



August 16, 2018

Mayor Frank M. Gilliam, Jr.
City of Atlantic City
1301 Bacharach Boulevard
Atlantic City, New Jersey 08401

Re: Letter of Support
NJDOT Grant Application
Atlantic City, Atlantic County, New Jersey
TA-2018-Atlantic City-00034

Dear Mayor Gilliam:

I am writing this letter to support the City's New Jersey Department of Transportation (NJDOT), Transportation Alternatives Grant application for streetscape improvements on Tennessee Avenue from Pacific Avenue to the Boardwalk.

Several new businesses have opened on Tennessee Avenue recently and more are planned, making this area a perfect model for what can be done by visionary entrepreneurs. This investment in the Tourism District of Atlantic City is exemplary but to ensure success, the infrastructure in this area must be enhanced. This NJDOT application is good first step towards meeting this goal.

The exciting renaissance that is occurring on Tennessee Avenue is palpable, and this redevelopment effort will have a significant impact on the City of Atlantic City. The plan to enhance the pedestrian connection between Pacific Avenue and the famed Atlantic City Boardwalk is consistent with *CRDA Master Plan*, the *Atlantic City Master Plan* and the *Downtown Loop Plan* developed by Rutgers University. This plan that is being implemented will establish a new, vibrant, resilient, mixed use neighborhood in an underutilized area of the City.

The City has taken progress steps to qualify for this grant including the development of the *Atlantic City Bike and Pedestrian Plan* and the adoption of a Complete Streets Policy. I applaud your efforts to secure NJDOT funding to implement needed improvements to make the streets of Atlantic City safer and to leverage economic development.

I enthusiastically provide unqualified support for this significant project.

Sincerely,

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Joseph D. Kelly, President
Greater Atlantic City Chamber

cc: Jason Holt, City Administrator
James M. Rutala, Rutala Associates