

**MERCER COUNTY**  
**OFFICE OF ECONOMIC DEVELOPMENT**  
**AND SUSTAINABILITY**



**A “HOW TO” HANDBOOK**  
**FOR**  
**MERCER COUNTY BUSINESSES**

**Brian M. Hughes, Mercer County Executive**  
**The Board of Chosen Freeholders**

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**PO Box 8068**  
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**[www.mercercounty.org](http://www.mercercounty.org)**

*Updated December 2014*

# **The Handbook Index**

|   |              |
|---|--------------|
| <b>1. Welcome Letter from County Executive</b>                    | <b>pg.3</b>  |
| <b>2. The Office of Economic Development &amp; Sustainability</b> | <b>pg.4</b>  |
| <b>3. Financial Assistance Programs for Businesses</b>            | <b>pg.5</b>  |
| <b>4. Registering Your Business</b>                               | <b>pg.9</b>  |
| <b>5. Mercer County Business Consulting Services</b>              | <b>pg.12</b> |
| <b>6. Planning/Zoning Offices</b>                                 | <b>pg.15</b> |
| <b>7. Finding the Right Commercial Space</b>                      | <b>pg.18</b> |
| <b>8. Tax Issues</b>  | <b>pg.17</b> |
| <b>9. Foreign Trade and Urban Enterprise Zones</b>                | <b>pg.21</b> |
| <b>10. Employer Incentive Programs</b>                            | <b>pg.23</b> |
| <b>11. County Procurement Process</b>                             | <b>pg.25</b> |



## COUNTY OF MERCER

McDADE ADMINISTRATION BUILDING  
640 SOUTH BROAD STREET  
P.O. BOX 8068  
TRENTON, NEW JERSEY 08650-8068

BRIAN M. HUGHES  
COUNTY EXECUTIVE

Welcome to the Mercer County “How To” Handbook for businesses. This comprehensive guide is intended to facilitate the relationship between large and small businesses that operate in Mercer County and the county, state and federal programs that exist to assist businesses with a variety of issues.

We have a wealth of business knowledge and experience in county government, and through this handbook, we hope to ensure a vibrant economic future for our businesses by ensuring they can access the incentive programs, financial assistance, and counseling services, among many other opportunities, offered in Mercer County.

It is an exciting time to partner with us here in the Capital County, where we boast one of the most stable economies in the nation and a strong consumer base you can’t find anywhere else in America. Our highly skilled and educated workforce is one of the county’s strongest assets. Visitors and businesses alike enjoy our proximity to the New York and Philadelphia metropolitan areas. Our transportation infrastructure rivals that of any successful market—Mercer County has three major train stations along the NJ Transit Northeast Corridor Line; easy access to the New Jersey Turnpike and many major expressways; an extensive bus system; and special transportation resources for senior citizens and people with physical disabilities.

The future is ours to shape through hard work, smart business decisions and relationships that propel us to renewed prosperity. Mercer County government has strived to develop tighter relationships with the private sector in the past several years, and these public-private bonds must continue if we are to remain the county in New Jersey that is the leader in business services, research, education, health care and government.

I hope you find this “How To” Handbook informative and useful. I encourage you to follow up on the information in this packet by contacting the Mercer County Office of Economic Development and Sustainability at (609) 989-6555 or visiting our website at [www.mercercounty.org](http://www.mercercounty.org).

Sincerely,

Brian M. Hughes  
County Executive

**The Mercer County**  
**Office of Economic Development and Sustainability**  
*Your First Stop for Business Answers*

As a growing business or start-up, the Mercer County Office of Economic Development and Sustainability is here to assist you in answering questions about government programs and public and private business opportunities.

Through this Handbook, you will find available programs at the federal, county, state and municipal levels for businesses. In addition, the Handbook will put you in touch with the people who can get you effective answers and can guide with you their particular expertise.

As always, the Mercer County Office of Economic Development and Sustainability should be your “first stop” in answering questions or directing you to the proper resources found in Mercer County and throughout the State of New Jersey. Please do not hesitate in contacting our office for any business-related question.

Included in the Handbook is information that pertains to the economic development programs at the county level. You will learn about the small-business lending program of the Mercer County Loan Fund which provides loans to small-businesses ranging from \$25,000 to \$250,000. You will also learn of the county small business counseling program. Through knowledgeable professionals, the program guides start-ups and small businesses through business requirements and local resources, potential bidding opportunities on municipal and county contracts and available financing programs from private lenders. Finally, you will be able to learn of the one-the-job training program offered through the County One-Stop that features partial salary reimbursement for new hires.

Please take a moment and review some of the many business programs and departments and feel free to contact our Mercer County Business Advocate at 609-989-6059 for further information on any of the topics mentioned within.

## **Financial Assistance Programs for Businesses**

### *Mercer County Loan Fund*



The County of Mercer revolving loan fund provides loans between \$25,000 to \$250,000 for start-up and expanding businesses in Mercer County. The rates on these loans start at prime plus 3% with terms up to 25 years.

Through a partnership with the Regional Business Assistance Corporation (RBAC), the county provides business mentoring and loans for start-up and existing businesses that cannot access financing from traditional lending sources. The loans can be used for real estate, furniture, equipment, inventory, marketing and advertising, and working capital.

To apply you must submit an application along with a \$30 application fee made out to the Regional Business Assistance Corporation (RBAC). All applications should be submitted through the Mercer County Office of Economic Development or through RBAC and can be obtained from the Mercer County Office of Economic Development or downloaded from RBAC website at: [www.rbacloan.com](http://www.rbacloan.com)

The loan package requirements include the following:

- The business must be located in Mercer County
- Completed and signed application along with \$30 application fee
- Three years of personal income tax returns and W2s
- Three years of business tax returns (if already in business)
- Business plan for all start-ups
- Financial projections
- Copy of draft lease (if applicable)
- Evidence of owner's contribution to the project
- Copy of operating agreement for all corporations and LLC/Ps
- Evidence that the business is current on all state payroll and sales taxes

For more information on the loan program or to schedule a meeting with our business representative, please call the Office of Economic Development at (609) 989-6555 or contact the RBAC at (609) 587-1133 and ask about the Mercer County Loan Fund.

