



NEW JERSEY-ISRAEL COMMISSION  
NEW JERSEY DEPARTMENT OF STATE

ISRAEL BUSINESS ATTRACTION INITIATIVE

GRANT PROPOSALS DUE DATE:  
JUNE 1, 2022 AT 12:00 PM

## **Intent and Purpose**

The New Jersey-Israel Commission (NJIC), part of New Jersey Department of State (NJDOS) is seeking proposals to award a grant for \$85,000 to develop and execute a business attraction and marketing initiative to encourage companies in the State of Israel to expand operations, relocate an office, or invest in the State of New Jersey by highlighting the benefits of doing business in New Jersey. The grant period will run from June 30, 2022 to July 1, 2023.

The NJIC is seeking these proposals from qualified New Jersey non-profit 501c3 entities specializing in international based economic development marketing, with demonstrated prior experience in working with other governmental or public entities for the purposes of business marketing, specifically in Israel.

The selected entity will create, develop and implement a business marketing initiative and messaging for the State of New Jersey with the cooperation of a local entity or entities in Israel. The initiative will be crafted to attract businesses to New Jersey by utilizing various types of media, assistance from local contractors in Israel, connectivity with New Jersey's economic profile, and tailored messaging for Israeli audiences and business leaders.

The entity should have proven prior extensive experience in marketing, understanding the Israeli business ecosystem, and international business attraction.

The entity should also have the ability to provide research through a comprehensive library of databases their disposal and regular status reports, along with a large experienced support team of employees with the adequate work experience to handle the types of research, contacts and knowledge to create and implement the business attraction plan.

## **Grant Submission**

All grant submissions are to be sent to Andrew Gross at [Andrew.Gross@sos.nj.gov](mailto:Andrew.Gross@sos.nj.gov) on or before June 1, 2022 at 12:00 PM EST.

## **Goals of the Israel Business Attraction Initiative**

- A. Establish a partnership with a local Israeli entity to secure and engage on regular business recruitment leads from Israel of relevant companies to New Jersey's economy while tracking and reporting on these engagements regularly.
- B. Drive Israeli business expansion into New Jersey across industries with an emphasis on matching the state's innovation ecosystem with Israel's high-tech economy.
- C. Spread awareness among Israel's business community of the State of New Jersey's value which are its range of strategic assets, which include, strategic location, talented workforce, outstanding colleges and universities, global connection, infrastructure, exceptional quality of life, and expanding Israeli business community.
- D. Communicate the State's overarching goal and ongoing efforts to foster long-term, resilient, inclusive economic growth in alignment with Governor Phil Murphy's comprehensive economic plan for building a stronger and fairer economy in New Jersey

- E. With a local Israeli partner, develop and execute messaging and strategies for reaching specific sectors that are of strategic priority to the State as determined by Governor Murphy's economic plan for building a stronger and fairer economy in New Jersey.
- F. Help attract, retain, and strengthen New Jersey's workforce and incentivize businesses to consider, moving, hiring and growing in New Jersey from Israel.

### **Grant Submission**

All grant applications/proposals must be submitted by 5:00 PM est on XXXXXX to XXXX

### **Business Attraction Services Required**

In support of the goals outlined in this grant proposal, the selected entity will create, develop and implement a new business attraction initiative for the State of New Jersey in the State of Israel. This initiative will be crafted to attract business by utilizing associates locally in Israel with various types of media, and extensive business outreach.

### **Performance Deliverables**

1. Partner annually with an Israeli entity on the ground to represent and promote New Jersey business development efforts
2. Recommend and develop objectives and strategies targeted to the Israeli market
3. The selected firm shall propose to create, produce and distribute, as part of the media mix deemed appropriate and specified:
  - o Marketing campaigns
  - o Online marketing (SEO, social media engagement, and advertising placement)
  - o Email engagement
  - o Other Channels (must specify)
4. Provide a quarterly report outlining the amount and type of engagement to Israeli entities, types of leads, metrics on lead response, and insights on outreach to the Israeli market.
5. Collaborate announcements, media, and site visits with the NJIC for companies that successfully establish operations or investment in New Jersey
6. Submit a media plan with associated timelines that provides details of the media mix, recommended media to be deployed as well as a media schedule. The plan must describe:
  - o The target audience they are trying to reach
  - o Specific media outlets to be used
  - o Timing, frequency, penetration and length of placement
7. Provide justification as to how the various elements of the plan are to be integrated for maximum impact, cost effectiveness and return on investment.
8. Provide measurement metrics of the effectiveness of the marketing efforts.

### **Target Audiences**

The campaign is to extend to Israeli audiences in order to reach companies in that market that may potentially expand to New Jersey or the North American market. The primary audiences of

the campaign include entrepreneurs, corporate executives, and investors across all sectors of the Israeli economy.

