

NEW JERSEY BUSINESS ACTION CENTER

ANNUAL REPORT 2025



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Answers, Advocacy, Connections

New Jersey
Business
Action Center

Answers, Advocacy, Connections



LIEUTENANT GOVERNOR TAHESHA WAY, ESQ.

New Jersey Lieutenant Governor and Secretary of State

Dear Friends in the Business Community,

In my capacity as Secretary of State, I have had the privilege of overseeing the New Jersey Business Action Center (NJBAC), a division within the New Jersey Department of State that advocates for businesses to grow and thrive in New Jersey.

As the State's advocacy agency for all businesses located in New Jersey, NJBAC takes a hands-on, multi-faceted approach to helping businesses, focusing on increased relationship-building and person-to-person outreach, coordinated promotion of State incentives and resources, and enhanced assistance for businesses navigating State government programs and processes.

NJBAC business advocates provide technical assistance in navigating State government, identifying opportunities and solutions for business clients, both big and small. NJBAC constituents include the State's large small business community, mid-large companies, commercial cannabis entrepreneurs, exporters, business districts, and municipalities.

In 2025, NJBAC delivered a broad range of no-cost services that strengthened the economic vitality of the State, both domestically and internationally. NJBAC's support services included assistance with business registration, permitting, financial programs, regulatory compliance, property selection, workforce training, as well as the operation of the 1-800-JERSEY-7 business helpline and live chat on business.nj.gov.

Focusing on customer service, the assistance that NJBAC business advocates and staff provided varied in scope. Clients who used the helpline or live chat received real-time answers to their questions. On more complex matters, businesses worked with an NJBAC advocate who provided extensive personalized guidance and support.

No matter the complexity, NJBAC assistance, which can be one-time or ongoing, is available to all New Jersey businesses at no cost.

Businesses are the lifeblood of vibrant communities, contributing much to the health and well-being of residents through job creation and retention, and as economic drivers of investments that improve the quality of life for all who live and work in New Jersey. Providing a comprehensive resource like NJBAC so that businesses can stay and grow in New Jersey is critical to the prosperity of communities in the Garden State.



TAHESHA WAY
Lieutenant Governor



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MESSAGE FROM THE EXECUTIVE DIRECTOR

The pursuit of entrepreneurial dreams is often fraught with risk and challenges, primarily due to unknown factors. The New Jersey Business Center (NJBAC) was created precisely to mitigate the degree of “unknowns” so that businesses and aspiring entrepreneurs feel empowered to take that step to start or grow a business in New Jersey.

In 2025, a year full of challenges for businesses across the country, NJBAC advocated on behalf of businesses of all sizes that were seeking answers related to permitting processes, tax laws, business registrations and certifications, financial assistance, cannabis licenses, exporting opportunities, and more.

While helping our clients navigate all the challenges confronting New Jersey businesses, NJBAC added even more programs to serve the business community, including an online referral service to help companies find a mentor or assistance in establishing or growing their internet presence. Additionally, NJBAC led a public-private partnership that launched the New Jersey Manufacturing Network, a one-stop portal of resources for the State’s manufacturing industry.

The past year also included notable milestones like the one-year anniversary of the NJ Cannabis Training Academy, the largest government-run cannabis technical assistance program in the country. Then, to cap off the year in grand fashion, NJBAC celebrated the adoption of the updated State Development and Redevelopment Plan, a historic accomplishment made possible by years-long efforts by NJBAC’s Office of Planning Advocacy.

NJBAC’s ethos as champions of New Jersey businesses is demonstrated every day. Thanks to NJBAC assistance, businesses have or are in the process of expanding their physical space, were introduced to the potential of exporting, overcame regulatory hurdles, learned the intricacies of starting a cannabis business, upgraded facilities and equipment to become energy efficient, directed to major financial grants, and more.

We at the NJBAC understand the importance of helping clients navigate the unknowns of doing business in New Jersey. Our work helps businesses save time and money, providing clarity so that they are encouraged to take their businesses to the next level, right here in New Jersey.