*Mercer County Improvement Authority (MCIA)*



The **Capital Improvement Program** is designed to supply organizations such as municipalities, schools, fire districts, and non-profit organizations, with cost-effective financing to meet project specific capital needs. Typical purchases include new buildings, improvements to existing facilities and land.

The Authority will help these qualified organizations find the best possible financing vehicle for their particular projects. You can also benefit from the MCIA legal status and frequent market exposure. In addition, the Authority will negotiate your capital needs with financing professionals and will represent you at the required agencies hearings. Upon request, the Authority will also conduct the bidding process and manage and oversee the construction projects financed through the Authority.

To get started, you will need to complete and submit an application for financing which can be found on the MCIA website at [www.mcia-nj.com](http://www.mcia-nj.com). Upon receiving the application, MCIA will contact you to discuss possible financing options, repayment schedules, and costs associated with the particular transaction.

In addition, the MCIA team of project management professionals can provide design, contract administration and construction management services. Additionally, the County Improvement Authorities Law allows the MCIA to act as the redevelopment entity for various redevelopment areas throughout the county. As such, the MCIA facilitates commercial and residential redevelopment with innovative approaches that solve complex development issues.

For more information, please contact the MCIA at (609) 278-8100 or visit their website at [www.mcia-nj.com](http://www.mcia-nj.com).

## *New Jersey Economic Development Authority*



The Economic Development Authority (EDA) offers a wide variety of financial assistance programs to businesses located in New Jersey. They can provide businesses with low-interest financing through bonds, loan participations, loan guarantees and direct loans with either a variable or fixed interest rates. Most importantly, the EDA offers longer repayment schedules than those offered by traditional lenders.

Below is a brief overview of some of the programs that are available:

| Why Does Your Business Need Financing?   | Here's What the EDA Can Offer*:  |
|--|--|
| To cover my operating expenses   | <ul style="list-style-type: none"> <li>Loans up to \$750,000; loan guarantees up to \$1.5 million for a total EDA exposure of \$2.25 million</li> </ul>  |
| To purchase or renovate a building, machinery or equipment to accommodate my business growth and expansion                         | <ul style="list-style-type: none"> <li>Loans up to \$1.25 million; loan guarantees up to \$1.5 million for a total EDA exposure of \$2.75 million</li> </ul>   |
| To grow my business located in an urban municipality   | <ul style="list-style-type: none"> <li>Loans of up to \$2 million for fixed assets to businesses in one of New Jersey's urban areas</li> <li>Loans of up to \$3 million with favorable rates for fixed assets to businesses in one of New Jersey's nine designated urban areas (Atlantic City, Camden, East Orange, Elizabeth, Jersey City, Newark, New Brunswick, Paterson, Trenton)</li> </ul> |
| To grow my business by adding employees  | <ul style="list-style-type: none"> <li>Incentive grants to businesses creating at least 25 new jobs in New Jersey (10 jobs if in the technology or biotechnology sectors)</li> </ul>   |
| For training that will help me start and grow my business or get a better understanding of how to run my business more efficiently | <ul style="list-style-type: none"> <li>Access to entrepreneurial and technical training for new and aspiring business owners.</li> </ul>   |

If you are interested in learning of these opportunities, please visit the EDA website at [www.njeda.com](http://www.njeda.com).

### ***New Jersey Redevelopment Authority***

The New Jersey Redevelopment Authority (NJRA) provides urban centers with opportunities to create functional public/private partnerships, to leverage funds for entrepreneurial growth and job creation and to enhance community empowerment. ***The Mercer County municipalities where businesses are eligible for financing consist of Trenton, Ewing and Hamilton.***

### **New Jersey Reinvestment Fund**

The NJRA manages this flexible investment fund that provides debt and equity financing for business and real estate ventures. Through the RIF program, the NJRA is able to offer direct loans, real estate equity, loan guarantees and other forms of credit enhancements.

To request financing through the RIF program, please visit the New Jersey Redevelopment Authority website at [www.njra.us](http://www.njra.us) and submit the information requested in the NJRA Funding Assessment Guidelines.

### **Bond Program**

The NJRA offers creative bond financing solutions to companies seeking financing for capital improvements and expansions. The NJRA acts as a conduit by issuing its qualified small issue bonds for purpose of acquiring or constructing capital facilities for qualifying borrowers so that the borrowed funds (bond proceeds) can be treated as tax-exempt.

The NJRA sells bonds to raise capital for making long-term loans at attractive, below-market interest rates to a broad range of qualified businesses and not-for-profit organizations. The NJRA has the ability to issue \$100 million of taxable and tax-exempt bonds annually to stimulate revitalization in New Jersey urban areas.

To qualify for tax-exempt bond financing you must qualify under the Internal Revenue Code's (IRC) eligibility requirements.

- Manufacturing facilities
- Certain nonprofit (501) (c) (3) organizations, such as:
  - Social Service organizations
  - Child Care Facilities
  - Community Facilities
- Commercial and industrial projects located in federally designated Empowerment Zones or Enterprise Communities

Please contact the NJRA Division of Business Development at (609) 292-4557 for further details on these and other programs.



# **Registering Your Business**

## ***State of New Jersey***

Depending on the type of business you operate, you will need to take one or two steps for your business to be properly registered in New Jersey. For information on the registration process, please visit the NJ Department of Treasury website and use the following link <http://www.state.nj.us/treasury/revenue/busregcert.shtml>.

All businesses must register for tax purposes.

If your business is a legal entity such as a corporation, limited partnership, or limited liability company, you must file formation or authorization documents for the public record. General partnerships and sole proprietors are not subject to this first step.

### ***Registering New Business Entities***

This first step applies to all New Jersey (domestic) and out-of-state (foreign) corporations, limited liability companies, limited partnerships and limited liability partnerships. You must file an original formation/authorization certificate with the State of New Jersey. The filing process can be completed online. All profit businesses (domestic and foreign) and foreign non-profits must pay a filing fee of \$125. The filing fee for domestic non-profits is \$75. If you choose not to register online, you may download the forms and instructions, which are found in the Business Registration Packet.

