

ASSEMBLY, No. 3424

STATE OF NEW JERSEY

220th LEGISLATURE

INTRODUCED MARCH 8, 2022

Sponsored by:

Assemblywoman SHAVONDA E. SUMTER

District 35 (Bergen and Passaic)

Assemblywoman VERLINA REYNOLDS-JACKSON

District 15 (Hunterdon and Mercer)

Assemblyman WILLIAM F. MOEN, JR.

District 5 (Camden and Gloucester)

Co-Sponsored by:

Assemblymen Benson, Moriarty, Karabinchak, Assemblywomen Piperno, Eulner, Assemblymen Freiman, Atkins, Assemblywomen Speight, Lopez, Mosquera, Swain, Assemblyman Tully and Assemblywoman McKnight

SYNOPSIS

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

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 12/15/2022)

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).

43
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
49 businesses with representatives of federal, State, and local

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

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

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