MELANIE L. WILLOUGHBY
Executive Director
New Jersey Business Action Center



OUR MISSION

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

OUR VISION

To be a government agency that provides answers, advocacy and connections for New Jersey business of all sizes to start, grow or scale a business.

OUR CORE VALUES

As a team, our intent is to serve business in a thoughtful, careful and visionary way that embraces:

Leadership – NJBAC strives to serve as the nexus of public, private and non-profit resources available to businesses, enabling them to address and assist in resolving issues at the municipal, county and state levels.

Cooperation and Collaboration – NJBAC staff works as a team that generously shares resources, expertise, time and energy with individuals who seek its assistance. The team works with state agencies, outside associations and others to meet the evolving needs of business.

Adaptability – NJBAC advocates are specialists who are action-oriented and flexible. They can adapt to the shifting landscape of the economy and changing business conditions to best meet the needs of employers and employees and enhance profitability.

Diversity – NJBAC advocates serve a diverse population with a variety of needs and provide guidance, advice and direction, all with the greatest respect for and understanding of these differences.

AT A GLANCE

WHAT WE DO

We are a business advocacy team within the Department of State, wholly dedicated to solving problems and maximizing growth opportunities for anyone doing business in New Jersey.

Support and Guidance for All Businesses

- Economic Development Project Management
- Technical Assistance/Advocacy/Real-time Problem Solving
- Site Location for New, Growing and Expanding Businesses
- Triaging of and Connection to Funding Opportunities
- Connection to All State Agencies' Benefits and Services
- Targeted Export Promotion Education & Grants
- Assistance for Startups
- Guidance for Non-Profits
- Mentoring Resources
- Internet Presence Resources
- Manufacturing Advocacy

Commercial Cannabis Education

- No-Cost Technical Assistance Program on the Cannabis Licensing Application Process
- 70+ Online Courses Taught By Cannabis Industry Experts
- In-Person and Virtual Instructor Q&A Webinars and Workshops
- Coaching/Mentoring Resources

Planning Assistance to Municipalities

- Coordination of Statewide Planning to Help Guide Future Growth In New Jersey
- Workshops, Advice, Resources and Information to Assist Local Governments
- Help Identifying Opportunities That Are Tied to Smart Growth Development Patterns

Business Enhancement Services for Municipalities and Business Districts

- Targeted District Management Guidance and Implementation Planning
- On-site or Virtual Assessment Walk-Throughs
- Recommended Ordinances or Policies That Can Be Adapted to Local Needs
- Project Concepts or Renderings for District Improvements

OUR MOTTO

Answers, Advocacy, Connections

ANSWERS The NJBAC is ready to provide answers to all things related to business through our helpline, 1-800-JERSEY-7, online live chat, or by requesting an in-person meeting with a NJBAC business advocate.

ADVOCACY A trusted leader for statewide businesses of all sizes, the NJBAC serves as an added value educator, collaborator, navigator and resource guide for managing business projects from inception to completion.

CONNECTIONS Our relationships with state agencies, business and professional organizations, universities and municipalities statewide enable us to provide technical assistance, support and expertise related to all things business.

WHO WE SERVE

- Entrepreneurs
- Business Owners
- Business Leaders
- Exporters
- Business Districts
- Municipalities
- State Agencies
- Elected Officials
- Nonprofit Organizations



NJBAC

New Jersey Business Action Center

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OUR IMPACT – BY THE NUMBERS

500+ Companies were provided business advocacy services, leading to over **\$1** billion worth of completed construction and capital expense projects.

11,000+ Calls fielded by the Call Center.

55,000+ Live Chat conversations through the Help Desk.

289+ / 1,100+ Small Business Manuals mailed / downloaded.

2,100+ Students enrolled in the Cannabis Training Academy taught by **25** CTA instructors.

200+ Certificates of Completion issued by the Cannabis Training Academy.

70+ Commercial Cannabis Education Courses Available at No-Cost.

