

SHARE:

[Join Our Email List](#)

DOWNTOWN METUCHEN

In This Issue...

1. New Years Eve
2. NJ Offers Free Support for Retailers Shifting to Online Sales
3. Main Street New Jersey COVID-19 Relief Program
4. EIDL Reopens for Applications

New Years Eve

Please share your NYE specials with us as we prepare special promotional items to ring in 2021. Encourage your customers to buy your packages early. Consider package for couples and families with dinner and feel free to throw in any special items to help your customers celebrate like noise makers, party materials etc.

Tell us your specials here:

<https://forms.gle/UnV3wH45zw6RVEWi9>

NJ Offers Free Support for Retailers Shifting to Online Sales N.J. Business Action Center and N.J.'s Small Business Development Centers offer guidance, tools to help small businesses set up successful e-commerce platforms, market online

The New Jersey Business Action Center (NJBAC), in partnership with New Jersey's Small Business Development Centers (NJSBDC), will offer free tools and resources to help retail businesses capitalize on the approaching holiday season amid COVID-19. The services are designed to help small businesses that typically rely on in-person transactions shift to e-commerce.

"From helping to set up an e-commerce website to talking through pricing strategies, we've helped numerous small businesses in the state set up successful e-commerce platforms," said Kelly Brozyna, CEO and state director of the NJSBDC. "We work closely with our clients to understand what they

need to build and sustain online sales, learning about their specific technology, logistics and supply chain capabilities.”

Resources include personalized consulting, website setup, social media promotion, Google My Business support and SEO strategies. Businesses can also receive counsel on managing inventories, product descriptions and pricing strategies to maximize online sales and profits.

“Many small businesses feel overwhelmed by technology, but we are available to help them overcome that hurdle,” continued Brozyna. “We’ve helped dozens of businesses in the state launch e-commerce platforms in the past year. We welcome the opportunity to offer our services to businesses that need to incorporate digital solutions into their framework.”

Business owners can also join virtual e-commerce workshops, which range from understanding marketplace platforms, online payment setup, business development logistics and launching e-commerce businesses.

- “Social Media Marketing for the Holiday Season” will educate business owners on three key strategies to starting and growing an online business during the holiday season, including social media, business development and generating online traffic. The program is available on demand.
- “The Basics of Online Marketing” on Thursday, Dec. 10 at 10 a.m. ET will provide insight on the core elements of improving small and medium businesses’ understanding of online marketing strategies amid COVID-19.

“The fact that you can get this valuable advice at little or no cost is so important for a small business,” said Denise Sikora, president at DL Health Claim Solutions, LLC. “I have very little money to spend on marketing costs and the advice I receive from the SBDC has made all the difference to the success of my business.”

“The NJBAC is committed to helping New Jersey small businesses, especially during this holiday season,” said Melanie Willoughby, executive director of the NJBAC, a funding partner of the SBDC. “These resources are crafted by business experts, incorporating many of the frequently asked questions on launching an e-commerce platform to help sell products online.”

To help businesses in real-time, the New Jersey Business Action Center expanded its “Helpline” (1-800-JERSEY-7) amid COVID-19 to assist business owners by phone and launched an online “live chat.” On social media, the NJBAC answers questions during live “Twitter Chats,” interacts with businesses through Instagram and distributes timely information through the NJBAC’s LinkedIn page.

Businesses in need of assistance can learn more about upcoming trainings and other resources here: clients.njsbdc.com/events.

Main Street New Jersey COVID-19 Relief Program

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>.

Economic Injury Disaster Loans

Finally, the Economic Injury Disaster Loans are accepting applications. Over 100 businesses downtown have applied for loans from a few thousand dollars up to the full available amount of \$150,000.

[Apply here Economic Injury Disaster Loans \(sba.gov\)](#)

or go to: **<https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/economic-injury-disaster-loans>**

In the News...

- **Sparkling lights will illuminate the Metuchen downtown during holiday season**, CentralJersey.com, November 11, 2020
- **Metuchen Downtown Alliance wins nearly \$315K in COVID-19 grant funding for local businesses**, ROI NJ, November 18, 2020
- **Metuchen Downtown Alliance awarded nearly \$315K in grant funding for COVID-19 Response and Recovery**, CentralJersey.com, November 19, 2020
- **NJ downtowns fight for survival: 'Jeff Bezos doesn't need any more of our money'**, November 21, 2020
- **Small Business Saturday: 'There is no reason not to shop small this season;' Small Business Saturday 2020 in New Jersey is critical for many shops**, My Central Jersey, November 27, 2020
- **Metuchen Holiday Light Display Brightens Season Downtown**, My Central Jersey, December 8, 2020

See What's Happening Downtown



