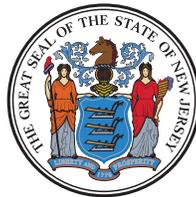




# The Guide to the New Jersey Business Action Center



## **NJBAC**

**New Jersey Business Action Center**

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## OFFICE OF BUSINESS ADVOCACY

The New Jersey Business Action Center (BAC), housed within the New Jersey Department of State, is a “one-stop shop” for business, dedicated to revitalizing and expanding New Jersey’s business community.

- Our mission is to foster economic vitality and make New Jersey the nation’s leader in retaining and growing existing businesses.
- This is achieved by creating a vibrant, business-friendly environment predicated upon innovative incentives and a minimum of red tape.

**The BAC’s Business Advocates serve as a resource for corporate and commercial businesses.**

- Business Advocates prepare a customized summary of resources that outline all of the available assistance and incentive programs to support job creation and retention projects throughout the state.
- At any given time, Business Advocates manage hundreds of active accounts, representing planned corporate retention and expansion projects throughout the state.
- Business Advocates assist clients with real estate site searches as necessary and provide expert guidance on grant and loan programs, workforce recruitment and training grants, energy efficiency incentives, tax credits, and municipal incentives and tax abatements.

**Government navigation and permitting assistance is an important service offered by the BAC.**

- The staff helps companies of all sizes save time and money by getting answers from government agencies, directing businesses to appropriate officials and contacts, and facilitating meetings and follow-ups from regulatory agencies.

## OFFICE OF SMALL BUSINESS ADVOCACY

The BAC’s Small Business Advocacy unit supports small business throughout the state. New Jersey’s small businesses are critical to the state’s economy.

The Small Business Advocates consulting services are specifically designed to help small business owners connect to a variety of resources, including:

- **Advocacy services to NJ businesses that are seeking** financial assistance, mentoring or technical training, regulatory assistance, emergency preparedness/access to recovery services, or site selection services.
- **Financial resources** to link small businesses and start-ups with a variety of financing options through the New Jersey Economic Development Authority and community-based microlenders.
- **Procurement assistance** to help small businesses take advantage of important opportunities to bid on government contracts.
- **“Resource for Growth” events.** Throughout the year, the BAC hosts events that match business owners with state and county representatives, lenders, and community partners, including the New Jersey Small Business Development Center and the New Jersey Economic Development Authority for businesses to learn more about the full array of programs available to support small businesses.
- **The unit maintains strong partnerships with small business service providers,** including: mentoring and technical assistance providers; Community Development Corporations (CDCs) and other micro-lenders; and regulatory agencies. These relationships allow the unit to address the needs of the small business community.

**Call Center Operations. Businesses can place a single call to 1 (800) JERSEY 7 or 1 (866) 534-7789 to reach the Center's knowledgeable staff.**

- The Call Center handles more than 23,000 inquiries each year for guidance in both English and Spanish on starting a business, incorporating, and accessing government resources.
- The Call Center also serves as an important resource in the event of emergencies, storms, and other disasters, providing crucial information and guidance to help businesses recover quickly after a crisis. The Call Center handled more than 7,000 calls following "Superstorm Sandy" in 2012.

**OFFICE OF INTERNATIONAL BUSINESS DEVELOPMENT & PROTOCOL**

**Within the BAC is the Office of International Business Development and Protocol. The Office's main focus is Export Promotion.**

Companies interested in global business activity can tap into a number of resources available through the BAC's International unit, including:

- **The NJ State Trade Expansion Program (NJSTEP) grants** that allow eligible companies to participate in overseas trade shows and trade missions. The State Trade Expansion Program (STEP), established by the U.S. Small Business Administration in 2011, is an export promotion initiative, which provides grants on a competitive basis to states to help increase the number of small businesses that are exporting, and to increase the value of exports for those small businesses that are currently exporting.
- **The NJ State Trade Expansion Program (STEP) has received five (5) consecutive STEP grants from the U.S. Small Business Administration totaling \$2,332,624**, allowing financial support to 253 NJ small businesses that have reported ACTUAL sales of over \$101 million. Consistent since the beginning of the NJ STEP program, 100% of funds received are awarded to NJ qualified, eligible companies.
- **International Business Advocates help small to mid-size businesses develop a viable export plan.**
  - Advocates offer guidance in identifying global business opportunities, helping locate buyers and potential markets, test local demand and connect businesses with partners for joint ventures and strategic alliances.
- **Help navigate the complexities of exporting once a company has entered the global marketplace by:**
  - Connecting the company with federal resources available for obtaining payment, providing government-to-government advocacy, understanding foreign custom procedures.
  - Providing regulatory compliance policies and advocate on behalf of companies with customs.
- **The Office collaborates with universities and various organizations** in an effort to develop small businesses into new exporters and help existing small business exporters expand their markets through co-sponsored training and services.

**Business organizations include:**

- The U.S. Small Business Administration
- U.S. Export Assistance Centers

**Universities include:**

- Fairleigh Dickinson University
- Monmouth University
- Rutgers University

- **BAC’s Office of International Business Development and Protocol prepares briefing documents** for State leaders when such official is meeting with foreign officials and companies.
  - On occasion, staff may be included in such meetings. The Office also handles delegation visits when appropriate.
- **BAC’s Office of International Business Development and Protocol received the President’s “E Star” Award for Export Service**, presented during an award ceremony at the U.S. Department of Commerce HQ in Washington, D.C. in May 2017.
  - The E and E Star Awards are the Nation’s highest honor for export excellence. Created in 1961 through an Executive Order by President John F. Kennedy, the awards afford suitable recognition to persons, firms, or organizations that contribute significantly in the effort to increase U.S. exports.

