

New Jersey Economic Development Authority Performance Indicators - February 2011	Frequency	Desired Trend	Previous Month (CYTD)	Current Month (CYTD)	% Change	Last 12 Month Average
Advancing Job Creation and Retention Incentives to Grow Businesses in NJ₁						
Amount of Assistance Provided	m	Increase	\$9,481,560	\$10,042,565	5.9	
Public/Private Investment Leveraged	m	Increase	\$16,416,560	\$18,827,565	14.7	
Providing Financing to Businesses, Not-for-Profit Organizations and Municipalities₂						
Amount of Assistance Provided	m	Increase	\$4,962,209	\$10,190,234	105.4	
Public/Private Investment Leveraged	m	Increase	\$6,061,522	\$41,405,688	583.1	
Supporting Redevelopment Projects that Revitalize Communities						
Redevelopment Projects Receiving Financing Assistance for Environmental Cleanup ₃	m	Increase	1	3	200.0	
Brownfield & Contaminated Site Remediation Agreements Executed	m	Increase	1	1	0.0	
Providing Entrepreneurial Development through Training and Mentoring						
UCEDC - Clients Counseled through Workshops and Loan Inquiries	m	Increase	119	272	128.6	
UCEDC - Individual Counseling Hours	m	Increase	69	260	277	
UCEDC - Combined Business Training and Informational Workshops	m	Increase	4	10	150.0	
Small Business Development Centers (SBDC) - Clients Counseled	m	Increase	458	933	103.7	
Small Business Development Centers (SBDC) - Small Business Owners/Entrepreneurs Trained	m	Increase	488	2,855	485.0	

₁Includes activity exclusive to the Business Employment Incentive Program (BEIP) and the Business Retention and Relocation Assistance Grant (BRRAG) Program. Additional measures reported previously are now reported by the Department of State on its performance report.

₂Includes activity exclusive to financing programs. Additional measures reported previously are now reported by the Department of State on its performance report.

₃Includes activity exclusive to the Hazardous Discharge Site Remediation Fund (residential and commercial).