

# 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



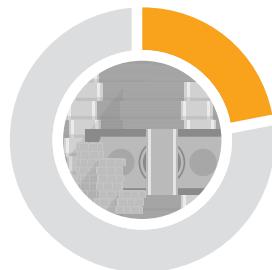
**59%**

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

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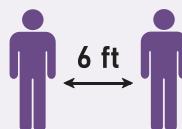
## Solutions

**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.



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