Making New Jersey a Home for Growth

Actions

• NJ Partnership for Action;
• Red Tape Review Commission;
• Various Pro-Business Tax Cuts, Programs and Policies, including increasing the R&D tax credit to 100% and advancing the Offshore Wind Renewable Energy Certificate Tax Credit;
• NJ Energy Master Plan;
• New Office of Economic Growth and Green Energy within DEP.

Results

• #2 for Solar Installations;
• #4 for Efforts to Succeed in the Innovation Economy;
• #4 for Access to Capital;
• #5 for Solar Power Generation;
• #5 on list of Top “Green” States;
• #7 on list of Top Ten States for Smart Grid.
New Jersey Economic Development Authority

Maureen Hassett
Senior Vice President, Governance and Communications
State’s “Bank for Business”

► Provides capital for project development.

► Offers incentive programs to attract and retain business.

► Connects small business to funding opportunity.

► Operate technology centers and offer assistance to support the growth of New Jersey’s “innovation” economy.
New Programs

**Edison Innovation Fund Enhancements**
The Edison Innovation Fund was enhanced to benefit emerging tech and life sciences companies that have attracted capital through angel and venture capital investors. The three programs introduced, which are structured as subordinated convertible debt, will benefit companies by providing growth capital to directly fund uses such as hiring key staff and product marketing.

**Technology Accelerator Initiative**
To encourage entrepreneurial development within the tech industry, EDA announced a request for ideas from the technology community to help advance New Jersey’s first Technology Accelerator Initiative.

**Edison Innovation Green Growth Fund**
Loans up to $1 million with a performance grant component to support tech companies with Class I renewable energy or energy efficiency products or systems.

**Energy Efficiency Revolving Loan Fund**
Commercial, institutional or industrial entities that have received an approved Energy Reduction Plan through BPU can apply for low-interest loans up to a maximum of 80% of total eligible project costs for whole-building energy efficiency improvements.

*These programs complement the Clean Energy Manufacturing Fund (CEMF), which supports companies looking to site a class I renewable energy or energy efficiency product manufacturing facility in NJ with up to $3.3 million in grants and low interest loans.*
MX Solar USA, a U.S. subsidiary of MX Group in Italy, located its new production facility for photovoltaic modules in Somerset. The 138,000-square-foot facility will allow MX Solar to manufacture and distribute solar panels for the U.S. market. The facility will have a production capacity of 65 MW and will ultimately increase to 130 MW.

The company’s move to New Jersey represents the private investment of $14.5 million and will result in the creation of an estimated 120 new jobs. To support this project, MX Solar was approved for $3.3 million under the CEMF.
Princeton Power Systems (PPS) was formed in 2001 after the founding team won first place in Princeton University’s Business Plan contest. The company has developed grid-tied power electronic converters using innovative technologies for clean power. PPS, which has grown from a staff of three to over 40, has received over $2 million through various State programs. It most recently finalized a $3 million loan and $300,000 grant under the CEMF to support the development of its Demand Response Inverter.

TerraCycle makes eco-friendly products from a wide range of different non-recyclable waste materials. With over 50 products available at major retailers like Target and Whole Foods, TerraCycle is considered one of the fastest growing eco-friendly manufacturers in the world. Headquartered in Trenton, the company finalized a $1 million direct investment under the Edison Innovation Fund last summer to advance new technology that will identify new uses and compounds for waste materials. The company currently has a staff of 50 and expects to create 25 new jobs as it continues to expand its product portfolio.
New Jersey Department of Environmental Protection

Michele Siekerka, Esq.
Assistant Commissioner for Economic & Green Energy
Economic Growth and Green Energy

EGGE exists to provide proactive outreach, foster innovation and deliver resources which enable stakeholders to balance environmental stewardship, economic growth and social equity in order to grow New Jersey’s economy in a sustainable manner.

www.nj.gov/dep/egge/
The Changing Role of Innovation

- Today Innovation is more about looking for better ways to satisfy customers with improved quality, durability, service, and price.
- The pace of society means constant advancements in technologies and organizational strategies.
- In order to be competitive in today’s market we all must be innovators- always seeking to deliver the next best product and service.
- Innovation is a catalyst to growth!!!
Innovation and Sustainability

- Sustainability: Planning for and responding to current and future challenges and opportunities through adaptive decision making that accounts for social, economic and environmental protections and enhancements.

