

MDA Email Sent: April 15th 2021 at 1:00pm

Subject: \$85 Million of New NJEDA Grants for Small Businesses

Phase 4 of the New Jersey Economic Development Authority (NJEDA) **Small Business Emergency Assistance Grant Program** will provide grants up to \$20,000 to small- and medium- sized businesses and non-profits that have been negatively impacted by the COVID-19 pandemic.

Interested business owners will need to pre-register at <https://programs.njeda.com> between Monday, April 19, 2021 at 9:00 a.m. and Thursday, April 29, 2021 at 5:00 p.m. Pre-registration is not first come, first served, but businesses are encouraged to begin the process as early as possible.

Business that do not pre-register WILL NOT be eligible for phase 4 grants.

Following pre-registration, applications will become available on a rolling basis. Pre-registered applicants will need to return to <https://programs.njeda.com> to complete an application based on the following schedule:

- Businesses that did not apply for, or were not approved for Phase 3 funding – 9:00 a.m. on May 3, 2021
- Restaurants and child care providers – 9:00 a.m. on May 5, 2021
- Micro businesses (five or fewer FTEs) – 9:00 a.m. on May 10, 2021
- All other small businesses – 9:00 a.m. on May 12, 2021

Grant awards will be calculated based on the number of full-time equivalent employees (FTEs) businesses employ. Micro-businesses with five or fewer FTEs and sole proprietorships will receive up to \$10,000; businesses with six to 25 FTEs will receive up to \$15,000; and businesses with 26 to 50 FTEs will receive up to \$20,000. A grant size estimator is available at <https://forms.business.nj.gov/grant-4/size/>.

Source: [NJEDA](#)

Preparation Sessions

In order to receive a Phase 4 grant, your business must be properly registered with the State of New Jersey. If you are not sure if your business registration is in good standing, plan to attend one of the NJEDA's upcoming [Phase 4 Document Preparation Sessions](#).

Sessions will be held on **Friday, April 16th at 3:00 p.m.** and **Monday, April 19th at 5:00 p.m.**

During these sessions, a speaker from the NJ Department of the Treasury will discuss:

- What it means to be properly registered with the State of New Jersey.
- How to check if your business is properly registered.
- What to do if your business is not properly registered.

Both sessions can be accessed [here](#). When asked to enter a password, type: GRANT

Additional Webinars

NJ Department of State - NJ Business Action Center - Webinars

This free, six-part webinar series presented by the New Jersey Business Action Center will feature tips, processes and resources from state departments and partners to help your business.

Let's Talk Government Procurement: Making Government Your Customer

4/22, 12-1pm

Become a vendor for the largest purchaser of goods and services in the world with information presented by the NJIT Procurement Technical Assistance Center (NJIT PTAC), the Small Business Development Center, the Department of Transportation and the Treasury Certification office.

Register for Making Government Your Customer

Let's Talk Technical Assistance Opportunities

4/27, 12-1pm

Whether you are writing a business plan, planning for post-COVID recovery, applying for a financing program, or ready to expand into e-commerce, taxpayer-supported technical assistance programs are here to help you. Hear from the Small Business Development Center, SCORE and Women's Business Center about how they can help you with the technical side of operating a business.

Register for Technical Assistance Opportunities

Let's Talk Financial Resources

4/29, 12-1pm

Lending programs and institutions are dedicated to supporting the business community, whether you need to raise \$5,000 or \$5 million. Hear from the US Small Business Administration, NJ Economic Development Authority and the UCEDC (a Community Development Financial Institution)

Register for Financial Resources

Let's Talk COVID Safety in the Workplace

5/11, 12-1pm

Employers have new responsibilities to keep their employees safe. The Department of Labor will share how you can stay compliant

Register for COVID Safety in the Workplace

Let's Talk Lesser-Known Resources Provided by the Government

5/13, 12-1pm

As a business owner you need to be familiar with every opportunity for support and services available to you. Hear about some of the lesser-known resources from the State and your local Library, the NJ Urban Enterprise Zone Program, and the Department of Community Affairs' Main Street program. Stay ahead of your competition; if you don't use all the support available, your competitors certainly will.

Register for Lesser-Known Resources

Need Help?

The Metuchen Downtown Alliance is here to help you and your business. Feel free to write or call any time!

- (732) 515-9660
- isaac@downtownmetuchen.org