

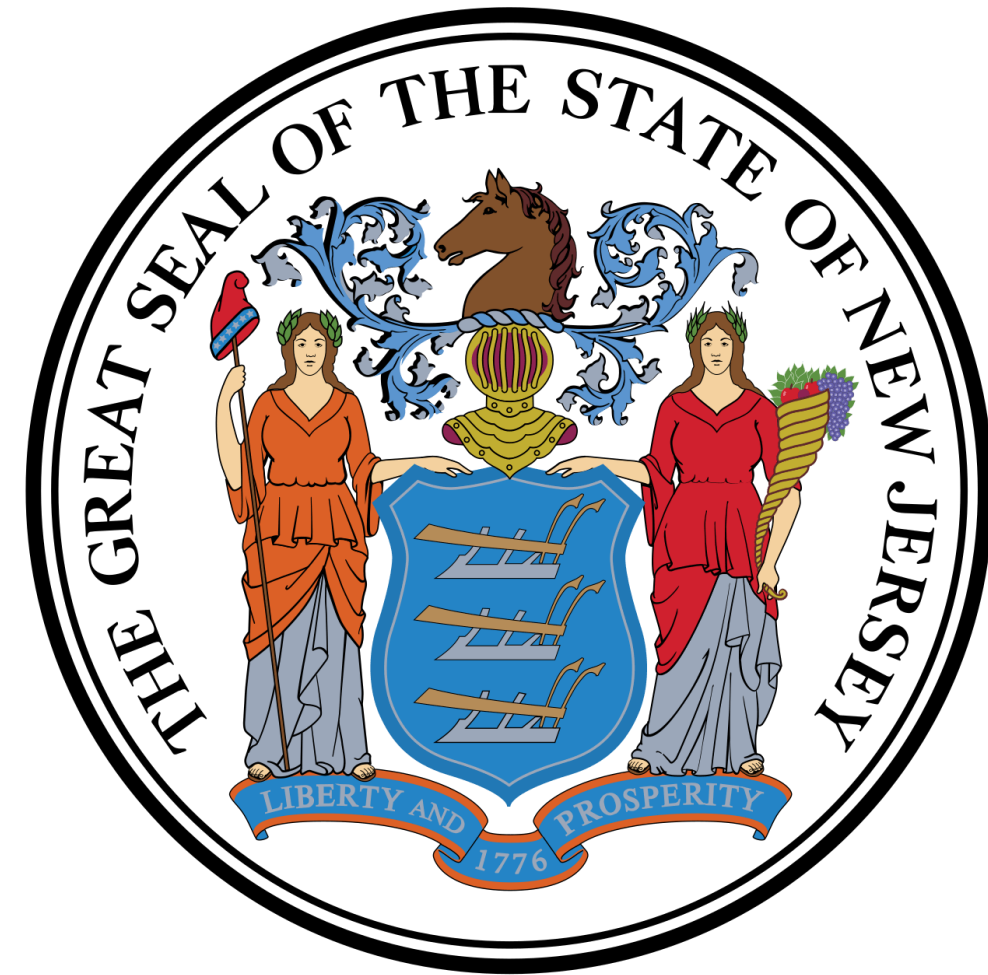
# **NJ Business Action Center At Your Service**

**Stephen Milgrom**  
**Manager, OBA**  
**[Stephen.Milgrom@sos.nj.gov](mailto:Stephen.Milgrom@sos.nj.gov)**  
**NJ Business Action Center**

# Greetings!



**Tahesha Way, Esq.**  
Lt. Governor

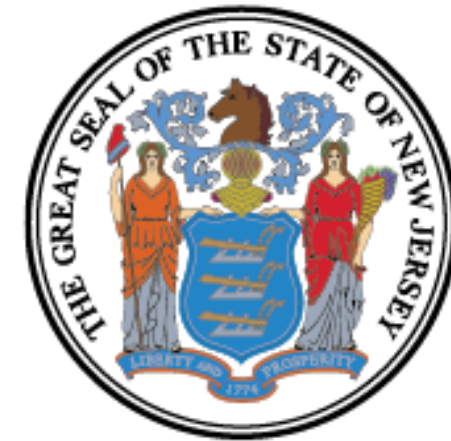


# Greetings!



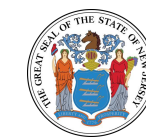
**Melanie Willoughby**

Ex. Director, NJ Business Action Center



# NJBAC

**New Jersey Business Action Center**



**NJBAC**

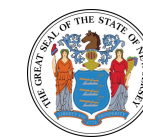
**New Jersey  
Business  
Action Center**

# New Jersey Business Action Center

**We Are From State Government And**

**We Are Here To Help Your Business Grow**

- **The New Jersey Business Action Center (NJBAC)** is a business-first resource that can help you get answers from government agencies, direct you to appropriate officials or contacts, facilitate meetings and follow-ups with regulatory agencies and more, all at no cost and strictly confidential.
- **We are a business advocacy team within the Department of State,** dedicated to solving problems and maximizing growth opportunities.
- **“Ask Our Business Experts”** Live Chat Mon-Fri (8am-5pm), 1-800-Jersey-7
  - English and Spanish speaking