### ***Registering All Businesses for Tax & Employer Purposes***

This next step applies to all businesses. You must file Form NJ-REG to be registered for tax and employer purposes. The online registration is available on the Department of Treasury website.

Filing Form NJ-REG ensures that your business is registered under the correct tax identification number and that you will receive the proper returns and notices. Normally, you will use your federal identification number (FEIN) as the New Jersey tax identification number. A business with employees must obtain a FEIN. If you do not have a federal identification number for your business, you may apply for one as you fill out the online NJ-REG or you may apply directly to the IRS online.

If you are subject to the entity formation/authorization filing above, you may submit both the business entity and the tax registration filings together. The NJ-REG, however, must be filed within 60 days of filing the new business entity if the registrations are submitted separately.

If you choose not to register online, you may download the paper forms and instructions, which are found in the Business Registration Packet.

### ***Proof of Registration***

Businesses planning to contract with any public agency in New Jersey, including state agencies, local governments, colleges/universities and local school boards as well as with casino licensees, will be required to provide a Business Registration Certificate as proof of registration. To obtain a Business Registration Certificate, you must have filed Form NJ-REG.

### ***Choosing a Name for your Business***

Before choosing a name, you may review business names on file with New Jersey online, free of charge. If you want assistance in checking the availability of a business name, you may call the Division at (609) 292-9292. Fees apply for this service.

### ***County of Mercer***

All new businesses established in Mercer County can file a Trade Name Certificate with the Mercer County Clerk's Office. (Please note the Trade Name Certificate is only for small businesses and non-profit churches). Banks generally require businesses to register a trade name before opening a business checking account. The Trade Name Certificate can be purchased for \$50. You can receive an electronic version of the application by clicking on the Mercer County website under County Clerk's Office or contact the Business Advocate at (609) 989-6555.

### ***Municipal Business Registration***

Depending upon the location of your business, you may be required to file a registration application with that municipality. Please find a complete list below of the municipal clerk offices in Mercer County.

|  |   |
|--|---|
| <b>City of Trenton</b><br>Richard M. Kachmar - Clerk<br>319 East State Street<br>Trenton, NJ 08608<br>Phone: (609) 989-3187<br>Email: <a href="mailto:rkachmar@trentonnj.org">rkachmar@trentonnj.org</a>   | <b>Ewing Township</b><br>Kim Marcellaro - Clerk<br>2 Jake Garzio Drive<br>Ewing, NJ 08628<br>Phone: (609) 883-2900 x 7609<br>Email: <a href="mailto:kmacellaro@ewingnj.org">kmacellaro@ewingnj.org</a>  |
| <b>East Windsor Township</b><br>16 Lanning Boulevard<br>East Windsor, NJ 08520<br>Phone: (609)443-4000 x237<br>Email: <a href="mailto:municipal_clerk@east-windsor.nj.us">municipal_clerk@east-windsor.nj.us</a>                                 | <b>Hamilton Township</b><br>Eileen A. Gore - Clerk<br>2090 Greenwood Avenue<br>PO Box 00150<br>Hamilton, NJ 08650-0150<br>Phone: (609) 890-3622<br>Fax: (609) 631-8287<br>Email: <a href="mailto:egore@Hamiltonnj.com">egore@Hamiltonnj.com</a> |
| <b>Hightstown Borough</b><br>Debra Sopronyi – Clerk<br>148 North Main Street<br>Hightstown, NJ 08520<br>Phone: (609) 490-5100 Ext. 772<br>Fax: (609) 371-0267<br><a href="mailto:clerk@hightstownborough.com">clerk@hightstownborough.com</a>    | <b>Hopewell Borough</b><br>Michele Hovan - Clerk<br>PO Box 128<br>Hopewell, NJ 08525<br>Phone: (609) 466-2636<br>Fax: (609) 466-8511<br>Email: <a href="mailto:michele.hovan@hopewellboro-nj.us">michele.hovan@hopewellboro-nj.us</a>           |
| <b>Hopewell Township</b><br>Laurie E. Gompf - Clerk<br>201 Washington Crossing-Pennington Rd.<br>Titusville, NJ 08560<br>Phone: (609) 737-0605<br>Fax: 609-737-1022<br>Email: <a href="mailto:lgompf@hopewelltpw.org">lgompf@hopewelltpw.org</a> | <b>Lawrence Township</b><br>Kathleen S. Norcia - Clerk<br>2207 Lawrence Road, P.O. Box 6006<br>Lawrence Township, NJ 08648<br>Phone: (609) 844-7000<br>Email: <a href="mailto:clerk@lawrencetwp.com">clerk@lawrencetwp.com</a>                  |

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| <p><b>Pennington Borough</b><br/> Elizabeth Sterling - Clerk<br/> 30 North Main Street<br/> Pennington, NJ 08534-0095<br/> Phone: (609) 737-0276<br/> Fax: (609) 737-9780<br/> Email: <a href="mailto:bsterling@penningtonboro.org">bsterling@penningtonboro.org</a></p>             | <p><b>Princeton</b><br/> Linda McDermott - Clerk<br/> 400 Witherspoon Street<br/> Princeton, NJ 08540<br/> Phone: (609) 924-5704<br/> Fax: (609) 688-2031<br/> Email: <a href="mailto:lmcdermott@princetonnj.org">lmcdermott@princetonnj.org</a></p> |
| <p><b>Robbinsville Township</b><br/> Michele Seigfried - Clerk<br/> 1 Washington Blvd., Suite 14<br/> Robbinsville, NJ 08691<br/> Phone: (609) 918-0002 x2<br/> Fax: (609) 918-1553<br/> Email: <a href="mailto:MicheleS@robbinsville-twp.org">MicheleS@robbinsville-twp.org</a></p> | <p><b>West Windsor Township</b><br/> Sharon L. Young - Clerk<br/> 271 Clarksville Road, PO Box 38<br/> West Windsor, NJ 08550<br/> Phone: (609) 799-2400<br/> Email: <a href="mailto:syoung@westwindsortwp.com">syoung@westwindsortwp.com</a></p>    |

