

# Reopening New Jersey *Economic Pain Points*

**71%**

Business owners say they are **able to operate safely** under CDC social distancing guidance, yet they remain restricted in their ability to open fully.



**54%**

Business owners say 75-100% of their normal client or customer base is needed to **break even on any given month**.



**28%**

Business owners say it would take their business **more than a year to generate revenues comparable to pre-COVID-19 profits**, if a partial reopening is allowed.

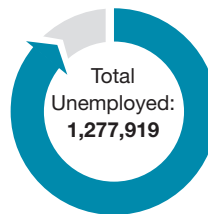
National GDP

**-4.8%** Q1

**-37%** Q2  
Projected Contraction

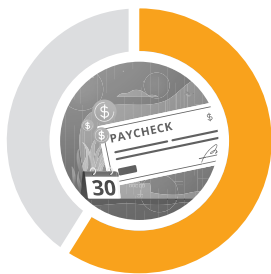


NJ Unemployment Insurance Filings



**Estimated 28% unemployment of Civilian Labor Force**

## Top 3 Struggles for Businesses



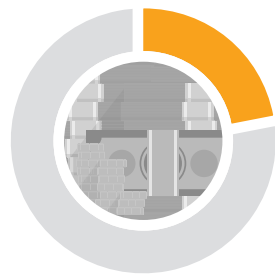
**59%**

Meeting payroll costs



**44%**

Paying the rent



**23%**

Repaying existing loans on time

Revenue During the Current Health Crisis

**67%** ↓

Reported a decrease revenue

**27%** =

Reported no income at all

**5%** ✓

Reported normal revenue

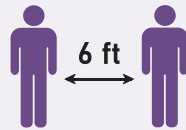
# Reopening New Jersey *Solutions*

Business needs certainty and predictability; a safe and sustainable reopening requires that an appropriate balance be struck among the following:



## METRICS

Establish metrics with specific targets that will determine when a business can safely reopen.



## GUIDANCE

Ability to safely operate with ongoing CDC guidance, other industry specific guidance and/or social distancing opportunities known to mitigate exposure



## RISK ASSESSMENT

Establish risk levels to determine when industries and regions can safely reopen.



## 5 Essential Actions to Allow Proper Planning Leading to a Safe and Sustainable Opening

### Access to PPE, sanitizing materials, other supplies, and operating capital.

- P3 consortium to match business needs with NJ manufactured supply.
- “Quick start” fund/grant to business and manufacturers to help offset costs.

**Flexibility** in traditional rules, regulations, mandates, code, permitting, licensing and statutory requirements to help businesses and governments transition to reopening.

**No new burdens and mandates** that will impose additional costs on business.

Child care facilities (traditional & summer camps) must be **able to operate** to facilitate the return of the workforce.

**Provide a good faith safe harbor from liability** for employers who responsibly reopen and do their best to protect their employees and patrons.