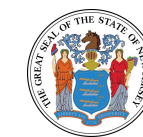
# About the NJ Business Action Center

## Mission

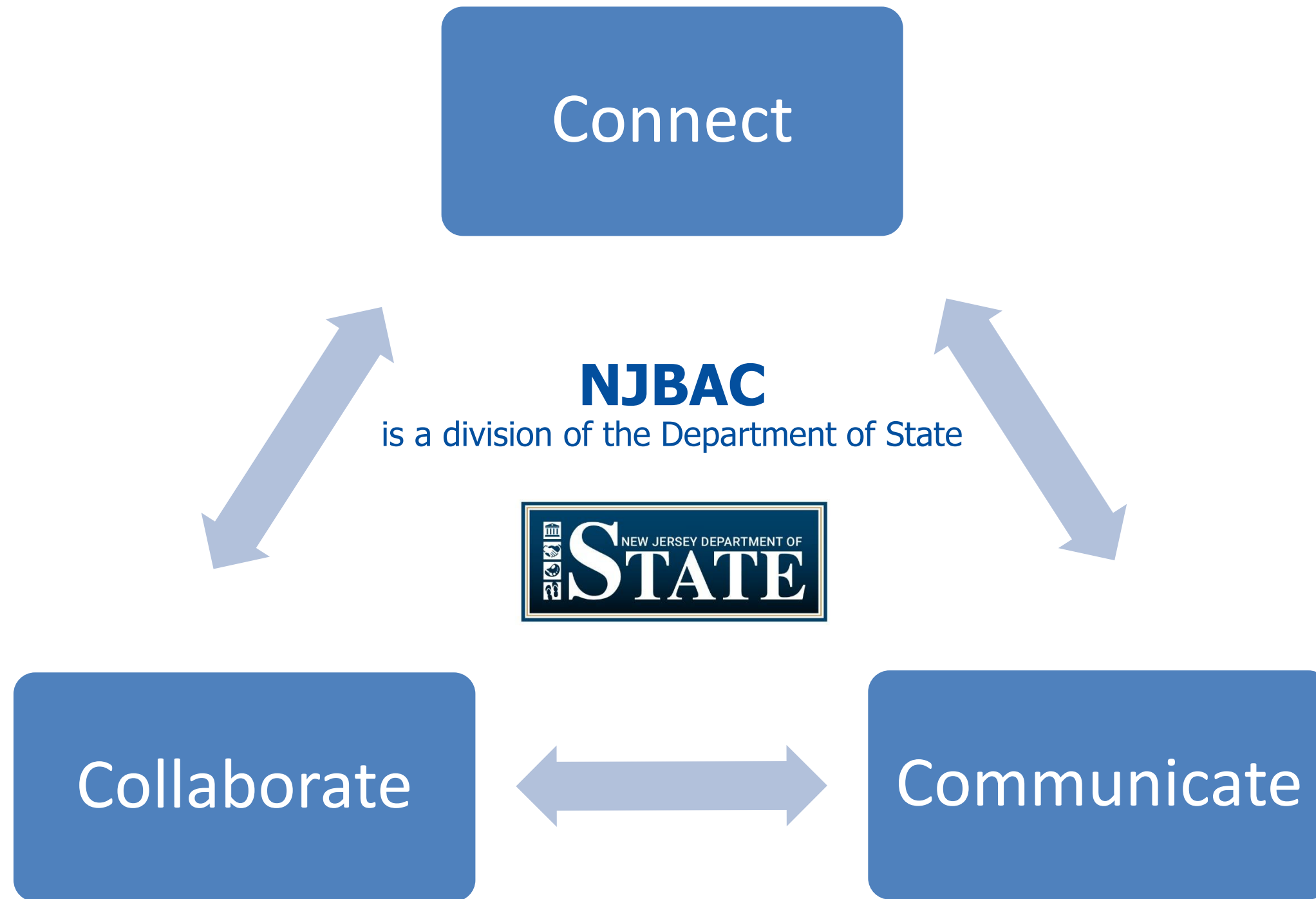
To provide exceptional technical assistance, customer service, resources, and information as advocates and mentors for New Jersey businesses of all sizes, categories, and ethnicities.

## Vision

We envision a flourishing business community, in which all stakeholders – entrepreneurs, business owners, business leaders, exporters, municipalities, state agencies, elected officials, and organizations – are able to access the vital resources that ultimately strengthen every aspect of doing business in New Jersey.



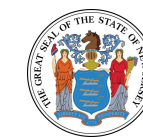
# About the NJ Business Action Center



# 30 Plus Years Of Service To NJ Businesses

## You Have Questions – NJBAC Has Answers

- **Office of Business Advocacy** – Help with real estate site searches, to find the right location whether growing or consolidating, navigating permitting, energy efficiency grants incentives, financing, and workforce development programs
- **Office of Small Business Advocacy** – From startups to main street, help small businesses access funding, licenses, certifications, tax compliance, business planning and mentoring
- **Office of Export Promotion** – Companies interested in global business activities can tap into a number of resources, like creating an export plan, guidance in identifying global export markets, guiding you through foreign custom procedures and access to federal grants to fund export plans



# NJBAC Outreach & Partnerships

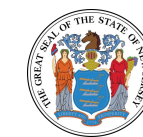
- **We reach out** to agencies, organizations, and state, federal and local government officials to work closer together to service their communities and constituents
- **We meet** with SCORE Mentors at each of the chapters to teach them how the NJBAC can help them better service their clients
- **We connect** with the BIDS, SIDS, UEZ coordinators, and Main Street/Downtown associations to help better service their business communities and ensure we give their businesses the best possible chance of success
- **We interact** with professional organizations to help their small practitioners overcome challenges and access services. Also offering the NJBAC as a resource to better serve their clients. This includes working with the State Bar Association, New Jersey Society of CPAs and others

