

NJEDA Phase 2 Small Business Emergency Assistance Grant

Christina Fuentes

Director of Small Business Services, NJEDA

cv.business.nj.gov

Friday, May 29, 2020

www.DowntownNJ.com



DOWNTOWN

NEW JERSEY

Education

- Technical Assistance
- Quarterly Newsletters
- Quarterly Round Tables
- Webinars & ZOOM Exchanges
- Annual Conference

Advocacy

- Quarterly Policy Watch
- Real Time Policy Advisories
- Legislative Testimony

Recognition

- Annual Awards
- Quarterly Member Spotlights
- Social Media Shares

www.downtownnj.com

Downtown New Jersey is a member-supported non-profit organization.



www.DowntownNJ.com

Upcoming Forums:

- Send us your suggestions for future forums...
info@downtownnj.com

Past Forums:

- May 22: Is Your Downtown Ready to Re-Open for Business?
- May 13: Farmers Markets in the New Normal
- May 8: Getting Back to Business Safely
- April 28: Supporting Local Economies Webinar
- April 24: Downtown Budgeting Now
- April 17: What's next for the Retail Real Estate Market?
- April 4: Survival Marketing Workshop
- March 27: State & Federal Relief Programs
- March 20: Downtown Manager Exchange

Save the Date!

DNJ Virtual Conference - Friday, October 23rd

COVID-19

Economic Relief Package

NJEDA initiatives aimed at stabilizing and revitalizing local small businesses, mid-size businesses, and startups or other early-stage companies

May 26, 2020



We have developed our economic stability approach around three core principles

1. Get funding into the market as soon as possible

- ▶ Where possible, adjust existing NJEDA programs to address crisis needs
 - ▶ Utilize multiple channels / partners to maximize marketing of programs and minimize processing capacity constraints
-

2. Leverage private, federal, and philanthropic capital where possible to scale impact

3. Provide a suite of compatible offerings to help address varied marketplace needs (e.g., grants, no-cost loans, low-cost loans, loans through intermediaries, technical assistance)

COVID-19 Economic Relief Package



SMALL BUSINESS EMERGENCY ASSISTANCE GRANT PROGRAM (Phase 1 & 2)



SMALL BUSINESS EMERGENCY ASSISTANCE LOAN PROGRAM



PROGRAMS TO MOBILIZE CAPITAL TO MICRO-, SMALL, & MEDIUM-SIZED BUSINESSES

CDFI First Loss Reserve Fund

Emergency Assistance Guarantee

Entrepreneur Support Program



NJ TECHNICAL ASSISTANCE SUPPORT



CREDIT FLEXIBILITY TO SUPPORT BUSINESSES



SMALL BUSINESS EMERGENCY ASSISTANCE GRANT PROGRAM

**Operating expense grants of up to \$5K
to small businesses with 1-10 FTE
in highly impacted industries**

NJEDA Program Size

\$5M

(initial wave)

Funds Exhausted April 3rd

Additional \$5 million from Phase 2 will fund waitlisted Phase 1 applications

Business Eligibility

- Industries, as determined by NAICS code:
 - Retail
 - Accommodation & Food Service
 - Arts, Entertainment, & Recreation, Repair & Maintenance; Personal & Laundry Services
 - (Eligible NAICS codes that start with 44, 45, 71, 72, 811, 812)
- Non-profit entities in the above industries are permitted to receive grant funding if they also have the following designations: 501(c)(3), 501(c)(4), and 501(c)(7)
- Physical commercial location in NJ
- Must be registered to do business in New Jersey and in good standing with Department of Labor
- 1-10 FTE per Company's 2019 4th Quarter NJ-WR30 filing with the Department of Labor; visit our grant award estimator to help determine your FTE:
<https://cv.business.nj.gov>
- Must fill out and certify simplified debarment legal questionnaire and certify to negative impact of emergency



SMALL BUSINESS EMERGENCY ASSISTANCE GRANT PROGRAM – PHASE 2

**Operating expense grants of up to \$10K
to small businesses with 1-25 FTE
and sole proprietorships**

Program Size

\$45M
(Phase 2)

Business Eligibility

- Businesses with 25 or fewer FTE per Company's most recently NJ-WR30 filing with the Department of Labor; visit our grant award estimator to help determine your FTE: <https://cv.business.nj.gov>
 - An entity with no WR30 filings will be eligible for a grant amount of \$1,000.
- Sole proprietorships, 1099 entities
- Non-profit entities that have the following designations: 501(c)(3), 501(c)(4), and 501(c)(7)
- Has a material financial need that can not be overcome without the grant of emergency relief funds at this time
- Entity must be registered to do business in New Jersey at the time of application and in operation as of February 15, 2020
- Department of Labor good standing
- Must fill out and certify simplified debarment legal questionnaire
- Previous Applicants:
 - Businesses with 5 or fewer FTE that were approved under Phase 1 are NOT eligible for Phase 2 as they will have reached their maximum funding.



