



STATE OF NEW JERSEY

DEPARTMENT OF STATE

P.O. BOX 300  
TRENTON, NJ 08625-0300

PHILIP D. MURPHY  
*Governor*

LT. GOVERNOR TAHESHA L. WAY  
*Secretary of State*

**August 19, 2025**

**To: All Interested Vendors**

**Re: Request for Funding a 2026 Business Marketing and Events Initiative Grant**

**Grant Opportunity Submission Date: August 25, 2025 @ 2:00 pm Eastern Time**

**EXTENDED SUBMISSION DUE DATE: August 28, 2025 @ 2:00pm**

**Amendment #2**

The following constitutes Amendment #2 to the above referenced Grant Opportunity.

- This Amendment is to provide answers to the questions submitted.
- This Amendment also serves as notice of the submission due date extension to August 28, 2025 @ 2:00pm.

It is the sole responsibility of the Vendor to be knowledgeable of all of the additions, deletions, clarifications, and modifications to the Grant Opportunity.



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**Grant Opportunity: Request for Funding a 2026 Business Marketing and Events Initiative Grant**

Where applicable, each question references the appropriate Grant Opportunity section.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer										
1	General	<p><b>Can this grant be used to fund the Concierge Services scope? This scope would include the effort of supporting newly-arrived, highly skilled immigrants who are actively pursuing relocating or expanding their company to NJ with services at no cost, including housing support, language services, and navigating new communities.</b></p> <p>Per the legislation, this grant can be used to encourage national and international entities to relocate and expand in New Jersey which includes assisting in the recruitment of successful business leaders and entrepreneurs.</p> <p>The scope is limited to the recruitment of successful business leaders, entrepreneurs and businesses and should align with the following budgeted guidelines:</p> <table><tr><td>\$ 2,000,000</td><td>Business Marketing Initiative – BAC</td></tr><tr><td>\$ 3,000,000</td><td>July 2026 Events Initiative</td></tr><tr><td>\$ 1,000,000</td><td>Other (to be approved by the SONJ- Department of State)</td></tr><tr><td><u>\$ 250,000</u></td><td>Recruitment Initiative</td></tr><tr><td><u>\$ 6,250,000</u></td><td>TOTAL</td></tr></table>	\$ 2,000,000	Business Marketing Initiative – BAC	\$ 3,000,000	July 2026 Events Initiative	\$ 1,000,000	Other (to be approved by the SONJ- Department of State)	<u>\$ 250,000</u>	Recruitment Initiative	<u>\$ 6,250,000</u>	TOTAL
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<u>\$ 250,000</u>	Recruitment Initiative											
<u>\$ 6,250,000</u>	TOTAL											
#	Bid Solicitation Section Reference	Question (Bolded) and Answer										
2	General	<p><b>Can this grant fund the scope of strategy, planning and oversight (<u>only</u>) of the events around the semi quincentennial/Rev250 through the end of July 2026?</b></p> <p>Yes. The period of the grant will run from is 7/1/2025 through 9/30/2026, which covers this period.</p>										



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#	Bid Solicitation Section Reference	Question (Bolded) and Answer
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3	General	<b>Can this grant fund additional event production around the semi quincentennial/Rev250 through the end of July 2026?</b>  Event Production can be included as a budgeted line item. The grant will cover the term from 7/1/2025 through 9/30/2026 for all budgeted expenses.
#	Bid Solicitation Section Reference	Question (Bolded) and Answer
4	General	<b>Can one organization have two open business marketing initiatives at the same time? Example: FY25 business marketing initiative and FY26 business marketing and events initiative.</b>  Yes, one organization can have two open (business marketing initiatives) grants open at the same time.
#	Bid Solicitation Section Reference	Question (Bolded) and Answer
5	General	<b>Does the period of performance of the grant begin January 1, 2026, or can the start date align with the date of contract signature? We would like to request an earlier start date such as September 1, 2025, so that we can start procuring media to align with the 2026 World Cup. The longer the lead time for activities surrounding Rev250 and the World Cup will allow New Jersey to have a competitive advantage before the majority of media sells out.</b>  The period of performance would begin 7/1/2025 and end 9/30/2026. A 90-day (3 month extension can be requested, if needed.)
#	Bid Solicitation Section Reference	Question (Bolded) and Answer
6	General	<b>Can the funding profile be 90% upfront and 10% after the final narrative is approved? Or, can an alternative payment schedule be arranged</b>



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#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		<p><b>whereby there is a larger advance payment to reduce the financial risk to the grantee?</b></p> <p>No, the funding profile is 75% initial advance, with the balance to be made via interim report reimbursements. After the initial advance is expended, a report will be filed with general ledger detail, to document all expenditures of the initial advance. All documentation is required to be held so that the State may request the required back up as needed. The selected vendor may then submit interim reports on a reimbursement basis to receive the balance of the award until the final amount has been expended. It is recommended that these reimbursements be made monthly.</p>
#	Bid Solicitation Section Reference	Question (Bolded) and Answer
7	General	<p><b>Will this business marketing and events initiative require a mid-grant report?</b></p> <p>The DOS may require a mid-grant report. The awarded vendor should be prepared to submit any reporting updates requested by the DOS grant office.</p>
#	Bid Solicitation Section Reference	Question (Bolded) and Answer
8	General	<p><b>What is the award timeframe for the FY26 grant?</b></p> <p>The award time frame will be made in accordance with all other DOS grant awards. All awards are subject to the completion of standard state DPP and Grant compliance and vary by vendor completion.</p>