

Making New Jersey a Home for Growth

Creating Quality, Sustainable Jobs for the Future

"The reforms we make today...can make possible a new kind of leadership. Where New Jersey is number one in new business creation...where New Jersey is number one in job growth...where New Jersey is number one in educational achievement. And where we lead once again in providing opportunity for our citizens and pride in what we can accomplish together." - Governor Chris Christie, March 16, 2010

Drawing Upon New Jersey's Strengths to Become a Home for Growth

New Jersey is at an economic crossroads. It wasn't that long ago that New Jersey was considered the economic engine of the entire northeastern United States. The innovation and strength of New Jersey cities and towns helped drive America to its leadership on the world stage. Camden was known as the "Workshop of the World," and Trenton dared with the phrase, "Trenton Makes, the World Takes." The proud men and women of New Jersey have a strong history of harnessing new technologies, energy and innovation. The first ocean going steamboat went to Hoboken, John Stevens improved the locomotive and New Jersey was home to the wizard of Menlo Park.

Today, New Jersey's reputation as a world leader in innovation and industrial prowess is at risk. Many New Jerseyans are struggling to find a quality paying job, while others are holding down two or three jobs without benefits just to make ends meet. New Jersey is no longer the leader in innovation, instead the state's best and brightest leave to create jobs in other states. According to the New Jersey Association of Colleges and Universities, New Jersey ranks worst in the nation in retaining college bound students, with a net loss of close to 30,000 annually.

It is no secret that the highest tax burden in the country has forced jobs, people and job creators away. In the time period between December 2008 and December 2009, we lost more than 114,000 jobs, including more than 28,000 in manufacturing. New Jersey ranked 45th in Forbes Best States for Business – ranking 49th for business costs; 20th in Labor costs; 47th in regulatory environment; 44th in economic climate; 24th in growth prospects and 5th in quality of life. (Forbes, September 23, 2009)

Furthermore, New Jersey's "Small Business Survival" Index rating by the Small Business & Entrepreneurship Council is the worst of all 50 states, and is only surpassed by the District of Columbia in hostility to small businesses. (Small Business Entrepreneurship Council, April 2009)

Throughout history New Jersey has been the cradle of innovation, from light bulbs to telecommunications and medicines. Now with a renewed focus and commitment, and policies to promote innovation and job creation, New Jersey will once again become a home for growth.

New Jersey Partnership for Action

The New Jersey Partnership for Action is the centerpiece for the Christie-Guadagno Administration's economic development agenda. It will serve as the starting point for all initiatives, policies and efforts related to growing New Jersey's economy and creating quality, sustainable jobs. The Partnership will be overseen by Lt. Governor Guadagno and will carry out several missions critical to future growth and opportunity:

- **Attracting New Businesses and Helping Existing Businesses Thrive.** Focusing on relationship building, person-to-person outreach and a constant willingness to promote New Jersey as a good place to do business in both national and global markets.
- **Promoting New Jersey As a Place for Businesses to Choose.** New Jersey needs to be promoted as a place businesses, job creators, investors and people can choose to locate their businesses and live and raise a family.
- **Developing Policy Initiatives that Capitalize on New Jersey's Strengths.** The development of policy initiatives that encourage growth, job creation and foster innovation, and build upon New Jersey's many strengths.
- **Putting Customer Service First.** Providing customer service to New Jersey's existing businesses and businesses looking to move into the state. The Partnership will focus on communications, response and navigation so that business has an ally when it comes to doing business with the state.
- **Utilizing Innovation and Technology.** New Jersey is a place where innovation can and will thrive. The Garden State is home to research institutions and universities that are critical to the creation, location and growth of businesses, especially technology intensive and emerging industries.

The New Jersey Partnership for Action will consist of three interconnected and highly focused organizational elements to achieve these objectives: Choose New Jersey, Government Process Solutions and the New Jersey Economic Development Authority.

Choose New Jersey

The creation of Choose New Jersey, a privately-funded not for profit corporation, will help position New Jersey as a world-class leader in the competitive global market, creating a prosperous and vibrant economy for the state and its citizens by effectively leveraging its diverse resource base and utilizing its reputation for innovation.

Choose New Jersey will be led by a CEO who will both promote New Jersey to existing and new businesses as well as make recommendations directly to the Governor and Lt. Governor that will spur economic growth, job creation and innovation.

- **Encourage Economic Growth and Create Opportunity.** In response to the Governor's and Lt. Governor's commitment to expand New Jersey's economic base and to increase employment opportunities, Choose New Jersey will join the resources of the public and private sectors to implement those policies, initiatives and programs that will retain, attract and expand New Jersey business.
- **Promote New Jersey's Core Strengths.** Choose New Jersey will aggressively promote New Jersey's strengths to attract new businesses and job creators. Choose New Jersey will be committed to maximizing New Jersey's potential, including its:
 - Strategic access to local and global finance markets;
 - Highly trained workforce;

- Creative project funding; and
- Comprehensive distribution network – seaports, airport, energy and communications infrastructure and elite research universities.
- **Spearhead Promotional Activities.** Choose New Jersey will be the face of the state, actively branding New Jersey as a place to do business, invest and grow. Members of Choose New Jersey will serve as New Jersey's ambassadors to business and industry, augmenting Choose New Jersey's attraction and retention initiatives in both national and global markets.

Government Process Solutions (GPS)

Government Process Solutions (GPS), reports directly to the Lt. Governor, and will consist of a team of business liaison representatives who will bring a customer service approach to coordination and navigation across state and local government agencies for businesses looking to remain, expand or locate in New Jersey. GPS is an expeditor for economic development in New Jersey.

New Jersey Economic Development Agency (EDA)

EDA will continue in its role as the financing component for New Jersey job growth – overseeing many of New Jersey's programs that support the business community. Through financial programs that provide access to capital in partnership with banks throughout New Jersey, EDA organizes incentive programs aimed at attracting new business and supporting the retention of our existing employers.

The EDA will act as the State's "bank for business" by providing support to the Partnership for Action with the State's financing and incentive resources to leverage New Jersey's strategic advantages.