



# ATLANTIC CITY

BY BRET LOVE

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# ON THE BOARDWALK

A brief history of Atlantic City.

**THE DATE IS** Sept. 16, 2010. At Caesars Hotel & Casino and the private event space One Atlantic, workers are busily milling about like bees, making preparations for one of the biggest events to hit Atlantic City in years. Tonight will mark the premiere party for the new Martin Scorsese-produced HBO series *Boardwalk Empire*, and stars such as Michael Pitt, Kelly Macdonald and Dabney Coleman (not to mention writer/executive producer Terence Winter, known for his work on *The Sopranos*) will soon be rubbing elbows with locals and partying into the wee hours of the morning. The city known for its ad campaign slogan, “Always Turned On,” is buzzing with excitement, clearly eager for its moment in the spotlight.

Based on Nelson Johnson’s book, *Boardwalk Empire: The Birth, High Times, and Corruption Of Atlantic City*, the series offers a look at the historic partnership between the area’s local politicians and racketeers. The story primarily focuses on crime boss Enoch “Nucky” Johnson (played pitch-perfectly by Steve Buscemi), whose machinations in Atlantic City during Prohibition helped transformed the city from a quaint seaside health resort into an international gambling and entertainment mecca where practically anything was permissible. The show helps to reinforce the notion that, while there may be many US cities with legalized casinos and gambling, few have the rich, colorful history that still lives and breathes in Atlantic City today.

Set on the New Jersey shore between the Atlantic Ocean and marshlands, Atlantic City was incorporated in 1854, when train service began linking the area with Philadelphia. One of its signature attractions, the Boardwalk, was originally constructed in 1870 to help hotel owners keep sand out of their lobbies. The first road from the mainland was completed in 1870 after 17 years of construction, and by 1878, Atlantic City had become such a popular tourist destination that one railroad line would no longer suffice and the Narrow Gauge Line to Philadelphia was soon constructed.

Thanks to tycoons like Johnson, development in the area surged in the early 20th century, making Atlantic City the hip, happening hotspot for the Hollywood elite to hang out. A cornucopia of luxury hotels (including the Chalfonte Hotel and Haddon Hall, which eventually became Resorts International Hotel & Casino, the city’s first legal casino) made the area such a model of using property ownership to achieve great wealth, that Atlantic City later served as the inspiration for the classic board game *Monopoly*, using real-life street names (Boardwalk, Park Place, Baltic Ave) and property values based on the area.

Steel Pier, known as “The Showplace of the Nation,” attracted colorful acts ranging from high-diving horses to water-skiing canine Rex the

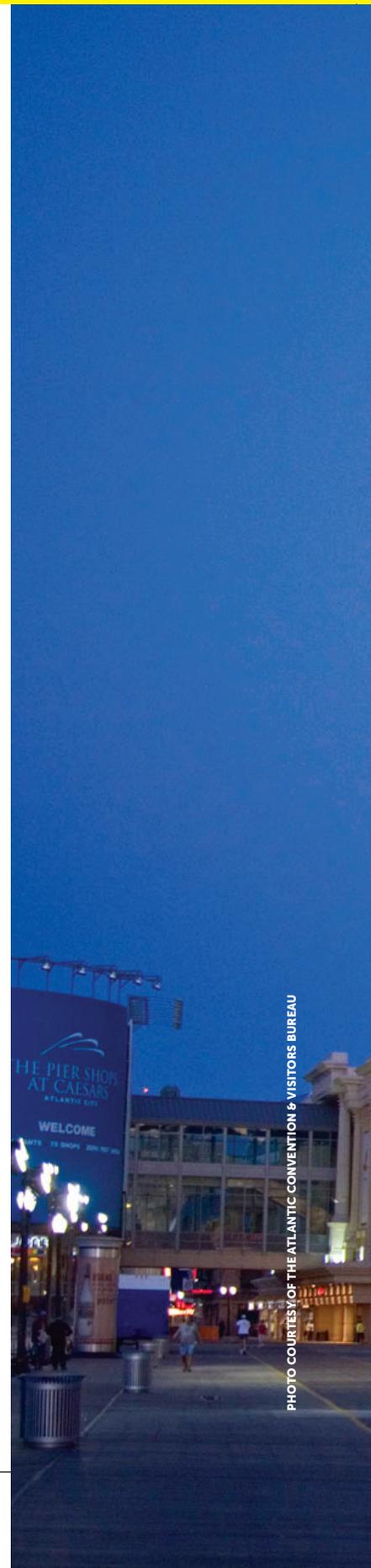
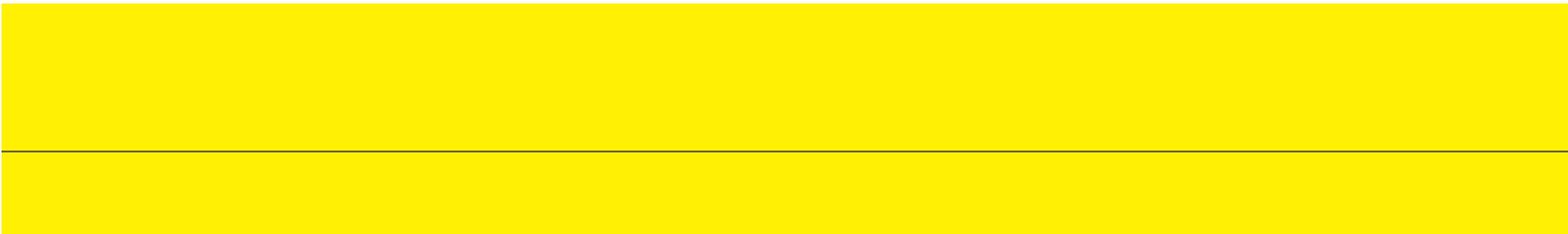


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Wonder Dog to entertainers such as Frank Sinatra and Al Jolson. Life on Atlantic City's beaches became increasingly colorful, with the introduction of rolling chairs to wheel visitors up and down the Boardwalk, the accidental invention of saltwater taffy and the segregated Chicken Bone Beach, which attracting African-American legends like Sammy Davis Jr., Duke Ellington, Jackie Robinson, Lena Horne and Sugar Ray Robinson.