169 Business Enhancement Special Projects completed for NJBAC clients, as well as municipalities, Economic Development Organizations, Regional Authorities, and District Management Entities.

145+ Meetings (public meetings, public hearings, negotiation sessions, conferences and workshops) to engage with **4,200+** people regarding the first update of the State Plan Development and Redevelopment Plan in **24** years.

28 Underserved New Jersey businesses were exposed to export opportunities through NJBAC's participation at the Fancy Food Show, generating over **\$500K** in actual export sales from the show itself as well as the buyers meetings prior to the show start.

3 New services added to help businesses find a mentor, assistance with establishing/expanding an internet presence, and resources for manufacturing in New Jersey.

125+ Resource providers participated in Resources for Growth, a signature NJBAC gathering that convenes businesses and critical state departments and agencies that provide services and benefits to businesses.

SMALL BUSINESS ADVOCACY

The Office of Small Business Advocacy (OSBA) provides real-time assistance for business owners seeking information about registration and document amendments, certifications, and other business operations. Support is provided through the helpline, 1-800-JERSEY-7, and a live chat housed on Business.NJ.gov and nj.gov/state/bac. The strength of this office is the accessibility and commitment of OSBA staff to provide confidential and current answers for questions from businesses of all sizes and industries.

2025 Notable Accomplishments:

- Live chat conversations totaled 55,296, an increase of 30,893 conversations, or 126.6% over totals for 2024.
- The helpline responded to 11,027 calls, a decrease of 28% over last year. When compared to the increase of live chat conversations, it is clear that clients prefer live chats over the legacy systems like call centers. Callers are asked to rate their experience on a scale of 1 to 4, with 4 being “very satisfied.” More than 78% of survey respondents rated their experience with the helpline “3” or “4.”
- OSBA staff participated in 40 events in every corner of the state, including partner-hosted events, like webinars hosted by Small Business Development Centers (SBDCs) and professional development events like the annual Downtown New Jersey conference, as well as NJBAC-initiated events. The Resources for Growth in-person event, a signature NJBAC convening for businesses, welcomed 725 participants and partners.

Donald Newman, Manager of the Office of Small Business Advocacy

SUCCESS STORY

When the pandemic hit in March 2020, NJBAC, State Innovation Office, and NJEDA, worked together to set up a COVID-19 response website for businesses in just two weeks. A core component of that COVID-19 website was a "live chat" that was entirely supported by NJBAC staff who responded to frantic and desperate New Jersey business owners, guiding them through uncharted territory during a global crisis.

While that response site was being maintained, NJBAC and the State Innovation Office worked together to create a long-term digital portal that would act as a "Business First Stop." This new business friendly website, which went live on July 28, 2020, continued to provide the live chat services of its predecessor thanks to NJBAC business experts who answered the business questions in real-time. The "live chat" is a core component of Business.NJ.gov and an important customer service that has dramatically increased business contact, with businesses having ready access on a daily basis to getting their questions answered effectively and quickly.



In 2025, the NJ Business Action Center's Office of Small Business Advocacy handled over 56,000 Live Chat conversations through Business.NJ.gov—two-thirds requiring substantive expertise on regulations and procedures. But this team does far more than answer questions. We meet weekly with Don Newman, Manager of the Office of Small Business Advocacy, to build the site together, and much of what users find on Business.NJ.gov today is his team's knowledge, made accessible to every New Jersey business owner.

— Amy Kirchhoff, Business Experience Director, New Jersey Office of Innovation

BUSINESS ADVOCACY

The Office of Business Advocacy (OBA) promotes the retention and growth of companies in the State of New Jersey by providing project management services to mid-large size businesses looking to expand or relocate in New Jersey. The OBA is the office that helps companies grow their capacity, providing support with permitting, financing options, government navigation, site-selection, training grants, energy efficiency grants, and workforce training grants.

OBA staff uses its vast well of contacts across state agencies, including the NJ Economic Development Authority (NJEDA), Board of Public Utilities (BPU), Department of Labor and Workforce Development (LWD), Department of Community Affairs (DCA), Department of Transportation (DOT), to help save time and money for their business clients. The complexity of client cases means that OBA assistance is rarely one-time and can be ongoing. Clients who reach their desired outcomes often bring OBA into the fold on other matters that require navigation of state government.

