ATLANTIC CITY TOURISM DISTRICT

CRDA Casino Reinvestment Development Authority www.njcrda.com

Casino Reinvestment Development Authority

Clean and Green Initiatives

Special Improvement Division

As part of the 2011 Tourism District Act, the Special Improvement District (SID), which is tasked with improving the business environment in Atlantic City, was folded into the Casino Reinvestment Development Authority (CRDA). The SID team complements the work done by the City of Atlantic City's Public Works and Police Departments to keep the Tourism District clean, green and safe. Programs include district ambassadors, environmental service, landscaping, special events and other business support services. CRDA's Real Estate & Development, Project Implementation & Management and Community Partnerships Divisions support economic development initiatives, façade improvements, and community programming.

Atlantic City Boardwalk Ambassadors

- 60 full-time staff, 15 seasonal staff
- Ambassadors in identifiable uniforms deliver guest service information and provide light security, special event coverage, quality of life issue reporting, crowd control and monitoring of homeless and at-risk individuals
- Facilitate and staff district movies, light shows, concerts, art shows, festivals and other special events within the Tourism District
- Ambassadors use iPhones to report and track any issues with SID

Beautification and Landscaping

- $6 million Façade Improvement Program for several blocks of private properties on Atlantic Avenue
- 21 employees maintain 40 miles of curb lines and sidewalks and 2 million square feet of landscaping beds, beach access points and right of way areas
- 37,500 seasonal flowers, shrubs and trees planted annually and 1,000 trees trimmed annually
- 250 free standing planters watered daily and 60,000 gallons of hand watering done annually
- 1,500 banners installed and replaced annually

Public Space Management

- Daily collection of 400 trash cans and all 500 recycling receptacles on Boardwalk, Pacific and Atlantic avenues
    - From January 2014 – September 2014, more than 2,000 bags of trash were removed from underneath the Boardwalk; during that same time period, 24.5 tons of recycling recovered
- Designs, constructs, maintains and fabricates various functional and aesthetic Tourism District elements
- Installs, maintains and repairs irrigation systems and shower towers
- Installs and replaces Tourism District trash and recycling receptacles and informational signage
- Beautifies vacant lots in the Tourism District into "Pocket Parks" to provide a more attractive, landscaped appearance until a better use for the property is established
- Recycles and repurposes recovered Boardwalk wood into chairs, planters, benches, arbors and other ornamental exterior structures for public use

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