Asbury Park, NJ

GUIDE FOR COMPLETING ZONE ASSISTANCE FUNDING APPLICATIONS

Urban Enterprise Zone Authority
101 South Broad Street, First Floor
Trenton, New Jersey 08625-0822

Visit https://www.nj.gov/dca/uez/

Camden, NJ

Dear Urban Enterprise Zone Coordinators

North Bergen, NJ

In 2021, Lt. Governor Sheila Oliver signed legislation to devote $42.5 million to restoring the state's Urban Enterprise Zone (UEZ) program to full operation, after nearly a decade of existing in limbo. A main feature of the UEZ program includes Zone Assistance Funds (ZAF), which is flexible, economic development revenue. Additionally, participating businesses in a Zone receive a reduced sales tax rate, as well as tax-free purchases on capital equipment, facility expansions, and the like.

The 2021 legislation significantly differs from the original 1983 authorization, as it allows UEZ Communities to propose new projects, utilizing our grant portal, the System for Administering Grants Electronically (SAGE). Additionally, each proposal must comply with the Administrative, Public Safety, or Project requirements to be approved by the Urban Enterprise Zone Authority (UEZA) Board. A UEZ Community receiving Board approval will receive full funding. Additional details are outlined in this guide, which we are pleased to present to you.

An understanding of the application process will help your project become a reality expeditiously. UEZ staff will host training sessions several times throughout the year to supplement this guide, and a training video is also available here: https://www.youtube.com/watch?v=GEVvDSRN3As

We are here to help you!
Sincerely,

James A. Slaughter, Executive Director
Urban Enterprise Zone Authority

Each application must be complete prior to consideration for funding. Applications must be submitted by the 15th of each month to be eligible for the following month's UEZA Board meeting. See the table below for the deadlines
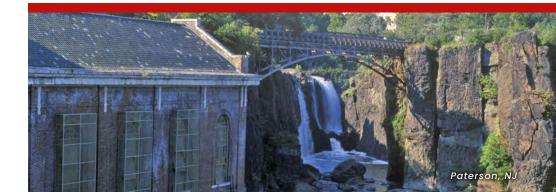
Sample Application Timetable

Project Submitted	Eligible for Consideration for the Following UEZA Board Meeting
January 15th	March
February 15th	April
March 15th	May
April 15th	June
May 15th	July
June 15th	August
July 15th	September
August 15th	October
September 15th	November
October 15th	December
November 15th	January
*December 15th	February

*Postponement possible due to holidays and vacations.

Project Application

Each application must adhere to the conditions presented in this pamphlet. Failure to comply will cause your application to be rejected and the process restarted. Each applicant must determine if their community has enough funds to undertake the project. If a community submits more than one application, each project must comply with eligibility requirements. Proof of funding and an authorization memorandum from your governing body are required. The following fictional case study provides an outline of the application process.

Paterson, NJ

Case study

Kearny, NJ

Alfred is the UEZ Coordinator for the Town of Astroville, located on the southwest side of New Jersey, close to the Pinelands and Mount Gargrandas. This community is an original UEZ community member and has become an International Trade Zone and is a leading center for manufacturing and the sale of harmonicas. Alfred, the Business Administrator, and City Council members from Astroville are enthused about the project want to help finance and underwrite construction of the International Harmonica Hall of Fame and Entertainment Center and that new venue will create jobs and serve as venue for other economic development communities. They want to use their $300,000 allocation for new sidewalks and signage. However, Alfred is not sure that this project is eligible. So, Alfred wrote down questions that would be relevant to project proposal submission. These questions are as follows:

» Is the Harmonica Hall of Fame and Entertainment Center an eligible activity?

» Can the project be underwritten using Enterprise Zone assistance Funds and other funding sources?

» Are there any alternative funding for this project?

» Can the project be revamped?

» Will the Urban Enterprise Zone Authority Board approve this project?

In this exercise, we have given different options to come up with a response. Remember the application and SAGE application will shape resources to these questions. **Please watch the training video for additional assistance:** https://www.youtube.com/watch?v=GEVvDSRN3As

Project Funding Submission Standards

There should be no conflicts of interest impacting the project proposal. All projects must be approved by resolution through authorization by the local governing body. Please make sure your project meets the following fiscal and compliance requirements.

