

Lt. Governor Kim Guadagno Highlights New Jersey's "Open For Business" Attitude Following Hurricane Sandy

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Visit to Brickwall Tavern & Restaurant in Asbury Park Emphasizes Resilience of New Jersey Municipalities and Businesses

Trenton, NJ – Highlighting the spirit and resilience of New Jersey's towns and businesses in the wake of Hurricane Sandy, Lt. Governor Kim Guadagno today met with employees and customers at Asbury Park's Brickwall Tavern & Restaurant, and encouraged New Jerseyans to demonstrate their support for businesses in these towns.

"New Jerseyans responded quickly and generously to the needs of those hurt the most by Hurricane Sandy," said Lt. Governor Guadagno. "Supporting local businesses, such as retail shops and restaurants, is critical to our economy and our recovery and rebuilding efforts. I want to thank both the employees and patrons of Brickwall Tavern & Restaurant for supporting our friends and neighbors in Asbury Park as we continue to work together to rebuild."

Opening its doors in 2006, the Brickwall Tavern and Restaurant employs 35 and was among the first in Asbury Park to recognize the public's growing interest in craft beers. Like many homes and businesses, the restaurant lost power during the storm and was closed for several days until a portable generator was able to provide partial power for Brickwall's kitchen and bar.

"We bought the biggest portable generator we could find and within two days, we were open again," said Jim Watt, Brickwall's representative. "We served a limited menu but the bar was open and people could come in to get warm, get out of their house and see friends."

In the aftermath of Sandy, Watt said the people of Asbury Park have responded by making an extra effort to support local shops and restaurants.

"Many people made a point of coming and doing their Christmas shopping in Asbury Park to support our local businesses," said Watt. "Asbury Park is thriving right now because it's a great place to shop, eat and socialize. There are some businesses on the boardwalk that are working to reopen, but the overall business community here in Asbury Park is open for business. There's no reason not to visit."

Businesses are encouraged to call the state's Business Action Center at 1-866-534-7789 for assistance and information on the many business advocacy services available through the state. Information is also available by visiting the state's business portal at www.newjerseybusiness.gov.

Press Contact:

Ernest Landante
609-777-2535

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