

There are those who will put down any new project without carefully thinking it through. The naysayers' latest theory is that two — or possibly three — Atlantic City casinos will have to close when Revel opens.

Specifically, they name Resorts Atlantic City, Trump Marina Hotel Casino and Atlantic City Hilton Casino Resort.

Resorts was

purchased recently by Dennis Gomes and Morris Bailey, who are in the midst of renovating the property and instituting a new marketing program to revitalize the facility.

Earlier this week, it was announced that Landry's Inc. purchased Trump Marina for \$38 million and that the company will spend \$150 million to renovate the casino hotel's rooms, add new restaurants, nightclubs and other features and rename it the Golden Nugget. Landry's also intends to build a new tower in the not-too-distant future.

Also, a corporation has been hired to find prospective buyers for the Hilton. It is anticipated that it will be able to do so.

Each of the three casinos will have new operators and fresh ideas for their operations. Without a doubt, they will not be closing their doors after Revel opens for business. Once again, Atlantic City will find ways to rebuild itself as it has over the years. We need to have faith in the future of this magnificent city by the seashore.

A.C.'s biggest fan

I've often been asked if I was always so positive in my beliefs about Atlantic City. Perusing an old scrapbook with my granddaughter, Rebekah, I came across an article that appeared in the Atlantic City Press on April 19, 1973, that clearly answers that question.

Written by Administrator  
Wednesday, 16 February 2011 23:02 -

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Former Staff Writer Irwin Popowski wrote this:

"Atlantic City could have a brilliant future — if only its citizens could see what it has to offer," radio personality Seymour "Pinky" Kravitz told members of the Kiwanis Club on Thursday. "Open your eyes," Kravitz advised the Kiwanians as he pointed to the Hackney's restaurant's picture window and the splendid view of the ocean and sunshine that it afforded. Kravitz said he was concerned with the belief of some persons in the city that if Atlantic City doesn't get gambling it will fold.

"We will get gambling eventually" Kravitz predicted, but added, "with or without gambling, now is the time to start promoting the resort's benefits. This could be the greatest health resort in the world," Kravitz said, noting that people have never been more concerned with health, weight and physical fitness than today.

"Why should Americans have to go to health spas in Switzerland and Italy when we've got the sunshine, sand and seawater right here? All we need is some innovative, imaginative ideas," he said, "such as using the possible conversion of the end of Garden Pier into a ship-shaped health spa as an example."

On the "deck" of the spa, people could sunbathe throughout the year, while inside, visitors could take mud baths, seawater baths, massages and saunas. Another possible tourist attraction, according to Kravitz, would be a system of "radiant heating" placed under the beach to promote year-round sunbathing. A third suggestion was to combine the resort's convention bureau and public relations bureau so that the two groups could coordinate their efforts to promote the city.

Kravitz also called for citizen participation in the fight against crime, asserting that Atlantic City should become the "model of safety" for the entire nation. Pointing to the thousands of conventioners who can easily walk from Convention Hall down the Boardwalk to their hotel rooms, he asserted "no place in the nation can offer what we have. What does the conventioneer do when he walks out of the convention halls in Philadelphia or New York?" he stated.

A lifetime resident of the resort area, Kravitz said, "I'm still here because I love this area and I believe that we can move forward. I believe Atlantic City does have a future, if we could only

take off our blinders and see it," he concluded.

I believe that the words in that article, written 38 years ago, basically apply to Atlantic City today. By the way, the city no longer has a public relations bureau, only a convention bureau with a public relations segment that handles select public relations items for the city.

Note of interest

The federal government has given a grant of more than \$9 million to Atlantic City to increase the manpower of its Fire Department. This will provide sufficient funds to hire the 30 firefighters who were laid off a few months ago and to hire 21 new firefighters. It will also afford the city the opportunity to promote 10 current firefighters to captain. Forty-one new firefighters will fill the firehouses in the community. Unfortunately, there is no grant available to increase the Police Department, which is in dire need of additional officers.

Question

How would you handle a crowd of 75,000 per day and night for three days of the Dave Matthews Band and 20 other bands performing on three different bandstands at Bader Field in June?

Sea Isle already

in summer form

The Polar Bear Plunge this weekend that coincides with Presidents Day weekend transforms Sea Isle City into mid-summer form in the middle of February. Restaurants will be packed, cars will fill driveways and shops and businesses that close in the fall reopen to welcome the tens of thousands of visitors.

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It has been this way for 16 years. The event benefits Sea Isle City revitalization, but it also drives visitors back to the shore at a time that isn't traditionally associated with beach towns.

Events are planned throughout the weekend, including the crowning of the king and queen at 7 p.m. Friday at LaCosta Lounge, the Polar Bear Plunge 2 p.m. Saturday, and the Polar Bear Walk/Run on the Sea Isle City Promenade on Sunday to benefit autism programs.

It is a unique opportunity to see all Sea Isle City has to offer.

Jimmy Bennett, owner of the La Costa Lounge, said he looks forward to the annual event.

"The secret to the success of the Polar Bear Plunge is pretty simple," he said. "We have a great cross-section of the community and business leaders working together with strong city administration leadership on an event that not only raises funds for a good cause, but increases the number of visitors and overall visibility of Sea Isle City at a time that traditionally is the slowest in our community.

Pinky's Corner appears every Thursday in The Press. The Pinky's Corner radio show airs 4 to 6 p.m. Mondays through Fridays on WOND 1400-AM. His TV show, "WMGM Presents Pinky," airs 7:30 p.m. Saturdays on NBC TV40. E-mail Pinky at: [pinky@pressofac.com](mailto:pinky@pressofac.com).

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