

REMARKS OF GOVERNOR THOMAS H. KEAN

TO THE

ATLANTIC CITY WOMEN'S CHAMBER OF COMMERCE

ATLANTIC CITY

TUESDAY, APRIL 16, 1985

THANK YOU.

IT'S A PLEASURE TO BE HERE IN ATLANTIC CITY TODAY. I  
LIKE COMING HERE -- BECAUSE WHAT'S HAPPENING IN ATLANTIC  
CITY SYMBOLIZES WHAT'S HAPPENING AROUND THE STATE OF NEW  
JERSEY.

WHAT'S THAT?

WELL, A REKINDLING OF HOPE. A BUILDING OF THE  
FOUNDATION NEEDED TO TAP ALL OF THE POTENTIAL THAT LIES  
WAITING TO BE TAPPED.

AND MOST IMPORTANTLY, A REKINDLING OF PRIDE.

NEW JERSEY IS TRULY A MORE HOPEFUL, MORE PROUD STATE  
THAN IT WAS FOUR YEARS AGO. AND AS I COME BEFORE YOU TODAY,  
I AM ENCOURAGED THAT ATLANTIC CITY HAS EVERY REASON TO BE  
MORE HOPEFUL AND MORE PROUD AS WELL.

FOUR YEARS AGO, WHAT WERE THE PROBLEMS IN ATLANTIC CITY?

THERE WERE MANY.

DESPITE ATLANTIC CITY'S GROWTH, THERE WAS NO PLAN FOR IMPROVING THE TRANSPORTATION INFRASTRUCTURE IN AND AROUND THE CITY TO HANDLE THE INCREASED TRAFFIC THAT WAS SURE TO COME.

THE CITY'S WATER SUPPLY WAS THREATENED BY TOXIC WASTES AT PRICE'S PIT -- AND THERE WAS LITTLE PROGRESS IN CONTROLLING THAT THREAT.

THE CASINO CONTROL COMMISSION, WHICH PLAYS SUCH A VITAL ROLE NOT ONLY IN OVERSEEING THE CASINOS, BUT IN THE DEVELOPMENT OF ATLANTIC CITY AND ATLANTIC COUNTY THEMSELVES, HAD NO REPRESENTATIVE FROM ATLANTIC COUNTY.

AND, FINALLY, DESPITE EFFORTS TOWARD AN EFFECTIVE SYSTEM OF REINVESTMENT, THE MECHANISM SET UP FOR ENSURING THAT THE WEALTH GENERATED BY THE CASINOS WAS PUT TO WORK IN DEVELOPING ALL AREAS OF THIS CITY AND THIS REGION -- IN ATTACKING THE PROBLEMS SO EVIDENT IN SOME AREAS -- WAS SIMPLY NOT WORKING.

THAT WAS NOT A VERY PRETTY PICTURE.

AND IT WAS ONE THAT I, AS GOVERNOR, WAS DETERMINED TO CHANGE.

TODAY, I'M GLAD TO REPORT THAT THE PICTURE IS, IN FACT, CHANGING. TO REPORT THAT NOT ONLY HAVE WE ATTACKED THESE LONG-STANDING PROBLEMS, BUT THAT WE'VE LAID THE GROUNDWORK FOR A VERY AMBITIOUS PLAN TO STIMULATE ALL KINDS OF DEVELOPMENT AND GROWTH IN ATLANTIC CITY AND THROUGHOUT SOUTH JERSEY OVER THE NEXT TWO DECADES. THAT WE'VE RE-LIT THE SPIRIT OF HOPE IN ATLANTIC CITY. THAT WE'RE READY TO DELIVER THE LONG-HELD PROMISE FOR THIS CITY.

LET'S LOOK AT THOSE PROBLEMS I JUST MENTIONED.

FIRST, TRANSPORTATION. FOUR YEARS AGO, WE FACED A THREE BILLION DOLLAR BACKLOG IN NEEDED TRANSPORTATION IMPROVEMENTS. THAT BACKLOG, IN THIS AREA, THREATENED TO CHOKE OFF ATLANTIC CITY'S GROWTH.

WELL, WE ARE CHOPPING AWAY AT THAT BACKLOG BY MILLIONS OF DOLLARS A DAY RIGHT NOW.

LAST YEAR, I SIGNED A TRANSPORTATION TRUST FUND INTO LAW. THAT WILL PROVIDE THE BILLIONS NECESSARY TO BUILD TRANSPORTATION INFRASTRUCTURE. TO IMPROVE THE ACCESS TO ATLANTIC CITY -- FROM THROUGHOUT SOUTH JERSEY AND FROM AROUND THE STATE.

AND IT WILL GIVE US THE MONEY TO MAKE THE IMPROVEMENTS WE NEED RIGHT HERE IN THE CITY.

WE'VE BEEN WAITING FOR YEARS FOR THE LONGPORT-SOMERS POINT BRIDGE.

WELL, WAIT NO MORE. CONSTRUCTION ON THE LONGPORT-SOMERS POINT BRIDGE, FUNDED BY THE TRANSPORTATION TRUST FUND, WILL BEGIN THIS YEAR.