## **Mercer County Business Consulting Services** *Small Business Development Center Program*



If you are interested in doing business in Mercer County, get ready for an exciting list of programs geared to start or grow your own business. The workshops, which are held throughout the year, provide you with the necessary tools to succeed and are held conveniently at various county locations. They include:

### **How to Start a Business from A-Z**

- A review of some of the initial steps necessary to get your business off the ground and running

### **Doing Business in Mercer County**

- A firsthand look at the products and services available to you through the Mercer County bid process

### **Financing your Business**

- Learn how to apply for small business loans and find out what financial resources are available to you

This entire packet of annual services is free of charge. If you are interested in receiving a brochure or would like to schedule a one-to-one seminar with a Small Business Development Center (SBDC) consultant, please contact the SBDC at (609) 771-2947 or email [programs@sbdcnj.com](mailto:programs@sbdcnj.com).

### **New Jersey Latino Business Center**

The County and its partners at the SBDC are dedicated to supporting aspiring and existing county based Latino businesses through one-to-one management assistance and educational programs. All programs are presented in Spanish and include how to start your own business, financial management tools, business plan basics, access to financing, social media marketing, etc. All counseling begins with a first meeting assessment in Spanish followed with a specific expert counsel either delivered directly in Spanish or via an interpreter.

This program has a grass-roots approach in working effectively with the Latino business community, meeting and greeting business owners, sharing the county program and encouraging counsel.

For more information on the Center, please contact the SBDC Coordinator Lilian Mauro at (609) 771-2096.

## *UCEDC*



Mercer County has partnered with the UCEDC to offer informative small to mid-size business seminars. They include the following:

### **Your Credit & You**

- Learn the details on what are credit scores and credit myths; how credit scores are calculated; and ways to change your score

### **Marketing Made Real**

- Identify your target customers and what drives them to buy; understand your competition; create your marketing message; choose the best vehicles to reach your customers; focus your time and energy on your most likely to purchase customers

### **The Price is Right: The How-To's of Pricing Your Products & Services**

- Find out which price points motivate or dissuade consumers from purchasing and set the right price for your products and services

### **The Bottom Line: Understanding Your Financial Statements**

- Gain a better understanding of your financial numbers; learn how to set financial goals; and make key business decisions using your financial information

### **Entrepreneurship 101**

This six-week course will help guide you through the early stages of the entrepreneurial process and will give you the tools to provide you with the best chance to turn your business idea into a success.

- Learn whether you have the traits to be a business owner and make your idea work
- Assess the feasibility of your particular business idea and ensure that it will provide the benefits you want from business ownership
- Master the steps to opening a business in New Jersey
- Determine the correct structure for your business
- Work closely with instructors during class to draft your business plan
- Present your idea to a panel of independent experts for feedback and advice
- Receive one-on-one mentoring for 12 months upon successful class completion

If you are interested in attending one of these upcoming seminars, please contact the Mercer County Business Advocate at (609) 989-6059 or visit [www.businessinmercer.com](http://www.businessinmercer.com) under the announcement section.

## *SCORE*



With nearly 50 years of experience, SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship.

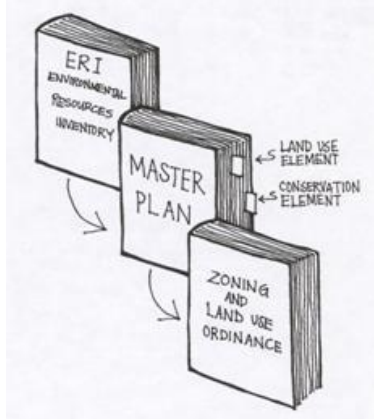
Since SCORE's work is supported by the U.S. Small Business Administration (SBA) and their network of 13,000+ volunteers, they are able to deliver business services at no charge or at very low cost.

They can provide:

1. Volunteer MENTORS who share their expertise across 62 industries
2. Free, confidential business COUNSELING in person or via email
3. Free business TOOLS, templates and tips here online
4. Inexpensive or free business WORKSHOPS (locally) and webinars (online 24/7)

You can visit the SCORE website at [www.scoreprinceton.org](http://www.scoreprinceton.org); email them at [info@scoreprinceton.org](mailto:info@scoreprinceton.org); and schedule an appointment at (609) 393-0505.

## Planning/Zoning Offices in Mercer County



### *Municipal Offices*

The first step for most businesses seeking to establish a new business, construct a new facility or expand current operations within the County of Mercer is to contact the municipal planning or zoning offices for design standard requirements, zoning regulations and permitting issues.

Below you will find a list of municipal economic development, planning and zoning offices. Please note some municipalities range in staff size and may not include an economic development office. If you have any questions or concerns regarding the appropriate contact, please call the Business Advocate at (609) 989-6059.

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| <p><b>City of Trenton</b><br/>                     Monique King-Viehlend<br/>                     Director of Dept. Housing and Economic Development<br/>                     319 East State Street<br/>                     Trenton, NJ 08608<br/>                     Phone: (609) 989-3518<br/>                     Email: <a href="mailto:mking-viehlend@trentonnj.org">mking-viehlend@trentonnj.org</a><br/>                     Diana Rogers<br/>                     Director of Division of Economic Development<br/>                     Phone: (609) 989-3509<br/>                     Email: <a href="mailto:drogers@trentonnj.org">drogers@trentonnj.org</a><br/>                     Ray Bucchi - Zoning Officer<br/>                     Phone: (609) 989-3549</p> | <p><b>Ewing Township</b><br/>                     Bill Erney<br/>                     Construction and Zoning Official<br/>                     2 Jake Garzio Drive<br/>                     Ewing, NJ 08628<br/>                     Phone: (609) 883-2900 x 7611<br/>                     Email: <a href="mailto:berney@ewingnj.org">berney@ewingnj.org</a></p>  |
| <p><b>East Windsor Township</b><br/>                     Business Ombudsman<br/>                     Phone: (609) 443-4000 x246<br/>                     Email: <a href="mailto:business_ombudsman@east-windsor.nj.us">business_ombudsman@east-windsor.nj.us</a><br/>                     Roman J. Petruniak<br/>                     Director of Inspections/Construction Official<br/>                     16 Lanning Boulevard<br/>                     East Windsor, NJ 08520<br/>                     Phone: (609) 443-4000 x202<br/>                     Email: <a href="mailto:construction_official@east-windsor.nj.us">construction_official@east-windsor.nj.us</a></p>   | <p><b>Hamilton Township</b><br/>                     Richard Williams, Director<br/>                     Dept. of Community Planning &amp; Compliance<br/>                     2090 Greenwood Avenue<br/>                     PO Box 00150<br/>                     Hamilton, NJ 08650-0150<br/>                     Phone: (609) 890-3683<br/>                     Fax: (609) 890-3548<br/>                     Email: <a href="mailto:RWilliams@HamiltonNJ.com">RWilliams@HamiltonNJ.com</a><br/>                     Michael Angarone, Director<br/>                     Dept. of Technology &amp; Economic Dev.<br/>                     Phone: (609) 890-3519<br/>                     Fax: (609) 890-3876<br/>                     Email: <a href="mailto:MAngarone@HamiltonNJ.com">MAngarone@HamiltonNJ.com</a></p> |