2025 Notable Accomplishments:

- Provided advocacy services to more than 500 companies and assisted in the creation of over 2,200 jobs through companies expanding and moving into New Jersey.
- Closed FY '25 with \$1.12 billion worth of successfully closed construction/cap-ex projects, both new construction and gut-rehab.
- Created \$2.2 billion in new projects and facilitated \$2.5 million in grants being awarded to businesses.

Stephen Milgrom, Manager of the Office of Business Advocacy

SUCCESS STORY

Headquartered in Cedar Grove, David's Cookies' presence in New Jersey started in 1989 when it opened its first manufacturing facility in 1989. In the past several years, the company looked to increase its New Jersey operations significantly. NJBAC business advocates worked diligently with the family-owned operation, providing technical assistance throughout the complex permitting process. In 2025, the years-long effort culminated in a ribbon-cutting ceremony in Essex County to celebrate the opening of the company's new 100,000-square-foot manufacturing facility in Cedar Grove.



On behalf of David's Cookies, we want to thank the New Jersey Business Action Center, and in particular, Stephen Milgrom and Gregory Larkin, for their support of David's Cookies during the 100,000 square foot, expansion and new construction project in Cedar Grove, New Jersey. NBAC helped David's Cookies in many ways throughout the process, including permit assistance with the Department of Community Affairs as well as with grants and energy efficiency programs. The State of New Jersey is fortunate to have the NJBAC and we, at David's Cookies support the continued and necessary partnership we have with it.

-Yossi Goldman, Operations Manager, David's Cookies

EXPORT PROMOTION

The Office of Export Promotion (OEP) provides essential guidance and resources for businesses looking to start or expand their goods and services export offerings. Whether businesses are new to export or looking to grow their existing international sales, OEP staff supply educational opportunities and resources for about export compliance and procedure as well as assistance with developing an export plan. This office is a Small Business Administration (SBA) partner, collaborating at the state level for the New Jersey State Trade Expansion Program (NJSTEP). The strength of this office is the OEP team's extensive knowledge of the export process and related best practices as well as a developed global network of contacts in the international marketplace.

2025 Notable Accomplishments:

- The Office of Export Promotion (OEP) continued the New Jersey State Trade Expansion Program (NJ STEP) through funding from the SBA to help Garden State businesses expand export sales and increase New Jersey jobs. To date, in the STEP 11 (2023-2025) program, which closed September 29, 2025, 136 (107 new to export / 29 market expansion) participating companies reported actual export sales of \$49.2 million, projected sales over \$147 million and the creation/retention of over 1,000 jobs.
- At the 2025 Summer Fancy Food Show, at which buyers from 62 countries attended, the OEP managed the third annual NJ State pavilion and developed global sales programs for 28 New Jersey-based companies new to exporting. In less than three months, these firms created and/or retained 39 jobs. Also, the firms generated over \$470,000 in actual export sales and were negotiating over \$25,000 in international contracts through the foreign buyers' meeting program developed by the OEP.
- The STEP 12 (2024 – 2026) program has been using its new electronic platform for applications. So far, there are 75 applications, totaling over \$315K of grant requests. The STEP 12 grant program received \$400K from the SBA for this performance period. This grant will close September 29, 2026.

William Spear, Manager of the Office of Export Promotion and Director of NJ STEP Program

SUCCESS STORY

DEFI Snacks, a Chatham-based emerging brand, was one of the 28 New Jersey-based businesses selected to participate in our state pavilion at the 2025 Summer Fancy Food Show. Since its participation in what is considered the largest specialty food trade show in North America, DEFI Snacks has appeared on national media outlets such as “Good Morning America.” Additionally, founder Tatyana Jones won the grand prize at the 7th Annual Women Founders Pitch Competition in New York City, impressing judges with DEFI’s line of protein-rich chocolate snacks.