SECOND, ENVIRONMENT. LET'S FACE IT. NEW JERSEY HAS A SERIOUS PROBLEM WITH HAZARDOUS WASTES -- AND THAT PROBLEM IS PARTICULARLY ACUTE IN SOUTH JERSEY.

WELL, IN THE LAST FOUR YEARS, WE HAVE FACED IT.

WE'VE CLEANED UP OVER 140 SMALL DRUM DUMP SITES. BY THE END OF THIS YEAR, WE WILL HAVE BEGUN ACTION ON OVER TWO-THIRDS OF OUR SUPERFUND SITES.

NO OTHER STATE IS WITHIN, AS BILL RUCKLESCHAUS PUT IT, "LIGHT YEARS" OF MAKING THAT CLAIM ABOUT THEIR CLEANUP PROGRESS.

AND WE HAVE GOT THE PROBLEM AT PRICE'S PIT UNDER CONTROL. FIRST OF ALL, TO ADDRESS THE IMMEDIATE PROBLEM, WE FUNDED A RELOCATION OF THE ATLANTIC CITY WELL FIELD -- THAT MEANS THAT, WHILE EVERYTHING ELSE IS BEING CLEANED UP, ATLANTIC CITY'S WATER SUPPLY WILL BE PROTECTED. AND WE HAVE COMPLETED PLANS FOR THE ACTUAL CLEANUP OF THE PIT ITSELF.

THIRDLY, I MENTIONED THE CASINO CONTROL COMMISSION. WELL, IT'S NO SECRET TO THIS GROUP: ATLANTIC COUNTY NOW HAS ITS OWN REPRESENTATIVE ON THAT VITAL COMMISSION.

I WAS VERY HAPPY TO SWEAR VALERIE ARMSTRONG INTO OFFICE RECENTLY -- SHE HAS JUST THE COMBINATION OF INTEGRITY, COMPETENCE, AND SENSITIVITY TO ATLANTIC CITY'S AND SOUTH JERSEY'S PROBLEMS THAT A CASINO CONTROL COMMISSIONER NEEDS TO BE A GOOD ONE. AND SHE WILL BE A GOOD ONE.

FINALLY, OF COURSE, I MENTIONED THE PROBLEM OF  
RE-INVESTMENT.

CASINO GAMING BROUGHT A LOT OF PROMISE WITH IT TO  
ATLANTIC CITY -- PROMISE OF ALL KINDS OF BUSINESS  
DEVELOPMENT, INCLUDING SMALL BUSINESS, FOR ALL PARTS OF THE  
CITY; PROMISE OF DECENT HOUSING FOR ATLANTIC CITY'S  
RESIDENTS; PROMISE OF JOBS FOR THOSE WHO NEED THEM;  
PROMISE OF A RENAISSANCE FOR ONE OF NEW JERSEY'S GREAT  
CITIES.

WELL, SOME OF THAT PROMISE HAS BEEN REALIZED. ATLANTIC  
CITY IS NOW THE NUMBER ONE TOURIST DESTINATION IN THE  
WORLD. THAT MEANS MONEY. AND THAT MEANS JOBS.

WELL OVER 60,000 JOBS HAVE BEEN CREATED IN THIS REGION.

BUT ALL OF US IN THIS ROOM KNOW THAT TOO MUCH OF THAT  
PROMISE HAS, UNTIL NOW, GONE UNFULFILLED.

THAT'S WHY PERHAPS THE MOST IMPORTANT DIFFERENCE  
BETWEEN TODAY AND FOUR YEARS AGO IS THE PROGRESS WE'VE MADE  
ON CASINO REINVESTMENT.

THE NEW CASINO REINVESTMENT BILL I SIGNED WILL BRING HUNDREDS OF MILLIONS OF INVESTMENT DOLLARS TO ATLANTIC CITY. AND IT WILL BRING HUNDREDS OF MILLIONS MORE TO BE SPREAD THROUGHOUT SOUTH JERSEY. AND IT WILL BE SPREAD BY PEOPLE WHO CARE ABOUT SOUTH JERSEY.

THE CHAIRMAN, OF COURSE, IS JOHN FEEHAN, WHO IS WELL AWARE AS A CORPORATE LEADER IN ATLANTIC CITY OF THE CITY'S PROBLEMS, NEEDS, AND POTENTIAL.

ALL OF MY APPOINTMENTS WERE MADE WITH A SPECIAL EYE OUT FOR THOSE WHO HAD A PARTICULAR CONCERN WITH, AND A DEEP FAMILIARITY WITH, THE PROBLEMS OF ATLANTIC CITY AND SOUTH JERSEY.

FRANKLY, I THINK THE FORMATION OF THE CASINO REINVESTMENT DEVELOPMENT AUTHORITY SIGNIFIES A NEW ERA FOR THIS CITY. AND I AM PROUD TO HAVE HELPED TO USHER THAT NEW ERA IN.