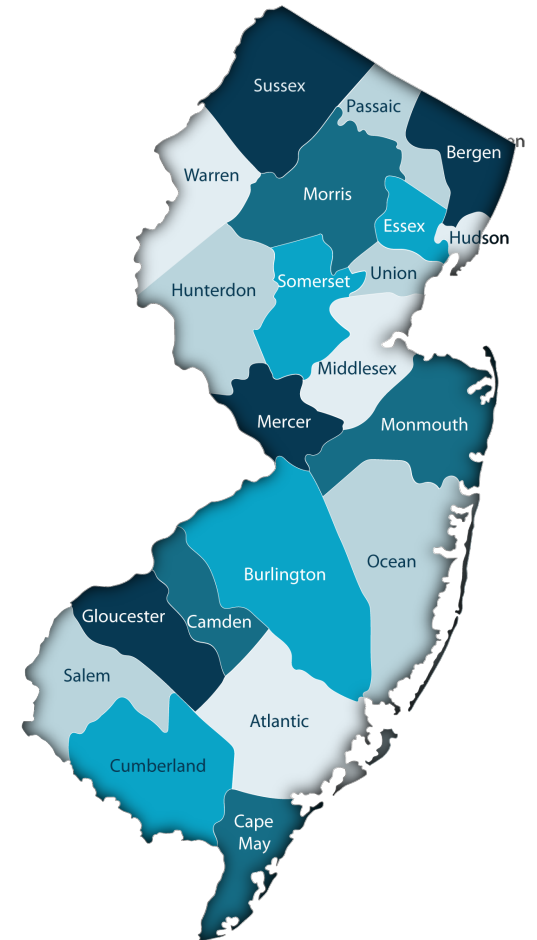
ENSURING EQUITY, INCREASING ACCESSIBILITY

\$15 million of Phase 2 funding will be reserved for eligible businesses in Eligible Opportunity Zones Census Tracts (OZs)

Every county has at least one eligible Opportunity Zone census tract

Language access services will be available to non-English speaking applicants:

- ▶ Application and cv.business.nj.gov portal available in Spanish
- ▶ NJEDA has contracted for interpretation services to support speakers of nine additional languages – *Arabic, traditional Chinese, Gujarati, Hindi, Italian, Korean, Polish, Portuguese, and Tagalog*
 - ❖ In advance of the application launch, applicants can contact languagehelp@njeda.com to receive a call within one business day from a representative who can explain the application to them in their primary language





SMALL BUSINESS EMERGENCY ASSISTANCE LOAN PROGRAM

Up to \$100K working capital loans for up to 10 years for businesses with \$5 million or less in revenue; 0% for years 1-5; 1-3% for years 6-10.

NJEDA Program Size

\$10M
(initial wave)

***Launched April 13th –
Funds Exhausted***

Business Eligibility

- \$5M or less annual revenue
- Physical commercial location in New Jersey
- At least 1 year in existence
- Must be registered to do business in New Jersey
- Minimum Global Debt service ratio of 1.0 based on the year prior to the declaration of emergency
- Tax Clearance; Department of Labor good standing
- Minimum Credit Score of 600 for at least one guarantor
- emergency (e.g., closure, reduced hours, 20% revenue drop, 20%, etc.)
- Additional conditions may apply
- Must fill out and certify simplified debarment legal questionnaire



PROGRAMS TO MOBILIZE CAPITAL TO MICRO-, SMALL, & MEDIUM-SIZED BUSINESSES

CDFI Loan Loss Reserve Fund

\$10M capital reserve fund for first-loss position, up to 50%, on CDFI loans that provide low/no-interest loans to micro and small businesses

NJEDA Program Size

\$10M

(initial wave)

Eligibility

- Federally-certified, NJ-based CDFI
- Have the operational and financial capacity to use the guarantee effectively
- Have significant experience working with underserved business segments and in communities underserved by other banks
- Must fill out and certify simplified debarment legal questionnaire
- CDFI Loans that are guaranteed must:
 - Be to an impacted business
 - Be focused on working capital
 - Not exceed \$75,000
 - Have an interest rate of 3.75% or less
 - Not exceed a term of five years
 - Provide flexible loan structures