The Office of Export Promotion has been instrumental in helping DEFI Snacks expand beyond the U.S. market by enabling our small business to effectively connect with potential buyers and distributors across various international markets. Their guidance and introductions opened doors we hadn't accessed before, directly leading to meetings and ultimately securing a valuable distributor partnership in Canada. We're also now actively assessing promising opportunities in additional markets, thanks to their ongoing support and expertise in navigating global export channels.

– Tatyana Jones, Founder and CEO, DEFI Snacks

BUSINESS ENHANCEMENT

As part of our work with municipalities, the NJBAC provides Business Enhancement (BE) Services to help elevate business prosperity in local communities and mixed-use commercial districts in New Jersey. Our BE Services encompass comprehensive and detailed special assessments that may include initial walk-throughs of business districts and main streets; research into local traffic, market data, roadways, parking rules, etc.; recommendations for actionable steps, policies and ordinances; renderings or templates for storefront and facade designs that can be adapted for local use; connecting clients with technical and financial resources and programs to foster and facilitate district revitalization; presentations of the NJBAC's business, district, and municipal support at public meetings; and more. By providing this technical assistance and guidance to local governments and district management entities, NJBAC has helped to jumpstart, improve and strengthen local economies made up of successful businesses.

2025 Notable Accomplishments:

- Provided Business Enhancement services (outreach and education, technical assistance, special assessments, advocacy and partnerships) to more than 140 municipalities, counties, district management organizations, other NJBAC offices, and other state agencies and departments.
- Completed 169 special projects for NJBAC, municipalities, counties, economic development organizations, regional authorities, counties and district management entities.
- Researched, created, and sent 15 Business Enhancement Connection e-news updates to over 1,500 municipal, business district, and economic development stakeholders, providing twice-monthly guidance about revitalization best practices, available grants, and other technical resources that support business and main street prosperity.

Ryan Gleason, Manager of Business Enhancement Services

SUCCESS STORY

Riverton, a borough in Burlington County, sought to increase its parking accommodations to meet the growing demands of its downtown retail area. NJBAC's Business Enhancement Services worked closely with the County to assess the borough's needs and delivered a comprehensive, detailed parking analysis that would best serve current and future businesses, as well as the surrounding town and its residents.



The final product was of high quality, delivered in a timely manner and exactly what we were looking for. The Mayor and I were very appreciative of the professional level of analysis and the follow-up provided. The recommendations contained in the analysis are understandable, practical, implementable and cost-effective. I will continue to suggest NJBAC Business Enhancement Services to other municipalities in Burlington County.

– Tom Stanuikynas, Supervising Planner, Burlington County

PLANNING ADVOCACY

The Office for Planning Advocacy (OPA), housed within the NJ Department of State's Business Action Center, provides administrative support to the New Jersey State Planning Commission, and coordinates statewide planning to protect the environment and guide future growth into compact, mixed-use development and redevelopment. This office implements the goals of the State Development and Redevelopment Plan and integrates that planning with administrative and State agency programs and priorities to achieve comprehensive, long-term planning at all levels of government and the private sector.

When the State Planning Commission approved the release of the OPA's Preliminary State Development and Redevelopment Plan at the end of 2024, OPA staff embarked on the rigorous process of getting the updated Plan to final adoption. The yearlong effort in 2025 included participation in more than 145 meetings (public meetings, public hearings, negotiation sessions, conferences and workshops) to engage with over 4,200 people regarding the update of the State Plan. OPA's extensive efforts came to fruition with the first update to the State Plan in 24 years when the State Planning Commission formally adopted a new State Development and Redevelopment Plan on December 17, 2025.

2025 Notable Accomplishments Toward Plan Adoption:

- Completed and distributed the Impact Assessment and Infrastructure Needs Assessment Report to support the adoption of the new State Plan as required by the State Planning Act and the State Planning Rules.
- Provided technical planning assistance to a wide range of planning partners to support regional planning efforts and advance the implementation of the goals and strategies of the State Development and Redevelopment Plan.
- Facilitated the State Planning Commission's approval of five Plan Endorsement Petitions for five municipalities (Newton, Dover, Seaside Heights, Red Bank, and Ocean Township, a significant indicator that the State Plan is being implemented at the local level.

