

The background features a network of interconnected nodes and lines. Nodes are represented by circles of various sizes and colors, including grey, blue, and green. Lines are a mix of solid and dashed grey. The overall aesthetic is clean and modern, suggesting a digital or data-driven theme.

**20**

**ANNUAL  
REPORT**

**choose:**  
**new jersey**

**20**



# LETTER FROM OUR CEO



In 2020, we have seen that economic development action is needed more than ever before. The unprecedented COVID-19 pandemic has severely impacted the health and economic well-being of our State and its residents. However, in the face of many challenges, I am proud to report that Choose New Jersey assisted 33 companies in relocating or expanding in New Jersey resulting in 1,455 new and retained jobs and generating \$607 million in capital investment this year. **In fact, for every dollar contributed to Choose New Jersey in 2020, we invested nearly \$200 back into New Jersey's economy.** Commemorating the organization's 10th anniversary, we have assisted a total of 303 companies resulting in 19,340 new and retained jobs and generating \$6.2 billion in capital investment.

Choose New Jersey played a critical role getting New Jersey back on its feet and continues to assist recovery efforts. I was honored to serve on Governor Murphy's Restart and Recovery Council as co-chair alongside Chief Policy Advisor Dr. Zakiya Smith Ellis and NJEDA CEO Tim Sullivan. The Council brought together 200+ leaders from various industries, community groups and higher education institutions to advise state leadership on economic issues impacted by COVID-19. Nine subcommittees held weekly virtual meetings culminating in 2,000 hours of work to roll out the best path forward to resume operations with the highest regard for health and safety. Choose New Jersey also spearheaded a "Mask Up NJ" social media influencer campaign to encourage residents to practice safety protocols with the understanding that public health drives economic health.

While numerous projects were halted in 2020, we are seeing signs of positive relocation and expansion activity. Global interest in New Jersey has picked up during the pandemic - companies are looking to address supply chain challenges and diversify their manufacturing and distribution sites to meet increased demand. We also ramped up our efforts around the mass exodus of New York City companies looking to move to more spacious suburban locations.

Even with the difficulties posed by the pandemic, we still have many accomplishments to report:

- Choose New Jersey led our second successful trip to Israel in February joined by a delegation of NJ business and academic leaders. Broadening the progress from Governor Murphy's 2018 mission, we showcased our State's assets and uncovered new opportunities for collaboration.
- We joined a regional bid with the State of New York for the FIFA World Cup 2026™ host city selection process. Our joint presentation to the FIFA Council pitched MetLife stadium for the tournament, and if selected, would be a major boost for the region and raise the State's global profile.
- We were awarded a second \$2 million grant allocation from the State of New Jersey to build upon the success of the 2020 State of Innovation marketing campaign to promote New Jersey around the world as the best place to do business in the U.S.
- We championed the New Jersey Economic Recovery Act of 2020 incentive package legislation. This suite of programs will give New Jersey a competitive edge, and will aid our organization's efforts to attract businesses, create jobs and increase investment in New Jersey.

The Choose New Jersey team remains dedicated to our mission, and with the steadfast support from our Board of Directors, we will continue to bolster economic growth in New Jersey to come out of this pandemic stronger than ever.

Sincerely,

A handwritten signature in black ink, appearing to read "Jose Lozano".

Jose Lozano  
President & CEO  
Choose New Jersey, Inc.

# CHOOSE NEW JERSEY CELEBRATES OUR 10<sup>TH</sup> ANNIVERSARY

## A DECADE OF EXPONENTIAL GROWTH

Choose New Jersey started from humble beginnings in the midst of a recession 10 years ago as an independent, nonpartisan organization focused on encouraging and nurturing economic growth. Today, we are known as the premiere economic development organization for the State of New Jersey. Going strong under a new State administration, and now in our third era of organizational leadership, we consult with and are heavily relied upon by businesses, site selectors and decision makers alike. Our team is small yet mighty and remains strategically nimble to quickly respond to the needs of the State and the business community. Although this year was our most challenging since inception, we relentlessly demonstrate our value. As Choose New Jersey's influence continues to grow, New Jersey's footprint around the world multiplies.

# 300+

COMPANIES ASSISTED

# 19,300+

NEW & RETAINED JOBS

# \$6.2B+

CAPITAL INVESTMENT\*

\*Economic impact model is based off of Chmura's Jobs EQ and the Bureau of Economic Analysis's input-output matrix



## THE STATE OF INNOVATION MEETS THE STARTUP NATION AND FINDS SUCCESS

Choose New Jersey led our second trip to Israel in February joined by a delegation of New Jersey's top business and academic leaders. Building upon the progress from Governor Murphy's 2018 economic mission, we forged relationships with Israeli executives and entrepreneurs, showcased our State's assets and uncovered new opportunities for collaboration.

