Welcome
COVID-19 Programs for Business Webinar
April 17, 2020
1 pm
Special Guest Speakers:
Mayor Steven Fulop
Dr. Eric Friedman
Kevin O'Connor

Presentations By:
Christina Fuentes, Director of Small Business Services, NJEDA
Melanie Willoughby, Executive Director, NJ Business Action Center
Steven Fulop, Mayor, City of Jersey City
Adam Farrah, President, UCEDC
Wayne Meyer, President, New Jersey Community Capital

Moderator:
Michelle Richardson
Executive Director
Hudson County Economic Development Corporation
Special Guest Speakers:

Mayor Steven Fulop
City of Jersey City

Dr. Eric Friedman
Vice President and Provost
Hudson County Community College

Kevin O’Connor
Chairman
Hudson County Economic Development Corporation
Director of External Affairs, SUEZ Water New Jersey, Inc.
Christina Fuentes
Director of Small Business Services
NJEDA
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

April 15, 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
- 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
PROGRAMS TO MOBILIZE CAPITAL TO MICRO-, SMALL, & MEDIUM-SIZED BUSINESSES

CDFI First 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

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

NJEDA Program Size
$10M (initial wave)

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**

**Emergency Assistance Guarantee**
$100,000 Maximum guarantee, 50% guarantee of working capital loans, take first loss position; no fees

**Business Eligibility**
- Must work through a Premier Lender bank or Premier CDFI
- $5M or less in revenue
- Physical commercial location in NJ
- At least 1 year in existence
- All industries eligible
- Must show negative impact of emergency (e.g., closure, reduced hours, 20% revenue drop, supply chain disruption, etc.)
- Must fill out and certify simplified debarment legal questionnaire
- Tax Clearance; Department of Labor good standing
- Non-profits are eligible

**NJEDA Program Size**
$10M (initial wave)
Eligibility

- Must be NJ-based start-up company (registered to do business, C-suite in the State)
- Under $5M in revenue; under 25 people
- Investors have already provided funding in the form of a convertible note, safe or equity interest.
- Investor does not need to be NJ-based
- Align with the Governor’s Economic Plan
- Must fill out and certify simplified debarment legal questionnaire
- Tax Clearance; Department of Labor good standing
- Minimum of 50% of employees in NJ
Support for organizations providing technical assistance to COVID-19 Impacted Small Businesses Applying for SBA Funding Programs

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)

NJEDA Program Size

$150K (initial wave)
Ability to provide flexible terms to portfolio customers impacted by COVID 19

Expanded delegations to provide quick cash flow relief and to facilitate business access to funding for working capital to continue operations and employment in New Jersey through:

- Payment Moratoria
- Loan Maturity Extensions
- Subordinations
- Fee Waivers
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.

CVBUSINESS.NJ.GOV  CVBUSINESS.NJ.GOV  CVBUSINESS.NJ.GOV  JOBS.COVID19.NJ.GOV
Melanie Willoughby
Executive Director
NJ Business Action Center

State Coronavirus General Resources
• General website covid19.nj.gov
• Call (General COVID-19 Questions): 2-1-1 (24/7)
• Call (Medical COVID-19 Questions): 1-800-962-1253 (24/7)
• Text NJCOVID to 898-211 to receive alerts

Business resources
• website cv.business.nj.gov with live chat feature and 1-800-JERSEY-7
• Jobs and hiring portal https://jobs.covid19.nj.gov/
• violations covid19.nj.gov/violation
How to use cv.business.nj.gov
• Articles updated daily with new info on loans, grants, executive
  orders, etc. from state and federal government
• Each article features relevant links including links to the executive
  orders
• Operational and economic topics such as benefits, taxes, open
  and close listings
• Use best judgment as not every situation can be anticipated
• Chat feature staffed starting at 8 a.m. with real people who
  understand this is a stressful situation

Financial resources
• NJEDA programs
• Small Business Administration loan advance, paycheck
  protection, express bridge loan, debt relief
• IRS pandemic stimulus payments
• USDOL and NJDOL unemployment, leave benefits, Pandemic
  Unemployment Assistance

Melanie Willoughby
Executive Director
NJ Business Action Center
Jersey City Relief Fund – (Fundraising Goal $3 Million)

a. Program goals
   i. Minimize hardships for needy families and seniors by improving access to food and other necessities
   ii. Assist small businesses & nonprofits to get back on their feet

b. Donation partners
   i. Currently accepting private donations (within the first 48 hours funding surpassed $1.5 Million)

c. Funding eligibility
   i. The program will be administered through the Jersey City Economic Development Corporation, a 501c3 nonprofit

Jersey City Match Grant Program - $1.5 Million

a. Program goals
   i. The city will match all grants made to city businesses by the NJEDA Small Business Emergency Grant
   ii. The match will be between $1k and $5k, depending on the size of the EDA grant
   iii. Small businesses and storefronts with a physical address are eligible
• UCEDC Crisis Response Microloan
  (https://ucedc.com/crisisrelief/hudson)
• $15,000 (min. 2 yrs. in business, 680+ FICO)
• $10,000 (min. 1 yr. in business, 650-680 FICO)
• No charge-offs within last 3 years
• 0% Interest Rate
• 5 Yr. Term
• UCEDC covers 1st 6 months of payments
• No fees
Wayne Meyer  
President  
New Jersey Community Capital

Founded in 1987, New Jersey Community Capital is a certified community development financial institution that provides an innovative toolkit of financial products, programs and services to advance equity and opportunity in communities of need.

OUR IMPACT SINCE INCEPTION

- 600 million invested in NJ communities
- 19,760+ education seats
- 10,550+ housing units developed
- 6,340+ early care slots
- 12,390+ jobs created, preserved
- 5.7 million S.F. real estate developed
Garden State Relief Fund

https://www.newjerseycommunitycapital.org/initiatives/garden-state-relief-fund

Purpose
- To provide flexible and quick access to low interest capital to small businesses and nonprofits negatively impacted by the COVID-19 pandemic

Eligibility
- Eligible for businesses and nonprofits with 3 to 50 employees located in New Jersey

Loan Amount
- $10,000 - $75,000

Loan Terms
- Up to 36 months; No Fees

Repayment
- Advances will be made no more than once/month, during the first 6 months
- Monthly payments of principal and/or interest to amortize loan during the remaining term

Interest Rate
- 3%, fixed
- 0% for small businesses located in THRIVE South Jersey footprint (Gloucester, Cumberland, Salem, and Western Atlantic Counties)

How to Apply
- Complete application form on website and return via email to relief@njclf.com
Q & A
Thank You!

Patricia Clay, Chief Information Officer and
Lori Margolin, Dean, Continuing Education and Workforce Development
Hudson County Community College

Jersey City Economic Development Corporation

New Jersey Business Action Center

New Jersey Community Capital

New Jersey Economic Development Authority

Union County Economic Development Corporation