

THE COASTER

FEBRUARY 24, 2024

The Asbury Park Urban Enterprise Zone held a "Made in Asbury Park, Sold In Asbury Park" showcase on Feb. 10 that attracted several hundred people.

MacPherson also acknowledges there are challenges facing the city.

larger groups for overnight stays and she believes the location is perfect for business in the daytime and there are many restaurants, clubs and the boardwalk for after hours entertainment.

Reservations are also starting to come in for the biggest draws

Chamber of Commerce annual AsburyFest which had been held in September, was moved up to June 7 to 9 this year to avoid the hurricane season which disrupted the festival in recent years.



Eat Here Now Raising Money for Youth

Dedicated to serving the needs of children who need help most, the Kiwanis Club of Asbury Park has a laser focus on education and literacy, food and clothing insecurities and leadership development.

For the second year in a row, the club is launching Eat Here Now, which will be the club's primary funding source for initiatives throughout 2024.

"Our club is in an incredible position, having just come off the success of Eat Here Now 2023—our most successful fundraiser ever. It relies on the generosity of local restaurants to offer dining

discounts to coupon booklet holders. And this year, we are excited to share that we have 43 restaurant partners. That's 30 percent more than 2023," said Steve Everk, president of the Asbury Park Kiwanis Club.

This year's Eat Here Now has a \$500 plus value, a 50 percent increase over 2023.

"Purchase a coupon booklet for \$30 and enjoy discounted dining across town, knowing your entire donation will fund life-changing youth initiatives," Everk said.

While Asbury Park youth are the Eat Here Now 2024 beneficiary, it is expected to increase

awareness and drive new customers to the fundraiser's restaurant partners.

The Eat Here Now 2024 coupon booklet can be obtained the following ways: through the Kiwanis Club and city restaurants including Ada's Gojjo, Asbury Ale House, Asbury Oyster Bar, Asbury Park Roastery, The Black Swan, The Break, The Chat n' Nibble, Cookman Creamery, Georgies, Homesick, Kim Marie's Eat and Drink Away, Lovesick, The Mainstay and MOGO.