

New Jersey Business Organizations and Growing Partnerships

NJLibsGrowBiz Virtual Discussion

LIBRARIES BUILD BUSINESS **PLAYBOOK**

FEBRUARY 2022



**LIBRARIES
BUILD
BUSINESS**

ALA American Library Association

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NJ
State Library
An affiliate of Thomas Edison State University

What do people want to know when starting a business?

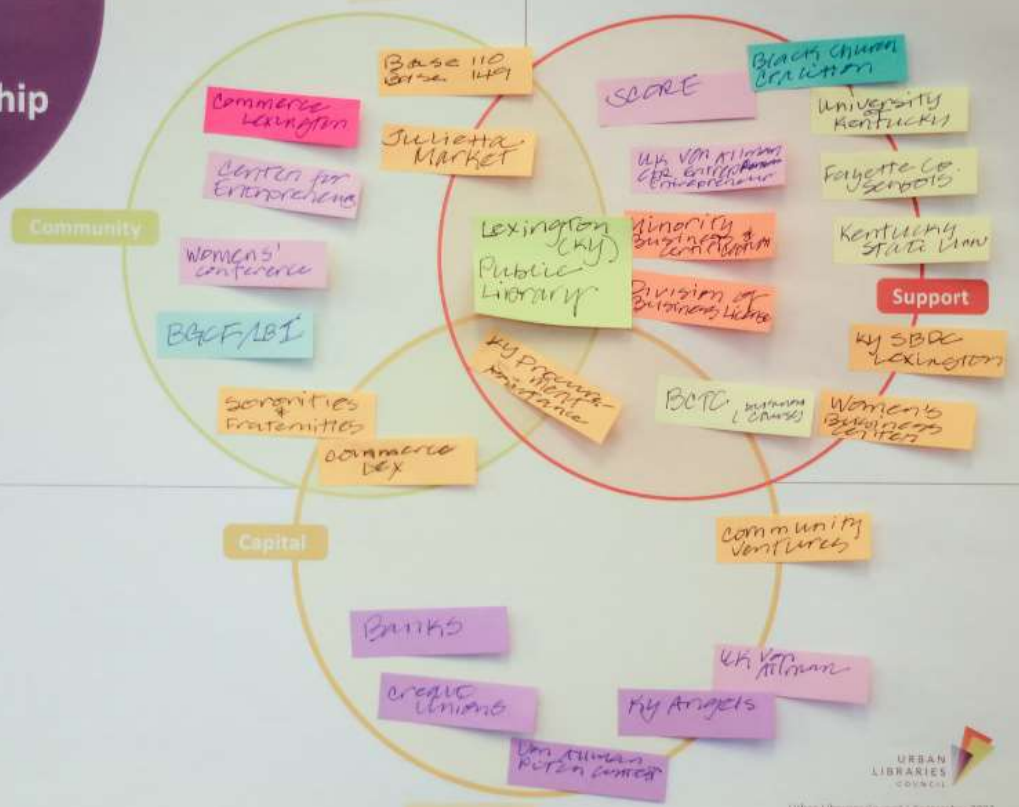


- **Business Plans:** What is a business plan? How do I develop one?
- **Market research:** Who is the local competition? Are there businesses in the area doing something similar?
- **Demographic research:** What is the socio-economic and cultural makeup of the area or neighborhood?
- **Legal Matters:** How do I set up my business legally? Where can I get free legal support?
- **Industry information:** What licenses or certifications are required for my business?
- **Local regulations and business license requirements:** What permits do I need? What upfront costs will I need to be aware of?
- **Small business financing:** Where do I find loans, investors, partners, and other stakeholders? How do I make a pitch to “sell” my idea?
- **Promotion:** How do I let people know that my business exists? How can I bolster my social media and online presence?

[Link to Full Text](#)

Map Your Entrepreneurship Ecosystem

1. Place your library on the map where you think best describes the role and services it provides local entrepreneurs.
2. Place the partners and players you've mentored and where you think best describes the role and services they provide entrepreneurs. If you work directly with a partner, place them within the circle and if they are in the ecosystem, but the library doesn't collaborate with them closely, put them outside the circle.
3. Share with your neighbor or library team to reflect, identify gaps in service areas and select additional partnerships to strengthen.



