Approximately 30 Million (2011) visitors- most coming from nearby 120+/- miles Philadelphia, New York, NY etc.

67% +/- arrive by car, 40% by bus- very little by train or plane
Most visits are 1 time only- 40% of visitors
4-10 trips is second at 18%
2 in 3rd is at 16%

#1 reason to visit- Gaming- 75%
#2 fine dining- 50%
#3 shopping- 40%
To visit beach is a very distant 7/8 place

#1 reason NOT to visit- do not gamble
#2 go else where
#3- just did not think about it
#4- negative impression of the city

Gaming revenues down approximately $3.2B from close to $5.5B at one point
Key issues identified:

- Public Safety
- Blight and Underdeveloped land
- General Economic Conditions
- Financing Market
- Casinos
- Real Estate Taxes
- Community Needs
- Conventions
- Transportation and Access
- Labor costs
- Housing
- Bureaucracy
- Parking
Master Plan
The Districts
Downbeach & Galleria Districts
Gardner’s Basin
Keep incentives with new project or re-development project.

Avoid incentives enriching the seller of the land/property— incentive’s eligible provided:
   i.  Land owner/property owner stays in the project (for some period)
   ii. Property is sold at a fair market value, not eligible for incentives

Incentives to support certain types of development and property- middle income housing, sub district areas, Interim Zones-

Sales Tax Free Program— stimulate local retail with a conditional program for limited periods of time for Full Time residents, Visitors for a convention of meeting, Visitor who is staying at a “certified” hotel

ECONOMIC INCENTIVES
Nuisance Properties Penalties— vacant land in the district which presents a public safety issue should be subject to a financial penalty or some type of investment by owner for corrective mitigation

Special Districts— development in these districts would be eligible for real estate tax incentives or other benefits in exchange for making investments, reprogramming etc.

Non-conforming use— amend zoning to make certain uses Non-Conforming uses— perhaps relocate outside the Tourism District

Enforcement of Policies- review existing codes, regulations, and create rigorous enforcement program
Managing and Programing of Boardwalk and Beach - Professional management company to actively program and manage the boardwalk.

Demolition and Repurposing Program - Continue funding of this program

Sales Tax Free Program - Tax free holiday for a specified duration

Retail Estate Taxes - Comparative analysis indicated that the taxes are high and they are preventing development.

Retail Restrictions - Minimum residential rental periods of 90 days
The Streets

Michigan Ave.
Atlantic Ave.
Pacific Ave.
Boardwalk
Near Term Initiatives
Mid-Term Initiatives
Long Term Initiatives
The future of Atlantic City is about creating a RESORT DESTINATION. one which EMBRACES all that AC has to offer, and BUILDS upon these wonderful city attributes.