But what makes Atlantic City's rich, 156-year history so remarkable is how much of it remains for visitors to see today. Take Lucy The Elephant, a 65-foot tall, pachyderm-shaped building originally constructed in 1882 to attract tourism to the area and help sell real estate. Or the Historic Absecon Lighthouse, the nation's third tallest, which has 228 climbable steps that take visitors to excellent views of the Atlantic City skyline. There's also the Gardner's Basin area, where you can look out across the docks where fishermen bring in their day's haul and see Rum Runners'

houses across the bay, with docks underneath the boat-houses where the bootleggers could unload their cargo away from the prying eyes of the law. Finally, there's The Knife & Fork Inn, which originally opened in 1927 and operated as a speak-easy during Prohibition, and has been completely restored to its original glory as a steak and seafood restaurant.

Atlantic City is clearly a town that's proud of its roots, and Boardwalk Empire serves as an emotionally charged reminder of the blood, sweat and tears that went into making it into the glitzy, glamorous seaside city it is today. ■

For more information on the area's history, check out the Atlantic City Free Public Library, which has a special exhibit of Prohibition-era photographs and extensive archives; and the Atlantic City Historical Museum On Garden Pier, which has a broad variety of late 19th- and early-20th-century memorabilia and photographs. Both are free.

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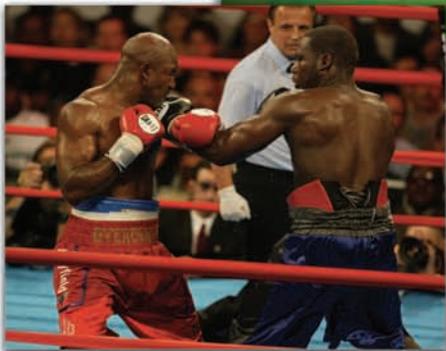


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# The new “Boardwalk Empire”

A look at Atlantic City’s incredible growth spurt.

**FOR A CITY** with more than 150 years of history, Atlantic City has seen an impressive amount of development over the past decade—transforming what was once a drive-in destination into a budding vacation hotspot. Thousands of brand-new hotel rooms have been added, older casino resorts have been upgraded significantly, and even more construction is currently underway.

The area’s current resurgence began with the 2003 opening of the swanky Borgata Hotel, Casino & Spa, a \$1.1 billion joint venture between Boyd Gaming and MGM Resorts International that quickly emerged as the top-grossing casino in Atlantic City. The hip, ultra-modern hotel features 2,000 guest rooms and suites (including six tiers of luxury accommodations), a 161,000 square-foot casino that includes the largest poker room in town, 13 destination restaurants, the 2,400-seat Borgata Event Center, four nightclubs, 11 specialty retail stores and the 54,000-square-foot, European-style Spa Toccare. Designed to embody the glitz and glamour more commonly associated with Las Vegas, the Borgata upped the Atlantic City ante considerably, leading other local casinos to step up their game in order to compete.

Harrah’s Resort, which originally opened in the marina district in 1980, rose to the challenge by adding the 525-foot-tall Waterfront Tower in 2008. Where the

casino’s old image was somewhat staid and traditional, the \$550 million renovation rendered it sleek and sexy, adding Waterfront Shops, the Elizabeth Arden Red Door Spa and The Pool. Not “a” pool, mind you, but THE Pool: A domed, indoor adult playground that’s kept at a tropical 82 degrees year-round, turning into one of the city’s hottest nightclubs after dark. The additions expanded Harrah’s offerings considerably: It now has 2,588 rooms, more than a dozen restaurants and 160,000 square feet of gaming space.

Harrah’s also made a significant investment in beefing up Showboat Atlantic City, its Mardi Gras-themed property on the Boardwalk’s northern end. Originally opened in 1987, the hotel partnered with the House Of Blues brand in 2003, adding a House Of Blues restaurant, live concert venue and the 544-room, \$90 million Orleans Tower, which boasts impressive HOB-themed suites fit for a king (or, more appropriately, a rock star). In 2007, the original Bourbon Tower building was remodeled, updating the interior design and adding 42-inch, flat-screen plasma TVs to every room.

Around the same time Harrah’s unveiled the Waterfront Tower, Atlantic City saw the opening of its first boutique hotels. The Chelsea—the first non-gaming hotel to grace the Boardwalk since the 1960s—reinvented

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the first legal casino in the eastern US; and with Revel Entertainment's new casino hotel slated for a 2011-2012 launch, the renaissance of this modern "Boardwalk Empire" shows no signs of stopping anytime soon. ■

**CONTACT INFO:**

**Borgata Hotel, Casino & Spa**  
One Borgata Way  
609-317-1000  
theborgata.com

**Harrah's Resort**  
777 Harrah's Blvd  
609-441-5000  
harrahsresort.com

**Showboat Atlantic City**  
801 Pacific Ave  
609-343-4000  
showboatac.com

**The Chelsea**  
11 South Chelsea Ave  
800-548-3030  
thechelsea-ac.com

**The Water Club**  
1 Renaissance Way  
800-800-8817  
thewaterclubhotel.com

**Trump Taj Mahal**  
1000 Boardwalk  
609-449-1000  
trumptaj.com

**One Atlantic**  
1 Atlantic Ocean, Ste 4106,  
The Pier Shops at Caesar's  
609-343-9902  
oneatlanticevents.com

**Resorts Casino Hotel**  
1133 Boardwalk  
800-334-6378  
resortscac.com

buildings formerly occupied by Howard Johnson and Holiday Inn, transforming them into a luxurious throwback to the Hollywood-influenced glam of the city's pre-casino era. With its snazzy '60s décor, a jazzy supper club-style steakhouse, a 15,000-square-foot rooftop swimming pool with private cabanas and 6,500-square-foot luxury spa, you could easily imagine the 330-room, 12-suite Chelsea being the Rat Pack's favorite hangout.

The Borgata also entered the boutique business with The Water Club, a \$400 million hotel-within-a-hotel designed to appeal to the non-gaming crowd. The vibe could not possibly be more different from its sister hotel, however, with an air of luxurious serenity that truly sets it apart. Its 800 guest rooms are equipped with 40-inch flat-panel TVs, 400 thread-count sheets and large bathrooms with granite countertops, and guests are discouraged from bringing children (who are not allowed to use the five swimming pools or the

two-story Immersion Spa), making The Water Club a tranquil oasis for anyone seeking an escape from the hustle and bustle of the casinos.

