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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Small Administration Launches \$300,000 Small Business Emergency Assistance Grant Program

(ATLANTIC CITY) – Today, Mayor Marty Small, Sr. launched the new Atlantic City Small Business Emergency Grant Assistance Program to provide \$300,000 in emergency assistance funding for small and local businesses in Atlantic City. The grant program will be housed within the Mayor’s Office of Constituent Services.

“The Atlantic City small business community has been adversely impacted by the COVID-19 pandemic, and we know they still need our support,” said Mayor Small. “This grant program is one way the Small Administration is helping restore our economy and ensure that our small business community survives and recovers from the pandemic.”

The Atlantic City Small Business Emergency Assistance Grant Program is designed to help small businesses adapt to new business challenges posed by the ongoing health crisis, retain as many employees as possible, and, ultimately, recover. The grant program will be supported through funds awarded to the City through the Community Development Block Grant CARES (CDBG-CV) Grant Program.

“Pivoting your business model costs money, and Atlantic City’s small businesses have worked tirelessly to safely keep their doors open throughout the pandemic,” said Bruce Weekes, Director of the Mayor’s Office of Constituent Services. “The Small Business Emergency Assistance Grant Program will help alleviate some of the financial burden that COVID-19 has imposed on our small and local business community.”

To be eligible for a \$1,000 grant, businesses must:

- Submit a business certificate of registration showing business operations began on or before March 9, 2020
- Own or lease commercial or mixed-use space within Atlantic City that is 0 – 2,000 square feet
- Be in good standing with the State of New Jersey per the State’s annual registration process

To be eligible for a \$2,000 grant, businesses must:

- Submit a business certificate of registration showing business operations began on or before March 9, 2020
- Own or lease commercial or mixed-use space within Atlantic City that is 2,001 – 3,000 square feet
- Be in good standing with the State of New Jersey per the State’s annual registration process

The Atlantic City Small Business Emergency Assistance Grant application portal will launch on Thursday, November 4 on the NJRA website: njra.us. Grant awards will be distributed on a first-come, first-serve basis.

“We’re happy to collaborate and partner with the City of Atlantic City, under the leadership of Mayor Small, to create a program that will help the smallest of small businesses,” said Leslie Anderson, CEO and President of the New Jersey Redevelopment Authority. “This grant program will provide Atlantic City small and local businesses with the ongoing support that they need to keep their doors open.”

In the coming weeks, officials from the Small Administration and the NJRA will visit small and local businesses in Atlantic City to distribute literature on the grant program. The Mayor’s Office of Multicultural Services will be available to assist with the distribution of materials in various languages and the NJRA application portal itself is also available in several languages. Additionally, the City will hold a virtual webinar to discuss the grant program and application process in detail with prospective applicants. Details will be distributed on the City’s Facebook page: www.facebook.com/AtlanticCityGov and the City website: www.acnj.gov.

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