# About the NJ Business Action Center

## **Provides free, confidential, reliable assistance**

- Office of Business Advocacy – Explore
- Office of Export Promotion – Expand
- Office of Small Business Advocacy - Explain
- Office of State Planning - Enhance
- Cannabis Training Academy - Educate

Supportive services at every stage of business, regardless of size or industry, provided for thousands of businesses each year



# Connecting with NJBAC

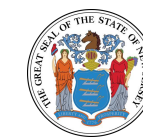
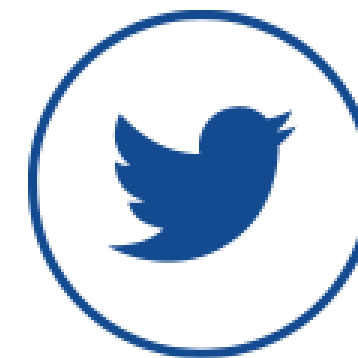
## Services provided

- Free of charge
- Confidentially
- Quickly, accurately, and carefully

**Call:** 1-800-JERSEY-7

**Chat:** [business.nj.gov](https://business.nj.gov)

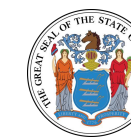
**Learn:** [state.nj.us/state/bac/](https://state.nj.us/state/bac/)



**NJBAC**

New Jersey  
Business  
Action Center

# Business Advocacy (Explore)

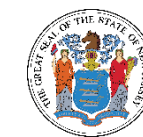
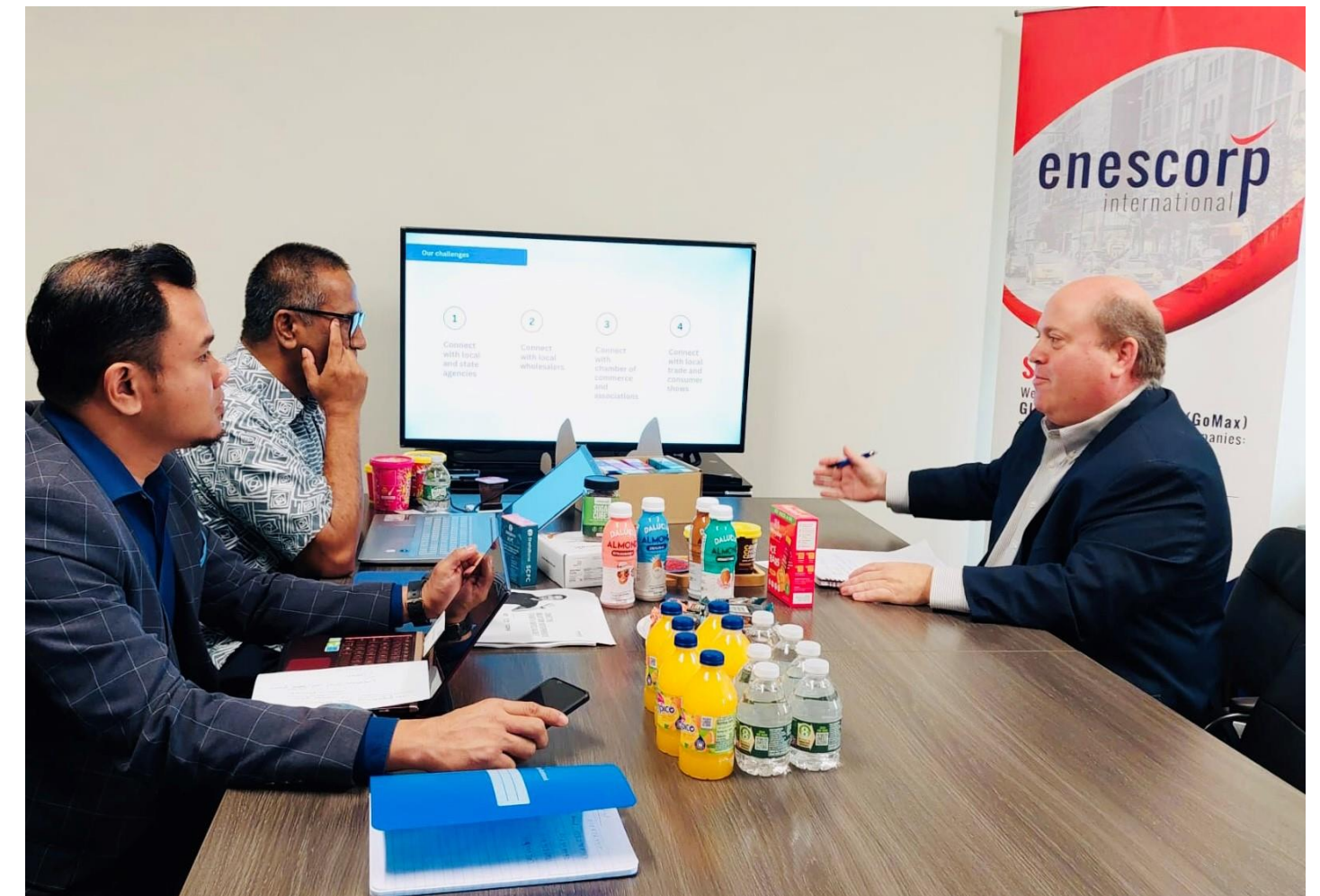