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| <p><b>Hightstown Borough</b><br/> George Chin - Construction Official<br/> 148 North Main Street<br/> Hightstown, NJ 08520<br/> Phone: (609) 490-5100 Ext. 622<br/> Email: <a href="mailto:construction@hightstownborough.com">construction@hightstownborough.com</a><br/> Bill Schmeling – Zoning Officer<br/> Phone: (609) 490-5100 Ext. 618<br/> Email: <a href="mailto:zoningofficer@optimum.net">zoningofficer@optimum.net</a></p> | <p><b>Hopewell Borough</b><br/> Derek Bridger - Zoning Officer<br/> PO Box 128<br/> Hopewell, NJ 08625<br/> Phone: (609) 558-8495<br/> Email: <a href="mailto:derek.bridger@hopewellboro-nj.us">derek.bridger@hopewellboro-nj.us</a><br/> James Blair - Construction Official<br/> Phone: (609) 466-2570<br/> Fax: (609) 466-8511</p>                                      |
| <p><b>Hopewell Township</b><br/> Robert Miller<br/> Community Develop. Coordinator/Zoning Officer<br/> 201 Washington Crossing-Pennington Rd.<br/> Titusville, N.J. 08560<br/> Phone: (609) 737-0612 x643<br/> Fax: (609) 737-6839<br/> Email: <a href="mailto:rmiller@hopewelltp.org">rmiller@hopewelltp.org</a></p>   | <p><b>Lawrence Township</b><br/> James F. Parvesse - Secretary to the Planning Board/Zoning Officer<br/> Email: <a href="mailto:jparvesse@lawrencetwp.com">jparvesse@lawrencetwp.com</a><br/> Brenda Kraemer - Secretary to Zoning Board<br/> Phone: (609) 844-7087<br/> Email: <a href="mailto:Bkraemer@lawrencetwp.com">Bkraemer@lawrencetwp.com</a></p>                 |
| <p><b>Pennington Borough - Planning and Zoning</b><br/> Mary Mistretta - Land Use Administrator<br/> John Flemming - (part-time) Zoning Officer<br/> John L. Hall Jr. - Construction Code Official<br/> 30 North Main Street<br/> Pennington, NJ 08534-0095<br/> Phone: (609) 737-0276<br/> Fax: (609) 737-9780<br/> Email: <a href="mailto:mmistretta@penningtonboro.org">mmistretta@penningtonboro.org</a></p>                        | <p><b>Princeton - Planning</b><br/> Lee O. Solow<br/> Planning Director<br/> 400 Witherspoon Street<br/> Princeton, NJ 08540<br/> Phone: (609) 924-5366<br/> Fax: (609) 688-2032<br/> Email: <a href="mailto:LSolow@princetonnj.org">LSolow@princetonnj.org</a><br/> Derek Bridger - Zoning Officer<br/> Phone: (609) 921-1359<br/> Fax: (609) 688-2026</p>                |
| <p><b>Robbinsville Township</b><br/> Timothy McGough<br/> 1 Washington Blvd., Suite 14<br/> Robbinsville, NJ 08691<br/> Phone: (609) 918-0002 x6<br/> Fax: (609) 918-1553<br/> Email: <a href="mailto:administrator@robbinsville-twp.org">administrator@robbinsville-twp.org</a></p>  | <p><b>West Windsor Township</b><br/> M. Patricia Ward<br/> Director of Community Development<br/> 271 Clarksville Road<br/> P.O. Box 38<br/> West Windsor, NJ 08550<br/> Samuel Surtees - Land Use Manager<br/> Daniel Dobromilsky - Landscape Architect<br/> Phone: (609) 799-2400<br/> Email: <a href="mailto:pward@westwindsortwp.com">pward@westwindsortwp.com</a></p> |



### ***Mercer County Planning Department***

In addition, you may also need to contact the Planning Department at the County of Mercer for further oversight and approvals. The Mercer County Planning Board reviews and approves development applications as administered by the Mercer County Land Development Committee. A municipal approving authority will not issue final approval to a subdivision or site plan requiring Mercer County Land Development Committee approval until final County approval is granted. All subdivisions of land within Mercer County need to be submitted for review to the Mercer County Land Development Committee.

Specifically, site plans that require Mercer County Land Development Committee review are plans that:

- a. Abut a county road or county drainage structure.
- b. Do not abut a county road or county drainage structure which contain one (1) or more acres of impervious surfaces.
- c. Do not abut a county road or county drainage structure that contain less than one (1) acre of impervious surfaces but:
  - proposes one (1) acre or more of soil disturbance; or
  - will affect the safety and efficiency of a county road and/or drainage structure; or
  - will affect county facilities and buildings and/or lands owned or maintained by Mercer County; or
  - where stormwater drainage from the site is directed to a county road, drainage structure or drainage facility.
- d. Are located on the site of a proposed Mercer County facility.

