

February 9, 2021

BOROUGH OF BRADLEY BEACH

RESOLUTION 2021-67

**A RESOLUTION IN SUPPORT OF LIQUOR LICENSE REFORM
IN THE STATE OF NEW JERSEY**

Mayor Fox offered the following resolution and moved its adoption:

WHEREAS, the State of New Jersey's liquor license laws date back to the 1950s and 1960s; and

WHEREAS, under current law, a municipality may issue plenary retail consumption licenses until the combined creates a shortage of these licenses in some municipalities; and

WHEREAS , the State of New Jersey's liquor license laws has caused an extreme supply imbalance that the statewide average cost of an individual liquor license is \$300,000, an exorbitant amount causing an inequitable landscape among current and potential restaurateurs; and

WHEREAS, the restaurant liquor license standards of other states in the Northeast region enable restaurateurs to join the market at a significantly lower price point than the State of New Jersey, thus giving them a competitive advantage; and

WHEREAS, the COVID-19 pandemic has put additional burden on New Jersey's small businesses, particularly the restaurant industry; and

WHEREAS, there is clear need to for reform as demonstrated by the numerous bills already introduced in the 2020-21 New Jersey Legislature session with the intent to expand liquor licensure, including but not limited to S2964/A4925, A1700, A1125/S2108, A1128/S2109, A2274/S1592, A725/SI712,S1315,A1955/S615,AI218; and

WHEREAS, we recognize the need to compensate existing license holders that paid exorbitant prices for the right to sell liquor in their restaurants; and

WHEREAS, the State of New Jersey should be a leader in reform initiatives that helps its small businesses survive and thrive, provides an equitable business environment, and enables New Jersey to better compete in the regional market; and

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the Borough of Bradley Beach, County of Monmouth, State that it supports meaningful liquor license reform legislation to create a more balanced liquor license market; and

BE IT FURTHER RESOLVED that the Clerk be and hereby is authorized to distribute copies of this Resolution to all appropriate officials and agencies including our Legislative Representatives, the Governor, the Lieutenant Governor and the New Jersey State League of Municipalities.

Seconded by Councilman Weber and adopted upon the following vote:

	AYES	NAYS	ABSTAIN	ABSENT
Mr. Bonnell	X			
Mr. Gubitosi	X			
Mr. Sexsmith			X	
Mr. Weber	X			
Mayor Fox	X			

CERTIFICATION

I, Erica Kostyz, Municipal Clerk, Borough of Bradley Beach, Monmouth County, New Jersey, do hereby certify that the foregoing resolution was duly adopted by the Mayor and Council at the February 9, 2021 Council Meeting.



Erica Kostyz, RMC, CMR
Municipal Clerk