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Jersey City Launches Online Small Business Navigator Tool to Assist Local Entrepreneurs

Website is Latest in a Series of Administration Steps to Support Small Businesses

JERSEY CITY – **Mayor Steven M. Fulop** took yet another step today in support of Jersey City’s small business community, launching the **Small Business Navigator** online tool to assist aspiring entrepreneurs. The tool is designed to help small businesses overcome some of the challenges associated with the start-up phase, such as access to capital or supportive resources, and grow their business. The navigator can be found at <http://smallbiz.jerseycitynj.gov/>.

“Small, locally-owned businesses are the key to any city’s long-term success, serving not just as a driver of commerce but of culture as well. So as Jersey City continues to grow, my administration will continue working to protect and support our small businesses,” said **Mayor Fulop**. “This online tool is a one-stop-shop of resources and another example of our steadfast commitment to our local business growth.”

The Small Business Navigator was developed through a collaborative effort between the Mayor’s Office of Innovation and the local Jersey City small businesses community. It is designed to serve as a “one-stop shop” online portal for small businesses. Currently the portal includes the following:

- A directory of small businesses throughout the city, with 114 already listed and more added regularly
- A reference guide of important city ordinances and State requirements that apply to businesses
- A comprehensive guide to resources and support available to small businesses including available funding and professional development opportunities
- A listing of commercial spaces available for rent
- An event calendar with a listing of upcoming professional development classes for business owners, as well as ribbon cuttings and other events and promotions related to small businesses in Jersey City

The site is expected to grow as more businesses, resources, and events are added.

The tool is just the latest in a series of steps taken by the Fulop administration to support Jersey City’s small businesses. From revamping the Buildings Department to expedite approvals, to driving new development throughout the city with an innovative tax abatement policy, to expanding funding opportunities and access to capital through innovative partnerships with the private and nonprofit sectors, the Fulop Administration has made improving the business climate citywide a top priority.

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As a result of these efforts, since Mayor Fulop took office, more than 450 new small businesses have opened shop in Jersey City. The explosion in small business growth has contributed to unprecedented job growth, with over 8,000 new jobs created since July of 2013. Unemployment has also dropped substantially since Mayor Fulop took office, hitting a 25-year low of 4.1 percent earlier this year.

Other plans to make Jersey City even friendlier to small businesses include an ongoing audit of the permitting and licensing process and the creation of Jersey City's first Office of Small Business.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at jenniferm@jcnj.org or 201-376-0699. ///