

<http://www.njbiz.com/article/20130603/NJBIZ01/305319991/Super-Bowl-is-just-the-ticket-for-showcasing-New-Jersey's-shine>

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## **Super Bowl is just the ticket for showcasing New Jersey's shine**

It has been estimated that the next Super Bowl, to be played at MetLife Stadium, will bring a \$600 million economic windfall for our state. However, it may very well bring New Jersey something far more important and more long-lasting: a fresh eye.

Just as with every other Super Bowl in recent memory, the news media will blanket the region and find a host of human interest stories about our community and our state. There likely will be stories about all types of businesses and, if the New Jersey Economic Development Authority and similar agencies are on the ball (so to speak), there will be stories about all sorts of opportunities for business.

Those of us who live in New Jersey are very familiar with our beaches, forests, recreational opportunities ... and clusters of factories, refineries and shipping facilities. But for out-of-state folks, too often their impression is shaped by late night talk show jibes and the limited opportunity to learn about us while cruising along our interstate highways.

And, despite the doom and gloom often headlined in the news, New Jersey residents — investors in particular — tend to be optimistic about the future. According to a recent nationwide poll of high-net-worth investors, 84 percent of those surveyed in New Jersey said our state's economy will be the same or better by year end. In Connecticut, only 59 percent held similar attitudes; in New York, 76 percent.

The survey, commissioned by Morgan Stanley Wealth Management, was conducted during the first quarter by GfK Public Affairs and included interviews of 1,000 U.S. investors, age 25 to 75, with \$100,000 or more in investable household financial assets.

The optimism found in the survey can only be enhanced by the Super Bowl. And it is that optimism that we must pass along to any firm considering a move.

An estimated 150,000 people will travel to the area for the Super Bowl, many just for the experience of the game even if they don't have a ticket. How many will be potential investors, intrigued by the opportunities we present — in big pharma, real estate, and more?

About 5,000 seats at MetLife Stadium are being reserved for the news media. New Jersey will be splashed across the headlines and broadcast in living rooms around the globe. Now would be the time for businesses to spruce up for this national — and even international — exposure.

Economically, the \$600 million the game will bring to the region certainly is important and will benefit many. But for the long term, it is more about the moment the game ends than about the game itself.

Every business person in our state, ultimately, can benefit by helping to attract companies to New Jersey. We cannot leave the job to state agencies alone. All of us need to have rudimentary knowledge of the benefits available to companies that might move here.

We all should recognize that New Jersey is eager to draw new firms to our borders. It is a simple thing to suggest that a visitor get in touch with a local chamber or the state Economic Development Authority. And it is a simple thing to let your out-of-state friends and associates know that New Jersey really does want their business.

*Scott F. Mahoney,  
family wealth director,  
Morgan Stanley Wealth Management,  
Morristown*

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