**ATLANTIC CITY CONVENTION CENTER IMPROVES CUSTOMER EXPERIENCE IN 2023**

OVG360, the operator of the Atlantic City Convention Center, is happy to announce several new completed projects for 2023 that will improve the business operations and client and patron experience at the facility, ranging from technology improvements to food and beverage enhancements.

With the rebrand of Meet AC, Atlantic City’s destination, meetings, and events marketing organization, to ‘Visit Atlantic City’, the Center needed a standalone website outlining all relevant information to meeting planners, exhibitors, and attendees. The new site, [www.accenter.com](https://nam02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.accenter.com%2F&data=05%7C01%7CErin.Satterfield%40spectraxp.com%7C62f7aa1d14a443ef2d8608db19052074%7C3819dfbab7e44fb299aa53ca91480577%7C0%7C0%7C638131282163112431%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=BqXgL7jDxe4UcAZYLFuXpN%2Btho7uW4X8Dd0sDSAKOB4%3D&reserved=0), offers more user-friendly features for business partners and clients as well as patrons and ticket buyers and is now mobile friendly.  Additionally, the website is compliant with the Web Content Accessibility Guidelines (WCAG) 2.0 AA, and thus provides a digitally accessible website for individuals with disabilities.

“The Atlantic City Convention Center is the premiere economic driving venue in Atlantic City, and now more than ever before, technology is at the forefront in enhancing the customer experience,” says OVG360’s Jim McDonald, General Manager of Atlantic City Convention Center.  “The redesigned website is engaging and provides our customers an easy and functional way to navigate the venue.”

The Center has also expanded and boosted its Wi-Fi coverage, offering patrons complimentary Wi-Fi in all 45 meeting rooms, in addition to the grand atrium and pre-function and public spaces, now allowing patrons to remain better connected than ever before.

The Atlantic City Convention Center will now be able to manage crowd dynamics more safely and efficiently in real time.  As a new addition for 2023, sensor monitors have been mounted above key crowd entrance points to interpret conditions in real time, providing details on crowd density and flow (without capturing any personally identifiable information about guests).  The addition of this technology will not only show real-time exhibit hall capacity, but also how individuals are moving within them and whether or not people are congregating, with the overall goal of reducing lines and wait times.

The OVG Hospitality team has expanded its concession offerings through the installation of a new stand in the Center’s atrium, named the Seashore Station.  Its name is derived from and pays respect to the 20th Century operated Pennsylvania-Reading Seashore Lines.   The station will menu offering will be Café Service Style with a variety of grab-n-go meals, snacks, and beverages and will be available based on convention show needs.

“The Seashore Station will be a great welcoming opportunity for convention attendees to rehydrate and refuel whether driving or taking the AC Railway,” said OVG360 Hospitality’s Ken Goldbach, General Manager of the Atlantic City Convention Center.  “The new accompanying furnishings’ modern sleek design allows guests to relax and catch up on business.”

In addition, the facility has incorporated a four-wheeled Beach Wagon Food Truck into its flex-concept concessions plan. The Beach Wagon is the first of its kind in the US and with its smaller size than traditional food trucks, it will take up less of a footprint on the client’s floor plan. The mini food truck is equipped with refrigeration and heat & cold wells that will make it perfect to be used in multiple ways.   The benefit of a custom food truck is the flexibility to customize a menu to meet a client’s vision and demographic, offering traditional items as hot dogs & burgers, to fun beach tacos, to a late-night reception Beer & Sangria Wagon.

At almost one million square feet, the Atlantic City Convention Center is one of the East Coast’s largest convention centers.  The facility hosts more than 500,000 visitors annually.  Atlantic City Convention Center’s size, location, and amenities make it the ideal location for a diverse collection of trade shows, exhibits, conferences and meetings, sporting events and private events.