The County Planning Board and Land Development Committee meet monthly. Subdivision and site plan applications and fee schedule can be found on the website: <http://nj.gov/counties/mercercounty/departments/planning/applications.html>. You can also reach out to the Mercer County Planning Division at:

Mercer County Planning Division  
McDade Administration Building  
640 South Broad Street  
P.O. Box 8068  
Trenton, NJ 08650-0068  
Phone: (609) 989-6545  
Fax: (609) 989-6546  
Email: [dfiabane@mercercounty.org](mailto:dfiabane@mercercounty.org)

## Finding the Right Commercial Space



The Mercer County Office of Economic Development and Sustainability can be at the forefront of your commercial property search. Our site selection services can assist you in finding the most advantageous location for your business. If you are interested in buying or leasing space within Mercer County, please contact the Business Advocate at 609-989-6059.

Through our site selection resource, we can conduct research for you from the largest and most comprehensive database of commercial real estate information. We can then compile reports that will enable you to analyze, interpret and gain insight on commercial property values, market conditions and current availabilities.

Through our close ties with commercial real estate agents in the region, we can be a great asset as you look to find the right location here in our county.

## Tax Issues

For information regarding property taxes for a specific site, please contact the Tax Assessor for the municipality in which the property is located. Below you will find contact information for the municipal tax assessor offices in Mercer County.

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| <p><b>City of Trenton</b><br/>         Patricia Hice<br/>         Tax Assessor<br/>         319 East State Street<br/>         Trenton, NJ 08608<br/>         Phone: (609) 989-3083<br/>         Email: <a href="mailto:phice@trentonnj.org">phice@trentonnj.org</a></p>   | <p><b>Ewing Township</b><br/>         Jeff Burd<br/>         Tax Assessor<br/>         2 Jake Garzio Drive<br/>         Ewing, NJ 08628<br/>         Phone: (609) 883-2900 x 7610<br/>         Email: <a href="mailto:jburd@ewingnj.org">jburd@ewingnj.org</a></p>   |
| <p><b>East Windsor Township</b><br/>         David Levy<br/>         Tax Assessor<br/>         16 Lanning Boulevard<br/>         East Windsor, NJ 08520<br/>         Phone: (609) 443-4000 x226<br/>         Email: <a href="mailto:tax_assessor@east-windsor.nj.us">tax_assessor@east-windsor.nj.us</a></p>   | <p><b>Hamilton Township</b><br/>         Donald Kosul<br/>         Tax Assessor<br/>         2090 Greenwood Avenue<br/>         PO Box 00150<br/>         Hamilton, NJ 08650-0150<br/>         Phone: (609) 890-3654<br/>         Fax: (609) 890-3685<br/>         Email: <a href="mailto:dkosul@hamiltonnj.com">dkosul@hamiltonnj.com</a></p> |
| <p><b>Hightstown Borough</b><br/>         Kenneth Pacera<br/>         Tax Assessor<br/>         148 North Main Street<br/>         Hightstown, NJ 08520<br/>         Phone: (609) 490-5100 x 669<br/>         Email: <a href="mailto:assessor@hightstownborough.com">assessor@hightstownborough.com</a></p>  | <p><b>Hopewell Borough</b><br/>         Christopher Fuges<br/>         Tax Assessor<br/>         PO Box 128<br/>         Hopewell, NJ 08525<br/>         Phone: (609) 737-9194<br/>         Fax: (609) 466-8511<br/>         Email: <a href="mailto:christopher.fuges@hopewellboro-nj.us">christopher.fuges@hopewellboro-nj.us</a></p>         |
| <p><b>Hopewell Township</b><br/>         Debra Fox<br/>         Tax Assessor<br/>         201 Washington Crossing-Pennington Rd.<br/>         Titusville, N.J. 08560<br/>         Phone: (609) 737-0607 ext. 624, 648, &amp; 622<br/>         Fax: (609) 737-2813<br/>         Email: <a href="mailto:dfox@hopewelltwp.org">dfox@hopewelltwp.org</a></p> | <p><b>Lawrence Township</b><br/>         Geoffrey Acolia<br/>         Tax Assessor<br/>         2207 Lawrence Road<br/>         P.O. Box 6006<br/>         Lawrence, New Jersey 08648<br/>         Phone: (609) 844-7040<br/>         Email: <a href="mailto:taxassr@lawrencetwp.com">taxassr@lawrencetwp.com</a></p>                          |
| <p><b>Pennington Borough - Planning and Zoning</b><br/>         M. Busher<br/>         Tax Assessor<br/>         30 North Main Street<br/>         Pennington, NJ 08534-0095<br/>         Phone: (609) 737-0276<br/>         Fax: (609) 737-9780<br/>         Email: <a href="mailto:mbusher@penningtonboro.org">mbusher@penningtonboro.org</a></p>      | <p><b>Princeton</b><br/>         Neal A. Snyder<br/>         Tax Assessor<br/>         400 Witherspoon Street<br/>         Princeton, NJ 08540<br/>         Phone: (609) 924-1084<br/>         Fax: (609) 688-2044<br/>         Email: <a href="mailto:nsnyder@princetonnj.org">nsnyder@princetonnj.org</a></p>                                |

**Robbinsville Township**

Greg Busa

Tax Assessor

1 Washington Blvd., Suite 14

Robbinsville, NJ 08691

Phone: (609) 918-0002 x128

Email: [gregb@robbinsville-twp.org](mailto:gregb@robbinsville-twp.org)**West Windsor Township**

Stephen Benner

Tax Assessor

271 Clarksville Road, PO Box 38

West Windsor, NJ 08550

Phone: (609) 799-2400

Email: [sbenner@westwindsortwp.com](mailto:sbenner@westwindsortwp.com)

# Foreign Trade and Urban Enterprise Zones in Mercer County

## *Foreign Trade Zone*

The County of Mercer and its Office of Economic Development and Sustainability are responsible for the administration of the Mercer County Foreign Trade Zone (FTZ). As a business in Mercer County, you may be interested in learning about the advantages of this program. For a complete explanation of these benefits, please visit <http://www.foreign-trade-zone.com/benefits.htm>. Below are the main incentives for the program.

