

VISIT
*Atlantic
City*

2023

Visit Atlantic City Annual Report

Live
M^{to}
Meet

VISIT
Atlantic
City

visitatlanticcity.com



Visit Atlantic City 2023 Annual Report

Table of Contents

MISSION & VISION	2
LETTER FROM CEO & BOARD CHAIR	3
FINANCIAL PLAN	4
FINANCIAL SUMMARY/AUDIT	5
2023 HIGHLIGHTS	6
2023 SALES GOALS & SUMMARY	7
CONVENTION CENTER EVENTS/REVENUE	8
LOOKING AHEAD	10

Mission & Vision



Mission

Our mission is to create enhanced visitor spending and economic impact through attracting meetings and conventions to Atlantic City.



Vision

Our vision is to become a preeminent resort destination sales and marketing organization focusing on the meeting & convention markets.



Letter from CEO + Board Chair

BOARD CHAIR



Sean Pattwell
Chair

EXECUTIVE



Larry Sieg
President & CEO

Dear Stakeholders, Partners, and Friends,

As we reflect on the past year, I am proud to present Visit Atlantic City's 2023 Annual Report, showcasing our collective achievements and resilience in the face of unprecedented challenges.

The year tested our resolve and creativity as we navigated through a rebranding of our organization and the ongoing effects of the global pandemic's aftermath. Despite the uncertainties, we remained steadfast in our commitment to promoting Atlantic City as a premier destination for meetings, conventions, and leisure travelers.

We continued to elevate the client and visitor experience through innovative marketing campaigns, events, and activations. From captivating digital content to immersive cultural experiences, we showcased the diverse offerings that make Atlantic City a dynamic destination for all ages and interests.

Our dedication to sustainability and community engagement remained unwavering. Through initiatives such as beach clean-ups, conservation projects, and support for local businesses, we reinforced our commitment to preserving Atlantic City's natural beauty and fostering economic growth within the community.

Furthermore, our collaboration with industry partners and stakeholders played a pivotal role in driving meetings, convention and tourism recovery and growth. By fostering strong relationships and aligning our efforts, we amplified Atlantic City's visibility on the global stage.

Looking ahead, we remain optimistic about the future of Visit Atlantic City, with continued innovation, strategic planning, and solid determination, we are confident that we will remain stronger and resilient.

I extend my heartfelt gratitude to our dedicated team, board members, partners, and stakeholders for their support and dedication.

Thank you for your continued trust and partnership.

Sean Pattwell, Chair

Larry Sieg, President & CEO

2023 Financial Plan

	ACSC	VAC	TOTAL
Revenues	1,336,396	8,321,338	9,657,734
Payroll & Benefits	308,981	2,978,078	3,287,059
Marketing	938,696	4,186,974	5,125,670
Convention Development Funds	78,250	678,279	756,529
G&A	10,469	478,007	488,476



2023 Financial Audit/Summary

ASSETS

Current Assets	
Total Cash & Cash Equivalents	1,224,092
Accounts Receivable	28,513
Grants Receivable	28,014
Prepaid Expenses	168,676
Note Receivable, Current	25,000
Total Current Assets	1,474,295
Non Current Assets	
Intangible Assets	37,581
Equipment, Less Depreciation & Amortization	226,449
Total Non-Current Assets	264,030
Total Assets	1,738,325

LIABILITIES and NET ASSETS

Current Liabilities	
Accounts Payable & Accrued Expenses	357,315
Accrued Payroll & Related Expenses	610,951
Refundable Advance - NJ Department of State	48,439
Deferred Revenue - CRDA	160,883
Deferred Revenue - CRDA Contractual Budget Reserve	405,000
Total Current Liabilities	1,582,588
Unrestricted Net Assets	
Total Unrestricted Net Assets	155,737
Total Liabilities & Net Assets	1,738,325

2023 Highlights

Visit Atlantic City productivity continues in all group segments



Actual

245 events occurred in 2023

The room nights associated with events generated by Visit Atlantic City finished the year at **199,959**

The economic impact associated with these events in 2023 generated **\$177,017,791**

In 2023, for every **\$1.00** invested in luxury tax revenue, Visit Atlantic City returned approximately **\$37** back to the local Atlantic City economy.

