

pressofAtlanticCity.com

SEARCH CLASSIFIEDS **CLASSIFIED Connections** PLACE AN AD  
IT'S ALL ABOUT MAKING THE RIGHT CONNECTIONS

**JOBS CARS HOMES SHORE-RENTALS**

**Subscribe NOW** AND RECEIVE FREE GIFT!

Register or Login  
 • **Subscriber Services**  
 • **Press Plus Rewards**

Weather: Sunny | Now: 32 ° | More

[Home](#)
[News](#)
[Opinion](#)
[Interactive](#)
[Sports](#)
[Business](#)
[Entertainment](#)
[Life](#)
[Web Extras](#)
[Site Services](#)
[Advertise](#)

[pressofAtlanticCity.com](#)

[Archive](#)

[Make The Press your Home page](#)

[Recent Top News](#)

[Obituaries](#)

**Monday, February 09, 2009**

Font: Regular Medium Large  Print Story  Email Story

## Atlantic City prepares to say 'I do' to weddings

By DONALD WITTKOWSKI Staff Writer, 609-272-7258

Published: Monday, February 09, 2009



Jon Weinrott, partner in 1 Atlantic, Terry Lemiere, director of sales for Atlantic and Wesley Adams, marketing director for 1 Atlantic meet on the top floor at The Pier at Caesars, Atlantic City. The top floor will be a new special event venue for weddings, private parties and corporate get-togethers. The room offers views of the Atlantic Ocean and the Atlantic City skyline.

Anthony Smedile / The Press of Atlantic City



ATLANTIC CITY - Spectacular views of the ocean and Atlantic City's neon-splashed casino skyline unfold for miles from a perch 300 feet out over the water.

This is where couples will take the plunge - without even getting their feet wet.

In Las Vegas, they have drive-in wedding chapels featuring cheesy Elvis Presley impersonators to make the ceremony so much more special. Atlantic City is preparing to venture into the wedding business with something decidedly more upscale. The setting is the top floor of The Pier at Caesars, the high-end Boardwalk shopping mall that juts hundreds of feet into the ocean.

"This is not a difficult location to sell for weddings and other special events. All you have to do is get them up here and show them the space," said Wesley Adams, marketing director of the Icon Group, co-developer of the project, dubbed One Atlantic.

"One of every two people who walk in say, 'I want to do it here.'

That's pretty compelling," added Icon's development partner, Jon Weinrott, president of Peachtree & Ward Catering of Philadelphia.



The Icon Group and Weinrott are investing millions of dollars in the project, although they declined to divulge the exact amount. With the recession keeping construction virtually in check, One Atlantic is expected to be the only new major development to open in Atlantic City this year.

A grand opening is tentatively scheduled for late summer or early fall, but the developers are already booking weddings and other special events ranging from bar mitzvahs to corporate get-togethers to charity galas.

"We've gotten a great response," Adams said. "Since the holidays, we've gotten 50 to 60 calls for weddings and special events. I think that is a surprise to us because we were a little nervous."

The thought of sinking millions into a project specializing in posh occasions would seem iffy now that recession-weary consumers are cutting back on luxuries in favor of the essentials.

At One Atlantic, lavish weddings are expected to start at about \$50,000 and top out at more than \$100,000, according to Terry Lemiere, director of sales.

The developers, however, are confident they can tap the New Jersey shore's wealthy demographic. They also note that people are always getting married and dream of having their weddings in a special place. Corporate functions tied in with the casino industry or booked with the help of the Atlantic City Convention & Visitors Authority offer another strong opportunity for business, they believe.

"The casino directors see this as an option for them. They see special events here as a way to help them fill their hotel rooms," Weinrott said. "Let's face it, we all want business. It's a tough economy, but people still want to have special events. If we can give them enhanced service, it will make it more palatable for them to come to this area."

Currently, One Atlantic is little more than an empty shell on the fourth floor of The Pier at Caesars. Floor-to-ceiling windows about 20 feet high offer panoramic views of the shoreline. Architectural drawings show that 10,000 square feet of space will be transformed into a stylish banquet room and an elegant lobby featuring a bar. Event planners will have the flexibility of dividing the space into smaller rooms for more intimate affairs.

In nice weather, people will be able to venture outside on a wood-deck terrace decorated with live plants and trees to create an upscale garden-party atmosphere.

Or, maybe it could be a place of reflection for nervous brides or grooms before they say, "I do."

ADVERTISEMENT



ADVERTISEMENT





### Reader Comments

PressofAtlanticCity.com offers everyone the opportunity to comment on published stories. However, it is impractical for editors to screen all comments. If you believe a comment is offensive, please click the Report Abuse button and let us know. We encourage participants to use their real names, but inoffensive screen names are acceptable. Comments are the sole responsibility of the person posting them. You agree not to post comments that are off topic, defamatory, obscene, abusive, threatening or an invasion of privacy. Violators may be banned.

[Click here](#) for our full terms of service and privacy agreement:

[Post a Comment](#) [View All Comments On This Story](#)

Most recent comments posted: (To view all comments click on VIEW ALL link above)

What a great idea! Have your wedding overlook the beach that's filled with drug paraphernalia and homeless people living under the boardwalk! If they're going to spend that kind of cash on a wedding in AC, they should also have to make a mandatory donation to the rescue mission. Such an arrogant, narcissistic business to hook AC into.

[Posted by: Awesome!](#) on Mon Feb 9, 2009, 8:38 AM [Report Abuse](#)

I've had several family members marry at the beach. I think this will work, especially for winter weddings.

[Posted by: Montely](#) on Mon Feb 9, 2009, 7:51 AM [Report Abuse](#)

fugetaboutit crazy

[Posted by: MICHAEL](#) on Mon Feb 9, 2009, 7:32 AM [Report Abuse](#)

[Post a Comment](#) [View All Comments On This Story](#)

[pressofAtlanticCity.com](#)

[Archive](#)

**pressofAtlanticCity.com:** [Contact Us](#) | [Terms of Service / Privacy Policy](#) | [Advertising](#) | [Site Map](#) | [About Us](#) | [Syndication](#) | [Story Archive](#) | [Newsletters](#)  
**The Press of Atlantic City Media Group:** [Subscribe](#) | [Subscriber Services](#) | [Online Photo Store](#) | [Careers at The Press](#) | [Parade Magazine](#)

© Copyright 1970- 2009 The Press of Atlantic City Media Group