING CLASSES

Atlantic City Recreation is turning up the energy with free adults-only Line Dance Classes you don't want to miss! Boots on the Ground is Tuesday nights from 6:00 PM to 7:30 PM at Uptown School (323 Madison Avenue)

### BEATS NOT BULLETS

O.N.E. Neighborhood Evolution is also introducing Beats Not Bullets, a Music Production Program for students in grades 8–12. Participants will explore audio recording, beat-making, entrepreneurship, and more.

### FATHERS TAKING INITIATIVE

This month, Atlantic City's O.N.E. Neighborhood Evolution Anti-Violence Unit launches this community-rooted program designed by and for local fathers. focused on healing, empowerment, and strengthening families.

### MIC DROP THE VIOLENCE

Participant registration is now open for Atlantic City Reentry Services' talent showcase on April 2nd at the All Wars Memorial Building (1510 Adriatic Avenue). The community is also welcome to attend and show support.

Great Day ATLANTIC CITY

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