# Office of Business Advocacy

**If you need to expand or relocate your business; or have a complex regulatory matter that you need addressed, the Business Advocates can help you quickly access efficient and relevant solutions**

## Business Advocacy

- Real Estate & Permitting Solutions
- Expansion or Relocation Assistance
- Workforce development training grants
- State-Level Advocacy with all agencies
- Specialized Sectors:
  - Film and Digital Media
  - Life Science/Technology
  - Advanced Manufacturing/Logistics
  - Food and Beverage



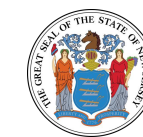
# Connecting You to the Answers

**Our team knows all of the state departments and agencies and outside organizations that can directly answer your question, solve your problems, and provide you with resources and technical assistance.**

- NJ Economic Development Authority
- NJ ChooseNJ
- NJ Treasury Department
- NJ Department of Labor
- NJ Consumer Affairs
- NJ Department of Community Affairs
- NJ Small Business Development Centers
- NJ Department of Environmental Protection
- Programs available from your County or Municipality

## **FUN FACT!**

In just one year, OBA projects resulted in over \$100 million in real estate investments; \$218 million in capitol expenditures and supported 510 new jobs created and 939 jobs retained



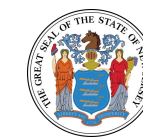
# Export Promotion (Expand)



# NJBAC Office of Export Promotion

**Only 2% of the world's consumers live in the United States, consider that entering the global economy is a certain way to grow your business.**

- **Provides** free consulting services on how to export
- **Helps** you develop a viable export plan
- **Offers** guidance in identifying global business opportunities
- **Helps** you locate buyers and potential markets and test local demand
- **Guides** you through foreign custom procedures and regulatory compliance policies and getting your products cleared through customs
- **State Trade Expansion Program (STEP)** provides financial support to those looking to expand their global business



# **New Jersey State Trade Expansion Program (NJSTEP)**

**Designed for eligible small businesses that are either:**

- New to exporting
- Currently selling their goods & services in other countries

**Funded in part through a Grant with the U.S. Small Business Administration**

- Financial awards based upon a first come, first serve, competitive basis

# Growing Your Business Through Exports

**Financial awards to partially offset export promotion costs such as, but not limited to, the following:**

- Design and/or Translation of Marketing Material/Media with International Focus
- Translation of Websites including audio and/or video
- Website/E-Commerce with International Focus
- Fees for services provided by the U.S. Commercial Service (U.S.CS)
- Trade Show Booth Exhibitions whether in-person or virtual
- Foreign Trade Missions whether in-person or virtual

**Ask us about Fancy Food!**

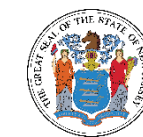
# Cannabis Academy (Educate)



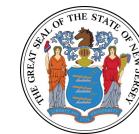
# BAC's Cannabis Training Academy

## Cannabis Training Academy

- Training in All Aspects of Commercial Cannabis
- Step by Step Training to apply for Commercial Cannabis Licenses
- Cannabis Information Resources for Communities
- Kicking Off Later in 2024
- Info: [Subscribe for Updates @ the NJBAC CTA](#)



# Planning Advocacy (Enhance)



# NJBAC Planning & Prosperity

## Office of State Planning

- Provides Planning & Prosperity Guidance to Municipalities
- Currently Revising the State Development Plan
- Economic Development Planning
- Climate Change Planning
- Affordable Housing Planning



# Business Enhancement Services

As part of its work with NJ's municipalities, NJBAC also focuses on helping to elevate business prosperity in communities and mixed-use commercial districts in NJ.

**Business Enhancement Services include projects for which we:**

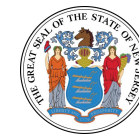
**Provide** support for local business enhancement goals to local governments and district management entities.

**Share** technical assistance and guidance for creating and sustaining effective and resilient local economies made up of successful businesses.

**Connect** our clients with technical and financial resources and programs to foster and facilitate district revitalization.



# Small Business Advocacy (Explain)

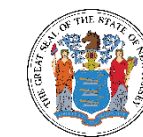


# Office of Small Business Advocacy

New Jersey's small businesses are a critical component of New Jersey's economy. The State ranks 11th in the number of small businesses in the U.S., with over 861,000 enterprises and counting. That's impressive, considering New Jersey ranks 47th in size!

## Small Business Advocacy

- Help Start a Business
- Business Planning
- Financial Options
- Certifications & Registrations
- Real-time Problem Solving
- On-Call Concierge: 1-800-JERSEY-7
- Online Chat: [business.nj.gov](https://business.nj.gov)
- Bilingual English/Spanish



# NJBAC In Action

## NJBAC Technical Assistance and Mentoring

### Low or No Cost Technical Assistance Available From:

- Small Business Development Centers (SBDC)
- SCORE
- UCEDC
- Women's Business Center--Women's Center for Entrepreneurship
- Apex Accelerators (formally Procurement Technical Assistance Centers (PTAC))

