

Department of State
Performance Indicators 2026

	FY24 Actual	FY25 Revised	FY26 Target
Core Mission 1: Economic Vitality - The Partnership for Action			
Number of Companies Assisted	27,000	28,300	28,800
Number of Business Projects	800	1,000	1,100
Number of Business People Assisted by the Business Call Center	39,042	42,500	43,350
Number of Visits to business.nj.gov Website	1,455,645	2,000,000	2,040,000
Number of Page Views of business.nj.gov Website	5,209,395	6,500,000	6,630,000
Number of Destination Marketing Organization (DMO) Grants	15	15	15
Number of Tourism Cooperative Marketing Applications	63	72	80
Number of Tourism Cooperative Marketing Grants Awarded	52	48	55
Tourism Economic Impact (\$ billions, compiled annually)	\$ 76.0	\$ 80.0	\$ 84.2
Number of Visits to visit.nj.org Website	10,738,440	12,400,000	13,00,000
Number of Page Views to visit.nj.org Website	19,840,631	22,800,000	23,000,000
Core Mission 2: Cultural and Historical Programs			
Council on the Arts, Historical Commission, Cultural Trust:			
Number of Grant Applications Received	476	574	495
Number of Grants Awarded	356	296	360
Number of Technical Assistance and Outreach Sessions	6,724	5,587	5,130
Total Private Matching Dollars Leverage by Awards (\$ millions)	\$ 46.9	\$ 48.8	\$ 48.8
Total Spending by Grantees (\$ millions)	\$ 537.9	\$ 493.3	\$ 609.8
Total Direct Jobs Created by Grantees	23,900	23,950	24,350
Total Number of Attendees at Grantee Events	7,900,000	7,750,000	8,100,000
Total Number of Web Patrons of Grantee Programs	21,500,000	23,500,000	22,000,000
State Museum:			
Number of Visitors to Museum & Planetarium	165,189	150,000	155,000
Number of Educational Programs Conducted	1,539	1,300	1,300
Archives:			
Number of New Database Records Created	299,780	250,000	250,000
Number of Research and Reference Requests Answered	97,691	90,000	90,000
Core Mission 3: Civic Engagement Responsibilities			
Elections:			
Number of Voter Registrations Received	1,095,619	800,000	800,000
Number of Voter Education Training and Outreach Sessions	177	200	200
Number of Accessible Polling Places	3,127	3,127	3,127
Number of Visits to Division of Elections Website	4,791,564	2,000,000	2,000,000
Number of Page Views to Division of Elections Website	7,411,095	3,000,000	3,000,000
Number of Voter Registration Forms Downloaded from Website	35,146	10,000	10,000
Number of Voter Registration Lookups on Website	3,101,558	750,000	750,000
Number of Polling Place Locator Lookups on Website	1,466,364	750,000	750,000
Division of Programs:			
Number of Grant Applications Received	273	267	271
Number of Grants Awarded	180	204	204
Number of Technical Assistance and Outreach Sessions	771	705	705
Number of National Service/Volunteer Participants	10,775	10,700	10,700
Number of At-Risk Youth that receive services	35,521	27,446	27,446
Number of Seniors that receive services	15,427	11,568	11,568
Number of Participants in English as Second Language courses	2,390	2,200	2,200