PROGRAMS TO MOBILIZE CAPITAL TO MICRO-, SMALL, & MEDIUM-SIZED BUSINESSES

NJEDA-Approved COVID-19 CDFI Partners:





NJ TECHNICAL ASSISTANCE SUPPORT

Support for organizations providing technical assistance to COVID-19 Impacted Small Businesses Applying for SBA Funding Programs

NJEDA Program Size

\$150K
(initial wave)

This assistance includes, but is not limited to, preparing financial information, packaging application documentation, and completing and submitting the on-line or paper-based application.

- [African American Chamber of Commerce of New Jersey \(AACCNJ\)](#)
- [New Jersey State Veterans Chamber of Commerce](#)
- [Rising Tide Capital](#)
- [Statewide Hispanic Chamber of Commerce of New Jersey \(SHCCNJ\)](#)



Loans to Support Small NJ Businesses

Micro Business Loan

- ▶ Up to \$50,000 for working capital or equipment
- ▶ Low interest/flexible terms

ELIGIBILITY

- ▶ For-profit registered New Jersey business
- ▶ Annual revenue less than \$1.5 million
- ▶ 10 or less full-time employees
- ▶ Start-Ups eligible (see application for details)

Please visit [NJEDA.COM/MICROBUSINESSLOAN](https://www.njeda.com/microbusinessloan) for more information.

Small Business Fund

- ▶ Small businesses: Up to \$500,000
- ▶ Not-for-profits: Up to \$500,000 with 1.0X historical debt service coverage

ELIGIBILITY

- ▶ Must be in operation for at least one full year
- ▶ Not-for-profits for at least three full years
- ▶ Annual revenue less than \$3 million

Please visit [NJEDA.COM/SMALLBUSINESSFUND](https://www.njeda.com/smallbusinessfund) for more information.

Direct Loan

- ▶ Up to \$2 million for fixed assets
- ▶ Up to \$750,000 for working capital

ELIGIBILITY

- ▶ Create/Retain one full-time job for every \$65,000 within two years

Please visit [WWW.NJEDA.COM/DIRECTLOANS](https://www.njeda.com/directloans) for more information.

New Jersey Launches PPE Supplier Registry to Facilitate Access to COVID-19 Protective Gear

Connect suppliers of personal protective equipment (PPE) that can prevent the spread of COVID-19 with potential buyers.

Wholesale vendors with PPE inventory such as surgical or other protective masks, hospital gowns, hand sanitizer, or COVID-19 test kits can submit details on supplies they have available and hospitals, medical organizations, and private businesses can purchase.

The registry is a joint effort by the Office of Governor Murphy, the New Jersey Department of the Treasury, the Office of Emergency Management (OEM), the Office of Innovation, and the NJEDA’s Office of Economic Transformation.

The database is updated several times per week, and is easily filtered and sorted by product type, size, payment terms, location of supplier, and several other criteria.

Suppliers who wish to be included in the Registry should fill out the [PPE Supplier Registry intake form](#).

MORE THAN **1,000** REGISTERED BUSINESSES
PROVIDING MORE THAN **2,500** PRODUCTS

PPE Wholesale Supplier Registry Public Listing

The information about the vendors and products in this database is provided by the vendors and compiled by the State for the express purpose of assisting private businesses and organizations in New Jersey access potential suppliers for PPE and other COVID-related goods and services. Any other use of this information is prohibited. All parties are strongly advised to exercise due diligence when selecting vendors and are responsible for ensuring the quality and regulatory compliance of all good/services purchased. Please ensure you are following your organization’s policies and practices concerning vendor capability and responsibility to ensure that you are making a safe purchase.



Bringing together leaders from diverse industry groups and community organizations throughout New Jersey to advise state leadership on economic matters impacted by COVID-19.

SUBCOMMITTEES

Tim Sullivan

Chief Executive Officer
Economic Development Authority
Co-Chair

Zakiya Smith Ellis

Secretary of Higher Education
State of New Jersey
Co-Chair

Jose Lozano

President and CEO
ChooseNJ
Co-Chair

- ▶ Transportation & Infrastructure
- ▶ Professional Services
- ▶ Health Care
- ▶ Manufacturing & Supply Chain
- ▶ Social Services and Faith
- ▶ Main Street
- ▶ Tourism & Entertainment

Additional Resources

NEW JERSEY COVID-19 BUSINESS INFORMATION HUB

Search for information on COVID-19 and its impact on businesses.