1. **Relief from inverted tariffs** - In certain instances, there are tariff (import duty) relationships that actually penalize companies for making their product in the United States. This occurs when a component item or raw material carries a higher duty rate than the finished product. Hence, the importer of the finished product pays a lower duty rate than a manufacturer of the same product in the United States. This gives the importer an unfair and unintended advantage over the domestic manufacturer. The Foreign-Trade Zones program levels the playing field in these circumstances.
2. **Duty elimination on waste, scrap, and yield loss** - Without a FTZ, an importer pays the Customs duty owed as material is brought into the United States. This is because the material is considered imported at this point. If the processor or manufacturer is conducting its operations within a zone environment, the merchandise is not considered imported, and therefore no duty is owed until it leaves the zone for shipment into the United States.
3. **Duty Deferral** - Since Foreign-Trade Zones are outside the Customs territory of the United States, goods are not imported until they leave the zone. Therefore, Customs duty is deferred until merchandise is imported from a Foreign-Trade Zone into the United States. So, instead of companies having substantial monies tied up in Customs duties on their inventory, they have use of that money for other purposes.
4. **Weekly Entry Savings** - Weekly Entry (allowed only to Foreign-Trade Zone users) provides economies for both Customs and Foreign-Trade Zone users. Under Weekly Entry procedures, the zone user files only one Customs Entry per week, rather than filing one Customs Entry per shipment. Customs no longer has to process an entry for each and every shipment being imported into the zone, and the Foreign-Trade Zone community no longer has to pay for the processing of each and every entry.

To summarize, the business will defer duties for warehoused imported goods, remove a United States duty assessment when re-importing goods from the zone to foreign countries, eliminate or lower tariffs for goods that are processed within the zone, cause an increase in the company's overall cash flow due to a reduction or elimination of duty fees on imported goods; reduce duties due to inspection and testing of goods within the zone; and lower overall insurance costs.

For more information on the Mercer FTZ, please contact the County Office of Economic Development at (609) 989-6059.

## ***Trenton Urban Enterprise Zone***

The Trenton Urban Enterprise Zone (UEZ) is a 2.5-square-mile, commercial and industrial section of the Capital City targeted for economic development. If your business is located within Trenton's UEZ Zone, you may be eligible to receive economic incentives.



The incentives for this program include:

1. Pay no sales tax on building materials, services, and most tangible personal property;
2. Charge 3.5 percent sales tax on in-person purchases – one-half the normal rate -- making your business a magnet for shoppers;
3. Obtain a 50% reduction in unemployment insurance taxes and a one-time corporate tax credit of up to \$1,500 for each new permanent full time employee hired;
4. Receive a tax credit against the corporate business tax of 8 percent for investment inside the zone;
5. Benefit from sales tax revenue being placed in a zone assistance fund and reinvested in improvement projects and further economic development;
6. Become eligible for priority financial assistance including low-interest loans;
7. Network and participate in Trenton UEZ-sponsored programs that can help you grow your business.

For the customer, if you shop at a UEZ certified store, you will be able to enjoy 3.5 percent sales tax on all the State sales tax products that you purchase – 50% reduction of the sales tax for these purchases.

There is no cost to apply for or participate in the UEZ program; however, you need to confirm if you qualify and then complete a brief UEZ application. You can contact Trenton UEZ Coordinator Tom McGough at 609-989-3508 or [tmcgough@trentonnj.org](mailto:tmcgough@trentonnj.org) with any questions and to obtain the application form.

## **Employer Incentive Programs**

### ***On the Job Training (OJT) Program***

An employer provides job-specific training as well as long-term employment and benefits to new employees who are Work First New Jersey clients. For incurring training costs and lost production time, the employer is reimbursed 50% of the new employee's wages. OJT allows for the custom training of new employees thereby offsetting employer training costs while assisting the employee to acquire the training and skills necessary to satisfy job requirements. The OJT Program is a win-win, as the employer gains a new hire at a reduced rate for up to six (6) months AND the jobseeker gains employment and training for his or her new position.

At the contract completion, the employer may also be eligible for additional benefits such as Work Opportunity Tax Credit (WOTC) and Federal Bonding for employees.

- Provides reimbursement to the employer for costs associated with training the new employee in the skills they need to perform the job.
- Reimbursement is provided for 50% of the employee's wages during the training period, which can be from 6 to 26 weeks.
- The training period depends on the complexity of the job to be learned, skill level of the individual, and other qualifications.
- The position must be full-time permanent employment with a starting salary of a minimum of \$8 per hour based on a 35- or 40-hour work week.
- Funding is provided generally through the Workforce Investment Act (WIA) and other Federal and State sources.
- All OJT trainees must be determined to be eligible consistent with Workforce Investment Act and other regulations prior to the start of the contract.
- OJT trainee must complete the full training period and continue employment after training to qualify the employer for full reimbursement.
- Employer is required to maintain performance evaluations, attendance and payroll records.
- The OJT trainee must receive the same wages and benefits as those in comparable positions. In addition, the company may not have had any layoffs for at least 120 days prior to the commencement of the contract.
- The OJT contract must be in place prior to the new employee start date.

If your business would be interested in learning more of this opportunity, please contact the Business Resource Center at the Mercer County One-Stop Career Center at (609) 989-6200.

## **Mercer Institute of Management and Technology Training**

Mercer Institute designs and delivers custom training and development programs that help corporations and community organizations address a range of strategic challenges and opportunities.



Our training and development experts consult with each employer to build a tailored program and then assemble the right resources to deliver the program at a client site or in our world-class facilities in West Windsor, NJ.

With more than 30 years of experience, the Institute serves a range of organizations across Mercer County, NJ. Our areas of specialty include results-oriented Leadership, Communication and Technology training programs.

As a service to our clients we can assist them in writing customized training or literacy grants funded by the New Jersey Department of Labor and Workforce Development. These competitive grants are targeted for incumbent front-line workers. The Customized Training program is designed to benefit both employees and businesses by enhancing the skills of workers, thereby increasing their productivity and the competitiveness of the employer. This investment by the State is expected to result in the creation of new jobs, the retention of jobs and/or an increase in wages for the trained workers.