### Services Available:

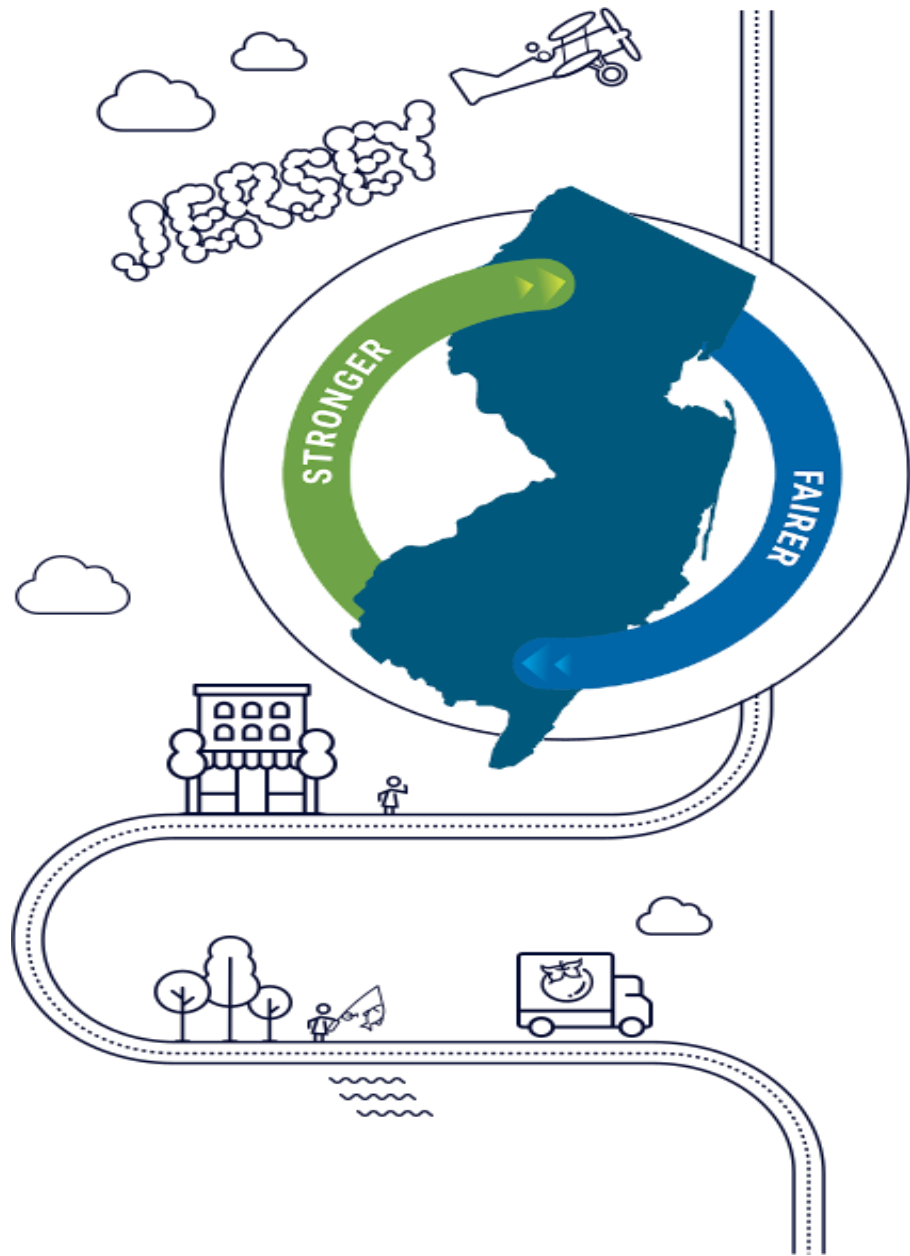
- Business Plan Preparation
- E-commerce
- Social Media in Business
- Government Procurement Training
- Basic Management Tools

# NJBAC Resources

<https://www.nj.gov/state/bac/>

- Business.nj.gov website
- NJBAC monthly (e)news
- NJBAC publications
- Business checklist
- Helpline and live chat
- Small Business Manual

# Website – [business.nj.gov](https://business.nj.gov)



- **Plan, Start, Operate, Grow** content crafted around where you are in your journey as a business.
- **Robust search function** providing immediate targeted answers.
- **Business Starter Kits** – jump start your development with one of these kits: food trucks, online commerce, cleaning services, and restaurants
- **Create a Business Plan** – Step by step process provided to help craft game plan, hone product, understand customer base and guide decision-making to set up business for success.
- **Filings and Accounting** – Find due dates for important license renewals, tax statements, and reporting forms, as well as information on how to file annual reports and access Premier Business Services.
- **Contract with the State** – Step by step process for many opportunities for a wide variety of business sectors to do business with the State.
- **Live Chat, powered by NJBAC Business Experts** – making contact with state government very easy.

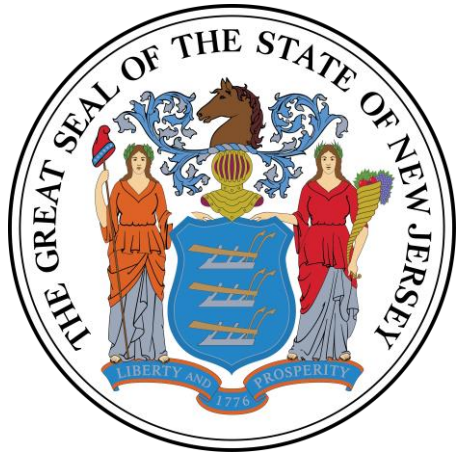
# NJBAC Resources

## New Jersey Business Action Center Business Manual

A guide to doing business in New Jersey. Available for download or printed copies.

