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The Metuchen Downtown Alliance (MDA) has received \$295,958 in Main Street New Jersey COVID-19 Relief Program funding from the New Jersey Department of Community Affairs. The \$1.6 million Main Street New Jersey COVID-19 Relief Program provides district management organizations that actively participate in the Main Street New Jersey Program funding for eligible COVID-19 response, recovery, and revitalization efforts in small business districts. Funded by the federal Coronavirus Relief Fund, program funds can only be used for expenditures incurred between March 1, 2020 and December 30, 2020, such as personal protective equipment and sanitizers, COVID-19 protocol training for employees, permits and fees, and equipment required to reopen and conduct business safely, including outdoor furniture and heaters, plexiglass barriers, additional technological devices, and more. Only businesses in the Metuchen Downtown District are eligible to apply.

Businesses receiving Main Street New Jersey COVID-19 Relief Program funds from grantees must:

- Have been adversely affected by the COVID-19 pandemic, including temporary business closures, needing to furlough or lay off employees, or at least a 25 percent drop in sales;
- Have not received any COVID-19 relief funding from the New Jersey Economic Development Authority, New Jersey Redevelopment Authority, or any other state business recovery program used for the same purpose as MSNJ COVID-19 Relief Program funds;
- Have less than \$5 million in gross receipts as of the most recent tax reporting year;
- Have at least two and no more than 100 employees;
- Have had an operational, physical location within the district boundary as of March 17, 2020.

MDA Member Businesses in the Metuchen Downtown District may [apply here](#) or go to: <https://forms.gle/B2PqCDDadrZcwVyUA>.

See What's Happening Downtown