Even Donald Trump has gotten in on the revitalization action, upgrading the India-themed Trump Taj Mahal. Originally opened in 1990 at a cost of nearly \$1 billion, the hotel is currently undergoing a \$250 million renovation that will include a new tower, adding to its current total of 2,248 rooms (which includes 237 suites). With more than a dozen restaurants, the shops of Spice Road and 167,321 square feet of gaming space, the renovations seem certain to continue the Trump Taj Mahal's reign as one of Atlantic City's most popular attractions.

Like most tourism-based towns, Atlantic City's growth spurt slowed down a bit when the economy crashed a few years ago. But with the recent opening of premium private event space One Atlantic; the announcement that Gomes Gaming was purchasing the historic Resorts Casino Hotel,

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Diners enjoying sushi at FIN

# Foodie Frenzy

Forget the buffet: Atlantic City's gone gourmet.

Casino Towns have long been known for their bland buffets. Fortunately for foodies who opt for quality over quantity, the current Atlantic City revival has brought an influx of upscale eateries ranging from renowned national chains to celebrity chef-owned restaurants, offering an outstanding array of culinary choices. Of course, the area also has several historical hotspots that have managed to withstand the test of time, providing options for those who want a taste of classic Atlantic City.

## THE CLASSICS

Considering it has more than 150 years of history, perhaps it's not too surprising that Atlantic City has a handful of restaurants the roots of which go back far beyond its transformation into a casino town in the late

'70s. One of the oldest and most respected is Dock's Oyster House, which has been owned and operated by the Dougherty family since 1897, and serves seafood dishes often caught fresh off the Jersey shore. The Knife & Fork Inn, which was originally opened in 1927 and operated as a speakeasy during Prohibition, has been completely restored to its original glory as a casually elegant steak and seafood restaurant. For a taste of old world Italian, Angelo's Fairmount Tavern is the biggest name in town: An Atlantic City tradition since 1935, it's the sort of place you can easily imagine the Rat Pack holding court with their paisans. And no trip to AC would be complete without a stop at the legendary White House Sub Shop; famous fans have included everyone from Frank Sinatra to George Clooney, who fell in love with the place while filming *Ocean's Eleven* in the area.



(From left) SeaBlue at the Borgata; a tasty dish from Il Mulino

### THE CHAINS

In the three decades since casinos first came to town, Atlantic City has attracted quite a few restaurant chains from outside New Jersey that remain popular with visitors and residents alike. The NYC-based Gallagher's Steakhouse, located inside the Resorts Casino, is known for its impressive glass-enclosed meat locker, in which all the beef is dry-aged for 21 days at 36 degrees to ensure perfect tenderness. The Trump Taj Mahal's Il Mulino is arguably the city's most upscale Italian trattoria, rated Zagat's Best Italian for the past 20 years. McCormick & Schmick's Seafood Restaurant, which originated in Portland, Oregon, blends Pacific Northwestern culinary influences with locally sourced ingredients to add an upscale option to Harrah's dining scene. And Morton's The Steakhouse, set inside Caesars, brings the taste of a Chicago-style steakhouse to Atlantic City.

### THE CELEBRITY CHEFS

When the Borgata opened its doors in 2003, it not only elevated the Atlantic City hotel/casino bar, but it also attracted some of the world's finest culinary talents. Bobby Flay Steak became the Food Network star's first-ever steakhouse, offering a variety of prime cuts seasoned with distinctive rubs. Wolfgang Puck American Grille brought the culinary legend's California cuisine to the East Coast for the first time, offering guests two different dining experiences—casual and elegant—with corresponding price points. SeaBlue, the brainchild of the Egyptian-born, San Francisco-based chef Michael Mina, showcases seasonal seafood simply prepared over a wood-burning grill, while Fornelletto offers famed Las Vegas chef Stephen Kalt's Mediterranean-influenced small plates. Of course, where the Borgata goes other hotel/casinos will inevitably follow, and Caesars' Mia brought Philly-based restaurateurs Georges Perrier and Chris Scarduzio's Mediterranean-influenced cuisine to Atlantic City.

### THE CHALLENGERS

With the aforementioned restaurants proving there's an audience in Atlantic City eager for appetizing options that don't involve buffets, innovative new restaurants are popping up like meerkats on the Kalahari. Teplitzky's at The Chelsea takes its name from an old Jewish deli that used to occupy the space, but the new restaurant is a retro-cool diner that looks like something out of a Quentin Tarantino flick. Tony Boloney's is a locally owned pizza joint that recently won first place in the Food Network's Guy Fieri Cheesesteak Battle with its "Cheesesteak Olé." And the Tropicana's new restaurant, FIN, specializes in locally grown food and wine from New Jersey-based fisherman, farmers and vintners. These original ideas show promise that Atlantic City will continue to blossom as a foodie-friendly town capable of drawing celebrity chefs and enterprising locals alike. ■

