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Governor Sherrill Hosts Roundtable on Increasing Opportunities for Minority and Women Business Owners, Expanding “Saving You Time and Money” Agenda

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Highlights \$500K Investment to Expand MWBE Access to State Capital and Contracts

TRENTON – Governor Mikie Sherrill today visited the future site of Rojo’s Roastery & The Gingered Peach and held a roundtable discussion on increasing opportunities and leveling the playing field for Minority and/or Women Business Enterprises (MWBEs). Joined by business owners and operators Joanne Canady-Brown and Kelly Gonzalez, as well as Senate Majority Leader Teresa Ruiz, Assemblywoman Verlina Reynolds-Jackson, and Council Member Yazminelly Gonzalez, the Governor highlighted her Administration’s efforts and investments in her proposed Fiscal Year 2027 budget to address the disparities and barriers that MWBEs face to compete and grow. In addition, the Governor continued to detail efforts to cut red tape for small businesses as part of her “Saving You Time and Money” agenda.

“We’re committed to making New Jersey the best place to start and grow a business—including for minority and women entrepreneurs where longstanding disparities have deprived them of critical opportunities,” **said Governor Sherrill.** “I want to thank the owners and operators of Rojos Roastery and The Gingered Peach, Joanne and Kelly, for hosting this critical discussion, as well as local leaders, as we continue the work to break down barriers and streamline government so that these entrepreneurs can reach their full potential and grow generational wealth.”

Governor Sherrill’s FY27 budget puts forward \$500,000 to expand technical assistance for MWBEs seeking state contracts. This landmark investment will fund a dedicated team of experts to deliver training on navigating New Jersey’s procurement processes—directly tackling longstanding disparities where minority-owned businesses are awarded substantially fewer contracts.

The funding pairs with broader, critical investments to connect minority- and women-owned businesses with the tools, resources, and expertise they need to successfully start and grow their enterprises. This includes funding to jump start the New Jersey Business Action Center (BAC) as the “one-stop shop” for statewide assistance and resources, NJEDA’s Small Business Bonding Readiness Assistance Program to provide business workshops and classes, as well as the Wealth Disparities Initiative to bridge gaps in entrepreneurship and housing.

The roundtable is part of the Governor’s effort to engage with business owners and stakeholders through an ongoing 21-county tour that is part of the Governor’s “Saving You Time and Money” agenda.

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