

ONE ATLANTIC SET TO OPEN IN ATLANTIC CITY

In what could be considered a bright spot in Atlantic City's otherwise bleak landscape, One Atlantic, a 10,000-square-foot social event outlet on the top floor of the Pier Shops at Caesars, is set to wrap up its build-out in mid-December. According to the venue's management, it's the only new project to open in the gaming town in 2009.

One Atlantic is to be managed by the Icon Group in partnership with Jon Weinrott, founder of Philadelphia-based catering company Peachtree & Ward. Space is being leased from the Taubman Centers, which owns the four-story, 303,000-square-foot retail and restaurant center that juts out over the Atlantic Ocean. Floor-to-ceiling windows give guests a view of the ocean, the skyline and the boardwalk. Receptions can hold up to 1,000 attendees and banquets can serve 500 people.

Wesley Adams, marketing director for One Atlantic, declines to specify any financial terms of the lease or fit-out beyond saying, "it's a significant investment on our part." Once up and running, One Atlantic will employ between 70 and 80 people.

Michael A. DeJohn, principal of MDJ Owners Representatives, oversaw the construction of the facility, which was designed by m-USE Architects of New York City. He says the project is indicative of the city's intention to diversify its visitor base. "We are not a hotel or a casino," he says. "So when people come to a social event here, they will be booking hotel rooms, going to casinos, frequenting the businesses and shopping in

the mall. It is really what Atlantic City is trying to move toward, which is a place that is more than a day trip."

Adams says that more than 30 events have been booked for next year, including a couple of corporate functions. "Budgets are certainly smaller than they were a couple of years ago and lead times for corporate events are shorter," Adam states. "Right now, we really view this as an opportunity to work with the corporate clients, produce exceptional events for them while their budgets are tight, and build those relationships and help them through a time that may not be as flush as it was a couple of years ago. But we know those events are going to come back."



One Atlantic is the only new project to open this year in Atlantic City.