66

#### The Classics

##### Dock's Oyster House

2405 Atlantic Ave; 609-345-0092;  
docksoysterhouse.com

##### The Knife & Fork Inn

Atlantic & Pacific Avenues; 609-344-1133;  
knifeandforkinn.com

##### Angelo's Fairmount Tavern

2300 Fairmount Ave; 609-344-2439;  
angelosfairmounttavern.com

##### White House Sub Shop

2301 Arctic Ave; 609-345-1564

#### The Chains

##### Gallagher's Steakhouse

1133 Boardwalk; 609-340-6555;  
gallaghersnysteakhouse.com

##### Il Mulino

1000 Boardwalk at Virginia Ave;  
609-449-6004; ilmulino.com

##### McCormick & Schmick's Seafood Restaurant

777 Harrah's Blvd; 609-441-5579;  
mccormickandschmicks.com

##### Morton's The Steakhouse

2100 Pacific Ave; 609-449-1044;  
mortons.com

#### The Celebrity Chefs

##### Bobby Flay Steak

One Ocean Way; 609-317-8218;  
bobbyflaysteak.com

##### Wolfgang Puck American Grille

One Ocean Way; 866-692-6742;  
wolfgangpuck.com

##### SeaBlue

One Borgata Way; 609-317-8220;  
michaelmina.net

##### Fornelletto

One Ocean Way; 609-317-1000;  
theborgata.com

##### Mia

2100 Pacific Ave; 609-441-2345; miaac.com

#### The Challengers

##### Teplitzky's

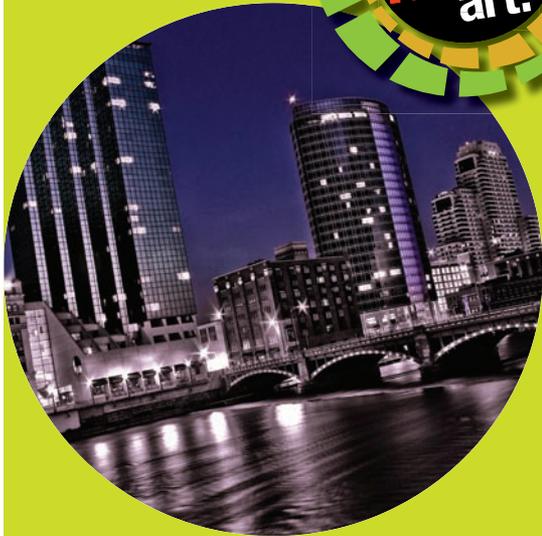
111 South Chelsea Ave; 609-428-4545;  
thechelsea-ac.com

##### Tony Boloney's

300 Oriental Ave; 609-344-8669;  
tonyboloneys.com

##### FIN

Brighton Ave & Boardwalk; 609-340-4000;  
tropicana.net



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# Abhhhh-tlantic City

These spas are sure to help you turn off in a town that's "always turned on."

Let's be honest: Not everyone likes to gamble, and even those who do need to take a break from the tables every now and again. Whether you're celebrating a big win, seeking solace after losing your shirt or simply killing time while your significant other drops another \$50 on the slot machines, these Atlantic City spas will leave you feeling relaxed and rejuvenated enough to conquer the world... or at least a few more hands of Texas Hold 'Em.

## BLU MERCURY SPA

**Tropicana Atlantic City, 2381 Boardwalk  
609-347-7778; blumercury.com**

Located inside the Tropicana, blumercury is part spa, part specialty beauty retailer (carrying posh makeup and skincare lines), which has earned accolades from InStyle, Vogue and Oprah. It also offers a full range of spa treatments and services, including oxygen therapy facials, therapeutic couples massages, body wraps and esthetic treatments. The signature scent—coconut sugar—is used in everything from blissful body scrubs and hydrating manicures to an uplifting escape that includes an exfoliating treatment, milk bath and body massage. It smells just as amazing as it sounds.

## ELIZABETH ARDEN RED DOOR SPA

**Harrah's Resort Atlantic City, 777 Harrah's Blvd  
609-441-5333; reddoorspas.com**

An integral feature of Harrah's \$550 million Waterfront Tower, the Red Door Spa has roots that date back 100 years to 1910, when founder Elizabeth Arden opened her first day spa with the idea that beauty should be "an intelligent union of nature and science to develop one's finest natural assets." The Atlantic City location adheres to the company's combination of contemporary elegance and understated refinement, contrasting wood, stone and stainless steel with the

warm red accents for which it's known. In addition to signature treatments such as the Red Door Champagne & Rose Facial and the Red Signature Massage, it also offers nail, hair and makeup services as well as medspa procedures such as Botox and Juvéderm.

## IMMERSION SPA

**The Water Club Hotel, 1 Renaissance Way  
1-800-800-8817;  
thewaterclubhotel.com/spa/immersion.cfm**

Located on the 32nd floor of the Water Club Hotel, this two-story spa affords spectacular views of the Atlantic City shoreline, with floor-to-ceiling windows in the 16 "experience rooms," a 75-foot, infinity-edge lap pool and a co-ed whirlpool. The tantalizing treatments incorporate Asian influences, from the Balinese Massage and Javanese Lulur Body/Bath Ritual to a menu of Ayurvedic experiences that includes Bindi Body Rejuvenation and a scalp massage known as Shirodhara. It also offers couples-oriented experiences such as The Immersion Bathhouse (warm bubble bath and deep-tissue massage), Immersion Rainforest (skin treatment, cleansing soak and deep-tissue massage) and His & Hers Heavenly Immersion (body treatments, cleansing soak and deep-tissue massage). Regardless of which you pick, the spa's serenity ensures a transcendent experience.

PHOTOS COURTESY OF THE ATLANTIC CONVENTION & VISITORS BUREAU

## QUA BATHS & SPA

Caesars Atlantic City, 2100 Pacific Ave  
609-343-2400; [www.harrahs.com/qua](http://www.harrahs.com/qua)

Clearly designed to fit in with Caesars' central Roman theme, Qua Baths & Spa offers a luxurious retreat filled with cascading waterfalls, deep natural woods, stone flooring and lots of natural light. The centerpiece recalls the famed baths of ancient Rome, consisting of three different pools varying in water temperature and size. A dip is a wonderful warm-up (or cool-down) before receiving one of the many distinctive treatments, including the Mystic Journey (body exfoliation, facial and scalp massage), Exfoliation Body Scrub (performed under relaxing Vichy showers), Signature Chakra Balancing and Swavorski Crystal Body Art. Serious high-rollers can opt for the Dieci Mani, a three-hour, 10-handed slice of heaven that includes a bevy of treatments any Roman emperor would envy.

## SEA SPA

The Chelsea, 11 South Chelsea Ave  
800-548-3030; [thechelsea-ac.com/sea\\_spa.php](http://thechelsea-ac.com/sea_spa.php)

Sea Spa may be smaller and offer fewer treatments than some of its competitors, but it makes up for it with its charming style and soothing atmosphere. Here, it's all about the sea, and more specifically salt, from the seasonally heated outdoor saltwater pool to treatments such as The Go-Go Girl GLow/Scrub and Buff, which uses salt-based botanical scrubs and sensuous aromatherapy blends to make your skin look its best.