We work with the companies to help them develop a training plan that includes a career path for their employees and determine the training required to accomplish this. When the grant is approved Mercer Institute provides the trainers for each program and helps the company manage the year-long grant.

For more information please contact:

Mercer Institute  
Mercer County Community College  
1200 Old Trenton Road  
West Windsor, NJ 08550  
p. 609.570.3280  
f. 609.570.3883  
[www.MercerInstitute.com](http://www.MercerInstitute.com)



## County Procurement Process

### *Bidding on Jobs*

There may be some opportunities for you as it pertains to local contracts at the county or municipal levels. If you are interested in becoming a registered vendor with the county, please visit <http://nj.gov/counties/mercerc/procurement/index.html> for details. You will then need to submit to the County Purchasing Department a Vendor Profile Form. Please complete the Vendor Profile Form and submit electronically or mail or fax to:

County of Mercer - Division of Central Services  
 Department of Purchasing  
 640 S. Broad Street, PO Box 8068  
 Trenton, NJ 08650-0068  
 Voice: (609) 989-6710  
 Fax: (609) 989-6733

All respondents will be required to provide a copy of the New Jersey Business Registration Certificate prior to contract award. By registering with Procurement, you will be notified of all potential bidding opportunities that are available in your field of work. For specific details of all bidding opportunities, please feel free to visit <http://nj.gov/counties/mercerc/business/purchasing/bidsopp.html>.

In addition, you may be interested in municipal-based opportunities. Please find below contact information for the municipal offices that oversee local bidding notices.

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| <p><b>City of Trenton</b><br/>           Isabel Garcia<br/>           Purchasing Agent<br/>           319 East State Street<br/>           Trenton, NJ 08608<br/>           Phone: (609) 989-3135<br/>           Email: <a href="mailto:igarcia@trentonnj.org">igarcia@trentonnj.org</a></p>                       | <p><b>East Windsor Township</b><br/>           16 Lanning Boulevard<br/>           East Windsor, NJ 08520<br/>           Phone: (609) 443-4000 ext. 237<br/>           Email: <a href="mailto:clerk@east-windsor.nj.us">clerk@east-windsor.nj.us</a></p>  |
| <p><b>Ewing Township</b><br/>           Alex DeAngelis<br/>           2 Jake Garzio Drive<br/>           Ewing, NJ 08628<br/>           Phone: (609) 883-2900 x7644<br/>           Email: <a href="mailto:adeangelis@ewingnj.org">adeangelis@ewingnj.org</a></p>   | <p><b>Hamilton Township</b><br/>           Donald Ragazzo<br/>           Purchasing Agent<br/>           Hamilton Township<br/>           2090 Greenwood Avenue<br/>           PO Box 00150<br/>           Hamilton, NJ 08650-0150<br/>           Phone: (609) 890-3513<br/>           Fax: (609) 890-3632<br/>           Email: <a href="mailto:Ragazzo@HamiltonNJ.com">Ragazzo@HamiltonNJ.com</a></p> |
| <p><b>Hightstown Borough</b><br/>           Debra Sopronyi – Clerk<br/>           148 North Main Street<br/>           Hightstown, NJ 08520<br/>           Phone: (609) 490-5100 Ext. 772<br/>           Fax: (609) 371-0267<br/> <a href="mailto:clerk@hightstownborough.com">clerk@hightstownborough.com</a></p> | <p><b>Hopewell Borough</b><br/>           Michele Hovan<br/>           Administrator/Clerk<br/>           PO Box 128<br/>           Hopewell, NJ 08525<br/>           Phone: (609) 466-2636<br/>           Fax: (609) 466-8511<br/>           Email: <a href="mailto:michele.hovan@hopewellboro-nj.us">michele.hovan@hopewellboro-nj.us</a></p>   |

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| <p><b>Hopewell Township</b><br/> Paul Pogorzelski<br/> Administrator/Engineer<br/> 201 Washington Crossing-Pennington Rd.<br/> Titusville, N.J. 08560<br/> Phone: (609) 737-0605<br/> Fax – (609) 737-6939<br/> Email: <a href="mailto:paulpogo@hopewelltp.org">paulpogo@hopewelltp.org</a></p>                         | <p><b>Lawrence Township</b><br/> Richard Krawczun<br/> Director of Finance<br/> 2207 Lawrence Road<br/> P.O. Box 6006<br/> Lawrence, New Jersey 08648<br/> Phone: (609) 844-7005<br/> Email: <a href="mailto:manager@lawrencetwp.com">manager@lawrencetwp.com</a></p>  |
| <p><b>Pennington Borough</b><br/> 30 North Main Street<br/> Pennington, NJ 08534-0095<br/> Phone: (609) 737-0276<br/> Fax: (609) 737-9780</p>   | <p><b>Princeton</b><br/> Linda McDermott - Clerk<br/> 400 Witherspoon Street<br/> Princeton, NJ 08540<br/> Phone: (609) 924-5704<br/> Fax: (609) 688-2031<br/> Email: <a href="mailto:lmcdermott@princetonnj.org">lmcdermott@princetonnj.org</a></p>   |
| <p><b>Robbinsville Township</b><br/> Timothy McGough<br/> Director of Community and Economic Development<br/> 1 Washington Blvd., Suite 6<br/> Robbinsville, NJ 08691<br/> Phone: (609) 918-0002 x102<br/> Fax: (609) 918-1553<br/> Email: <a href="mailto:timm@robbinsville-twp.org">timm@robbinsville-twp.org</a></p> | <p><b>West Windsor Township</b><br/> Marlena Schmid<br/> Business Administrator<br/> Township of West Windsor<br/> 271 Clarksville Road<br/> P.O. Box 38<br/> West Windsor, New Jersey 08550<br/> Phone: (609) 799-2400<br/> Email: <a href="mailto:mschmid@westwindsortwp.org">mschmid@westwindsortwp.org</a></p> |

For these and other business related programs, feel free to contact our Mercer County Business Advocate at 609-989-6059. We look forward to hearing from you.