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### **NJEDA E-Commerce Technical Assistance Program**

The New Jersey Economic Development Authority (NJEDA) launched a pilot E-Commerce Technical Assistance Program on June 29, which will help New Jersey restaurants, retail stores, and personal care businesses continue to operate safely during the COVID-19 pandemic. The Authority has engaged the services of Hudson Integrated, Positive Solutions, and Suasion Communications Group to help businesses that normally rely on foot traffic and in-person transactions identify and implement the website and ecommerce capabilities they need to stay in business while complying with current health guidelines and changing customer preferences. Businesses in need of assistance can sign up for the program at: [surveymonkey.com/r/njedae-commerce](https://surveymonkey.com/r/njedae-commerce)

### **\$30M Small Business Relief Grant Program, opens Mon, 8/17**

The SBRG program was created under the federal CARES Act in a response to the economic impact the COVID-19 virus has had on the nation. Through the Federal CARES Act, small businesses located in Middlesex County may apply for reimbursement for COVID-19 related loss of revenue, expenses incurred, and/or continuation of services. **The application opens August 17, and only complete applications with all required attachments are being considered first-come first-served.**

#### **How Much Funding is Available?**

- Total Middlesex County Grant Fund Amount: \$30 Million
- Funding Capped at \$30,000 per application
- Available on a First-Come, First-Served Basis

#### **Is My Business Eligible?**

Applicants must meet all of the following criteria:

- Independently or family-owned businesses with no more than 50 employees
- Documented business interruption as a result of the COVID-19 pandemic and related emergency declaration, resulting in financial loss.
- Businesses must have been open and operating on March 1, 2020
- Businesses deemed “non-essential” within the classification of
- “Businesses Required to Close” as per the Governor’s Executive Order No. 104, dated March 16, 2020
- Must be a Sole Proprietorship, LLC/LLP, S-Corporation, Corporation, Nonprofit\* or Partnership
- Active businesses physically located in Middlesex County, with a net annual business income of less than \$1,000,000 based on their last federal tax return
- \*Nonprofits only eligible for reimbursement of increased incurred expenses, not loss of revenue.

**Exclusions:**

Not eligible for any expenses or loss of revenues previously reimbursed by State or Federal CARES Act funding, CDBG Grants, PPP Grants or Loans, private insurance, or any other COVID-19 relief program.

The Middlesex County Grant Portal will go live Monday, August 17,  
at [www.middlesexcounty.gov/mcsbrg](http://www.middlesexcounty.gov/mcsbrg)  
and you will receive an email with the application link

See What's Happening Downtown