## SPA TOCCARE

Borgata Hotel, Casino & Spa, One Borgata Way  
609-317-7555; [theborgata.com](http://theborgata.com)

As sleek and sexy as its sister spa, Immersion, is serene, Spa Toccare offers one of Atlantic City's most extensive array of treatments. With more than a dozen different skin care treatments (using the GM Collin line of products), 15 body wraps/scrubs, 10 types of massage and three treatments designed for fellas, the Borgata's exclusive spa offers something for just about everyone. For a decadent delight, try the "Borgata Bliss," which includes a full body scrub, hydrotherapy bath and a Swedish massage.

## VIVE DAY SPA & SALON

Showboat Mardi Gras Casino, 801 Boardwalk  
609-343-4118; [vivedayspa.com](http://vivedayspa.com)

The Showboat Casino's spa and salon (which was selected to do models' hair and makeup for designer Ed Hardy's recent fashion show at Harrah's) has everything a woman could want to make her feel beautiful, from hair and nail services to waxing and makeup, plus all the other services you'd expect from a day spa. Signature services are the Seashell Massage and Facial, in which Cowrie and scallop shells are warmed in massage oil, then used like hot stones on the face and body. It's a truly unique way to relax while enjoying your down time on the Atlantic City coast.

(Top and bottom) QUA Baths & Spa at Caesars;  
(middle) Sea Spa at The Chelsea



# The Other “City That Never Sleeps”

**A guide to the best of  
Atlantic City nightlife.**

## **BOOGIE NIGHTS**

**Resorts Atlantic City, North Carolina & the Boardwalk  
609-344-6000; resortsac.com**

Winner of the 2010 Atlantic City Nightlife Awards for “Best Dance Club” and “Best DJ,” this retro-themed nightclub attracts a party-hearty crowd with infectiously fun ’70s and ’80s tunes every Friday and Saturday night. If Saturday Night Fever’s Tony Manero and Boogie Nights’ Rollergirl had a kid, this is where he/she would hang out.

## **THE COMEDY STOP CAFÉ & CABARET**

**The Quarter at Tropicana, 2801 Pacific Ave, Ste 306  
609-822-7353; comedystop.com**

A rare comedy club that allows patrons who are 18 (and older), the 300-seat Comedy Stop features performances by up-and-coming talents from the Northeast comedy scene as well as Vegas transplants such as Kozak the Magician. It also has a full-service restaurant and bar that opens every day at noon.

## **DUSK**

**Caesars Atlantic City, 2100 Pacific Ave  
609-345-3875; duskac.com**

This hip hotspot features a state-of-the-art light and sound system and ultra-modern interior design, attracting one of Atlantic City’s most beautiful crowds. It also gets its fair share of high-profile DJs and celebutantes such as Nick Lachey, Kristin Cavallari and Nicky Hilton (who held her 26th birthday party here).

## **GAME ON!**

**The Pier Shops at Caesars, One Atlantic Ocean, Ste 3122  
609-345-6800; gameonac.com**

Atlantic City’s most popular sports bar offers a host of entertaining options for sports fans of all stripes. With 90 HD televisions, it broadcasts every sport known to man (and perhaps some you’ve never heard of). It also offers a full American menu, a DJ spinning music into the wee hours of the morning and a mechanical bull for daredevils (if spectating is not enough).

## **HOUSE OF BLUES**

**Showboat Atlantic City Casino Hotel, 801 Boardwalk  
609-343-5700; houseofblues.com**

The House of Blues’ distinctive brand—great music, Southern-style cuisine and colorful folk art—seems particularly at home inside Showboat’s New Orleans-inspired casino. The venue regularly attracts some of the biggest names on the American rock scene, including recent bookings like 311, Disturbed and Bad Religion.

## **MIXX**

**Borgata Hotel, Casino & Spa, One Borgata Way  
866-692-6742; theborgata.com**

The nightlife personification of the Borgata’s urban hipster vibe, MIXX is a high-energy dance club that has an interior that’s as fashionably trendy as the clientele it tends to attract. Every one of the tables provides excellent views of the bodies on the ample dancefloor, where some of the world’s hottest DJs (including Run-DMC’s Rev Run, DJ Ruckus and Steve Aoki) spin lively tracks designed to keep revelers moving all night long.

## **MUR.MUR**

**Borgata Hotel, Casino & Spa, One Borgata Way  
866-692-6742; theborgata.com**

Mur.mur is the more sexy side of nightlife at the Borgata, with intimate lighting, sultry sounds soaring from the state-of-the-art system and lots of tables tucked away in little nooks and crannies for those looking to get cozy.

## **THE POOL AT HARRAH’S RESORT**

**777 Harrah’s Blvd  
609-441-5233; harrahsresort.com**

By day a place to relax and soak up some rays, after dark The Pool at Harrah’s transforms into a technicolor tropical hideaway where beautiful people come to play. With classy bottle service, private cabana rentals and internationally known DJs, it’s no wonder it regularly attracts big-name celebs such as Mya, Kim Kardashian and Ludacris.

## **PROVIDENCE**

**The Quarter at Tropicana, 2801 Pacific Ave, Ste 304  
609-345-7800; providenceclubac.com**

This swanky hotspot brings a more urban flavor to the Atlantic City nightlife scene, attracting top-notch hip-hop and R&B talent such as Ne-Yo, DJ Spinderella, Miguel and Travis McCoy (of Gym Class Heroes). And you have to respect any club that can get Katy Perry to host its anniversary party!

## **TRINITY IRISH PUB & CARVERY**

**The Pier Shops at Caesars, One Atlantic Ocean, Ste 3121  
609-345-6900; trinitypubac.com**

This modern pub features traditional Irish cuisine (shepherd’s pie, corned beef and cabbage, Guinness stew and fresh-carved rotisserie meats), craft beers and Irish whiskey, and live Irish music—all served in a warm, homey setting perfectly designed to appeal to anyone with an affinity for the Emerald Isle.



# Hello, Good Buys!

The best places in Atlantic City to shop 'til you drop.