Walter C. Lane, Executive Director of NJ Office of Planning Advocacy

SUCCESS STORY

The adoption of a new State Development and Redevelopment Plan marks the first update since 2001 and builds on the Murphy administration's commitment toward a stronger, fairer New Jersey. The Plan's adoption is the culmination of an extensive outreach effort by the Office of Planning Advocacy, which began in 2023 to develop a preliminary draft plan. After the State Planning Commission approved the publication of the Preliminary Draft Plan in December 2024, the Office of Planning Advocacy embarked on a months-long public comment period, and then followed with a cross acceptance process of comparing municipal, county, and state land-use plans with the State Plan to achieve maximum consistency across all levels of government. The updated Plan lays out ten goals, including a new focus on environmental justice, and builds upon the State's ongoing initiatives to address the following areas: Economic Development, Housing, Infrastructure, Revitalization and Recentering, Climate Change, Natural and Water Resources, Pollution and Environmental Clean-Up, Historic and Scenic Resources, Equity, and Comprehensive Planning.



The adoption of a new State Development and Redevelopment Plan provides New Jersey with a clear, modern blueprint that balances economic vitality with environmental stewardship. With this historic step, we have set New Jersey on a path for creating healthy, resilient, and affordable communities connected to jobs, recreation, and high-quality transportation.

– Governor Phil Murphy

CANNABIS TRAINING

With designation by the New Jersey Cannabis Regulatory Commission, NJBAC pioneered an effort to help communities most harmed by the war on drugs participate in the multi-billion-dollar cannabis industry through an online technical assistance and educational program that supports local cannabis entrepreneurs seeking a cannabis license in New Jersey, at no cost. In October 2024, NJBAC successfully built and launched the Cannabis Training Academy (CTA), a comprehensive learner-led platform comprising 10 levels filled with at least 70 learning modules of video, along with PowerPoint presentations and webinars. In 2025, the CTA expanded its educational offerings to respond to even more audiences in the commercial cannabis space.

2025 Notable Accomplishments:

- CTA Executive Director Tauhid Chappell was named to NJBIZ's 2025 Power Education List, which celebrates education leaders who are shaping the future by driving success within their organizations and empowering the next generation of professionals.
- Finalized and completed the Spanish translation of all 10 levels of the online cannabis technical assistance program comprising 70+ courses, quizzes and surveys, and its certificate of completion. By translating CTA's core curriculum into the second-most spoken language in the State, the CTA has made its no-cost program accessible to a wider audience of students.
- Added 11 courses to help industry owners and others meet mandatory ID badging requirements: 1) an eight-course online offering designed to assist new and current cannabis New Jersey license holders and industry employees seeking to obtain or renew a Cannabis Business Identification Card (CBIC), or renew their annual licenses; 2) a CBIC Employee Initial Badging Training Course designed to assist cannabis business owners, principals, employees, and other relevant personnel understand the process of obtaining their CBIC; 3) a CBIC Employee Renewal Badging Training Course designed to guide participants working in New Jersey's cannabis industry through the process of what it takes to renew their CBIC; and 4) an Annual License Renewal Course designed to assist New Jersey cannabis businesses in the steps to renew their annual licenses with the New Jersey Cannabis Regulatory Commission.

Tauhid Chappell, Executive Director of the Cannabis Training Academy

SUCCESS STORY

Since its launch, the CTA has become a national model for other states seeking to create entrepreneurial pathways for their own burgeoning cannabis industry. In 2025, NJBAC representatives fielded requests from other states, such as Maryland, to share their knowledge and expertise on creating and operating the CTA. In October 2025, NJBAC, together with the NJ Cannabis Regulatory Commission, celebrated the one-year anniversary of what has now become the largest government-run cannabis technical assistance program in the country.