Fans can follow the Atlantic City Convention Center at:

* [https://www.facebook.com/ACConventionCenter](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2FACConventionCenter&data=05%7C01%7CErin.Satterfield%40spectraxp.com%7C62f7aa1d14a443ef2d8608db19052074%7C3819dfbab7e44fb299aa53ca91480577%7C0%7C0%7C638131282163112431%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=jNUIKbXn6xSuVW3aM8B0gyZ3l3TstiKkOJqsMKiq08Q%3D&reserved=0)
* [https://twitter.com/ACConvention](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2FACConvention&data=05%7C01%7CErin.Satterfield%40spectraxp.com%7C62f7aa1d14a443ef2d8608db19052074%7C3819dfbab7e44fb299aa53ca91480577%7C0%7C0%7C638131282163112431%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=7arN5Wasq0m0GSH11GVB6HMPfX2I7WssI0SQiGGSDos%3D&reserved=0)
* [https://www.instagram.com/acconvention/](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Facconvention%2F&data=05%7C01%7CErin.Satterfield%40spectraxp.com%7C62f7aa1d14a443ef2d8608db19052074%7C3819dfbab7e44fb299aa53ca91480577%7C0%7C0%7C638131282163112431%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=TiInrftgy%2FavQ5av%2BPNWW4DDwHM%2FpbNBX3w%2FbN2eEKc%3D&reserved=0)
* [https://www.linkedin.com/company/atlantic-city-convention-center](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.linkedin.com%2Fcompany%2Fatlantic-city-convention-center&data=05%7C01%7CErin.Satterfield%40spectraxp.com%7C62f7aa1d14a443ef2d8608db19052074%7C3819dfbab7e44fb299aa53ca91480577%7C0%7C0%7C638131282163112431%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=9gK5O%2BOFxFZ%2F5DVQ8%2FmCI1Y1%2BZk%2FO5XkOGu2PEUJYjw%3D&reserved=0)

Jim Whelan Boardwalk Hall and the Atlantic City Convention Center are operated by OVG360 and owned and funded by the CRDA.

**About OVG360:** OVG360, a division of Oak View Group, is a full-service venue management and hospitality company that helps client-partners reimagine the sports, live entertainment, and convention industries for the betterment of the venue, employees, artists, athletes, and surrounding communities. With a portfolio of more than 200 client-partners spanning arenas, stadiums, convention centers, performing arts centers, cultural institutions, and state fairs around the globe, OVG360 provides a set of services, resources and expertise designed to elevate every aspect of business that matters to venue operators. Service-oriented and driven by social responsibility, OVG360 helps facilities drive value through excellence and innovation in food services, booking and content development, sustainable operations, public health and public safety and more.

**About the Casino Reinvestment Development Authority (CRDA)**: The only agency of its kind nationwide, the CRDA has used Atlantic City casino reinvestments as a catalyst for meaningful, positive improvement in the lives of New Jersey residents since 1984. Under the 2011 Tourism District Act, the Authority's mission evolved from statewide projects to becoming the state's key economic development agency for Atlantic City. CRDA's expanded responsibilities now include land use regulation, tourism marketing and clean and safe initiatives. The CRDA also oversees Historic Boardwalk Hall (the leading entertainment venue of its size in the country) and the Atlantic City Convention Center. In total, CRDA has invested nearly $2 billion in more than 400 projects statewide, of which $1.8 billion has been invested in Atlantic City, spurring business investments and expansions, and creating permanent jobs in the process. For more information about CRDA and our projects, visit [www.njcrda.com](https://nam02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.njcrda.com%2F&data=05%7C01%7CErin.Satterfield%40spectraxp.com%7C62f7aa1d14a443ef2d8608db19052074%7C3819dfbab7e44fb299aa53ca91480577%7C0%7C0%7C638131282163112431%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=hzUqyClS%2B6ge9aMWGluu5ZWCCRJZlUIhBM2UXAGafwA%3D&reserved=0). Follow us on Facebook at [Facebook.com/njcrda](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2FNJCRDA%2F&data=05%7C01%7CErin.Satterfield%40spectraxp.com%7C62f7aa1d14a443ef2d8608db19052074%7C3819dfbab7e44fb299aa53ca91480577%7C0%7C0%7C638131282163112431%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=eGd5iZ27x4zVh9JQONvirP5fz6JNeTButlbOY75Fwoc%3D&reserved=0), and Twitter at [www.twitter.com/njcrda](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2Fnjcrda&data=05%7C01%7CErin.Satterfield%40spectraxp.com%7C62f7aa1d14a443ef2d8608db19052074%7C3819dfbab7e44fb299aa53ca91480577%7C0%7C0%7C638131282163268696%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=dHbrFtxg%2F%2Brp1rxh5O3sWRcPwt%2BlSOaH1OXG1tfVpJ4%3D&reserved=0).