

REMARKS OF GOVERNOR THOMAS H. KEAN

PUBLIC BILL SIGNING OF S-2811

URBAN ENTERPRISE ZONE

PLAINFIELD HIGH SCHOOL

PLAINFIELD, NEW JERSEY

WEDNESDAY, APRIL 17, 1985

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THANK YOU DAVID (ASSEMBLYMAN SCHWARTZ).

THIS MORNING I AM VERY, VERY PLEASED TO BE HERE AT PLAINFIELD HIGH SCHOOL TO SIGN INTO LAW ONE OF THE MOST IMPORTANT PIECES OF LEGISLATION EVER CREATED FOR THE CITY OF PLAINFIELD.

TODAY IS TRULY A GREAT DAY FOR PLAINFIELD!

STARTING TODAY, PLAINFIELD WILL BE THE FIFTH CITY IN NEW JERSEY TO PARTICIPATE IN OUR URBAN ENTERPRISE ZONE PROGRAM.

IF YOU DON'T MIND, I'D LIKE TO SHARE A MOMENT WITH YOU TO EXPLAIN IN SIMPLE TERMS WHY THIS LEGISLATION IS SO VERY IMPORTANT TO NEW JERSEY --- AND WHY, ESPECIALLY, THIS LEGISLATION WILL BE SO IMPORTANT TO YOU HERE IN PLAINFIELD.

YOU KNOW, UNEMPLOYMENT --- CHRONIC AND PERSISTENT UNEMPLOYMENT --- IS A TERRIBLE THING. IT HAS BEEN IDENTIFIED TIME AND AGAIN AS THE ROOT CAUSE OF CRIME, OF FAMILY BREAKDOWNS, OF SOCIAL DECAY.

UNEMPLOYMENT COSTS AMERICA TOO. IT COSTS OUR STATE --- IT COSTS PLAINFIELD --- STAGGERING SUMS OF MONEY TO HELP PAY FOR OUR UNEMPLOYED.

AND --- UNEMPLOYMENT CARRIES SOMETHING EVEN WORSE --- IT CARRIES WITH IT A LOSS OF SELF-RESPECT AND SELF-ESTEEM ON THE PART OF THOSE WHO CANNOT FIND WORK TO SUPPORT THEMSELVES AND THEIR FAMILIES.

AT 8.8 PERCENT UNEMPLOYMENT HAS HIT THIS CITY HARD, ESPECIALLY IN THE AREA WHERE WE WILL HAVE OUR ENTERPRISE ZONE. MEDIAN INCOMES (AT \$9,358 A YEAR) IN THE AREA ARE WAY BELOW WHAT THEY SHOULD BE. AND HOUSEHOLDS BELOW THE POVERTY LEVEL ARE TEN POINTS HIGHER THERE THAN IN THE REST OF PLAINFIELD.

WHEN I VISITED YOUR CITY AS A CANDIDATE FOR GOVERNOR, I RECALL BEING STOPPED ON THE STREET BY TWO YOUNG MEN WHO ASKED ME IF I COULD HELP FIND WORK FOR THEM.

THE FRUSTRATION OF UNEMPLOYMENT WAS BOTH IN THEIR VOICES AND ON THEIR FACES.

THEY WANTED TO WORK. THEY WANTED TO BE PRODUCTIVE CITIZENS OF THEIR COMMUNITY. THEY WANTED TO CONTRIBUTE. THEY WANTED A PART OF THE AMERICAN DREAM.

AND THEY WANTED ME TO HELP THEM.

I DON'T KNOW IF THEY ARE HERE TODAY --- I HOPE THEY ARE --- BECAUSE I TOLD THEM I WOULD DO EVERYTHING IN MY POWER TO SEE TO IT THAT THE JOB OPPORTUNITIES THEY SO DESPERATELY SOUGHT WOULD BE CREATED. AND TODAY FOR PLAINFIELD WE NOW HAVE THE CHANCE TO SEE THOSE JOBS BE CREATED THANKS TO THE URBAN ENTERPRISE ZONE PROGRAM.

AS MANY OF YOU KNOW, TURNING UNEMPLOYMENT AROUND IS NOT AN EASY TASK. BUT THE CREATION OF PLAINFIELD'S URBAN ENTERPRISE ZONE MARKS A FRESH NEW BEGINNING TO COMBATING THE SORT OF UNEMPLOYMENT THOSE TWO YOUNG MEN HAD TO EXPERIENCE.

THERE ARE A NUMBER OF PEOPLE WHO WORKED HARD TO GET THIS BILL SIGNED INTO LAW. I WANT TO THANK THEM:

- SENATOR LYNCH, ASSEMBLYMAN SCHWARTZ, AND ASSEMBLYWOMAN PERUN, WHO HELPED PUSH THIS LEGISLATION THROUGH THE LEGISLATURE.