To order/download go to [www.nj.gov/state/bac/small-business-manual/](http://www.nj.gov/state/bac/small-business-manual/) or scan the QR code





# NJBAC

**New Jersey  
Business  
Action Center**

We're in the solution business.

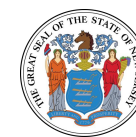
**Call:** 1-800-JERSEY-7

**Chat:** [business.nj.gov](https://business.nj.gov)

**Learn:** [state.nj.us/state/bac/](https://state.nj.us/state/bac/)



# Thank You!





**NJ EDA**

ECONOMIC DEVELOPMENT AUTHORITY

# NJEDA GRANTS & LOANS

*FOR SMALL BUSINESSES IN NEW JERSEY*

**OCTOBER 2024**



# AGENDA



- Introduction to NJEDA
- Small Business Grant Programs
  - E-Commerce Support Grant
  - Lease Grant
  - Improvement (reimbursement) Grant
  - New! Main Street Acquisition Grant
- NJ Capital Access Fund & Lending
- Q & A



# About the NJEDA

The New Jersey Economic Development Authority (NJEDA) serves as the State's principal agency for driving economic growth.



HELPING TO BUILD A STRONGER AND FAIRER NEW JERSEY ECONOMY



# Small Business Services



# SMALL BUSINESS

## E-COMMERCE SUPPORT PROGRAM



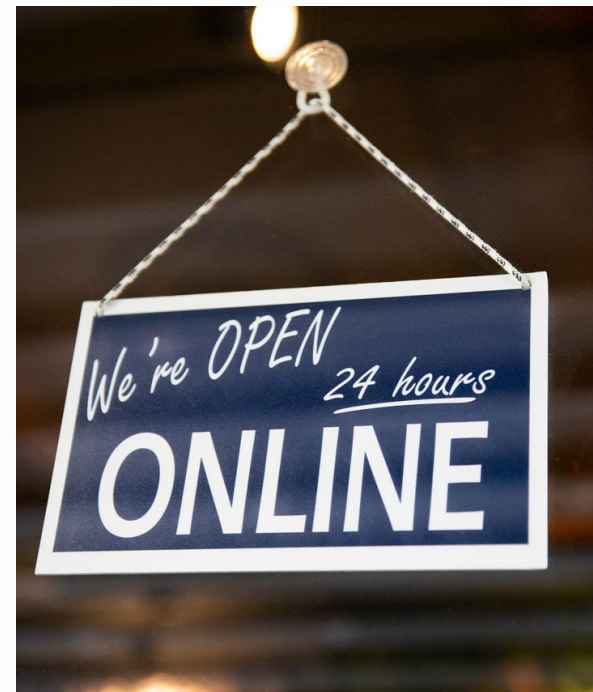
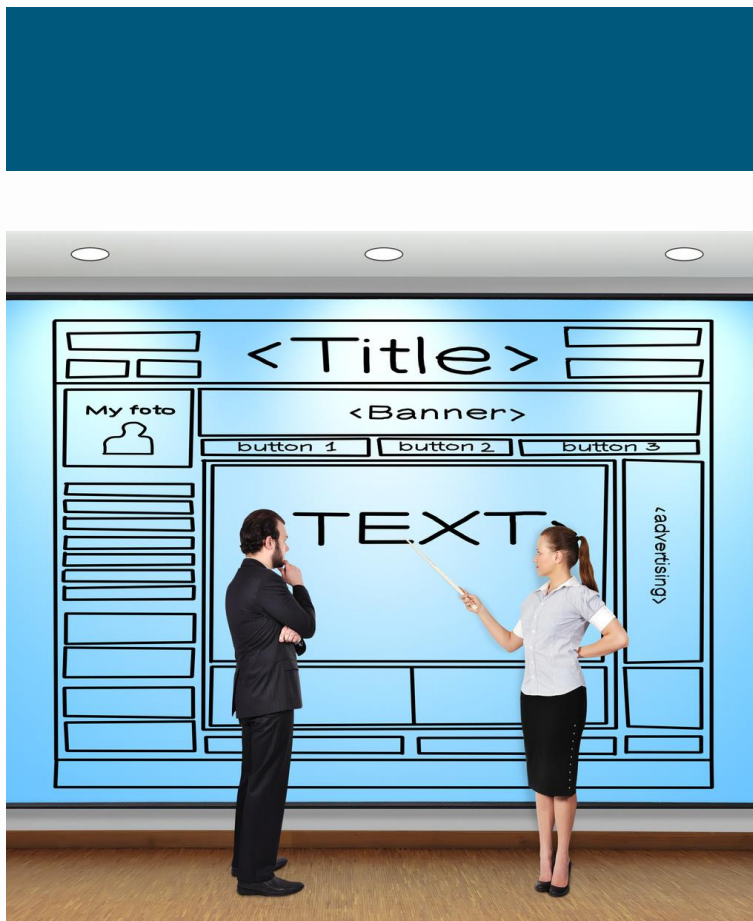
Provides free e-commerce and digital marketing consulting services to NJ small businesses in the restaurant, retail and personal care industries that operate from a commercial location.

**Launched 2/24/23**

- **Restaurants, Retail Stores or Personal Care businesses** (*e.g., barbershop, hair salon, nail salon, etc.*)
- Situated in a **commercial location with a physical storefront** in NJ.
- Interested businesses should **contact a consultant directly** for more information or to request services.
- **Restaurants: Max Grant Amount: \$11,400**  
**Retail Stores: Max Grant Amount: \$10,800**  
**Personal Care businesses: Max Grant Amount: \$11,400**
- **No fees will be charged.** NJEDA will pay consultants directly for services provided.