Arguably the area's best-known landmark, the Atlantic City Boardwalk is the world's longest (approximately 5.75 miles), with stores selling everything from jewelry and designer clothing to T-shirts and souvenirs. Among its many historic shops, visitors can find Steel's Fudge (a family-owned business since 1919), and James' Candy Company (whose founder claimed to have created saltwater taffy before it was introduced on the Boardwalk in the 1880s). But while the Boardwalk is the city's oldest shopping district, it's far from the only one, as development over the past decade has produced three major destinations designed to make every shopaholic's dream come true.



## ATLANTIC CITY OUTLETS- THE WALK

1931 Atlantic Ave  
609-343-0081; [acoutlets.com](http://acoutlets.com)

**THE STORES:** Aeropostale, BCBGMAXAZRIA Factory Store, Coach Factory Store, Eddie Bauer Outlet, H&M, J. Crew, Nike Factory Store, Polo Ralph Lauren Factory Store, Tommy Hilfiger Company Store, Under Armour, Wilson's Leather Outlet and more

**THE SCOOP:** This expansive, 15-block outdoor outlet mall is a bargain-hunter's nirvana in the heart of Atlantic City, offering amazing savings on designer brands. From clothing, jewelry and accessories to shoes, home décor and specialty stores, The Walk appeals to all ages and tastes. There are also places to dine if you need to refuel, including Longhorn Steakhouse, The Melting Pot and Ruth's Chris Steak House.

## THE PIERS SHOPS AT CAESARS

1 Atlantic Ocean, #4111  
609-343-3199;  
[thepiersshopsatcaesars.com](http://thepiersshopsatcaesars.com)

**THE STORES:** Apple, A/X Armani Exchange, bebe, Betsey Johnson, BOSS Hugo Boss, Burberry, Gucci, Juicy Coutoure, Louis Vuitton, Michael Kors, LUSH Fresh Homemade Cosmetics, M.A.C. Cosmetics, Salvatore Ferragamo, Tiffany & Co. and more

**THE SCOOP:** This high-end mall located across the Boardwalk from Caesars was built on a 900-foot pier stretching over the Atlantic Ocean. But the 80 shops are only part of the draw: Kids love the flashy lights and sounds of The Water Show fountains, and grownups love the stellar view from the adirondack chairs on Level 3. Great restaurants abound, including Bud-dakan (serving Asian cuisine) and the casual Continental and European bistro Sonsie.

## THE QUARTER AT TROPICANA

2831 Boardwalk  
609-340-4000; [tropicana.net](http://tropicana.net)

**THE STORES:** A Time For Wine, Bluemercury Apothecary, Brooks Brothers, Brookstone, Chico's, Godiva Chocolatier, Hat Emporium, Jake's Dog House, White House | Black Market, Zephyr Gallery, Zeytinia Gourmet Food & Marketplace and more.

**THE SCOOP:** Built to look like a Latin American street market—complete with complete with lively Latin music and storefronts that could just as easily be on the streets of Havana—The Quarter is a truly unique shopping mall. Although it has its fair share of national chain stores, The Quarter offers quite a few unique shops you won't find anywhere else (such as Zeytinia Gourmet Food & Marketplace) as well as happening nightspots like the Rumba Lounge, Red Square Martini Bar, Rí Rá Irish Pub and Cuba Libre restaurant.

PHOTOS COURTESY OF THE ATLANTIC CONVENTION & VISITORS BUREAU



# Conventional Wisdom

**The \$268 million Atlantic City Convention Center is at the center of the city's redevelopment plan.**

With 500,000 contiguous square feet of space (making it one of the East Coast's largest convention centers); five exhibit halls ranging in size from 29,400 square feet to 199,500 square feet; 45 meeting rooms ranging from 672 square feet to 11,880 square feet (all featuring soundproof panels, assisted listening systems and voice/video/data communications capabilities); and more than 32,000 square feet of pre-function space, the Atlantic City Convention Center is designed to handle conventions, trade shows and corporate meetings of any size.

The largest and most expensive public project in the city's history, the Convention Center has emerged as one of the Northeast's premiere venues—and is continuing to lead the way with a series of innovative “green” initiatives. First and foremost, the Atlantic City Convention & Visitors Authority offered a 20-year contract to Pepco Energy Services to install and maintain a massive 2.36-megawatt solar array on top of the Convention Center—the largest single roof-mounted solar array in US history. The project set new standards in the efficient use of natural resources, producing approximately 28% of the Center's annual electricity and conserving enough energy to power over 290 homes for an entire year.

Earlier this year, the Center announced a continued dedication to other greening efforts, including an extensive recycling program, widespread use of green products, installation of atrium ceiling fans that produce \$80,000 in thermal savings per year, and energy-efficient upgrades in their lighting, hot water heater and steam systems. Future green projects will include the installation of waterless toilets, replacement of old lights with eco-friendly LED lighting and a wind turbine system that could harness Atlantic City's ocean breezes to produce approximately 16% of the Center's annual electrical consumption.

Together with the existing solar panel project, these steps would seem to assure the Atlantic City Convention Center's place among America's most impressive (not to mention energy-efficient) large-scale venues. ■

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## CONVENTION CENTER EVENTS CALENDAR

**Feb. 2-6**

**Atlantic City International Power Boat Show**  
The event features boats, yachts and related accessories from the biggest names in the boating business.

**Feb. 18-20**

**Atlantic City Classic Car Show & Auction** Check out hundreds of classic cars from the '50s, '60s and '70s, all beautifully restored and available for purchase.

**Feb. 25-27**

**Atlantic City Recreation Vehicle and Camping Show** From motorhomes to folding campers and accessories, this show has everything you need to explore the great outdoors.

**March 4-6**

**New Jersey Home & Garden Show** Turn your backyard into your own private Eden with decks, pools, plants, spas, landscaping materials and more.

**March 12**

**Jersey Shore Showcase Open Championship** Sponsored by Cheer & Dance Extreme, this event features the country's most talented cheerleading teams competing for glory.

**March 19-20**

**The Atlantique City Antique & Collectables Show** *Antique Roadshow* has nothing on this event, which is the largest indoor antique show in the world.

**March 25-26**

**Atlantic City Beer Festival--Celebration of the Suds** This is Homer Simpson's dream come true, featuring more than 75 brewers from around the world, live music, food and more.

**April 16-17**

**Strictly Corvette & American Muscle Car Show** The Fast and the Furious fans will love the tricked-out speedsters on display here, which will include classic Corvettes from 1953 to 2010.