Among the highlights, we led a drones presentation and roundtable, presented New Jersey's healthcare infrastructure to medtech startups at Sanara Ventures and SOSA, solidified a partnership with New Jersey Israel Commission and the Jerusalem Development Authority, toured Hadassah Hospital and held a panel at BIOHOUSE, announced university research fellowship recipients with Jewish National Fund, met with the Israel Chamber of Commerce and signed an MoU between Rowan University and Jerusalem College of Technology. We also attended Cross River's reception – one of the world's most innovative fintech companies with a North American headquarters in New Jersey – that included a growth announcement. We are grateful to our partners for highlighting all that our State has to offer to Israeli companies and deepening the New Jersey-Israel connection.

# PIPELINE OF PROGRESS 2020

**33**

**COMPANIES ASSISTED**

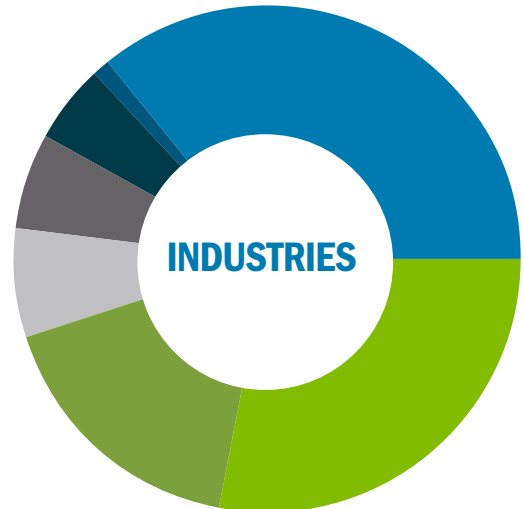
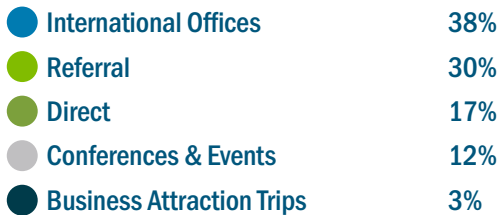
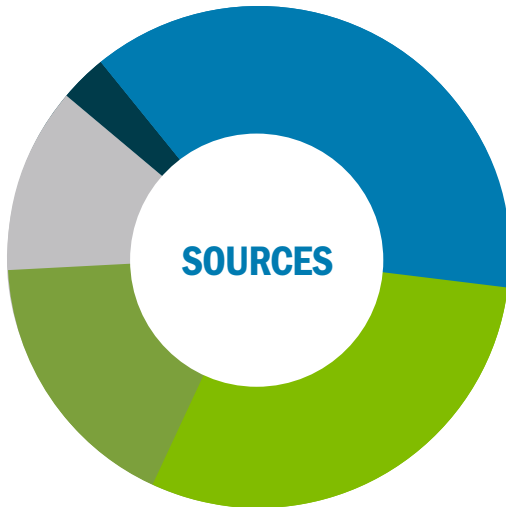
**1,450+**

**NEW & RETAINED JOBS**

**\$607M+**

**CAPITAL INVESTMENT\***

Choose New Jersey assisted 33 companies this year in relocating or expanding in New Jersey. Our pipeline remains strong with 333 companies interested in a New Jersey location (leads) and 131 companies in the final stages of the site selection process (opportunities). Our strategic global outreach has resulted in 77% of our pipeline dominated by international businesses and 23% domestic. We secured the most number of projects (62%) from referrals, direct outreach, trade shows and business attraction trips, followed by robust activity from our international offices (38%). While the life sciences industry continues to lead at 36%, we are also seeing an increased share of technology projects at 28%.





## HUDSON HOLDINGS GROUP

PPE manufacturing company

**Scope:** 19,903 sq. ft. manufacturing facility in Piscataway, 200 jobs

The Choose New Jersey team assisted the company in the site selection process, identifying employee benefit providers, executive recruiters and facilitated financing conversations. The onshoring of PPE production is crucial considering COVID-19 global supply chain disruptions - the company expects to produce 60 million face masks per month.

### choose: new jersey

New Jersey's leading economic development agency charged with stimulating job creation and attracting capital investment to the State founded in 2010 in Princeton. We relocated to a new main office in Newark in January 2020 with a satellite office in Trenton.

## A WORLD OF OPPORTUNITY

Throughout this tumultuous year, the Choose New Jersey team remained hard at work from home and only returned to the office when safe. We pivoted our services to hold virtual meetings and site tours with clients and attended digital events to make our presence known internationally.