2023 Meetings & Conventions Sales Summary

Atlantic City Convention Center Bookings

61 EVENTS  **118,326** ROOM NIGHTS  **\$187,127,371** DELEGATE SPENDING

Jim Whelan Boardwalk Hall Sales Bookings

12 EVENTS  **19,020** ROOM NIGHTS  **\$31,263,063** DELEGATE SPENDING

Hotel Bookings

133 EVENTS  **93,362** ROOM NIGHTS  **\$95,070,274** DELEGATE SPENDING

Group Tour Bookings

59,439 ROOM NIGHTS  **\$40,247,771** DELEGATE SPENDING

Total Bookings

206 EVENTS  **290,147** ROOM NIGHTS

\$353,708,479

DELEGATE SPENDING

Convention Center Events/Revenue

Total Convention Center Bookings held in 2023:



\$121,192,789

DELEGATE SPEND

VISIT ATLANTIC CITY

Top Revenue Producing Convention Center Events 2023

GROUP NAME	ECONOMIC IMPACT	ROOM NIGHTS	ATTENDEES
2023 NJLM Annual Conference	\$ 12,707,633	8,280	15,650
The Pool & Spa Show 2023	\$ 10,553,816	7,885	10,700
Progressive Atlantic City Boat Show 2023	\$ 10,222,874	877	34,589
Atlantic City Jam Fest 2023 - Girls HGSL	\$ 7,155,363	5,842	7,000
Triple Play 2023	\$ 6,293,374	3,371	6,0679
U.S. Futsal Northeast Regional Championship 2023	\$ 6,173,585	5,466	6,394
2023 NJEA Annual Exhibition / Meeting	\$ 5,916,424	2,977	9,500
Atlantic City Showcase 2023	\$ 5,512,251	4,401	7,000
Atlantic City Jam Fest 2023	\$ 5,477,294	4,455	7,000
Boardwalk Block Party 2023	\$ 5,424,675	4,261	7,000
2023 Annual NJ School Boards Workshop	\$ 5,352,195	8,375	6,927
Lawn and Garden Show 2023	\$ 4,549,718	2,193	1,650
Spirit Cheer Atlantic City Super Nationals	\$ 4,163,498	3,021	11,000
2023 Impressions Expo	\$ 3,567,586	1,080	5,210
Pizza & Pasta Northeast and Artisan Bakery Expo East	\$ 2,643,505	901	4,350
Eastern Energy Expo 2023	\$ 2,599,790	2,469	2,740
Tri-State Camp Conference 2023	\$ 2,450,985	1,983	3,659
SEIU Leadership 2023 Conference	\$ 2,427	2,105	1,015
Police Security Expo 2023	\$ 4,552,080	1,840	14,209
Grand Totals	\$ 107,744,133	71,782	161,672

Looking Ahead



Karina Anthony
CDME,
Senior Director of Marketing

Aligned with our freshly developed brand pillars and personality, our key performance indicators (KPIs) for the organization shine a spotlight on Meeting Planner engagement, recognizing its pivotal role in driving action and increasing bookings for conventions and events in Atlantic City. Most of the drivers to RFP submissions stem from referrals and organic search. To further enhance our reach, we aim to bolster our paid search and paid social strategies from prospecting to remarketing, with the goal of generating more RFPs in 2024. As part of our initiatives, we will establish the “Atlantic City Education Series,” introducing a new sales strategy to promote the Atlantic City market through education and content dissemination. We will also prioritize increased community engagement and partnerships with charitable organizations, fostering market inclusion and cohesiveness. Visit Atlantic City is committed to providing avenues for organizations to align with their CSR objectives, all while expanding upon our omni-channel marketing approach.

Additionally, we aim to position the Atlantic City Sports Commission as a premier destination for sporting events globally. To achieve this, we will develop new marketing products tailored to attract a higher level of sports market clientele. Our commitment extends to consistently sharing and showcasing what Atlantic City has to offer to both new and existing clients, ensuring its appeal remains compelling and relevant.

Through fostering collaboration, Visit Atlantic City and the CRDA can synchronize marketing efforts to seamlessly showcase the City’s diverse offerings.

As always, Visit Atlantic City would like to thank the CRDA and our board of directors for their support in our mission and vision.

Karina Anthony, CDME
Senior Director of Marketing

Live
to
Lead

VISIT
Atlantic
City

visitatlanticcity.com

VISIT
*Atlantic
City*

2023

**Visit Atlantic City
Annual Report**

visitatlanticcity.com