**June 10-12, 24-26**

**Drawin' The Wildcard Tattoo Extravaganza** From world-class tattoo artists and live music to cool cars, this annual event attracts ink lovers from across the country.

### INFO:

**ATLANTIC CITY CONVENTION CENTER**  
One Convention Blvd  
609-449-2000; [accenter.com](http://accenter.com)

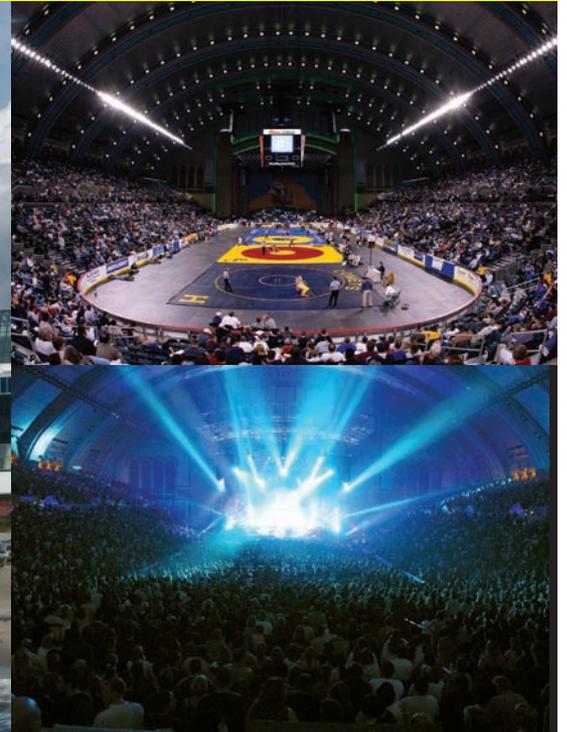
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# Hall of Fame

At 81, Boardwalk Hall remains one of America's hottest mid-sized venues.

**FORMERLY KNOWN** as the Historic Atlantic City Convention Hall, Boardwalk Hall opened in 1929, home to the Miss America pageant until 2004. But beauty contests are far from the venue's biggest claim to fame: Over the past 80 years, it has hosted numerous historic events, earned a place on the US National Register of Historic Places and was designated as a National Historic Landmark. Today, it's perhaps best known for hosting concerts and sporting events.

The Hall has aged remarkably well, thanks to a three-year, \$90 million renovation in the late '90s, turning it into an ultra-modern, 14,500-seat arena that was ranked the highest-grossing mid-sized venue in the world in 2005 and 2006. Here's a look back at some of the significant events in the Hall's eight-decade history:

- Boardwalk Hall contains the world's largest musical instrument, a pipe organ made up of more than 33,000 pipes, eight chambers and more than 1000 stop keys. Its largest pipe, called the Grand Ophicleide, is listed in The Guinness Book of World Records, where it's described as "a pure trumpet note of ear-splitting volume... six times louder than the loudest train whistle."

- The Hall hosted the 1964 Democratic National Convention, during which Lyndon B. Johnson was nominated as the party's presidential candidate nine months after the assassination of President John F. Kennedy.

- One week later, a brand-new band from England known as The Beatles performed at the Hall, marking one of the biggest concerts on their debut tour of the US.

- Also in 1964, Atlantic City convinced Liberty Bowl creator A.F. "Bud" Dudley to move the game from Philadelphia (where it was poorly attended due to cold weather) to the Hall. This was the first NCAA Bowl game ever played indoors, and the first indoor football game ever broadcast on national television.

- The Hall has played host to numerous historic concerts over the years, from the Rolling Stones' classic 1989 concert that was broadcast on pay-per-view (in which the feed was famously cut off during "(I Can't Get No) Satisfaction") to recently reunited jam band Phish's 2010 Halloween Show.

- In 1996 the Hall was the site of the women's tennis Fed Cup, which marked Monica Seles' return to the sport after getting stabbed in 1993.

- The Atlantic 10 Conference has held its men's basketball championships at the Hall every year since 2007, and will continue to do so through 2012.

PHOTOS COURTESY OF THE ATLANTIC CONVENTION & VISITORS BUREAU

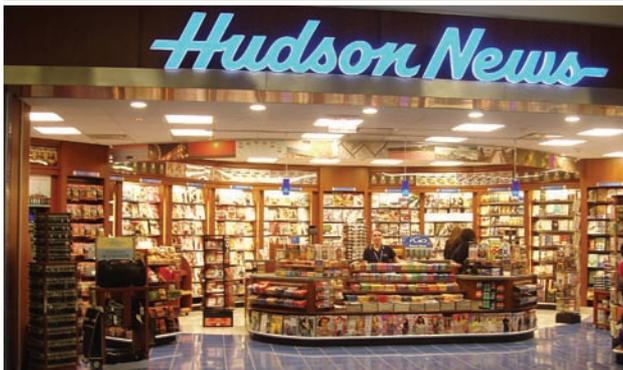
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## Calendar of Events

### DECEMBER

#### Devils Hockey

Dec. 5 and 12 (as well as Jan. 23, Feb. 4 and 27)

You're in for a devilish good time at Atlantic City's Historic Boardwalk Hall this winter. That's because the AHL Albany Devils and ECHL Trenton Devils will skate into town for five games. [boardwalkhall.com](http://boardwalkhall.com)

### JANUARY

#### Miss'd America Pageant

Jan. 16, 2011

Presented by the Greater Atlantic City GLBT Alliance and Schultz-Hill Scholarship Foundation, this annual event held in Historic Boardwalk Hall is hosted by Carson Kressley. Drag queen contestants are judged in the categories of swimsuit, talent, evening gown and complete a Judges' Interview. [acglbt.org](http://acglbt.org)



### FEBRUARY

#### Group Wedding, Vow Renewal and Civil Union Ceremony

Feb. 14, 2011

Held in Historic Boardwalk Hall, this event allows couples to celebrate Valentine's Day in a big way with a free ceremony. [atlanticcitynj.com](http://atlanticcitynj.com)