**choose:  
new jersey**  
NEW JERSEY EUROPE CENTER

Founded in 2018 during Governor Murphy's business attraction trip to Germany with the New Jersey delegation. The office cultivates international investment and provides resources to European companies to identify and explore opportunities for growth in North America.

**choose:  
new jersey**  
NEW JERSEY INDIA CENTER

Founded in 2019 during Governor Murphy's historic business attraction trip to India with the New Jersey delegation. The office showcases our State's vested interest in the subcontinent and helps Indian companies looking to expand or break into the North American market.

ISRAEL TRADE MISSION



**SIRO CLINPHARM PRIVATE LIMITED**  
Clinical Research Organization (CRO)

**Scope:** Office in Princeton, 10 jobs

Choose New Jersey met with company executives during Governor Murphy's business attraction mission to India in 2019. Looking to expand their New Jersey presence, we connected them with our real estate partners to tour potential sites and provided introductions to legal providers, a payroll company, a staffing firm and an insurance broker.

**PROJECT KEY**

Wins, leads and opportunities are pinned based on the company's place of origin.



Win



Opportunity



Lead

# MARKETING THE STATE OF INNOVATION

In September of 2019, the State of New Jersey, through the Department of State (NJDOS), issued a \$3 million grant to Choose New Jersey for the implementation of a Business Marketing Initiative to encourage and nurture economic growth throughout the State. Designed to enhance awareness and encourage businesses in key industries to relocate to New Jersey or expand business in the State, the resulting campaign, entitled “State of Innovation,” sought to leverage the State’s core strengths through targeted, multichannel messaging to reach and influence key audiences, both domestically and internationally, positioning New Jersey as a hub of technological and economic innovation, and as one of the nation’s leading environments in which to live, work and play.

**287M**  
IMPRESSIONS

**2.5M**  
DIGITAL AD CLICKS

**1.3M**  
UNIQUE VISITORS

**3K**  
ENGAGEMENT ACTIONS

The marketing campaign was launched in the first quarter of 2020 and continued through the fourth quarter. Specifically targeting C-level executives in medium to large businesses and core decision-makers and business influencers for business relocation and expansion in the life sciences, technology and advanced manufacturing sectors, the initiative ultimately achieved over 287 million impressions, created a library of usable marketing assets, leveraged key partnerships, and produced a custom promotional magazine directed at key decision-makers in C-suites and site selection firms across the globe.

**This isn't a diner.**  
It's a think tank.

New Jersey's always had an appetite for new ideas, for finding fresh ways to better serve the food business. That's why we attract major players from Mars Wrigley to Mondelez, and disruptors like Oatly and AeroFarms. From location to talent to transportation, infrastructure to R&D, all the ingredients for success are in the State of Innovation.

**New Jersey: The State of Innovation**  
NJinnovation.com

Choose New Jersey received a support grant from the Business Market Center, a division of the Department of State.

**Raise a family. Build a business.**

It's not just companies that grow up in New Jersey. People thrive here, too. Thanks to the #1 ranked public school system in the country. And hundreds of miles of beaches, lakes, and mountains. Not to mention cities and towns teeming with diversity, culture and charm. No wonder so many live, work and play in the State of Innovation.

**New Jersey: The State of Innovation**  
NJinnovation.com

**choose: new jersey**  
Choose New Jersey received a support grant from the Business Market Center, a division of the Department of State.

**This isn't a lab.**  
This is a launchpad for medical miracles.

New Jersey continues to cultivate its long legacy of breakthrough medicines, pharma, biotech and medical devices. With a vibrant infrastructure ecosystem of top talent, support, funding, research facilities, university partnerships and affordable space, it's no wonder global giants and startups alike come here to define the future of healthcare. It's why life sciences come to life in the State of Innovation.

**New Jersey: The State of Innovation**  
NJinnovation.com

**choose: new jersey**  
Choose New Jersey received a support grant from the Business Market Center, a division of the Department of State.



This isn't a garden.

It's a growth engine.

Welcome to an ecosystem built for enterprise: the State of Innovation.

New Jersey: The State of Innovation

choose: new jersey

Choose New Jersey received a support grant from the Business Action Center, a division of the Department of State.

Top concentration of engineers per square mile in the US.

Tech's got it made in the State of Innovation.

New Jersey: The State of Innovation

choose: new jersey

Choose New Jersey received a support grant from the Business Action Center, a division of the Department of State.

This isn't a neighborhood. It's a nucleus of invention.

Breakthroughs are brought to life in the State of Innovation.

