Home
About DCA
Divisions & Offices
Affiliates
News Room
Press Releases
2021
2020
2019
2018
2017
2016
2015
2014
2013
2012
2011
2010
2009
2008
2007
2006
2005
Announcements
Contact Us
Grants and Resources
Law, Rules & Decisions
Services

December 2, 2020 - DCA Announces Award of $2.6 Million in Neighborhood Preservation COVID-19 Relief Grants

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Grants Promote the Recovery and Revitalization of Neighborhood Preservation Program (NPP) Communities

TRENTON, NJ – The New Jersey Department of Community Affairs (DCA) today announced the award of $2.6 million in Neighborhood Preservation COVID-19 Relief Grants to 19 municipalities participating in the Neighborhood Preservation Program (NPP). The grants aim to promote the continued recovery and revitalization of NPP communities from the COVID-19 crisis by providing funding for eligible coronavirus response activities with a special emphasis on supporting impacted small businesses.

"Governor Murphy and I recognize how important it is that Neighborhood Preservation Program communities receive funding during the COVID-19 pandemic, which is why we have allocated federal coronavirus aid to them," said Lt. Governor Sheila Y. Oliver, who serves as DCA Commissioner. "The grant funding will be used to help these neighborhoods, which are particularly vulnerable to the crisis, recover faster by investing in their small businesses and in activities meant to draw people to live, work, and visit these places."

The relief grants are funded by an allocation from the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act. The $2.6 million in grant funds were awarded to municipalities that have a current, approved Neighborhood Preservation Program Implementation Plan through the local government or an NPP partner nonprofit organization. At least 60 percent of the funding is for business uses and must be distributed to small businesses located in their NPP neighborhood district boundaries with other funding dedicated to district-wide improvements that benefit both the local business and residential communities. Eligible uses of the grant funding include:

- Commercial mortgage, rent, and other bills (utilities, accounts payable);
- Resources to get a business established online (for example, an upgraded website to make delivery available to customers);
- Procurement of masks, gloves, shield guards, and other personal protective equipment (PPE) for business owners, staff and customers;
- Procurement of hand sanitizer and sanitizing wipes;
- Social distancing signage and decals;
- Procurement of tables, chairs, and other furniture for outdoor dining;
- COVID-19 educational materials, activities, and events;
- Wages for activities substantially dedicated to mitigating or responding to the COVID-19 public health emergency.
- Community access to internet services for food shopping;
- Expenses for community social and health benefit activities by nonprofit groups that are necessary due to the COVID-19 pandemic;
- Local gift card programs that promote patronage of NPP neighborhood businesses; and

Program administration expenses for activities dedicated to COVID-19 response.

The grants may only be used for eligible costs incurred between March 1, 2020 and December 30, 2020 and must be fully expended by December 30.

The grant recipients and projects are listed below:

Grantee Name	Municipality	Project Description	Award Amount
Berlin Township	Berlin Township (Camden County)	Grants to Small Businesses for Rent/Mortgage Support; Districtwide PPE	$55,000
Main Street Burlington, Inc.	Burlington City (Burlington County)	Grants to Small Businesses for Rent/Mortgage/Utilities Support; Districtwide PPE and Sanitization	$120,300
Cape May City	Cape May City (Cape May County)	Grants to Small Businesses for Rent/Mortgage and COVID-19 Impacted Operational Support; Districtwide PPE	$105,000
East Orange City	East Orange City (Essex County)	Grants to Small Businesses for Rent/Mortgage/COVID-Impacted Expenses Support; Districtwide PPE	$76,300
Egg Harbor City	Egg Harbor City (Atlantic County)	Grants to Small Businesses for Rent/Mortgage/COVID Mitigation Employee Wage Support/Prior COVID Loss Support; Social Distancing Signs and Equipment; Outdoor Dining Equipment and Seating; Districtwide PPE and Sanitizing Equipment; Marketing	$85,000
Elizabeth City	Elizabeth City (Union County)	Grants to Small Businesses for Rent/Mortgage/COVID Loss Support; Districtwide PPE and COVID-Prevention Equipment	$140,200
Greater Bergen, Inc.	Garfield City (Bergen County)	Grants to Small Businesses for Rent/Mortgage/Prior COVID Loss Support; Districtwide PPE and Social Distancing Signs and Equipment	$122,700
Glassboro Borough	Glassboro Borough (Gloucester County)	Grants to Small Businesses for Rent/Mortgage/Prior COVID Loss Support	$100,700
Hammonton Revitalization Committee	Hammonton Town (Atlantic County)	Grants to Small Businesses for Rent/Mortgage; Districtwide Parklets, Outdoor Dining and Other Open-Air Enhancements; and Public Information Sound	$184,300

		System for Public Health Announcements and Marketing	
Keyport Borough	Keyport Borough (Monmouth County)	Grants to Small Businesses for Rent/Mortgage/Utilities Support; Districtwide PPE; Public Health and Business Support Marketing; and Outdoor Seating	$192,000
Holly City Development Corp.	Millville City (Cumberland County)	Grants to Small Businesses for Rent/Mortgage and COVID-19 Impacted Operational Support; Districtwide PPE, eGiftCard Program Subsidy; Business Survival Training and Marketing Assessments and Support	$231,200
Mount Holly Township	Mount Holly Township (Burlington County)	Grants to Small Businesses for Rent/Mortgage/Utilities/Prior COVID Loss Support; Districtwide PPE, Social Distancing Signs and Equipment; Outdoor Dining Equipment; and eGiftCard Subsidy	$139,300
New Brunswick City	New Brunswick City (Middlesex County)	Grants to Small Businesses for Rent Support	$237,600
Passaic City	Passaic City (Passaic County)	Grants to Small Businesses for Rent/Mortgage/Utilities Support; Districtwide PPE and Sanitization	$190,200
Perth Amboy City	Perth Amboy City (Middlesex County)	Grants to Small Businesses for Rent Support; Districtwide PPE; Sanitation Stations; and Restaurant Online Menu and QR Code Program	$180,200
NORWESCAP	Phillipsburg Town (Warren County)	Grants to Small Businesses for Rent/Mortgage Support; Business PPE; Internet and eCommerce Presence; Districtwide Marketing; Creation of Outdoor Seating Area; and Subsidizing eGiftCard Program	$140,300
Pleasantville City	Pleasantville City (Atlantic County)	Grants to Small Businesses for Rent/Mortgage and COVID-19 Impacted Operational Support	$82,500
Roselle Borough	Roselle Borough (Union County)	Grants to Small Businesses for Rent/Mortgage/Utilities/Prior COVID Loss Support; Districtwide PPE; Social Distancing Signs and	$98,800

		Equipment; Outdoor Dining Equipment	
Woodbury City	Woodbury City (Gloucester County)	Grants to Small Businesses for Rent/Mortgage Support; Districtwide PPE; Creation of Outdoor Seating Area; and Subsidizing eGiftCard Program	$119,400
		19 Approved Projects Total:	**$2,601,000**

The Neighborhood Preservation COVID-19 Relief Program is part of a larger coordinated State effort to invest needed dollars into small businesses, small landlords, and impacted communities in the wake of the pandemic.

The DCA offers a wide range of programs and services, including affordable housing production, fire safety, building safety, community planning and development, local government management and finance, and disaster recovery.

For more information about DCA, visit **https://nj.gov/dca/** or follow the Department on social media:

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