

# ASSEMBLY, No. 5243

## STATE OF NEW JERSEY 219th LEGISLATURE

INTRODUCED JANUARY 11, 2021

**Sponsored by:**

**Assemblywoman SHAVONDA E. SUMTER**

**District 35 (Bergen and Passaic)**

**Assemblywoman ANNETTE CHAPARRO**

**District 33 (Hudson)**

**SYNOPSIS**

Establishes “Biannual Small Business Matchmaker Initiative” in Department of State.

**CURRENT VERSION OF TEXT**

As introduced.



**(Sponsorship Updated As Of: 1/13/2021)**

1 AN ACT concerning certain business matchmaking events and  
2 supplementing Title 52 of the Revised Statutes.

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4 **BE IT ENACTED** by the Senate and General Assembly of the State  
5 of New Jersey:

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7 1. As used in P.L. , c. (C. ) (pending before the  
8 Legislature as this bill):

9 “Authority” means the New Jersey Economic Development  
10 Authority established pursuant to section 4 of P.L.1974, c.80  
11 (C.34:1B-4).

12 “Business Action Center” or “center” means the Business Action  
13 Center established in the New Jersey Department of State pursuant  
14 to Reorganization Plan No. 003-2011.

15 “Chief Diversity Officer” means the position established in the  
16 Division of Purchase and Property in the New Jersey Department of  
17 the Treasury pursuant to section 1 of P.L.2017, c.95 (C.52:32-18.1).

18 “Matchmaker initiative” means the “Biannual Business  
19 Matchmaker Initiative” established pursuant to section 2 of  
20 P.L. , c. (C. ) (pending before the Legislature as this bill).

21 “Matchmaking event” means a biannual small business  
22 matchmaking event established pursuant to section 2 of  
23 P.L. , c. (C. ) (pending before the Legislature as this bill).

24 “Nonprofit corporation” means a private, not-for-profit  
25 corporation, determined by the federal Internal Revenue Service to  
26 be a tax exempt organization pursuant to section 501(c)(3) of the  
27 Internal Revenue Code of 1986, 26 U.S.C. s.501(c)(3), whose  
28 mission is to stimulate job creation within and attract capital  
29 investment to New Jersey.

30 “Small business” means a business engaged in the conduct of a  
31 trade or business in this State that qualifies as a “small business  
32 concern” within the meaning of the federal "Small Business Act,"  
33 Pub.L.85-536 (15 U.S.C. s.631 et seq.) for the purpose of the small  
34 business’s eligibility for receiving assistance from the United States  
35 Small Business Administration. “Small business” shall include, but  
36 not be limited to, a small business established and operating in this  
37 State that is certified, pursuant to federal law, under the United  
38 States Small Business Administration’s 8(a) Business Development  
39 program or the HUBZone program, or as a small disadvantaged  
40 business, or as a business concern by the United States Department  
41 of Housing and Urban Development pursuant to section 3 of the  
42 Housing and Urban Development Act of 1968 (12 U.S.C. s.1701u).

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44 2. a. The Business Action Center, in consultation with the  
45 authority and the Chief Diversity Officer, shall establish and  
46 maintain a program, to be known as the “Biannual Business  
47 Matchmaker Initiative,” where the center shall host a biannual  
48 business matchmaking event with the purpose of connecting small

1 businesses with representatives of federal, State, and local  
2 government agencies and their government contractors seeking  
3 small businesses that would provide the government contractor with  
4 subcontracting services. Each matchmaking event shall be  
5 organized or structured with the goal and in a manner that ensures  
6 small businesses participating in the matchmaker initiative are  
7 informed of the government subcontracting service opportunities  
8 available to small businesses at matchmaking events and that  
9 government contractors realize the potential of partnering with  
10 small businesses for subcontracting services. The center shall  
11 establish the terms and conditions by which a small business and  
12 government contractor may apply for participation in the  
13 matchmaker initiative. Prior to planning or scheduling a  
14 matchmaking event, the center shall contact State and federal  
15 agencies to request those agencies to send to the center any small  
16 business contact information list which shall be used by the center  
17 to solicit small businesses for participation in the matchmaker  
18 initiative.