EMERGENCY ASSISTANCE ELIGIBILITY WIZARD

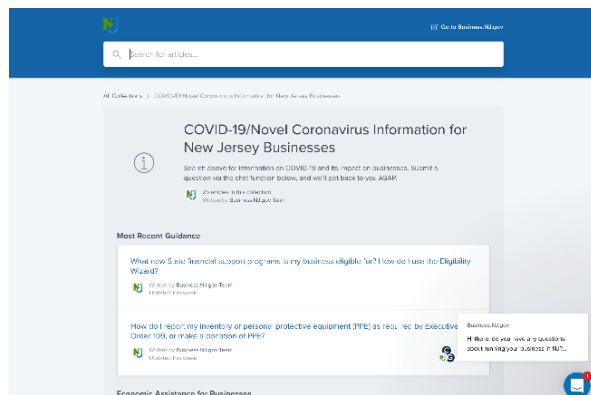
See what support programs are available to you to help stabilize your operations and get back on a pathway to growth.

GRANT AWARD SIZE ESTIMATE CALCULATOR

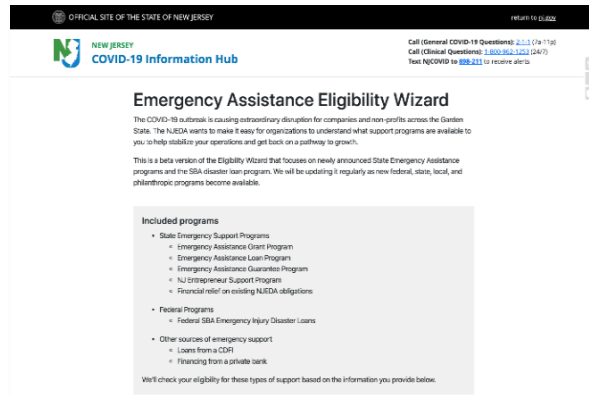
Get an early estimate of your potential grant award size based on information you submitted on your Q4 2019 NJ WR-30

NEW JERSEY COVID-19 JOBS AND HIRING PORTAL

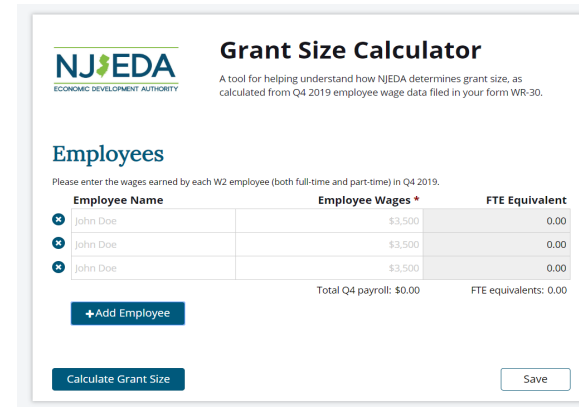
Businesses across New Jersey need thousands of workers for immediate hire. Learn more about who is hiring in your community.



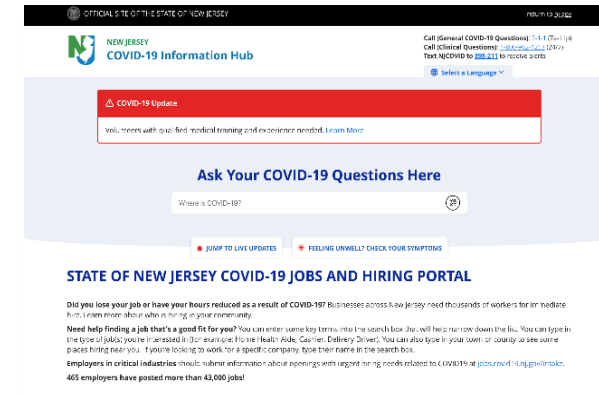
[CV.BUSINESS.NJ.GOV](https://cv.business.nj.gov)



[CV.BUSINESS.NJ.GOV](https://cv.business.nj.gov)



[CV.BUSINESS.NJ.GOV](https://cv.business.nj.gov)



[JOBS.COVID19.NJ.GOV](https://jobs.covid19.nj.gov)

NJEDA Phase 2 Small Business Emergency Assistance Grant

Christina Fuentes

Director of Small Business Services, NJEDA

cv.business.nj.gov

Friday, May 29, 2020

www.DowntownNJ.com

