



New Jersey Asset Activation Planning (NJAAP) **Grant Program**

F.A.Q.

What is this program for?

This program provides grants for pre-development planning work to demonstrate viability, and prepare implementation, of projects that will activate public assets. Planning projects may include, but are not limited to: conceptual design, feasibility studies, land-use planning, economic analysis, market analysis, or legal analysis, as they relate to a specific asset.

What funding is available?

The New Jersey Economic Development Authority (NJEDA) board authorized up to \$400,000 in grant awards for New Jersey Asset Activation Planning (NJAAP) grants. Awards of up to \$50,000 will be made to grantees. Awards are planned to be made for 90 days or until funding is exhausted.

How are awards made in the NJ Asset Activation program?

Awards of up to \$50,000 will be made directly to grantees after approval by NJEDA Board. Applications will be recommended for grant award on a 'first in – first out' rolling basis. To be recommended to the Board for award, applications must be complete and meet or exceed the minimum scoring criteria.

How will applications be evaluated?

Complete applications will be scored by a committee of EDA staff in the order in which submitted until funding is exhausted, or the 90-day application window closes.

Applications that meet a minimum score of 65 will be recommended to board for grant approval on a first in-first out basis.

Applications will be evaluated and scored based on:

1. Their "Asset Impact," which demonstrates the magnitude of improved utilization a project will have on a public asset, the local community, and regional economy. (40 points)
2. The project's purpose and merits, which address locality-specific needs and challenges that have precluded prior development of the asset, and plan for long term viability of a project. (20 points)
3. The demonstration of the applicant's previous experience with similar planning projects. (20 points)
4. Community Engagement aspects of the proposed planning work. (10 points)
5. Municipal Revitalization Index Score, which ranks New Jersey's municipalities according to eight separate indicators that measure diverse aspects of social, economic, physical, and fiscal conditions in each locality (10 points)

Who can apply?

Applicants should be New Jersey municipalities, counties, municipal/county/regional/New Jersey redevelopment agencies municipal/county/regional/New Jersey independent authorities, non-profit entities, or private (for-profit) entities that meet additional criteria.

If a State officer or employee owns or controls more than 1% of a privately owned organization, that organization may not seek financial assistance from the NJEDA. State officer or employee also includes his or her partners, any other person for the use or benefit of the State employee or on his or her account or any corporation which he/she controls or in which he/she owns or controls more than 1% of the stock.

An applicant may engage strategic partners to bolster the strength of the planning project and their proposal. However, an applicant in the lead role may only submit one application.

What public assets are eligible for this program?

Proposals should target under-utilized, or vacant land, buildings, or infrastructure owned by a New Jersey county, municipality, district, public authority, public agency, or other political subdivision or public body.

Examples include, but are not limited to:

- Parking Lots or vacant rights-of-way owned by independent authorities/commissions
- Decommissioned office space of public organizations
- Vacant or blighted properties obtained by municipalities or redevelopment authorities
- Other under-utilized public property that would have high economic or community benefits if re-purposed

Assets owned by The State are not eligible for project applications, however assets owned by Independent State Authorities are eligible when accompanied by a letter of approval from their Chief Executive Officer.

Private and nonprofit entities proposing projects in relation to New Jersey public properties must provide a letter of approval from the Chief Executive of the New Jersey public entity that hold ownership of the subject property.

How are the assets meant to be “activated”?

Proposals must demonstrate to what extent the utilization of a public asset will be improved, and how development or use of a public asset will benefit the regional economy and the community.

Proposals should demonstrate a strong connection to the State’s development objectives through project elements, such as:

- Creating or catalyzing a new business sector, or target industry
- Driving economic growth and equity
- Expanding access to public transportation or public services
- Attracting employers and a diverse, talented workforce
- Expanding entrepreneurial opportunities and support for local businesses
- Innovative land use, or improving land use efficiency and sustainability

Where can I get more details about the program?

Visit the Program home page, which includes the NJEDA Board memorandum, program specifications, and other related documents and links, here: <https://www.njeda.com/asset-activation-planning-grant/>

How can an application be submitted?

Once the accepting period has begun, applications must be submitted through the online NJEDA application portal.

A checklist of the required application documents, and a link to the application portal is available on the program homepage, here: <https://www.njeda.com/asset-activation-planning-grant/>

Is there an application fee?

*Yes. A standard, non-refundable application fee of \$1,000 must be submitted to complete the application.

*Applicants located in municipalities with Municipal Revitalization Index (MRI) scores in the top 10% of all municipalities statewide are eligible to waive application fees. This waiver is only available to municipal government bodies, and independent municipal authorities, boards, and commissions.

Additional Questions?

Additional questions, comments and inquiries should be directed to njaap@njeda.com