#### Atlantic City Restaurant Week

Feb. 27 to March 5, 2011

More than 80 restaurants throughout Atlantic County will participate throughout the week. Restaurants offer special menu selections priced at \$15.11 per person for lunch and \$33.11 per person for dinner. [acrestaurantweek.com](http://acrestaurantweek.com)

### MARCH

#### Atlantic 10 Conference Men's Basketball Championship

March 11-13, 2011

This annual championship, which takes place in Historic Boardwalk Hall, attracts some of the nation's best collegiate basketball players to the heart of Atlantic City. [boardwalkhall.com](http://boardwalkhall.com)

#### St. Patrick's Day Parade

March 12, 2011

Enjoy the luck of the Irish when the 26th annual St. Patrick's Day Parade takes place on the world-famous Atlantic City Boardwalk. [atlanticcitynj.com](http://atlanticcitynj.com)



#### ECAC Hockey

March 18-19, 2011

ECAC Hockey will drop the puck to launch the two-day

NCAA Division I Men's Championship. Atlantic City will host the tournament for three years beginning in 2011. The event brings the elite ECAC Hockey conference, comprised of 12 of the most prestigious men's ice hockey programs in the nation, to the city that's always turned on. [boardwalkhall.com](http://boardwalkhall.com)

### JUNE

#### Shoprite LPGA Classic Golf Tournament

June 3-5

A variety of special events are offered during the prestigious tournament held at Seaview—A Dolce Resort in Galloway Township, NJ. [shopritelpgaclassic.com](http://shopritelpgaclassic.com)

#### Summer Solstice Parade

June 25

This parade, which takes place on the Atlantic City Boardwalk, brings local artists, businesses, organizations, street performers and spectators together in an event celebrating the longest day of the year. [acsolsticeparade.com](http://acsolsticeparade.com)

### JULY

#### Chicken Bone Beach Jazz Concerts

Thursday evenings in July and August

This series of free concerts takes place at Kennedy Plaza on the Atlantic City Boardwalk in celebration of the history of Chicken Bone Beach. It has a block-party atmosphere of family fun featuring headline jazz entertainment. [chickenbonebeach.org](http://chickenbonebeach.org)

### AUGUST

#### Puerto Rican Day Parade and Latin Music Festival

Aug. 7, 2011

This parade on the Atlantic City Boardwalk honoring the Puerto Rican culture features bands, floats and much more. Following the parade, the Latin Music Festival features top artists from Puerto Rico and the US. [atlanticcityparade.com](http://atlanticcityparade.com)



#### Atlantic City Airshow "Thunder Over The Boardwalk"

Aug. 2011

Bring your beach chairs and watch the largest air show on the East Coast. Unique in its location over the beach, ocean and Boardwalk, this show creates thrills with parachute teams, fly-bys and formations performed by military and civilian pilots. [atlanticcityairshow.com](http://atlanticcityairshow.com)

#### Atlantic City Food and Wine Festival

DATE?

Harrah's Entertainment, in cooperation with the Atlantic City Convention & Visitors Authority, hosts the premier event of Atlantic City's summer season with four days of events, tastings and celebrity appearances. [acfoodandwine.com](http://acfoodandwine.com)

### OCTOBER

#### Atlantic City Marathon

Oct. 16, 2011

The nation's third oldest marathon has runners competing on the world-famous Atlantic City Boardwalk, and also traversing a course that highlights the ocean, back bay and everything in between. USA Track & Field Certified, the marathon serves as an official qualifying race for the 2012 Boston Marathon, a distinction that draws runners from all over the world to Atlantic City each year for the weekend long event. [website](http://website)

# Atlantic City Has it All

If you've already shopped, gambled and checked out the spas, restaurants and nightclubs, but you're still looking for something to do, don't worry—Atlantic City has plenty more to offer.



## GOLFING

If you'd rather spend your days on the green than sitting at a slot machine, look no further: Atlantic City was recently ranked No. 6 on Forbes Traveler's list of the Top 10 Golf Cities in America, and the surrounding areas offer a host of options for diehard links-lovers. Designed by noteworthy architects such as Donald Ross, Tom Fazio, Stephen Kay and Toomey & Flynn, these courses (including Blue Heron Pines Golf Club, The Links at Brigantine Beach, Harbor Pines Golf Club, Mays Landing Golf and Country Club, Sand Barrens Golf Club, Seaview Resort and Spa, Twisted Dune Golf Club) offer challenges ranging from waterside holes to pine-bordered fairways. For more information, lower rates and quick booking, **call 800-465-3222 or visit [acgolfvacations.com](http://acgolfvacations.com).**

PHOTOS COURTESY OF THE ATLANTIC CONVENTION & VISITORS BUREAU

## HISTORIC VILLAGES

The bright lights and ringing prize bells of Atlantic City's casinos can occasionally prove overwhelming. Fortunately, the city is surrounded by well-preserved historic villages that offer visitors a decidedly down-tempo change of pace. Batsto Village provides a taste of New Jersey's 18th-century bog iron and 19th-century glassmaking industry, offering guided tours of the ironmaster's mansion and a chance to see charcoal kilns of the period. Tuckerton Seaport is an authentic port village full of whalers, shrimpers, oystermen, clambers, lighthouse keepers, boatbuilders and ship captains. Wheaton Village was once a thriving glass-making village and is now dedicated to the preservation of this craft: Its Museum of American Glass has more than 6,500 pieces on display. The Towne of Historic Smithville & Village Greene makes for a quaint evening walk, with four restaurants, more than 60 shops, plus train rides and a carousel for the kids.

## WINERIES

You might not naturally associate the southern New Jersey region with wine production, but it's actually home to the oldest working winery in the United States. At Renault Winery—located just minutes from AC in Egg Harbor City—visitors can tour the facility, sample the wines (including the popular blueberry champagne), shop for gifts and enjoy a six-course menu in the fine-dining restaurant. Balic Winery, located in nearby Mays Landing, was originally established in 1964 and features a noticeable European influence. The winery produces more than 30 different varieties of wine and offers guided tours, wine sampling and an on-site store. Family-owned for three generations, Tomasello Winery is the largest in New Jersey for grape production, offering tours, wine tasting, a gift shop and banquet facilities for special events. Based in Hammonton, NJ (about 30 minutes from AC), Tomasello also has two closer outlets in Smithville.