- Sustainable practices require:
  - Actions at every level of organization
  - Business strategies for buildings, products and services that generate ecological, social and economic value through process optimization, resource conservation and waste minimization: sustainable return on investment… (SROI)- triple net bottom line.
  - Transformative thinking that focuses on the interconnection of the 3 legs of the stool.
NJ Sustainable Business Program

- Promote sustainability planning and practices among New Jersey businesses to enhance economic success, environmental protection, and an improved quality of life.

- Identify and share resources to educate and encourage the NJ business community on SROI…sustainable return on investment.
SROI = Calculating The Triple Bottom Line
SROI adds to traditional financial analysis the monetized value of non-cash benefits and externalities.
Benefits from SROI

- **Cash**
  - Reduced Electricity, Heating and Cooling Costs
  - Reduced Water Costs
  - Reduced Sewage Costs
  - Reduced Waste Disposal Costs
  - Other Reduced Operational Costs- insurance/legal
  - New Opportunities- Market Share and Supply Chain

- **Non-Cash**
  - Reduced Carbon Footprint
  - Fresh Water Conserved
  - Improvements in worker safety and health = increased productivity
  - Improved Resiliency
  - Enhanced Image
  - Corporate Social Responsibility
  - Attract and Retain Happy Workers!!
  - Expedited permitting
New Jersey Community Capital (NJCC)

Marie C. Mascherin
Chief Lending Officer
Camden POWER Commercial

A Better Buildings Neighborhood Initiative

Growing Innovation Session – September 20, 2011
2011 Governor's Conference on Housing & Economic Development
Objective: Help Camden businesses conserve energy and reduce utility costs.

- Connect to incentives
  - Direct Install (New Jersey’s Clean Energy Program)
  - Façade improvement grants (Camden UEZ)

- Offer low-interest loans
  - Revolving loan fund managed by NJCC
Program Features

- Free energy assessment
- Up to **$50,000 in energy-efficient upgrade incentives** from Direct Install
- Up to **$25,000 in façade improvement grants** from the Camden UEZ
- **Low-interest loans** provided by NJCC
  - Fixed rates of 4-5%
  - Terms of 5-7 years
# Camden POWER Fund Structure

<table>
<thead>
<tr>
<th>Sources of Capital</th>
<th>Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Camden US Dept. of Energy Revolving Fund</td>
<td>$250,000</td>
</tr>
<tr>
<td>City of Camden US Dept. of Energy Loan Loss Reserve</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>City of Camden US Dept. of Energy Interest Reduction Funds</td>
<td>$540,000</td>
</tr>
<tr>
<td>Camden County US Dept. of Energy Grant</td>
<td>$250,000</td>
</tr>
<tr>
<td>Economic Recovery Board for Camden (NJ EDA)</td>
<td>$500,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$2,540,000</strong></td>
</tr>
<tr>
<td>NJCC – Community Loan Fund of New Jersey, Inc.</td>
<td>$750,000</td>
</tr>
<tr>
<td><strong>Total Program Funding</strong></td>
<td><strong>$3,290,000</strong></td>
</tr>
</tbody>
</table>
Program Costs

- $550 loan application fee
  - Covers credit check, title, and judgment searches
- Commitment fee equal to the greater of 1% of the total loan amount or $500
- Professional fees related to loan underwriting and origination
  - Lender’s attorney closing costs and loan document preparation
How to Apply

Step 1: Apply for Energy Assessment

- Request application from Camden UEZ.
- Fill out basic application and return to the UEZ with the following attachments:
  - Complete 2011 Direct Install Program Application,
  - Most recent 12 months of electric bills, and
  - Most recent gas bill.
- Once the application is received, the UEZ will schedule a free energy assessment with Hutchinson Mechanical Services.
How to Apply

- **Step 2: Participate in Energy Assessment**
  - Meet Hutchinson for scheduled energy assessment.
  - After the assessment, Hutchinson will provide you with an energy assessment report outlining:
    - Eligible improvements,
    - Incentives offered under the Direct Install program, and
    - Your financial obligation for these improvements.
  - Review report and decide if you want to move forward with the improvements.
    - To move forward, move on to Step 3 to request financing.
How to Apply

- **Step 3: Apply for Financing**
  - Fill out the financing application and return to the UEZ with a copy of the energy assessment report.
  - Once the application is received, the UEZ will submit it to NJCC for review and loan underwriting.
Contact Us

- For more information, please visit [www.camdenpower.com](http://www.camdenpower.com) or contact the Camden UEZ or NJCC.