- MAYOR RICK TAYLOR

- YOUR CITY ADMINISTRATOR JERRY HARRIS

- CLYDE ALLEN, (CHAIRMAN OF THE PLAINFIELD ECONOMIC DEVELOPMENT CORPORATIONS)

- DAVE HOPKINS, (MEMBER OF THE PLAINFIELD RE-DEVELOPMENT AGENCY)

PLAINFIELD REALLY PULLED TOGETHER TO GET THIS BILL PASSED.

I THINK THAT BODES WELL FOR PLAINFIELD'S FUTURE.

TOGETHER WHAT THEY HAVE HELPED CREATE IS A VERY SPECIAL KIND OF PARTNERSHIP. A PARTNERSHIP IS BETWEEN PROFESSIONALS IN GOVERNMENT, AND IN BUSINESS. AND THAT PARTNERSHIP BODES WELL FOR PLAINFIELD'S FUTURE AS WELL.

YOU SEE, I BELIEVE THAT FRUIT OF THEIR EFFORTS --- THIS URBAN ENTERPRISE ZONE BILL S-2811 IS A CONCEPT THAT WILL WORK TO ENCOURAGE BUSINESSES TO COME TO AREAS IN PLAINFIELD THAT NEED JOBS MOST.

IN SHORT, TO SHINE A RAY OF HOPE INTO THOSE AREAS THAT NEED HOPE MOST.

THAT BILL WILL OFFER THOSE BUSINESSES THAT LOCATE WITHIN THIS ZONE SPECIAL RELIEF FROM TAXES AND REGULATIONS.

IT WILL GIVE BUSINESSES AN INCENTIVE TO TAKE A RISK THEY MIGHT NOT OTHERWISE TAKE.

WHAT THIS BILL SAYS IS THAT IF YOU'RE WILLING TO BET ON PLAINFIELD'S FUTURE, WE'RE WILING TO MAKE IT A LITTLE EASIER FOR YOU TO DO SO.

I BELIEVE THAT THE URBAN ENTERPRISE ZONE DESIGNATION WILL WORK AS MAGNET FOR NEW BUSINESSES, AND I AM PROUD THAT NEW JERSEY IS ONE OF THE STATES LEADING THE WAY WITH THIS KIND OF LEGISLATION.

I SUPPOSE, SINCE WE'RE TALKING ABOUT PLAINFIELD'S FUTURE, THAT IT'S FITTING THAT WE'RE SIGNING THIS URBAN ENTERPRISE ZONE HERE AT PLAINFIELD HIGH...



FINALLY, I'M SURPRISE THAT THE FEDERAL GOVERNMENT DOESN'T HAVE URBAN ENTERPRISE ZONE LEGISLATION OF ITS OWN YET. MAYBE WE HERE IN PLAINFIELD CAN SHOW THEM HOW WELL IT WORKS!!

YOU SEE, IT IS MY HOPE THAT IT WILL BE MANY OF YOU WHO ARE NOW IN HIGH SCHOOL WHO WILL SOMEDAY BE HOLDING THE JOBS THIS LEGISLATION IS DESIGNED TO CREATE. OR BETTER YET, THAT IT WILL BE SOME OF YOU WHO MIGHT, IN A NUMBER OF YEARS, START A BUSINESS HERE AND SEE YOUR BUSINESS GROW.

THE BUSINESS DEVELOPMENT WE HOPE TO CREATE WITH THIS BILL IS JUST A BEGINNING; MY DREAM IS THAT WHEN THOSE OF YOU IN HIGH SCHOOL ARE ADULTS THE ZONE WE ARE DESIGNATING TODAY WILL BE IN FULL BLOOM.

OVER A THOUSAND YEARS AGO IN ATHENS GREECE IT WAS THE OBLIGATION OF EACH PERSON WHEN HE OR SHE FINALLY BECAME 21 YEARS OLD TO SAY THE FOLLOWING PLEDGE BEFORE HIS FAMILY, FRIENDS AND NEIGHBORS:

"WE WILL STRIVE UNCREASINGLY TO QUICKEN THE PUBLIC SENSE OF DUTY SO THAT WE WILL MAKE THIS CITY GREATER, BETTER, AND MORE BEAUTIFUL THAN IT WAS WHEN WE TOOK THIS OATH."

WELL, TODAY, YOUR PRESENCE AS WE SIGN THIS BILL IS YOUR PLEDGE --- YOUR PLEDGE THAT TOGETHER WE CAN MAKE THE CITY OF PLAINFIELD, GREATER, BETTER, AND MORE BEAUTIFUL THAN EVER BEFORE!

THANK YOU.