



## NJBAC SUPPORTS DISTRICT PROSPERITY WITH BUSINESS ENHANCEMENT SERVICES

As part of its work with NJ's municipalities, NJBAC focuses on helping to elevate business prosperity in communities and mixed-use commercial districts in NJ. 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.

NJBAC provides Business Enhancement Services to any NJ municipality or managed district, whether urban, rural, or suburban, North, South, or Central Jersey, down the Shore or up in the Highlands.

### WHAT CAN BUSINESS ENHANCEMENT SERVICES INCLUDE?

Our growing district and municipal advocacy efforts have two levels of focus: strategic and tactical. From a tactical perspective, Business Enhancement Services provide technical support to foster real visible change, which improves the quality of commerce for businesses and the quality of life for community members. This ongoing support includes:

- One-Off Technical Assistance Support: Best practices, model ordinances, real-time problem-solving;
- District Management Support and Assistance: Creating, managing, & enhancing district management in municipalities;
- Business Enhancement Special Assessments: On-site and virtual assessments of both managed and unmanaged districts;
- State-level Advocacy and Education regarding NJ's array of funding and technical assistance programs; and
- Other Projects that foster business enhancement in a municipality or district.

Strategically, Business Enhancement Services are focused on compiling and sharing best practices that municipalities and district management entities can use to foster a successful local business climate: ordinances, policies, and programs that support individual and collective commercial prosperity. Using these tools, municipalities can save time and money by adapting and adopting approaches that already work without having to reinvent them from scratch.

## BUSINESS ENHANCEMENT SERVICES SUCCESS STORIES:

### FAIR LAWN MAIN STREET

- Using the revitalization plans developed by the New Jersey Business Action Center as the bedrock for their pitch as to why the revitalization of the Broadway business district warranted receiving a full-time fellow, Fair Lawn Main Street Inc. outcompeted hundreds of other applicants to be selected as a host organization for the US Economic Development Administration's Economic Recovery Corps program. This program is valued at \$275,000 over a 2.5 year period starting January 2024.
- Fair Lawn Main Street outcompeted over 500 US cities who applied and is one out of a few dozen in the country to be selected for the program. It is the only New Jersey organization and community to be accepted for this prestigious federal program.

### VINELAND DOWNTOWN IMPROVEMENT DISTRICT/VINELAND UEZ

- The outreach session with Vineland Downtown Improvement District and the Vineland UEZ uncovered potential projects that could benefit from NJBAC's assistance in downtown Vineland. One of those projects engaged the Office of Business Advocacy in helping to find funding to complete the deal for a film and digital media studio to rehabilitate a key building in the downtown, occupying it with its business, and bringing jobs to the community.

### WHAT IS THE NJBAC?

We are a business-first resource that can help you get answers from government agencies, direct you to appropriate officials or contacts, follow-up with regulatory agencies and so much more, all at no cost and strictly confidential. Whether you are an entrepreneur, own a business on "Main Street," are located on a corporate campus, or are interested in expanding your products and services through export, we're here for you. We are dedicated to solving your problems and maximizing growth opportunities.



225 West State Street | P.O. Box 820 | Trenton, NJ 08625-0820

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