



NJBAC

New Jersey Business Action Center



Business Questions?
NJBAC Has Answers!

Live Chat with our Business Experts
at business.nj.gov or nj.gov/state/bac
or Call 1-800-JERSEY-7

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Whether you are an entrepreneur, own a business on “Main Street”, are located on a corporate campus, or interested in expanding your products and services through export, we’re here for you.

The New Jersey Business Action Center (NJBAC) is an integral part of the Governor’s “fairer and stronger” economic agenda focused on helping businesses grow. The NJBAC is a business-first resource that can help you get answers from government agencies, all at no cost and strictly confidential.

Located within the New Jersey Department of State, we are a business advocacy team dedicated to solving problems and maximizing growth opportunities for businesses of all sizes.

OFFICE OF BUSINESS ADVOCACY

New Jersey has 564 municipalities and our team of Business Advocates are able to serve businesses in every single one.

Our Business Advocates:

- Provide project management services to guide companies through siting, building, and financing options.
- Guide and support you through the permitting processes for local and state regulatory approvals with state agencies and departments, such as the Department of Environmental Protection, the Department of Community Affairs and the New Jersey Department of Transportation. The team studies all of the issues your business is facing, assesses the situation and formulates solutions.
- Direct you to a wide range of potentially valuable resources and assistance to support job retention and/or expansion projects in the Garden State.

Our Small Business Advocates:

- Provide guidance on choosing your company’s name, legal entity type, small business and minority, women, and veterans certification and licensing.
- Help you find a mentor to guide you as you start your business and help you develop a business plan.
- Advise you on the financial resources available to small businesses and start-ups through state agencies, community-based micro-lenders and other valuable sources.
- Guide you to find the employees you need to run your business and where to learn best practices as an employer.

FEATURED RESOURCES & SERVICES

- Energy Efficiency Programs
- Grant and Loan Programs
- Municipal Incentives/Tax Abatements
- Project Coordination
- Redevelopment Guidance
- Site Searches for Real Estate Locations
- Tax Credits
- Workforce Recruitment/Training Grants



OFFICE OF EXPORT PROMOTION

Millions of potential customers around the world are waiting for goods and services just like yours.

Our International Business Advocates:

- Assist you in identifying global business opportunities and developing an export plan.
- Guide you through customs regulations and procedures.
- Advise you on the finer details of exporting once you've entered the global marketplace and connecting you with federal resources available abroad.
- Support you through the application process of the NJ State Trade Expansion Program (NJSTEP)*, which offers grants allowing eligible companies to participate in internationally focused trade shows and trade missions.
- Provide you with a suite of services that have received the President's "E Star" Award from the U.S. Department of Commerce, the Nation's highest honor for export excellence recognizing organizations that contribute significantly in the effort to increase U.S. exports.

*STEP is funded in part through a grant with the U.S. Small Business Administration (SBA).

BUSINESS ENHANCEMENT SERVICES

Municipal officials and leaders of district management entities working to foster prosperity in their districts can contact NJBAC for assistance, feedback, and problem-solving on singular issues and

opportunities, or support and guidance for more comprehensive questions and goals. These 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; and
- Connect our clients with technical and financial resources and programs to foster and facilitate district revitalization.



THE CANNABIS TRAINING ACADEMY

The Cannabis Training Academy (NJ CTA), a no-cost technical assistance, training and mentorship program that supports local cannabis entrepreneurs who wish to apply for a cannabis license in New Jersey.

To help NJ CTA students through the cannabis application process, NJBAC will contract with qualified instructors and mentors who are currently supporting, consulting, teaching or working within the cannabis industry. This support is critical to ensure that prospective cannabis applicants get the support they need to confidently apply for a cannabis license within the state of New Jersey.

These courses will be available online and the academy will be asynchronous so students can complete their courses at their own pace and at their own time. Courses will be a combination of pre-recorded webinars followed by live, virtual question-and-answer sessions, where applicants can ask specific questions and receive non-legal guidance and direction.

The goal of the technical assistance and training program is to ensure equitable and diverse representation in the cannabis industry.

NJBAC AT YOUR SERVICE

New Jersey Business Action Center's experts serve annually over 200,000 businesses of all sizes statewide to help them grow and thrive.



Scan to Contact NJBAC



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business.nj.gov • 1-800-JERSEY-7