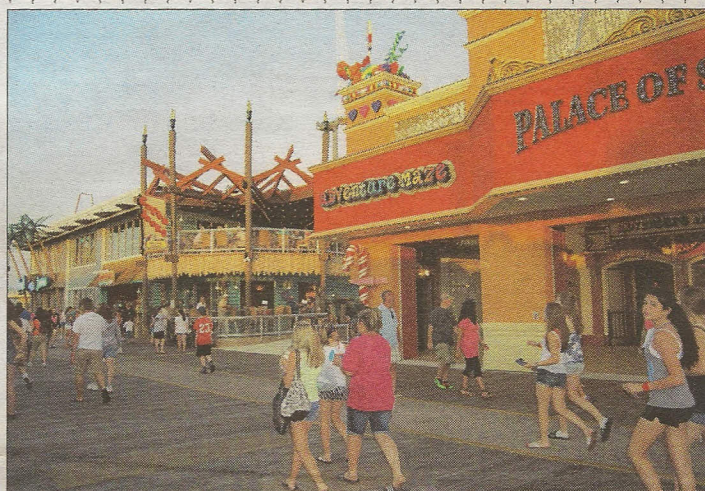




"In order to make anything a reality, you have to



Boardwalk "Block Party" Celebrates Grand Opening of Capt'n Jack's Island Grill, Adventure Maze, and Hot Spot Cafe ...and extends vision for the Wildwoods Boardwalk

by Josh Kinney

There has always been an unshakable character to the Wildwood Boardwalk. Between its length, amusements, unique styles and the tram car, there is just no place that's quite like it. The boardwalk has its own zest and flavor that's not just fudge samples, curly fries, polish water ice, and funnel cakes, but something rather distinctive and fresh, classic yet new.

These positive changes date back many years with their roots in the Morey family's noble vision of revamping the island and making the boardwalk a novel experience. This along with the Boardwalk Special Improvements District (BSID) Management Corporation, a private, non-profit conglomerate founded and directed by Boardwalk Property Owners, has led to vast enhancements and new businesses. Jack Morey has said, "Our recipe is in a collaboration of creative people."

The grand opening of Capt'n Jack's Island Grill, Palace of Sweet's new Adventure Maze, and the Hot Spot Café was celebrated with a block-party on June 10, between Juniper and Poplar Avenues. This more contemporary, edgy north side of the boardwalk has also been taken by the influence of Stewart's, Sand Jamm Surf Shop and Boardwalk's Best store advancing the idea behind the BSID which has "worked tirelessly to craft a vision for the future of the Wildwoods Boardwalk that recognizes and embraces our history and uniqueness and paves the way for another hundred years of family fun on our famous wooden walkway," says Patrick Rosenello, overseer of the BSID. These business owners have made it a point to improve and develop an atmosphere that advances their idea of enhancement along the boardwalk. Jack Morey's animated and enthusiastic approach towards the Wildwoods in collaboration with the BSID can only lead to more positive changes to be seen along the boardwalk. "We're very focused on the future," says Morey.

Rosenello said, "The Wildwoods Boardwalk is truly that last great seaside amusement park existing in the United States. It's an absolutely original and unique family entertainment destination with an unlimited potential. Over the past several years that potential has been recognized by a new crop of property and business owners and the next step in the very interesting history of the Boardwalk is taking shape."

While other seaside amusement boardwalks have dwindled due to ecological and building development matters, Wildwood's annual visitors continue to exceed and the boardwalk carry's on developing. There's a lot going on, between new businesses such as Capt'n Jack's and attractions like The Ghost Ship, the Wildwood boardwalk will always be a place of ongoing excitement with creative likeminded people directing its path and advancing its unrivaled character.

