

# 2023 IMPACT

AMERICA'S  
**SBDC**  
NEW JERSEY

**NJSBDC State Director/ CEO:**

Kelly Brozyna

**NJ Federal Senators:**

Cory Booker

Robert Menendez

## NJSBDC FACT SHEET

### NETWORK-WIDE ECONOMIC IMPACT DELIVERABLES

The NJSBDC program, which is composed of 11 regional centers (statewide), provides management consulting, training, and other technical assistance to established small businesses and aspiring entrepreneurs in all of New Jersey's 21 counties. The NJSBDC's program impact between Jan. 1, 2023 - Dec. 31, 2023, is summarized here.

### SALES REVENUE



Clients generated more than  
**\$1,957,742,385** in sales revenues.

### SALES TAX REVENUES



Clients generated millions of dollars in business tax revenues to the overall Treasury and an estimated **\$129,392,892.81** (conservatively) in sales tax revenues to NJ.

### CAPITAL INFUSION



Facilitated **\$81,650,241** in total financing (loans & equity) for its clients.

### EXISTING BUSINESSES



**6,499** of all clients were established businesses.

### COUNSELED HOURS



Delivered **18,667** total counseling hours.

### JOBS SUPPORTED



**8,006** total jobs supported (SBDC clients' employees, new and retained).

### NEW BUSINESSES



**361** clients of NJSBDC started a new business.

### JOBS CREATED



**506** jobs were successfully created.

### COUNSELED CLIENTS



Counseled **5,103** clients (one-on-one).

### TRAINING EVENTS



Sponsored **537** training sessions statewide.

### ATTENDED TRAINING



**4,715** individuals/small business owners attended training seminars (on various business development/growth issues).

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Note: Data impact from Care SBA grant & other grant activity. The information provided in this impact data sheet is based on available data sources, internal records, and estimates.

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. America's Small Business Development Centers - New Jersey (NJSBDC) network is also funded by the State of New Jersey and is hosted by Rutgers Business School: Newark and New Brunswick. The NJSBDC network is an accredited member of America's Small Business Development Centers.