I'D LIKE TO POINT OUT ONE FEATURE OF THAT NEW LAW THAT SHOULD BE OF PARTICULAR CONCERN TO THIS CHAMBER. THAT'S THE PROVISION WHICH REQUIRES THAT 20% OF THE AUTHORITY'S CONTRACTS BE SET ASIDE FOR SMALL BUSINESS.

THAT PROVISION MIRRORS THE EFFORTS WE ARE MAKING ON A STATEWIDE BASIS.

I SIGNED A LAW WHICH REQUIRES THAT 15% OF ALL STATE CONTRACTS BE SET ASIDE FOR SMALL BUSINESS.

WHY? BECAUSE SMALL BUSINESS IS THE SOURCE OF SO MANY NEW JOBS -- AND THEY DESERVE A FAIR SHOT AT THOSE CONTRACTS.

THE FACT IS THAT SMALL BUSINESSES ARE STREAMING INTO NEW JERSEY.

I'M DELIGHTED BY THE FACT THAT MANY OF THOSE BUSINESSES ARE RUN BY WOMEN. BETTY LYONS, A FORMER SMALL BUSINESSWOMAN HERSELF WHO NOW RUNS OUR OFFICE OF SMALL BUSINESS ASSISTANCE, TELLS ME THAT SHE IS SENDING OUT OVER 200 BUSINESS STARTER KITS A MONTH TO NEW JERSEY WOMEN WHO WANT TO START THEIR OWN BUSINESSES.

WE'RE READY TO HELP THEM. IN FACT, NEW JERSEY IS REALLY THE MODEL STATE FOR WOMEN BUSINESS OWNERSHIP. WE HELD THE FIRST NATIONAL CONFERENCE ON WOMEN BUSINESS OWNERSHIP HERE IN THE STATE, AND OTHER STATES HAVE USED TIPS FROM THAT CONFERENCE AS A GUIDE FOR THEIR OWN EFFORTS.



THAT EXAMPLE REALLY SUMS UP WHAT I'VE BEEN TALKING ABOUT TODAY: WHAT A DIFFERENT SITUATION WE -- NEW JERSEY, ATLANTIC CITY -- FIND OURSELVES IN TODAY COMPARED TO FOUR YEARS AGO.

AND HOW PROUD WE SHOULD BE OF OUR NEW SITUATION.

NEW JERSEY IS HAVING A RENAISSANCE OF ECONOMIC ACTIVITY, OF PRIDE, OF OPPORTUNITY.

AND ATLANTIC CITY CAN AND SHOULD BE ONE OF THE CENTERS OF THAT RENAISSANCE.

I AM COMMITTED TO MAKING SURE THAT IT IS.

IN THE YEARS AHEAD, I WANT TO CONTINUE THAT RENAISSANCE. I WANT TO CEMENT NEW JERSEY'S POSITION AS A NATIONAL LEADER -- IN TRANSPORTATION, IN CLEANING UP THE ENVIRONMENT, IN CREATING JOBS, IN HELPING SMALL BUSINESS.

AND I WANT TO REMOVE ANY BARRIERS THAT COULD HOLD ATLANTIC CITY BACK IN LEADING THE WAY.

WHAT I'M SAYING IS THAT THERE IS MORE TO BE DONE.

FIRST, WE'VE GOT TO CONTINUE TO IMPROVE ACCESS TO ATLANTIC CITY.

I WOULD LIKE TO SEE WORK BEGIN WHILE I AM GOVERNOR -- AND VERY SOON -- ON THE CONVENTION CENTER PROJECT, AND YES, ON THE RAIL LINE PROJECT.

NOW THAT THE STATE HAS PUT UP ITS SHARE, WE'VE SIMPLY GOT TO GET OUR CONGRESSIONAL DELEGATION TO GET THAT FEDERAL MONEY BACK. I STAND PREPARED TO HELP THEM EVERY STEP OF THE WAY.

*Airport*

WE'VE GOT TO LOOK AT OTHER ALTERNATIVES. OUR DOT IS STUDYING THE POSSIBILITY OF BUILDING A LINK FROM THE DELAWARE MEMORIAL BRIDGE TO THE ATLANTIC CITY EXPRESSWAY TO MAKE IT EASIER FOR OUT OF STATE TRAVELERS FROM THE SOUTH. I THINK WE SHOULD LOOK AT THAT.

BUT MOST IMPORTANTLY, IN THE YEARS AHEAD, WE'VE GOT TO ENSURE THAT THE NON-CASINO DEVELOPMENT BEING MADE POSSIBLE BY THE NEW CASINO REINVESTMENT DEVELOPMENT AUTHORITY REALLY OCCURS.

I AM CONVINCED THAT IT CAN.

I AM CONVINCED THAT IT SHOULD.

AND I AM COMMITTED THAT IT WILL.

THAT'S THE AGENDA HEAD.

WE'VE COME A LONG WAY IN THESE LAST FOUR YEARS. NOW,  
LET'S NOT TURN BACK. LET'S KEEP IT GOING.

ATLANTIC CITY'S SECOND GOLDEN AGE IS YET TO COME. BUT,  
WITH YOUR HELP, COME IT WILL.

THANK YOU.