Finance

The UEZ Fiscal Team reviews project applications prior to and after the Compliance Unit review. Considerations include, but are not limited to:

» Is the application complete (all fields filled out, all attachments uploaded)?

» Is the project within the scope of UEZ law and regulations?

» Does the Zone have the necessary funds?

» Are facts, amounts, and conditions clearly stated?

» Is your office sufficiently staffed to monitor the project through completion?

Compliance

1. When submitting a SAGE Project/Admin budget, you must send UEZ Compliance Staff an email informing them you have submitted a Project/Admin Budget. The subject line must include the Project/Admin Budget title and Project number.

2. There is a character limit in SAGE. Please take note of it, as typing over the limit will create technical errors and delays. Failure to stay within character limit will result in the project getting returned to you for corrections.

3. All Project/Admin Budget application titles should always start with the city followed by UEZ. Please see examples listed below:

Project Application Title Example:
Jackson UEZ Façade Program

Admin Budget Application Title Example:
Jackson UEZ Admin Budget FY23: 7-1-22 to 6-30-23

Admin Budget Application titles should always contain the fiscal year you are filing for plus the submission dates the funds are meant to cover (please see example above).

4 **Objective Pages:**

Be sure to complete all sections on the objective pages as follows:

» Detailed description of the project.

» Methods - How the project will be implemented.

» Evaluation - What measures will be used to determine how successful the project is.

5 When submitting Admin Budgets, your budget details must include the Full time Employee Percentage (FTE%) for each employee position as the following example:

John Doe, Jackson's UEZ coordinator, works a 40-hour week schedule but only works 20 UEZ hours. His UEZ FTE % is .5

Formula to use:
20 UEZ hours divided by his 40-hour weekly schedule = .5

» 30 hours and above is full time; anything under 30 hours is part time.

» We do not pay overtime.

6 Include the following in your resolution:

» The Project/Admin Budget application title.

» The fiscal year it is for.

» A signature and date.

» The total requested amount; must be noted as such:
"...not to exceed the total UEZ requested amount of $____".

7 **Budget Summary and Budget Detail**

Always use whole numbers. Do not use decimals or cents.

8 All funds from other sources must be included on the budget summary, budget detail, and on the **Other Sources** page on SAGE.

9 When referring to **UEZ businesses** in your proposal, please identify them as **UEZ businesses**, which is necessary for UEZA Board approval.

10 Prior to submitting your project, be sure to:

» Proofread your proposal for accuracy and grammar. This will minimize errors and delays.

» Keep a copy of your proposal to refer to in case UEZ staff contacts you for clarification.

» Email UEZ staff to let us know your project will be submitted.

11 If your project has been returned for corrections/clarifications, please email UEZ staff when you have resubmitted via SAGE.

12 **Memorandum:**

» Include date of your presentation to the UEZA Board.

» Subject line should include the application title.

» When referring to impacted businesses, identify them as **UEZ Businesses**.

» The budget detail on the memorandum must be identical to the budget detail on your SAGE application.

» Please bold all dollar amounts.

» Start and end dates must be logical and must be identical to the dates on your SAGE application.

» All sections must be answered.

» In the **Included Analysis** section of the Memorandum next to "Appendix 1," please type the complete name of your project with the words "Budget Detail" at the end.

Conclusion

The UEZ designation and Zone Assistance Fund can be a catalyst for job creation, new businesses, and identifying other resources for economic development. Each application must provide details to prove your project's viability.

Contact Us

Training video, available here:
https://www.youtube.com/watch?v=GEVvDSRN3As

*If you have questions, do not hesitate to contact **UEZ Helpdesk at 877-913-6387***

Trenton, NJ

Phillipsburg, NJ

Urban Enterprise Zone Authority
101 South Broad Street, First Floor
Trenton, New Jersey 08625-0822

Visit https://www.nj.gov/dca/uez/

Scan for
Training Video