

ASSEMBLY COMMERCE AND ECONOMIC DEVELOPMENT
COMMITTEE

STATEMENT TO

ASSEMBLY RESOLUTION No. 90

STATE OF NEW JERSEY

DATED: MARCH 5, 2020

The Assembly Commerce and Economic Development Committee reports favorably Assembly Resolution No. 90.

This Assembly resolution urges the Governor, the Lieutenant Governor, the State Treasurer, and the Chief Executive Officer of the New Jersey Economic Development Authority to conduct a public awareness campaign about the “State of New Jersey – NJ Business Portal” Internet site. The resolution proposes the public awareness campaign include the following efforts:

- reach out to local and regional chambers of commerce and business organizations to raise the profile of the Internet portal;
- encourage State agencies to bring the portal to the attention of businesses with which they interface;
- place the link and information for the portal in a more prominent position on the State of New Jersey website and on the websites of State agencies interfacing with businesses; and
- rename the portal and its web address to better reflect the purposes of helping businesses learn about business support services, business assistance programs, and legal requirements pertaining to businesses.