**The New Jersey Business Action Center also serves as the grantee of Foreign Trade Zone #44 for the last 35+ years.**

- Foreign-Trade Zones (FTZ) are secure areas under U.S. Customs and Border Protection (CBP) supervision that are generally considered outside CBP territory upon activation. Located in or near CBP ports of entry, they are the United States’ version of what are known internationally as free-trade zones. As grantee, BAC is responsible for maintaining a comprehensive current record of its zone and subzone sites. Also, copies of all formal and informal applications and submissions to the FTZ Board and related correspondence must be maintained for ready access.

**OFFICE OF PLANNING ADVOCACY**

**The Office of Planning Advocacy (OPA) is dedicated to the promotion and coordination of sound, effective land use policies, while protecting and preserving the environment.**

- The OPA oversees implementation of the State Development and Redevelopment Plan and coordinated activity of the New Jersey State Planning Commission.
- Provides staff to implement the function and duties of The Brownfields Redevelopment Task Force which assists municipalities and counties in using brownfield redevelopment.
- Leads the Brownfields Redevelopment Interagency Team (BRIT). The group is comprised of a diverse group of experienced State and Federal agencies and provides important technical expertise to ensure successful brownfields redevelopment.

**Communications and Outreach. This unit handles internal and external communications and outreach for the BAC.**

- Communications and outreach staff respond to media inquiries, arrange for BAC participation in economic development conferences and events.
- In 2017, BAC hosted, co-hosted, were speakers, or networked at over 120 events. At events during this timeframe we promoted the services provided by the BAC to grow businesses, both large and small, and disseminated information to help businesses of all sizes.

## BAC PRODUCTS AND SERVICES

- **Customized Proposal Letters** to identify, describe, and quantify all government grants and financing programs available to support business expansion, retention, and consolidation projects throughout the state.
- **NJ STEP Grant Awards** to help eligible small businesses participate in **Trade Shows** or **Trade Missions**.
- **Project Management** services from knowledgeable Business Advocates to guide companies through complex projects, government incentive grant and financing programs, approvals, and grant compliance.
- Expert consultants and facilitators for **Workforce Training Grants, Talent Recruitment,** and **Energy Efficiency** programs.
- **Government Navigation** guidance and support for business seeking state and local **Permits** and **Regulatory Approvals**.
- **Real Estate Reports** and corporate facility **Site Searches**.
- **Business Call Center** for guidance on **Incorporating, Small Business** and **Minority Certifications, Licensing** and **Financing Programs**.
- **Emergency Call Center** for help restoring businesses following hurricanes, storms, and other disasters.
- **Redevelopment guidance** and **government agency coordination** for municipalities and developers.
- **Continuing Care Services** and follow-up to clients encouraging them to take advantage of additional BAC support as needed.

## COMMISSIONS UNDER BAC

- **New Jersey Motion Picture and Television Commission** is staffed by industry professionals. The interest in filming here is at an all-time high for many reasons, including the state's location diversity.
- **Brownfields Redevelopment Task Force** is a 13-member Task Force consisting of seven representatives from State government and six public members. The six public members are appointed by the Governor with the advice and consent of the Senate. The Chair of the Task Force is selected by the Governor. The Task Force meets quarterly with meeting dates, locations and times posted on-line.
- **NJ-Israel Commission** was established in 1989 to implement the goals of the Sister State Agreement—to promote the development of trade, culture and educational exchanges; encourage the development of capital investment and joint business ventures; and foster a spirit of cooperation between the citizens of the State of Israel and the State of New Jersey.
- **State Planning Commission** consists of 17 members representing State government, local government and the public. Local government and public members are appointed by the Governor and approved by the Legislature for three-year terms. The full Commission generally meets monthly, and approved meeting summaries of Commission meetings are posted online. Committees of the Commission meet as needed. The Director of the Office of Planning Advocacy serves as the Secretary and Principal Executive Officer of the State Planning Commission.



## HELP IS JUST A PHONE CALL AWAY.

# 1-800-JERSEY-7

The New Jersey Business Action Center (NJ BAC) is ready to answer your New Jersey business questions at this easy-to-remember phone number: **1-800-JERSEY-7**. When you need help, take advantage of this **one-call, no-cost resource**. Our Call Center representatives will respond to your call within seconds with answers to questions such as:

- What licenses do I need to operate my business?
- How do I register or dissolve a business in New Jersey?
- Where do I go for financing to start my business?



**NJBAC** | New Jersey  
Business  
Action Center

Get the answers you need. Call **1-800-JERSEY-7** now!

For 24/7 info, visit  
[NewJerseyBusiness.gov](http://NewJerseyBusiness.gov)

**1-800-JERSEY-7**

8AM - 5PM / MONDAY-FRIDAY

Spanish-speaking advocates are available.

**Philip D. Murphy**  
Governor



**Sheila Y. Oliver**  
Lt. Governor

**Tahesha Way**  
Secretary of State