New Jersey: The State of Innovation

choose: new jersey

Choose New Jersey received a support grant from the Business Action Center, a division of the Department of State.

New Jersey: The State of Innovation

choose: new jersey

Sign up for our newsletter today [Subscribe Now](#)

# Hub of invention, home to disruption.

New Jersey has long been a center of technological invention: from Edison's light bulb to the digital cellular networks built by Bell Labs to the advances happening today in fintech, AI, communications and cybersecurity.

From industry giants to startups, businesses know that here is an ecosystem for enterprise, where breakthroughs are built.

It's time to take your tech further in the State of Innovation. Locate your company in New Jersey.

[Let's get started](#)

Innovation starts with an in.

Who

Why

What

Where

New Jersey: The State of Innovation

choose: new jersey

Sign up for our newsletter today [Subscribe Now](#)

# Come Grow in New Jersey.

Our legacy of discovery continues with you. Tap into a vibrant ecosystem with the world's top talent, funding, research facilities, university partnerships and affordable space.

We bring life sciences to life here. Locate your business in the State of Innovation.

[Let's get started](#)

Innovation starts with an in.

Who is here

Why they're here

What they say

Where they excel

[Let's get started](#)

Who is here.

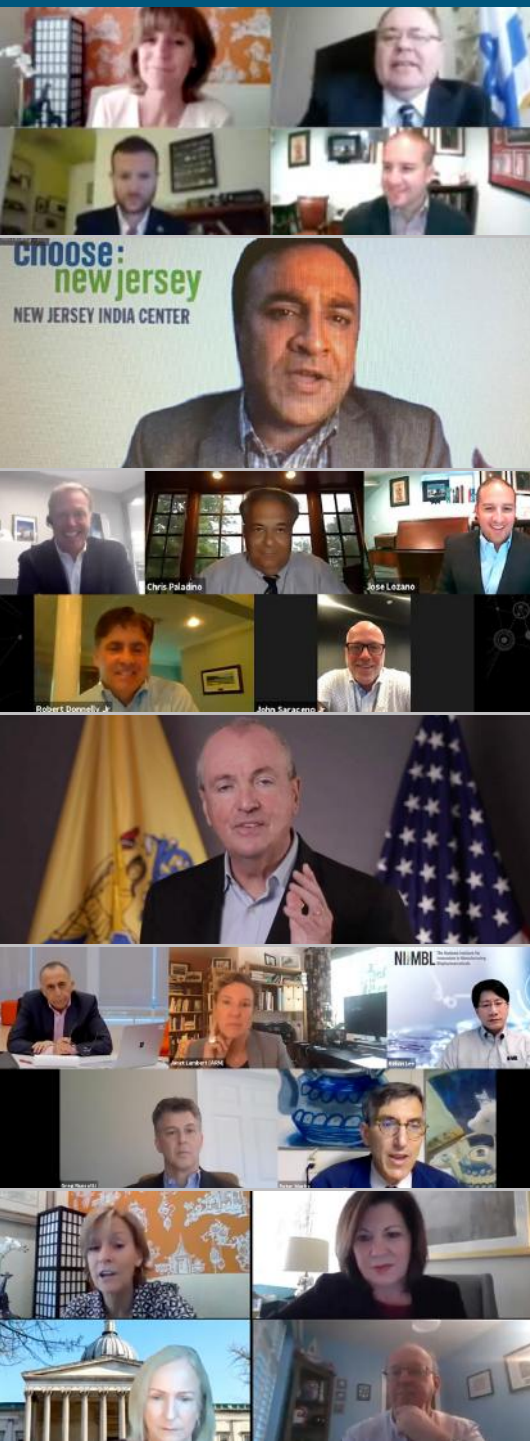
TEVA

NOVARTIS

MERCK

Johannes Gutenberg

# GOING DIGITAL: EVENT HIGHLIGHTS



Despite the COVID-19 restrictions for in-person events and travel, Choose New Jersey held virtual events and hosted webinars in addition to attending digital conferences and trade shows. We were able to celebrate historic partnerships and grand openings, hold productive conversations and appear on global platforms to send the message that New Jersey is best for business.

## COVID-19 INNOVATIONS: NEW JERSEY MEETS ISRAEL WEBINAR

In partnership with BioNJ, NJ-Israel Commission and BioJerusalem, this event in June showcased six cutting-edge New Jersey and Jerusalem companies working on critical COVID-19 biotech solutions. Building upon a collaboration forged with BioJerusalem during the Israel mission, the webinar highlighted the New Jersey-Israel strategic partnership to bring innovative therapies to market.

