

- Leadership
- Expectations
- Transparency
- Stability

CITY OF ATLANTIC CITY
OFFICE OF THE MAYOR

- Accountability
- Credibility
- Excellence in Execution

L.E.T.S. A.C.E. IT!



MAYOR MARTY SMALL, SR.

City Hall
1301 Bacharach Boulevard • Suite 706
Atlantic City, New Jersey 08401
Telephone 609-347-5400

NEWS RELEASE

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Andrew Kramer (Public Information Officer) – 609-226-3470; AKramer@acnj.gov

Adele Polk (Assistant Public Information Officer) – 640-888-3003; Apolk@acnj.gov

City of Atlantic City Announces ‘Small Business Month’ Initiatives to Boost Local Economy

Atlantic City, N.J. (May 8, 2025) – With May being National Small Business Month (and this week being National Small Business Week), City of Atlantic City Mayor Marty Small Sr. delivered a proclamation this morning officially declaring “Small Business Month” in the City of Atlantic City. The City of Atlantic City’s Department of Planning & Development, under the leadership of Assistant Director of Economic Development Bruce Weekes and Principal Community Organizational Specialist Pam Fields, has also launched a series of initiatives to support small businesses in Atlantic City.

Free Parking on May 17th

In an effort to encourage residents and visitors to visit Atlantic City and patronize local businesses, on Saturday May 17, 2025, parking meters and kiosks will not be enforced throughout the City of Atlantic City, with the exception of parking on the beach blocks.

‘Keep it Local’ Campaign

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 that the Planning & Development team will push for all businesses to put in their windows in the coming

weeks. 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 will be featured on the City of Atlantic City's new website – www.greatdayatlanticcity.com.

Small Business Academy and Other Free Programs

The latest cohort of the City of Atlantic City's Small Business Academy, a free program that teaches Atlantic City residents the tools needed to start and grow a business, graduates later this month. Tonight, participants in the program will be doing their business pitches at The Simpson Restaurant and Bar at 6:00 PM. The City of Atlantic City also offers other free programs for residents such as "How to Do Business with Atlantic City"

Atlantic Avenue Shops

The City of Atlantic City is working on a comprehensive incentive package to attract businesses to open shops along Atlantic Avenue to increase the vibrancy along the street and to make Atlantic Avenue a better place for residents and visitors alike to enjoy. The hope is to specifically attract businesses that are currently lacking in the city, such as a hardware store.

Community Partnerships

The City of Atlantic City is continuing to work closely with the neighborhood Community Development Corporations (CDC's) and the Atlantic City Metropolitan Business and Citizens Association (MBCA) to promote the new 'Keep it Local' campaign and leverage resources to encourage new businesses to grow. The CDC's offer various grants to help new businesses get their feet off the ground and anybody interested in starting a business in Atlantic City should contact their neighborhood CDC or the MBCA to help get the word out.

"The Small administration recognizes the small business community has been the fabric of Atlantic City's economy since well before casinos arrived," said Mayor Small. "While we are recognizing this as 'Small Business Month' we will continue to offer programs and resources to help small businesses grow and succeed all throughout the year while doing everything we can to encourage patrons to support our mom and pop shops."

"We want to put a spotlight on the businesses that are the backbone of Atlantic City's local economy, so they don't go unnoticed," said Weekes. "That's why this month, and the efforts of our small business team, are so important. When people shop local, most of that money ends up recirculating in our community. We want to highlight our local businesses and encourage people to shop local, so our money stays in Atlantic City."

The City of Atlantic City Planning & Development department has also formed an internal committee to recognize local businesses that have made an impact in the community. These businesses will be honored during the May City Council meeting. This year's inaugural selections are:

Business Excellence Award: Dock's Oyster House

Resiliency Award: Gilchrist Restaurant

Community Spirit Award: Irish Pub

Growth and Economic Development Award: Kelsey's

Innovation Award: Tony Boloney's/Mad Mutz

Emerging Pioneer Award: Swapz AC

Community Impact Award: Vagabond Kitchen & Tap House

Legacy Award: Miss Audrey's Thrift Shop

(Chosen by the respective CDC's)

Inlet CDC Community Impact Award: North Beach Mini Golf

Midtown CDC Community Impact Award: Center City Deli

Ducktown CDC Community Impact Award: Pancho's Mexican Taqueria

###