### **Key Industries of New Jersey**

- Life Sciences and Healthcare
- Information and High Technology
- Clean Energy
- Advanced Manufacturing
- Advanced Transportation and Logistics
- Finance and Insurance
- Food and Beverage
- Film and Digital Media

### **Eligibility Criteria**

To be eligible to receive funding from the Department of State, an applicant must satisfy the following criteria:

1. Applicant must have demonstrable experience promoting business activity in New Jersey through efforts to retain current New Jersey businesses and attract businesses internationally.

Primary consideration for funding will be provided to Non-profit entities based in New Jersey that have engaged in state-wide, national, and international outreach.

The applicant must have an experience encouraging and nurturing economic growth throughout New Jersey through marketing, business attraction, and lead generation activities. Specifically, the applicant should have experience marketing New Jersey as a premiere business location to both domestic and international businesses.

2. At the time of application, applicants must have been in existence and actively providing public programs or services since January 2018 or earlier.

3. Must have a valid NJ Business Registration and Certificate of Incorporation, and Standing Certificate. Standing Certificates may be obtained from the NJ Department of Treasury, Division of Revenue and Enterprise Services within the Department of Treasury.  
<http://www.state.nj.us/treasury/revenue/stancert.shtml>.

4. Must be tax-exempt by determination of the Internal Revenue Service in accordance with Sections 501 (c) 3 since January 2018 or earlier. Also, must be registered with the NJ Charities Registration Bureau, a bureau within the New Jersey Department of Law and Public Safety at: <https://www.njconsumeraffairs.gov/>

5. Must have organizational bylaws and a board of directors empowered to formulate policies and be responsible for the governance and administration of the organization, its programs and finances.

6. Must demonstrate compliance with all pertinent state and federal regulations including, but not necessarily limited to fair labor standards (regarding the payment of fair wages and the maintenance of safe and sanitary working conditions), the civil rights act of 1964; section 504 of the rehabilitation act of 1973, as amended; title 9 of the education amendments 1972; the age

discrimination act of 1975; the Americans with disabilities act of 1990 (all barring discrimination on, among other things, the basis of race, color, national origin, disability, age or sex); the drug free work place act of 1988 (guaranteeing the maintenance of same); and section 913 of 18 U.S.C. Section 319 of P.L. 101-121) barring lobbying when in the receipt of federal and state funds). Grantees are prohibited from hiring lobbying firms with state funded grants.

7. Must be in good standing with State, Federal, or other Grantor entities program and financial reports.

**Forms to be Completed and Submitted with Proposal:**

1. Request for Funding – Proposed Budget
2. Organization Profile Information

**NJ DEPARTMENT OF STATE - BUSINESS MARKETING  
INITIATIVE  
REQUEST FOR FUNDING  
PROPOSED BUDGET**

**APPLICANT ORGANIZATION:**

<b>Budget Categories</b>	<b><u>Total DOS funds</u></b>
Salaries (list each employee) *	
Supplies	
Printing	
Advertising & Marketing	
Social Media	
Data/Metrics	
Telephone & Postage	
Contractual/Consultants (list each) **	
Rental	
Information technology/equipment	
Miscellaneous (describe)	
<b>TOTAL</b>	

**SALARIES\***

<b><u>Employee name/function</u></b>	<b><u>Salary</u></b>
▪	▪
▪	▪
▪	▪
▪	▪

<b>Total Salaries*</b>	

**CONTRACTUAL/CONSULTANT \*\***

<b><u>Contractor Name/description</u></b>	<b><u>Contract Amount</u></b>
<b>Total Consultants**</b>	

**NJ DEPARTMENT OF STATE ORGANIZATION PROFILE INFORMATION**

Organization Name: \_\_\_\_\_  
Federal Tax I.D. Number (9-digit EIN): \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_  
County: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

**NJ Charities Registration #:** \_\_\_\_\_ (Copy Attached)  
*Example: CH 1234567 (enter -0- if other Governmental Agency, County, Municipality or School Board)*  
Organization Exempt: EX or EXE#: \_\_\_\_\_

**NJ Division of Revenue Registration Certificate #:** \_\_\_\_\_ (Copy Attached)  
*Example: Certificate Number 1234567 (enter -0- if other Governmental Agency, County, Municipality or School Board)*

**Completed vendor registration in NJSTART system? Yes \_\_\_\_ / No**

<https://www.nj.gov/treasury/purchase/njstart/vendor.shtml>

**Executive Director of Organization:**

Prefix	First Name	Last Name	Title
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**Project Director (or Contact for this Application):**

Prefix	First Name	Last Name	Title
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**Board President or Chairperson:**

Prefix	First Name	Last Name	Title
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Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Congressional District of Applicant: \_\_\_\_\_ State Legislative District of Applicant: \_\_\_\_\_

Date of Incorporation (MM/DD/YYYY): \_\_\_\_\_ Fiscal Year End (MM/DD): \_\_\_\_\_

*By checking this box, you confirm that all information shown above is accurate to the best of your knowledge.*

Person completing form: \_\_\_\_\_