BOROUGH OF DEAL

Mayor
SAMUEL M. COHEN
Department of Public Affairs and Public Safety

Commissioner
DAVID SIMHON
Department of Public Works, Parks & Beaches and Public Property

Commissioner
JACK A. KASSIN
Department of Revenue and Finance

190 Norwood Avenue, P.O. Box 56 • Deal, New Jersey 07723 • (732) 531-1454

A New Chapter for the Deal Casino

For generations, the Deal Casino has been the crown jewel of our town. In the heart of Deal, it has long been where residents of all ages have come together to spend their summers, forging lifelong friendships and making unforgettable memories.

After more than two years of extensive planning, we are excited to share our vision for a comprehensive reimagining of the Deal Casino Beach Club.

Our primary goals have been (i) to create an exceptional new beach club that honors the history and best qualities of the original Casino, (ii) to ensure that the "new" Casino preserves the character of our town, and (iii) to develop a beach club that is respectful to the surrounding neighborhood.

The plan improves every aspect of the Casino, creating a more beautiful, contemporary, and elevated experience throughout. An enhanced site layout, expanded and redesigned common areas and communal spaces, and a standard of service befitting our town and its residents.

Some key highlights include:

- A full renovation of the iconic main swimming pool, including a new sun shelf
- A dedicated "family area" with a new children's pool, splash park, and playground
- All new cabanas providing enhanced access, more efficient layouts, and additional privacy
- A new ocean-view grill, snack bar, and other expanded dining options
- A full-service beachfront experience, with new lounges and umbrellas
- A significant reduction of expansive and underutilized concrete (hardscape) areas with a priority on expanded communal and recreational areas beautified by extensive coastal landscaping

This is much more than a renovation. It's a long-overdue transformation of our town's "crown jewel" commensurate with the quality and experience our members deserve. We believe the Deal Casino will become an even more special part of our community for many years to come.

Today, we are pleased to share a first look at the new Deal Casino Beach Club, including a video presentation and the full schematic design plans:

Video Presentation:
Deal Casino Video Presentation
Schematic Design Plans:
Deal Casino Design Plan

We hope you are as excited about its future as we are.

Mayor Sam Cohen

Commissioner David Simhon

Commissioner Jack Kassin