



City of Passaic

Urban Enterprise Zone (UEZ) Program



Established by the State of New Jersey in 1983, the Urban Enterprise Zone (UEZ) program is designed to stimulate economic growth and revitalize key business districts. The program helps local businesses **grow, hire, and thrive** by offering valuable incentives and hands-on support — **at no cost to you.**

Whether you're opening your first storefront or growing an established business, UEZ certification opens the door to meaningful advantages:

Business Benefits

Reduced Sales Tax: Charge just 3.5% on eligible in-store purchases

Free Certification Support: Get hands-on help from the Passaic UEZ Office

No Application Fees: Apply for UEZ certification at no cost

Improvement Assistance: Access support for signage, façade upgrades, and other enhancements

Where the Program Applies

The UEZ includes major business districts in Passaic, including portions of:

Main Avenue, Passaic Street, Monroe Street

South and Central business corridors

Industrial commercial areas

Eligibility at a Glance

To participate, your business must:

Be located within the UEZ zone (unsure? Contact us to confirm)

Be officially registered to conduct business in NJ

Have a valid **NJ Business Registration Certificate (BRC)** as proof of registration

Be current with all State business tax filings

Ready to apply for UEZ certification?

Step-by-step instructions are on page 2.

Prefer personal guidance? Call our office to schedule a free in-person appointment.

Contact the Passaic UEZ Office

UEZ Program Coordinator, Lisset Lopez

330 Passaic Street, Room 206, Passaic, NJ 07055

Phone: (973) 365-5520

Email: llopez@cityofpassaicnj.gov

Investing in local businesses, building stronger communities



STEP-BY-STEP

UEZ Business Certification & Enrollment Guide



Urban Enterprise Zone (UEZ) certification is free and offers valuable benefits and resources to grow your business. To apply, follow the steps below or schedule a no-cost appointment with:
UEZ Coordinator Lisset Lopez at 973-365-5520 or email UEZ@cityofpassaicnj.gov

OR SCAN



Step 1: Create an Account on Premier Business Services (PBS)

Website: www.cityofpassaicnj.gov search for **Urban Enterprise Zone**

- Click "**Getting Started in Premier Business Services**"
- Click "**New Users Only**"
- Create your **myNewJersey log-in and password** (keep for your records)
- Create a challenge question and answer to recover your account if needed

FOR YOUR RECORDS:

myNewJersey log-in:

Password:

Step 2: Add your Business

Once your account is created click "Home" then "Add a Business"
To register your business you will need:



- EIN (Federal Tax ID Number) + 000** Ex: 12-3456789 → enter as 123456789**000**
- NJ Business Tax Pin** - 4-digit PIN issued by the NJ Division of Taxation (If unavailable, you may still proceed to the next step)
- NJ Business Registration Certificate (BRC)**
Business name, year registered and business address
- Business Owner and Mailing Address**
- Type of business (Sole proprietorship, LLC, Corp, etc.)**

You'll be asked to **review and accept the Terms and Conditions** before adding your business. Once confirmed, your business will appear on your PBS home screen.

Step 3: Apply for UEZ Certification

Once your business is added, go to the PBS home page and click "Urban Enterprise Zone"

You will need:



- Type of business (Sole proprietorship, LLC, Corp, etc.)
- Number of employees (Full-time and Part-Time)
- NAICS Code and SIC code (call us if you need help finding them)
- Estimated projected capital of your business for the next 3 years

You'll be asked to **review and accept the Terms and Conditions** before submitting your application. Once submitted, a confirmation screen will appear indicating your application has been received.

What Happens After You Apply for UEZ Certification



Application Review

You will receive an email confirming your application is under review.

Approval

Once approved, you will receive an email confirming your UEZ certification.
(Please forward a copy of this approval email to uez@cityofpassaicnj.gov)

With your certification in place, your business is officially part of the UEZ program and can begin taking advantage of valuable benefits and resources.

***UEZ Certification is valid for three years, but an annual report must be submitted yearly. You will receive a reminder about a month before the report is due. Failure to submit the annual report may result in cancellation of your certification.**