In just one year, the CTA has accomplished so much. The Spanish translation of the core curriculum, as well as the CBIC Training Course, which was introduced in the spring, underscores just how broadly the CTA is responding to the needs of the industry. As a no-cost program, the CTA removes the financial barrier to entry into this lucrative industry. The CTA is also for existing cannabis businesses who want to remain in compliance with all the regulations so that they can continue to operate. Commercial cannabis is rapidly evolving, and as this industry evolves, so too will the CTA and its offerings.

— NJBAC Executive Director Melanie Willoughby



NEW SERVICES

Mandated by three separate laws, NJBAC added three new programs to its roster of no-cost services: 1. a referral program to assist eligible New Jersey businesses find a mentor, 2. a referral program to assist small businesses establish or grow their presence on the internet, and 3. a one-stop portal for manufacturing support.

FINDING A MENTOR

Under the Mentor Matchmaking referral program (njbacmentoring.nj.gov), a New Jersey small business in operation five years or less is eligible to search for a mentor from a list of participating nonprofits that have agreed to provide services at no cost. Less than a year old, the program has inspired more than 260 users to begin or complete a request for a mentor.

PROVIDING E-COMMERCE OPPORTUNITIES

The Internet Presence referral program (njbacinternetpresence.nj.gov) is open to established New Jersey small businesses at any age or stage that would like assistance to develop or expand on their internet presence. Companies will be referred to a nonprofit that best matches their search criteria. Less than a year old, the program has inspired nearly 130 users to begin or complete a request for assistance.

SUPPORTING MANUFACTURERS

Designated by law (“Manufacturing in Higher Education Act”) to be the advocate for NJ manufacturers, NJBAC led a public-private partnership to promote manufacturing career pathways for students and provide assistance to the manufacturing industry. This partnership, which includes the New Jersey Manufacturing Extension Program, formed the New Jersey Manufacturing Network, a collaboration of organizations and State agencies to provide the best possible support for the manufacturing industry through training and education. Through njmanufacturingnetwork.org, New Jersey manufacturers can now locate programs, incentives, services and support in one website to get the help they need, whether it means finding qualified workers, training current employees or understanding what financial support is available to them.



COMMUNITY OUTREACH

The work of the New Jersey Business Action Center (NJBAC) is far-reaching and broad in scope. The hands-on, personalized assistance and guidance the NJBAC provides to the diverse business community departs from the conventional approach of many established government entities. This innovative approach to public service requires raising awareness with members of the state’s business community, some who may be wary of seeking government assistance.

Through the Office of Events, the NJBAC identifies, registers, creates and attends a broad range of outreach events to educate businesses of all sizes across the state so they know about the services and resources available to them, all at no cost, to help them grow and thrive.

NJBAC leaders, managers and staff travel across the State to build relationships and establish connections, speaking at events and engaging with a wide array of business constituents in order to foster a sense of community and promote the work of the NJBAC.

2025 Notable Accomplishments

- Successfully coordinated webinars, exhibits, presentations and attendance to 169 events that reached an audience of 71,881.
- Hosted “Business Resource Power Hour” webinar with 412 registrants.
- Held three “Resources for Growth” events (Bergen, Middlesex and Monmouth) that drew 531 attendees. Resources for Growth brings together the relevant government entities that impact businesses in New Jersey directly to the people doing business in the state. More than 125 resource providers – representatives from key government agencies that service businesses, critical government divisions that provide grants and loans to businesses, and state departments that regulate businesses – participated in a Resource for Growth event in 2025, providing attendees with important insight into the financial assistance and no-cost services available to them, as well as the laws affecting their business.



NJBAC

Answers, Advocacy, Connections

**New Jersey
Business
Action Center**

HOW TO FIND US

Business Helpline

1-800-Jersey-7 (1-800-537-7397)

Websites (Featuring Live Chat Mon-Fri)

business.nj.gov
nj.gov/state/bac

Request a Meeting

nj.gov/state/bac/about-us/meet-with-us

Social Media:

 LinkedIn

 Facebook