# SMALL BUSINESS

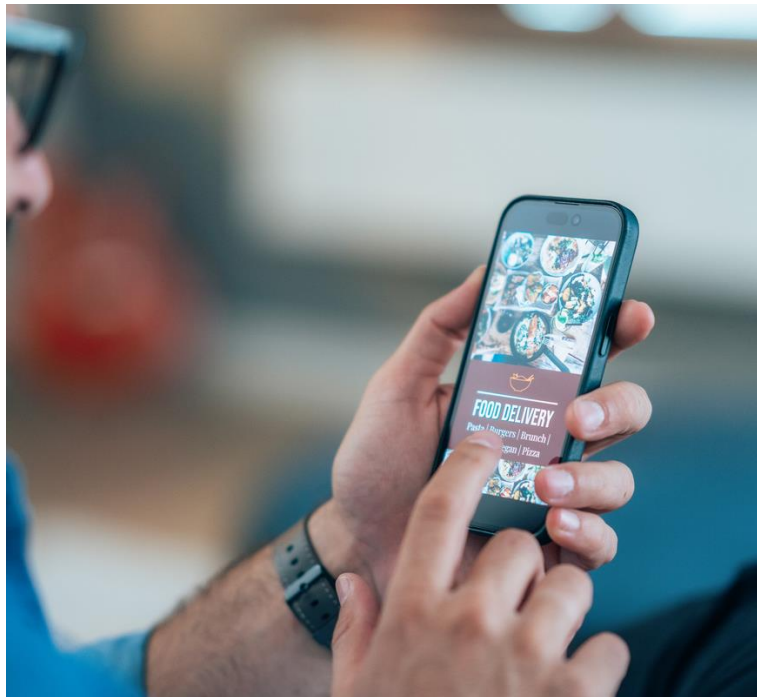
## E-COMMERCE SUPPORT PROGRAM



- Website Development/Optimization
- E-Commerce Platform, Adaptation/Migration
- Online Ordering Platform
- Online Appointment Booking Platform
- Digital Marketing Plan/Online Marketing

# PROGRAM BENEFITS:

## SMALL BUSINESS E-COMMERCE SUPPORT PROGRAM



- Create/Improve user-friendly E-Commerce Platform for online ordering.
- Improve online presence through Search Engine Optimization (SEO)
- Sell gift cards, merchandise, packages.
- Digital Marketing Plan.
- Training provided for E-Commerce platform.
- Easy to get started. No online application.
- No cost to eligible businesses.

# SMALL BUSINESS E-COMMERCE SUPPORT PROGRAM

PAISA  
EXPRESS:

The screenshot displays the Paisa Express website. At the top, there is a navigation menu with links for Menu, Order Online, Gallery, Catering, Locations & Hours, About Us, and Contact Us, along with social media icons for Instagram, Facebook, Twitter, and YouTube. The main header features the Paisa Express logo and the text "Authentic Colombian Flavors Brought to Your Doorstep" with an "Order Online" button. A large image of various Colombian dishes is shown on the right. Below this, a section titled "ALL TIME FAVORITES" features three items: Colombian Burger, Fried Rice, and Maicitos, each with a corresponding image.

Menu Order Online Gallery Catering Locations & Hours About Us Contact Us

**PAISA EXPRESS**

Authentic Colombian Flavors Brought to Your Doorstep

Order Online

☆ ALL TIME FAVORITES ☆

Colombian Burger Fried Rice Maicitos

# E-COMMERCE CONSULTANTS

## SMALL BUSINESS E-COMMERCE SUPPORT PROGRAM

Consultants	Regions Served	Contact Name	E-mail	Telephone
Beyond Media Global, LLC	Northern Central Southern	Jake Pietrasz	njeda@bmgww.com	(908) 589-4095 Ext. 108
eGrove Systems Corporation	Northern Central Southern	Sridevi Rajasekar	sridevi@egrovesys.com	(732) 401-6301
Masterpiece Design	Northern Central Southern	Ben Morris	njeda@masterpieceadvertising.com	(609) 344-2400
New Frontier	Northern	David Sorkin	david@newfrontier.com	(973) 250-2341
Positive Solutions, LLC	Northern Central	Andrea Kelliher	njeda@positivesolutionsteam.com	(609) 865-5494
Tara Dowdell Group, LLC	Northern	Alexa Lima	alex@taradowdellgroup.com	(848) 467-1321
360 Marketing and PR	Central Southern	Dania Ceruti	admin@360mpr.com	(856) 295-1204

# SMALL BUSINESS LEASE GRANT



Provides grant funding to offset a portion of lease payments for businesses leasing new or additional space.  
**Launched 10/20/21**

- Minimum **5-year** lease term.
- Leases must have been executed **within 12 months** prior to application date.
- **First payment:** 20%, after execution of grant agreement. **Second payment:** 20%, after 12 months of lease payments.
- Landlord **cannot** have an ownership interest in the applicant.
- **250 to 10,000 square feet** of office, commercial, or retail space. **Must include street-level space.**
- New or amended space **must be at least 250 square feet larger** than prior space.