19 b. The center is authorized to seek and accept gifts, grants, or  
20 donations from private or public sources for the costs of hosting a  
21 matchmaking event, except that the center may not accept a gift,  
22 grant, or donation that is subject to conditions that are inconsistent  
23 with any other law of this State. The center may enter into an  
24 agreement with a nonprofit corporation to allow the nonprofit  
25 corporation to host a matchmaking event. The center shall  
26 coordinate the scheduling and promotion of each matchmaking  
27 event in conjunction with the African American Chamber of  
28 Commerce of New Jersey, the Statewide Hispanic Chamber of  
29 Commerce of New Jersey, the New Jersey Association of Women  
30 Business Owners, the New Jersey State Veterans Chamber of  
31 Commerce, the New Jersey Chamber of Commerce, and the  
32 National Federation of Independent Business in New Jersey.

33 c. The center, in partnership with the Chief Diversity Officer,  
34 shall report annually to the Governor and, pursuant to section 2 of  
35 P.L.1991, c.164 (C.52:14-19.1), to the Legislature on the number of  
36 subcontracts awarded to and the types of government contracting  
37 services provided by participating small businesses as a result of the  
38 implementation of the matchmaker initiative and the percentage of  
39 the total number of subcontracts awarded to those participating  
40 small businesses.

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42 3. This act shall take effect immediately.

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STATEMENT

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47 This bill requires the Business Action Center (BAC) established  
48 in the New Jersey Department of State, in consultation with the

1 New Jersey Economic Development Authority and the Chief  
2 Diversity Officer, to establish and maintain a program, to be known  
3 as the “Biannual Business Matchmaker Initiative” (matchmaker  
4 initiative), where the BAC is to host a biannual business  
5 matchmaking event (matchmaking event) with the purpose of  
6 connecting eligible small businesses with representatives of federal,  
7 State, and local government agencies and their government  
8 contractors seeking small businesses that would provide the  
9 government contractor with subcontracting services. Each  
10 matchmaking event is to be organized or structured with the goal  
11 and in a manner that ensures small businesses participating in the  
12 matchmaker initiative are informed of the government  
13 subcontracting service opportunities available to small businesses at  
14 a matchmaking event and that government contractors realize the  
15 potential of partnering with small businesses for subcontracting  
16 services. Prior to planning or scheduling a matchmaking event, the  
17 BAC is to contact State and federal agencies to request those  
18 agencies to send to the BAC any small business contact information  
19 list which is to be used by the BAC to solicit small businesses for  
20 participation in the matchmaker initiative. The BAC is to establish  
21 the terms and conditions by which a small business and government  
22 contractor may apply for participation in the matchmaker initiative.

23 The bill authorizes the BAC to seek and accept gifts, grants, or  
24 donations from private or public sources for the costs of hosting a  
25 matchmaking event. The BAC may enter into an agreement with a  
26 nonprofit corporation, whose mission is to stimulate job creation  
27 within and attract capital investment to New Jersey, to allow the  
28 nonprofit corporation to host a matchmaking event. The bill  
29 requires the BAC to coordinate the scheduling and promotion of  
30 each matchmaking event in conjunction with the African American  
31 Chamber of Commerce of New Jersey, the Statewide Hispanic  
32 Chamber of Commerce of New Jersey, the New Jersey Association  
33 of Women Business Owners, the New Jersey State Veterans  
34 Chamber of Commerce, the New Jersey Chamber of Commerce,  
35 and the National Federation of Independent Business in New Jersey.

36 The bill requires the BAC, in partnership with the Chief  
37 Diversity Officer, to report annually to the Governor and the  
38 Legislature on the number of subcontracts awarded to and the types  
39 of government contracting services provided by participating small  
40 businesses as a result of the implementation of the matchmaker  
41 initiative and the percentage of the total number of subcontracts  
42 awarded to those participating small businesses.