**Camden Urban Enterprise Zone**
520 Market Street
Camden, NJ 08103
(856) 757-7679

**New Jersey Community Capital**
16-18 West Lafayette Street
Trenton, NJ 08608
(609) 989-7766 x408
Isles, Inc.

Martin “Marty” Johnson
Founder and President
Isles’ mission...

Self-reliant families
Isles’ mission...
Healthy, sustainable communities
# Isles Center for Energy and Environmental Training (CEET)

## Energy Efficiency Classes

- **REEB** – Residential Energy Efficiency Basics
- **BA** – Building Analyst
- **EP** – Envelope Professional
- **HP** – Heating Professional
- **MFBA** – Multifamily Building Analyst

## Solar & Environmental Classes

- **SPS** – Solar Photovoltaic System
- **RRP** – EPA Lead Renovation, Repair & Painting
- **EC** – Environmental Cleanup
Air Leakage Control Lab & House of Pressure
Duct and Solar Labs
Environmental Cleanup
Since CEET’s inception:

- **980** individuals trained
- **1270** class completions (some took multiple classes)
- **675** certified Lead RRP
- **200** incumbent employees trained for EE
- **325** un/underemployed trained for EE (72% placement rate)
- **22** trained for solar panel installation
Bayshore Recycling Corporation

Gary Sondermeyer
Director of Technology Development
One of New Jersey’s Largest Approved Recyclers!

- Permitted to Process Over 10,000 Tons Per Day of Secondary Materials

- Superior Access Via Road, Rail and Barge

- Ultimate Vision to “Build-Out” our 52 acre Eco-Complex and Energy Park

- Corporate Goal – Operate 100% Green Businesses Powered 100% by Renewable Energy
Bayshore’s Eco-Complex and Energy Campus
Community Support in Woodbridge

- Mayor John McCormac as New Jersey’s “Green Mayor.”
- “Greenable Woodbridge” Initiative;
- Participation in “Sustainable Jersey” Program;
- “Sustainable Community Action Plan;”
- Woodbridge Greenable Museum Sponsorship;
- Participation on the Brownfield Redevelopment Area Steering Committee;
- Processing all Woodbridge Bulky Waste and C&D Debris for Recycling - Municipal Tonnage Grants Credit
- Service on the Middlesex County Solid Waste Advisory Council
Engagement in State Policy Discussion

- National Executive Level Involvement with Construction Materials Recycling Association
- Self-Regulated Standards for Biofuels from C&D
- NJ Energy Master Plan Participation in Biomass Work Group Toward Actual Construction of Demonstration Facilities
- Need to Utilize Existing EDA/BPU/DEP Incentives and Perform Gap Analysis of Additional Needs
- Coordination with NJDEP in Their Evolving Biomass Initiative
- Clear Need for Public/Private Partnership in Renewable Energy to Create Jobs and Stimulate the Economy
The Future of Clean Energy in New Jersey

Challenges and Opportunities

"We must have a competitive and affordable climate for families and businesses, while also leveraging our state's vast resources and innovation to engage businesses in new and growing industries. Today, we have a unique opportunity to change the way we produce, distribute and use energy as part of a broader effort to build a strong foundation for our economy."

– The Honorable Chris Christie, Governor of New Jersey, April 20, 2010
Officer of Economic Growth & Green Energy
Department of Environmental Protection
(609-292-8601)
www.nj.gov/dep/egge/

New Jersey Economic Development Authority
(609) 292-1800
www.njeda.com
www.NewJerseyBusiness.gov

New Jersey Community Capital
(609) 989-7766 x408
www.newjerseycommunitycapital.org/

Isles, Inc.
(609) 341-4700
www.isles.org

Bayshore Recycling Corporation
(732) 738-6000
www.bayshorerecycling.com/