

Department of State

Performance Indicators 2025

	FY23 Actual	FY24 Revised	FY25 Target
Core Mission 1: Economic Vitality - The Partnership for Action			
Number of Companies Assisted	25,800	27,000	28,300
Number of Business Projects	715	800	900
Number of Business People Assisted by the Business Call Center	39,000	40,500	42,500
Number of Visits to business.nj.gov Website	1,132,750	1,212,750	1,273,400
Number of Page Views of business.nj.gov Website	4,593,000	3,881,200	4,075,300
Number of Tourism Destination Marketing Organization (DMO) Grants Awarded	17	15	15
Number of Tourism Cooperative Marketing Applications Received	105	67	70
Number of Tourism Cooperative Marketing Grants Awarded	58	56	60
Tourism Economic Impact (Total Dollars Compiled Annually in Billions)	\$ 73.5	\$ 76.0	\$ 80.0
Number of Visits to Travel and Tourism Website	12,076,366	14,305,583	15,750,000
Number of Page Views to Travel and Tourism Website	15,960,646	18,112,000	20,500,000
Core Mission 2: Cultural and Historical Programs			
Council on Arts, Historical Commission, Cultural Trust:			
Number of Grant Applications Received	617	476	426
Number of Grants Awarded	353	342	300
Number of Technical Assistance and Outreach Sessions	7,670	6,305	6,625
Total Private Matching Dollars (Leveraged by Awards) (\$ millions)	\$ 45.4	\$ 46.5	\$ 48.8
Total Spending by Council on Arts (COA)/Historical Commission (HIST)/Cultural Trust (NJCT) Grantees (\$ millions)	\$ 465.5	\$ 528.6	\$ 491.6
Total Direct Jobs Created by COA/HIST/NJCT Grantees	23,759	23,816	23,900
Total Number of Attendees at COA/HIST Grantee Events	6,850,000	7,400,000	7,200,000
Total Number of Web Patrons at COA/HIST Grantee Programs	20,000,000	20,000,000	20,500,000
State Museum:			
Number of Visitors to Museum & Planetarium	135,736	143,880	145,000
Number of Educational Programs Conducted	1,275	1,300	1,300
Archives:			
Number of New Data Base Records Created	250,670	180,000	180,000
Number of Research and Reference Requests Answered	77,453	75,000	75,000
Core Mission 3: Civic Engagement Responsibilities			
Elections:			
Number of Voter Registrations Received	784,681	1,000,000	800,000
Number of Voter Education Training and Outreach Sessions	153	200	200
Number of Accessible Polling Places	3,127	3,127	3,127
Number of Visits to Division of Elections Website	1,185,320	2,000,000	2,000,000
Number of Page Views to Division of Elections Website	1,780,075	3,000,000	3,000,000
Number of Voter Registration Forms Downloaded from Website	9,558	15,000	15,000
Number of Voter Registration Lookups on Website	449,473	800,000	800,000
Number of Polling Place Locator Lookups on Website	765,205	800,000	800,000
Division of Programs:			
Number of Grant Applications Received	233	221	225
Number of Grants Awarded	190	175	167
Number of Technical Assistance and Outreach Sessions	368	630	840
Number of National Service/Volunteer Participants	9,241	10,712	10,700
Number of At-Risk Youth that receive services	21,654	27,635	25,700
Number of Seniors that receive services	6,803	5,897	5,910
Number of Individuals that Participated in English as Second Language (ESL) courses	2,043	2,270	2,370