

Super Bowl CEO speaks to Morris business community Calls game 'an unprecedented opportunity'

Written by Wilma A. Hurwitz, Special to the Morris County Daily Record



From left to right at the Good Morning, Morris! meeting held by the Morris County Chamber of Commerce on Friday 09/13: Paul Boudreau, president of the Chamber; Al Kelly, president of the 2014 NY/NJ Super Bowl Host Company; Angela Kubisky, executive vice president of the Chamber; Betsy Adey, president AAA New Jersey and sponsor of Friday's event; Scot Guempel, chairman of the board of the Chamber and a partner with KPMG. / Photo Courtesy of David Kramer, Edmund H. Kramer Photographers

The Super Bowl is coming to New Jersey and it will bring with it great opportunities for Morris County-based businesses.

That was the message Alfred F. Kelly Jr., president and chief executive officer of the 2014 NY/NJ Super Bowl Host Company, delivered to the more than 150 attendees at Friday's Morris County Chamber of Commerce Good Morning, Morris! breakfast meeting in Florham Park.

"We want to make this a fantastic experience for everybody so that people will see this area as the place to go," Kelly said. "Super Bowl XLVIII could set the tone for why this region could go for an Olympic bid."

Kelly said his organization wants "great corporate citizens to be a key part of our success" and to maximize the economic value of this event to the region.

"We are all about helping this region to take fullest advantage of this opportunity," he said.

Kelly said his company's projections show that on Jan. 19, 35 percent of the visitors coming to the Super Bowl will not have hotel or restaurant reservations, nor will they have secured hospitality venues for parties or made transportation plans.

“This game is an unprecedented opportunity for all of you here to meet a unique demand for professional services and materials. Quality service and good hospitality create everything,” Kelly said.

Paul Boudreau, president of the Morris County Chamber of Commerce, said the game would be a boost for the regional economy.

“Morris County-based companies are major financial supporters of the Super Bowl,” Boudreau said. “Some key Chamber companies working with Kelly and the Super Bowl Host Committee include PwC, Honeywell, Verizon, BNY Mellon, PSEG and Tiffany.”

BJ Agugliaro, a Florham Park based managing partner at PwC, said his company was excited about the game.

“Given the economic impact the Super Bowl is expected to have on New Jersey and our clients, PwC is thrilled to be part of such a historic event of this size and magnitude for New Jersey,” he said.

Tiffany & Co., which has operations in Parsippany, made the Vince Lombardi Super Bowl Trophy.

Thomas Blundell, general manager of the Hyatt Morristown, said his hotel expected to get some Super Bowl business.

“An event like the Super Bowl brings great revenue and exposure to our entire area,” Blundell said. “We’re optimistic that we’ll see increased demand in Morris County as we get closer to the big game.”

Alice McGreevy, owner of Arthur’s Tavern steakhouse in Morris Plains, thought the same.

“We are so excited that the Super Bowl will be played at the new MetLife Stadium,” McGreevy said. “As an avid football fan, I think this is a great opportunity for the Garden State. It’s an honor for New Jersey and we look forward to providing our menu to Super Bowl visitors, the AFL team and coaches and during their stay here in Florham Park as well as other businesses in our NJ communities.”

Eric LeVine with the Morris Tap and Grill in Randolph said his restaurant expects to do some Super Bowl related work.

“Having one of the best craft beer menus in New Jersey, we look forward to catering and providing food and beverage services for various Super Bowl engagements,” LeVine said.