# SMALL BUSINESS LEASE GRANT



- Applicants with multiple locations are allowed **one application per location.**
- **Cannot be in default** on any other NJEDA or State assistance at time of application.
- Operators (not members) of **high-tech & business incubators** are eligible for this grant.
- Employees must be paid **120% of minimum wage.** Tipped employees are required to be paid **120%** of minimum wage (for tipped employees).
- Provide a current **Tax Clearance Certificate.** Be in good standing with **NJ DOL & NJ DEP.**
- **\$100 due at time of approval** and prior to the execution of the grant agreement. *(Nonrefundable)*

# SMALL BUSINESS IMPROVEMENT GRANT



Reimburses business owners for costs associated with making interior and/or exterior building improvements, and/or purchasing/installing furniture, fixtures, and/or equipment.

**Launched 2/10/22**

- Work must be paid for **no more than 2 years** prior to application date.
- **Home-based businesses** are only eligible to receive reimbursement for purchase of **NEW** furniture, fixtures and/or equipment.
- Minimum project cost: **\$5,000** (*one or more projects*)  
Maximum grant amount: **\$50,000** (*50% of \$100,000*)
- **Landlord's permission** is required for leased space.
- For grants of **less than \$25,000**, the business must commit to remaining in the facility for **2 years**.
- For grants of **\$25,000 or more**, the business must commit to remaining in the facility for **4 years**.

# SMALL BUSINESS IMPROVEMENT GRANT



- Limited to **one application per EIN**, but a single application may include costs across multiple NJ locations.
- **Cannot be in default** on any other NJEDA or State assistance at time of application.
- Must provide **documentation proving payment was fully made** for completed work (invoices, statement, payments, and/or cancelled checks).
- Employees must be paid **120% of minimum wage**. Tipped employees are required to be paid **120% of minimum wage** (for tipped employees).
- Provide a current **Tax Clearance Certificate**. Be in good standing with **NJ DOL & NJ DEP**.
- **\$100 due at time of approval** and prior to the execution of the grant agreement. (*Nonrefundable*)

# MAIN STREET ACQUISITION SUPPORT GRANT

## Reimburses up to \$50,000



**Reimburses NJ small businesses for closing costs related to the purchase of a NJ commercial property from which the small business will operate.**

- Limited to one application per EIN, for a maximum of one single location.
- Eligible nonprofit and for-profit entities in New Jersey can apply for this grant.
- Closing must have taken place after the application was open to the public.
- Application date must be no later than 1 year from date of closing.
- Meet the SBA definition of a small business based on their NAICS code.
- Occupy at least 1,000 square feet of total usable square footage of the building devoted to commercial use.
- Have purchased the property in an arm's length transaction with a conventional lender.\*









*\*SBA, Community Development Financial Institution, Minority Depository Institution, Bank, Credit Union, or any State of NJ, NJ County, NJ City administered loan with underwriting standards.*

# MAIN STREET ACQUISITION SUPPORT GRANT

## Additional

## Terms



-  Only new purchases are eligible.
-  Closing cannot be a refinance of an existing loan.
-  Property purchased cannot be for residential use only.
-  Vacant land is not eligible.
-  Employees must be paid 120% of minimum wage.  
*(Tipped employees are required to be paid 120% of minimum wage for tipped employees)*
-  NJEDA will place a 5-year deed restriction on the property to restrict property transfer.
-  \$500 fee is due at time of approval.
-  Additional terms and conditions apply.

You can find more information at:

<https://www.njeda.gov/main-street-acquisition-support-grant/>



# Business Banking



# LOAN PROGRAMS



# NJ CAPITAL ACCESS FUND

## Funding up to \$250,000



**Provides funding for working capital loans to eligible businesses and nonprofits in New Jersey. Applicants need to be in business for at least one year prior to application date. No specific collateral requirement.**

- Access loans of up to \$250,000 and support from experienced nonprofit lenders.
- Provides working capital with fixed interest rates and flexible spending guidelines.

### **Eligible uses include:**

- Payroll.
- Supplies.
- Rent.
- Utilities.
- Marketing & Advertising.
- Other business expenses.

*\*Loan usage excludes equipment & machinery.*

### **Eligible businesses must:**

- Operate in the state of New Jersey.
- Have fewer than 50 employees.
- Have an annual gross revenue of \$10 million or less.
- Have been in business for at least one year prior to the date of application.
- Demonstrate the ability to repay the loan through cash flow.

# NJ CAPITAL ACCESS FUND



## Additional



- ✿ Between 36 and 60 months.
- ✿ Borrow up to \$250,000.
- ✿ Minimum fees.
- ✿ No minimum credit score.
- ✿ No prepayment penalties.
- ✿ Fixed, competitive interest rate\* for the life of the loan.
- ✿ No specific collateral required.

*\*Interest rates are determined by the length of the loan and will not exceed 12%.*

You can find more information at:  
<https://NJCapitalAccessFund.com>

# LOAN PROGRAMS



## Small Business Fund

Provides **up to \$500,000** in funding for eligible applicants with revenue less than or equal to \$3,000,000. Funding can be used for working capital and/or purchase of fixed assets.



## Direct Loans

Provides **up to \$2,000,000** in financing for eligible New Jersey-based businesses committed to job creation/retention in New Jersey. Funding can be used for working capital and/or purchase of fixed assets.



## Premier Lender Program

Provides **up to \$2,000,000** in funding through the partnership with banks. Funding can be used for working capital and/or purchase of fixed assets. Up to \$750,000 line of credit guarantee.

**HOME-BASED BUSINESSES ARE NOT ELIGIBLE**



# PREMIER LENDER



## Participating Banks



