The New Jersey Economic Development Authority (NJEDA) will begin accepting applications for the New Jersey Asset Activation Planning Grant at 10:00 a.m. EST July 26, 2022. The application can be accessed at https://www.njeda.com/asset-activation-planning-grant. Applications will be accepted on a first come, first served basis during a 90-day period starting on July 26, 2022 or until grant funding is exhausted. Asset Activation program has been allocated a funding pool of $400,000. Grant awards of up to $50,000 are made to plan for activation of underutilized or unutilized public properties.

**Purpose**
The New Jersey Asset Activation Planning Grant Program will provide grants for pre-development planning work to demonstrate viability and prepare implementation of projects that will activate public assets and contribute to the local community and regional economy.

**Overview**
A history of shifting economic and development paradigms in New Jersey has left an array of underutilized properties and infrastructure throughout state in urban, suburban, and rural communities alike. Former assets are now liabilities that no longer meet the needs of modern New Jerseyans and will require innovative development to activate their potential and contribute to the State’s economy in an equitable way.

On March 9, 2022, the NJEDA Board approved the creation of the New Jersey Asset Activation Planning Grant Program, which established the New Jersey Asset Activation Planning Grant to fund projects up to $50,000 to plan for activation of underutilized or unutilized public properties. Using up to $400,000 of Economic Recovery Fund resources, this grant will invest in communities and make government work better - two major economic development priorities adopted by the NJEDA Board and laid out in Governor Murphy’s Economic Plan. The NJEDA will begin accepting applications for the Asset Activation Grant in July 26, 2022.

**Eligibility**
Qualified applicants for the New Jersey Asset Activation Planning Grant include municipalities, counties, redevelopment agencies, independent authorities, non-profit entities, and private for-profit entities that meet additional criteria and hold a valid New Jersey tax clearance certificate.

Applicants may add strategic partners whose experience, knowledge, skills, and ability may provide an advantage in the production of analyses and reports.

An applicant in a lead role for a proposal is the entity that is the sole recipient of grant funds and responsible for all terms of the grant agreement. The lead role applicant will serve as the primary point of contact with the Authority, submit any requests for fund disbursement, and provide reports to the Authority.

The strategic partnership must be recognized by a signed memorandum of understanding or a written agreement between the partner and the applicant. The MOU or written agreement must be
included in the completed application.

An applicant may only submit one application in a lead role, but may be included as a partner in additional applications where they play a non-lead role. Any named strategic partner or partners included in the proposal cannot be changed without the prior written consent of the Authority.

Private and nonprofit entities proposing projects in relation to public properties must provide a letter of approval from the chief executive of the public entities that hold ownership of the subject property. Assets owned by The State of New Jersey are not eligible. Assets owned by independent authorities, commissions, boards, or other entities of the State of New Jersey are eligible when accompanied by a letter of approval from the body’s CEO.

A proposal on behalf of a county or independent authority does not preclude a municipality within that county; or municipality or county within the boundary of an independent authority; or independent authority whose boundaries overlap a municipality or county from submitting their own proposal.

An award of grant funding does not imply approval of planning, analysis, use, sale, or divestment of any assets or property.

Applicants who are successfully awarded a grant will follow a uniform disbursement schedule. The lead entity will receive 50 percent of the grant amount upon execution of grant agreement, 25 percent upon submission of a mid-way progress report, and 25 percent upon completion and submission of a final plan and final progress report. At a minimum, the progress reports must include a summary of funds expended to date as well as a narrative detailing milestone achieved and overall progress toward completion of final plan.

Eligible Uses
Planning projects may include, but are not limited to:
- Conceptual Design
- Feasibility Study
- Land-use Planning
- Economic Analysis
- Market Analysis
- Legal Analysis

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

Grant Amounts
The maximum grant amount is $50,000.

Application Process
Online applications will be accepted on a first-come, first-served basis based upon the date and time the NJEDA receives a completed application submission.

Applications for the New Jersey Asset Activation Planning Grant will be accepted on a rolling basis, reviewed, and scored on a first-in / first-out basis.

Applications will be accepted during a 90-day window or until grant funding is exhausted. To
apply, an applicant must register, or log into the online application portal, complete all required application questions fully, and upload all required PDF document attachments. EDA staff will review applications in the order they are received for completeness and respond with any necessary rectifications to the application. The applicant will have 5 business days to cure any deficiencies, or the application will be withdrawn.

Each application must contain the following documents.

Required Application Information
1. A fully completed online application
2. New Jersey Tax Clearance Certificate
3. Religious Activities questionnaire (if applicable)
4. Signed Letter of Approval from the chief executive of the entity holding ownership of the subject property or asset must be digitally attached with the application
5. Completed Legal Questionnaire
6. Application Fee or fee waiver request? (unless waived).

Required Proposal Components of Application
1. Public Asset Description
2. Planning Project Details, including:
   a. Planning Activities
   b. Project Milestones
   c. Roles
   d. Public Engagement
   e. Grant need and budget
3. Asset Activation Merits, including:
   a. Asset challenges and considerations
   b. Regional market constrains and considerations
   c. Future uses, development, or activities at the site
   d. Connection to the State’s economic and development objectives
4. Background & Experience
5. Strategic Partners Memorandum of Understanding or written agreement (if applicable).

Applications deemed complete will be scored by a committee of EDA staff. Applications that meet a minimum score of 65 will be recommended to the EDA Board for grant funding.

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 a 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)

Fees
A $1000 application fee is required prior to review of the application.

An application fee waiver may be requested at the time of application for proposals led by municipalities or municipal authorities, boards, commissions or other municipal entities ranked in the top 10 percent of the Municipal Revitalization Index (MRI). Applicants will self-identify in the application as a municipality or municipal government entity requesting a waiver. Staff will determine if the entity meets the criteria for a waiver. Eligible entities will be granted a waiver for the program. Ineligible entities will be notified and a cure in the form of fees payment will be requested to complete the application.

Additional Information
Comprehensive information about the Asset Activation Grant Program is available at https://www.njeda.com/asset-activation-planning-grant