LESSONS FROM THE FIELD

URBAN LIBRARIES COUNCIL
Urban Libraries Council | September 2022



Community

Support

Capital

Federally-Funded Organizations

- [Small Business Administration](#) – “Created in 1953, the U.S. Small Business Administration (SBA) continues to help small business owners and entrepreneurs pursue the American dream. SBA is the only cabinet-level federal agency fully dedicated to small business and provides counseling, capital, and contracting expertise as the nation’s only go-to resource and voice for small businesses.”
 - [NJ District Office - Newark](#)
- [Small Business Development Centers](#) – “SBDCs are hosted by leading universities, colleges, state economic development agencies and private partners...Small business owners and aspiring entrepreneurs can go to their local SBDCs for free face-to-face business consulting and at-cost training on a variety of topics.”
 - [NJSBDC](#)

New Jersey SBDC at Rutgers University	SBDC at Rutgers, Campus at Camden
NJSBDC of Northwest New Jersey	SBDC at Rutgers, Campus at New Brunswick
SBDC at Brookdale Community College	SBDC at Rutgers, Campus at Newark
SBDC at Kean University	SBDC at Stockton University
SBDC at New Jersey City University	SBDC at The College of New Jersey
SBDC at Ramapo College	SBDC at William Paterson University

Federally-Funded Organizations

- [SCORE](#) – “the nation’s largest network of volunteer, expert business mentors, is dedicated to helping small businesses get off the ground, grow and achieve their goals. Since 1964, we have provided education and mentorship to more than 11 million entrepreneurs.”
 - Chapters
 - [Northwest New Jersey](#) - Morris, Sussex, and Warren Counties
 - [Northeast New Jersey](#) - Bergen and Passaic Counties
 - [Monmouth](#) - Monmouth County
 - [Metro New Jersey](#) - Essex, Hudson, and Union Counties
 - [Central Jersey](#) - Somerset, Hunterdon, and Middlesex Counties
 - [Princeton](#) - Middlesex, Mercer, Burlington, Camden, Gloucester, and Salem counties
 - [Southeast New Jersey](#) - Southern Jersey Shore from Pt. Pleasant to Cape May
- [Women’s Center for Entrepreneurship](#) - The WCEC is a registered 501c3 non-profit organization. Our mission is to empower women to invest in themselves via entrepreneurship by providing necessary resources for women to successfully start, own, operate, and grow their businesses.
 - Headquarters in Chatham but works statewide
 - [LAEDA](#)

State Government Supports

- **NJBAC** – “The New Jersey Business Action Center (NJBAC) is a business advocacy team within the Department of State, dedicated to solving problems and maximizing growth opportunities for your business. We can connect you with government agencies, direct you to appropriate officials, facilitate meetings and follow-ups with regulatory agencies and so much more, all at no cost and strictly confidential.”
 - 1-800-Jersey7
 - <https://business.nj.gov/>
- **NJEDA** – “The New Jersey Economic Development Authority (NJEDA) grows the state’s economy and increases equitable access to opportunity by supporting high-quality job creation, catalyzing investment, and fostering vibrant, inclusive community development. NJEDA works in partnership with a diverse range of stakeholders to implement programs and initiatives that improve quality of life, enhance economic vitality, and strengthen New Jersey’s long-term economic competitiveness.”

Other Business Supports in State Government

- Division of Taxation
 - [Taxation University](#)
- Department of Community Affairs
 - [Urban Enterprise Zones](#)
- Department of Labor and Workforce Development
 - [Division of Employer Accounts](#)
 - [Wage & Hour and Contract Compliance](#)
- Board of Public Utilities
 - [Clean Energy Program](#)
- Cannabis Regulatory Commission
 - [Recreational Cannabis Businesses](#)
- [NJ Office of Diversity](#)

Community Development Financial Institutions (CDFI)

- Community Development Financial Institution (CDFI) Certification is a designation given by the CDFI Fund to specialized organizations that provide financial services in low-income communities and to people who lack access to financing.
- CDFIs include regulated institutions such as community development banks and credit unions, and non-regulated institutions like loan and venture capital funds.
- By building the capacity of a nationwide network of CDFIs, the CDFI Fund works to empower low-income and underserved people and communities to enter the financial mainstream.
- These awards enable CDFIs to finance a wide range of activities—including mortgage lending for first-time homebuyers, flexible underwriting for community facilities, and commercial loans for businesses in low-income areas.
- <https://www.cdfifund.gov/programs-training/certification/cdfi>