## NASSCOM VIRTUAL LAUNCH

Choose New Jersey was proud to be a part of the virtual launch of NASSCOM Launchpad in July. Building off the success of Governor Murphy's business attraction mission to India in 2019, Indian technology industry association NASSCOM announced five of its member companies that will be partnering with VentureLink@NJIT as a "soft landings" site to explore opportunities in New Jersey. This partnership aims to further strengthen the connection between New Jersey and India and will promote technology-based investment between the two regions as well as amplify global competitiveness.

## COVID-19 IMPACT ON THE NEW JERSEY REAL ESTATE MARKET

Choose New Jersey kicked off the first event in our new #RepoweringNJ webinar series in August covering the COVID-19 impact on New Jersey's real estate market. The conversation was moderated by Jose Lozano with New Jersey's top commercial real estate developers at JLL, Cushman & Wakefield, DEVCO and Onyx Equities as panelists. They discussed trends and opportunities in commercial real estate – shining light on New Jersey's top properties and ability to attract companies looking for more space.

## NEW JERSEY: A RISING CELL & GENE THERAPY HUB A FIRST LOOK AT BIOCENTRIQ™

Choose New Jersey, in partnership with New Jersey Innovation Institute (NJII), hosted the virtual premiere of BioCentriq – a new, state-of-the-art, industry-facing cell and gene therapy contract development and manufacturing organization (CDMO) located on the NJIT campus in Newark, NJ. Joined by Governor Murphy, NJIT President Dr. Joel Bloom, and other state and national leaders in the biotechnology industry, the event marked the next era for cell and gene therapy innovation in New Jersey and served as the premiere of our new cell and gene therapy event series.

# MEASURES OF SUCCESS

## BUSINESS DEVELOPMENT

Grow New Jersey's economy through domestic and international business development efforts and collaborations to meet the goals and objectives of the Governor's economic development strategy.

GOAL	METRIC	BASELINE	RESULTS
Increase pipeline of activity through focused outreach in targeted sectors and geographic regions	Increase Leads	290	333
	Increase Opportunities	98	131
	Increase Wins	21	33
Build collaborations between NJ higher education institutions, state departments and Choose NJ with international counterparts	Build collaborations between NJ higher education institutions, state departments and Choose NJ with international counterparts	6	2
Build partnerships with economic development organizations in key urban centers in NJ to partner in outreach activities	Urban Centers: Newark, Paterson, Passaic, Jersey City, Camden, Atlantic City, Trenton & New Brunswick	0	4

## MARKETING AND COMMUNICATIONS

Conduct earned media outreach and marketing campaigns to position New Jersey as a place to do business both domestically and internationally, with support for strategically chosen events and conferences.

GOAL	METRIC	BASELINE	RESULTS
Increase earned media and social media presence	Increase earned media impressions	500 M	1.12 B
	Increase social media engagement	40,000	50,743
By industry and by geography, focus advertising strategy in same sectors as business development, while ensuring advertising impressions are impactful	Increase advertising impressions	200 M	287 M
Continue to position Choose New Jersey as a thought leader through regular outreach to stakeholders and public with original content	Craft original content to be sent out via blogs, Bytes, and placement in publications	15	29

# THANK YOU TO OUR 2020 BOARD OF DIRECTORS AND SUPPORTERS

## AMBASSADORS



## DIPLOMATS

Supor Enterprises

## PARTNERS

Advance Realty

Archer & Greiner Law

Arenson

Associated Construction  
Contractors of New Jersey

Bank of America

BioNJ

Bricklayers & Allied Craftworkers  
ADC of NJ

Chiesa Shahinian & Giantomasi PC

CConnell Foley

Cooper Levenson

Cushman & Wakefield

DLA Piper

ELEC 825

Elberon Development Group

Ernst & Young LLP

Genova Burns

Greater Trenton

IBEW Local 102

Imergis

iStar

Investors Bank

J. Fletcher Creamer & Son, Inc.

JLL

Joseph Jingoli & Sons, Inc.

KPMG

McElroy, Deutsch, Mulvaney &  
Carpenter LLP

Morristown Medical Center

New Brunswick Development  
Corporation

New Jersey Business & Industry  
Association

New Jersey State Chamber of  
Commerce

PricewaterhouseCoopers

Sheet Metal Workers Local 25

Sills Cummis & Gross P.C.

Slalom Consulting, LLC

South Jersey Industries

Verizon

Wakefern Food Corp

## EDUCATION ADVOCATES

Montclair State University

New Jersey City University

New Jersey Institute of Technology

Princeton University

Ramapo College

Rowan University

Rutgers, The State University of  
New Jersey

Stockton University