



*Public Relations  
Council  
of Greater Atlantic City*

P.O. Box 1871 • Atlantic City, NJ 08404

*Spring 2005*

*Tuesday, April 26, 2005*

## **Welcome to Main Street Atlantic City!**

Join us on Tuesday, April 26, as Seana Grady of Main Street Atlantic City will speak about the grassroots organization whose mission is to preserve, protect and enhance the downtown district and its historic and natural resources. For more information on Main Street Atlantic City, see page 2 of the newsletter.

We will meet at Angelo's Fairmont Tavern for a sumptuous Italian buffet lunch. Networking begins at 12 noon, and lunch is at 12:30 p.m. Members are \$20 and guests are \$30. Angelo's Fairmont Tavern is located at 2300 Fairmont Avenue in Atlantic City.

**RSVP by Friday, April 22 to Maria Terpolilli:**

[maria\\_terpolilli@cable.comcast.com](mailto:maria_terpolilli@cable.comcast.com) or (609) 677-1010, ext. 15

## **Courier Post Seeks “Work and Save” Tips**

In March, the Courier Post launched the “Work and Save” feature of the Business section. Business writer Cynthia R. Nelson is actively seeking the following information for that section:

- “Tip du jour” – This is a hint or advice that people can use. See the page for examples. The submission must be short (no more than 150 words) and include contact information.
- Tidbits – These are briefs, such as statistics, surveys, calls for awards, money advice, career tips, etc.
- Checklist Items – This is a top 10 type of list but doesn't have to feature 10 items. Past checklists have included getting out of debt tips, making cold calls, top things to do before listing a house, canceling a credit card, coordinating a business retreat, etc.
- People Achievements – This includes awards, promotions and new hires but the business must be located in the Courier Post circulation area.
- General Information – Cynthia has asked for suggestions on great websites, good books (including title, author and publisher), the best business advice you've ever received, the best place to have lunch in south Jersey and plans for retirement.

Submit to Cynthia via email at [cynelson@courierpostonline.com](mailto:cynelson@courierpostonline.com). Her direct dial is (856) 486-2460.

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**Public Relations Council, P.O. Box 1871, Atlantic City, NJ 08401**

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# About Main Street Atlantic City

- Main Street New Jersey, a program of the state's Department of Community Affairs, works to revitalize New Jersey's historic downtowns through local partnerships and leveraged resources. Currently, there are 26 designated Main Street communities throughout the State of New Jersey.
- By competitive application, a portion of Atlantic City's Atlantic Avenue was designated a Main Street district in fall of 2002. Since that time, the program has been operating under the auspices of the Atlantic City Special Improvement District. The boundaries of the Main Street district are Atlantic Avenue from Michigan to Massachusetts Avenues.
- Main Street Atlantic City is a community-based, grassroots, nonprofit organization. Our mission is to preserve, protect and enhance the downtown district and its historic and natural resources, while raising the value of its properties and businesses.
- MSAC's vision is for Atlantic Avenue to be a clean, safe and friendly destination with customer friendly and diverse specialty retail, restaurant and entertainment businesses that serve both the daytime and nighttime needs of visitors and residents. A commitment to the preservation of history and culture, pedestrian friendly amenities and open communication all instill a positive image that makes downtown Atlantic City a fun, vibrant and inviting place to live, work, shop, visit and invest.
- Main Street Atlantic City follows the Four Point Approach to Downtown Management using organization, promotion, design and economic restructuring as defined by the National Main Street Center and Main Street New Jersey. These four areas of work which must be implemented simultaneously and incrementally:
  - Design projects improve buildings, storefronts, signs, public spaces, traffic and parking function, and visual merchandising. Design programs also include guidelines and regulations for better management of the district's appearances.
  - Promotion activities help change perceptions of downtown Atlantic City by building identity and brand and by holding special events and retail events to attract visitors and shoppers.
  - Economic restructuring examines the district's economy – both its businesses and customer base – to uncover opportunities for expansion. “ER” programs help strengthen existing businesses, fill vacancies, manage the business mix, and develop underused real estate.
  - Organization, in Main Street lingo, means development of human and financial resources to accomplish revitalization. Organization also includes governance of the program, work planning, membership, fundraising, and internal/external communications.