Community Development Financial Institutions (CDFI)

- [UCEDC](#) - We're a private, non-profit economic development corporation, dedicated to boosting local economies and strengthening communities through business development and job creation. Since 1977, we've been helping small business by making loans, training and mentoring business owners, helping businesses obtain government contracts, and providing accurate and relevant business information.
- [CBAC](#) - Cooperative Business Assistance Corporation (CBAC) is a non-profit, "mission-based" community lending organization. We were created in 1987 to encourage the growth and stability of small businesses in Southern New Jersey and Philadelphia, helping them to create jobs in our communities and fully contribute to our regional economy.
- [RBAC](#) - RBAC's mission is to foster economic development and entrepreneurship by providing loan capital through SBA financing and business mentoring.
- [BOC Capital](#) - Founded in 2001, BOC Capital Corp., is dedicated to providing financing to small business owners, with a special focus on women, minority, and immigrant entrepreneurs.

Community Development Financial Institutions (CDFI)

- [New Jersey Community Capital](#) - New Jersey Community Capital is a nonprofit community development financial institution that provides an innovative toolkit of financial products, programs and services to advance equity and opportunity in the communities we serve.
- [Pursuit Lending](#) - For more than 65 years, Pursuit, formerly known as New York Business Development Corporation, The 504 Company, and Excelsior Growth Fund, has offered innovative lending solutions to help business owners in CT, NY, NJ, and PA follow their dreams.
- [Greater Newark Enterprises Corporation](#) - Greater Newark Enterprises Corporation (GNEC) is a boutique economic development organization that works with businesses to provide financing, consulting and business coaching.

Nonprofits, Export Assistance, and Lenders

- [Rising Tide Capital](#) - Rising Tide Capital is a non-profit organization whose mission is to transform lives and communities through entrepreneurship.
- [LAEDA](#) - LAEDA is a not for profit economic development organization dedicated to assisting emerging entrepreneurs and small business owners to start and grow their businesses in Camden, Burlington, Gloucester, Atlantic and Cumberland counties in New Jersey.
- [NJIT - Procurement Technical Assistance Center](#) - NJIT Procurement Technical Assistance Center (PTAC) provides free counseling in addition to training and technical resources to New Jersey-based businesses. Our resources help clients navigate the procurement process to better identify viable sourcing opportunities in the government and private sector marketplaces.

Chambers of Commerce

- [U.S. Chamber of Commerce](#)
- [New Jersey Chamber of Commerce](#)
- **Chambers by Geographic Region**
 - [Chamber of Commerce of Southern New Jersey](#)
 - [Southern New Jersey Development Council](#)
 - [Princeton Mercer Regional Chamber](#)
 - [North Jersey Chamber of Commerce](#)
- **Chambers by Population Group**
 - [African American Chamber of Commerce of New Jersey](#)
 - [Asian Indian Chamber of Commerce](#)
 - [New Jersey Chinese-American Chamber of Commerce](#)
 - [Statewide Hispanic Chamber of Commerce of New Jersey](#)
 - [NJ Pride Chamber of Commerce](#)

Business and Industry Associations

- [Commerce and Industry Association of New Jersey](#) - Commerce and Industry Association of New Jersey is a network of businesses committed to improving and advancing the cause of free enterprise in the Garden State.
- [New Jersey Association of Women Business Owners](#) - NJAWBO's primary objective is to support and encourage business ownership by women. Since 1978, NJAWBO has helped women achieve their business visions by providing them with the tools to develop and grow their enterprises.
- [New Jersey Business and Industry Association](#) - NJBIA provides information, services and advocacy to its member companies in order to build a more prosperous New Jersey. They are the nation's largest statewide employer association.

Business and Industry Associations

- [New Jersey Restaurant and Hospitality Association](#) - New Jersey Restaurant and Hospitality Association provides support, education and advocacy for owners and operators of restaurants, lodging establishments, and entertainment destinations throughout the Garden State.
- [New Jersey Technology and Manufacturing Association](#) - NJTMA creates programs and services that help their businesses grow and prosper as well as provide support and encouragement to the New Jersey manufacturing industry.
- [New Jersey Manufacturing Extension Program](#) - NJMEP is a private, not-for-profit organization that improves the profitability and competitiveness of New Jersey manufacturers.