**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.

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**National GDP**

- **-4.8%** Q1
- **-37%** Q2

**Projected Contraction**

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**NJ Unemployment Insurance Filings**

- **Estimated 28% unemployment of Civilian Labor Force**
- **Total Unemployed:** 1,277,919

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**Top 3 Struggles for Businesses**

- **59%**
  - Meeting payroll costs
- **44%**
  - Paying the rent
- **23%**
  - Repaying existing loans on time

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**Revenue During the Current Health Crisis**

- **67%**
  - Reported a decrease revenue
- **27%**
  - Reported no income at all
- **5%**
  - Reported normal revenue

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**SOURCE:** NJBIA CORONAVIRUS RECOVERY SURVEY, US BLS, US BEA
Reopening New Jersey

Solutions

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

<table>
<thead>
<tr>
<th>METRICS</th>
<th>GUIDANCE</th>
<th>RISK ASSESSMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish metrics with specific targets that will determine when a business can safely reopen.</td>
<td>Ability to safely operate with ongoing CDC guidance, other industry specific guidance and/or social distancing opportunities known to mitigate exposure</td>
<td>Establish risk levels to determine when industries and regions can safely reopen.</td>
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</tbody>
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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.

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

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

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

One-stop website to the most critical business-related questions: [www.njbia.org/recovery](http://www.njbia.org/recovery)