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CITY OF ATLANTIC CITY
OFFICE OF THE MAYOR

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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City of Atlantic City Opens Application Process for Small Business Micro Grant Program

Atlantic City, N.J. (September 17, 2025) - The City of Atlantic City is now accepting applications for its Small Business Micro Grant Program, made possible through over \$400,000 in federal funding from the American Rescue Plan Act (ARPA). This initiative is designed to support small, for-profit businesses located within city limits that were negatively impacted by the COVID-19 pandemic.

Each Eligible business can receive grants of up to \$15,000 to help recover from financial hardship, retain jobs, and build long-term resiliency. For existing businesses, this grant includes a reimbursement-based program. Funds can be used for pandemic-related costs like payroll, rent, mortgage, utilities, equipment, inventory, and other operational costs incurred between **March 3, 2021 and October 1, 2023**. Startups and newer businesses established in 2022 or later may also be eligible.

“This program is a key part of our commitment to fulfilling Mayor Marty Small, Sr.’s vision of strengthening Atlantic City’s local economy by supporting our small businesses,” said Bruce Weekes, Assistant Director of Economic Development for the City of Atlantic City. “We encourage all eligible businesses—especially those that have previously benefited from city programs—to apply for this grant opportunity and take the next step toward growing and diversifying their operations.”

Who Can Apply?

To qualify, businesses must:

- Be a for-profit entity located in Atlantic City, or will be located in Atlantic City
- Employ 50 or fewer people
- Be independently owned and operated
- Be registered in New Jersey
- Provide documentation of financial hardship caused by the pandemic

Startups must submit a current business plan and a narrative explaining the impact of COVID-19 on their operations.

Application Deadline: October 31, 2025

Applications will be reviewed by city staff on a rolling basis. Early submission is encouraged.

How to Apply:

Applicants must submit a completed application packet via email to bweekes@acnj.gov or via mail/dropped off in-person to:

Department of Planning & Development

Attn: Bruce Weekes

1301 Bacharach Blvd.

Suite 506

Atlantic City, NJ 08401

Application materials and full program guidelines, including a list of all required documents for existing businesses and startups, can be picked up at the above address, or are available online at www.acnj.gov. For questions, or to determine eligibility for specific expenses, businesses are encouraged to email Bruce Weekes or call him directly at 609-347-5544. Applicants picking up materials in person are asked to reach out to Bruce Weekes ahead of their arrival.

The Small Business Micro Grant Program is part of the Small Administration's ongoing effort to increase the volume of small businesses in Atlantic City and improve retention of these businesses by providing critical resources to increase success rates. Other free programs available to Atlantic City residents through the Economic Development division include the Small Business Academy, Credit Repair, Investment Cohort and seminars on how to market your business with little-to-no budget. In May, the City of Atlantic launched its first 'Keep it Local' Campaign to encourage residents and visitors to support Atlantic City small businesses, while last month the city hosted its first Black Business Expo to highlight local Black-owned entrepreneurship.

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