

New Jersey Economic Development Authority Performance Indicators - November 2010	Frequency	Desired Trend	Prior 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	\$71,993,671	\$79,945,409	11.0	
Public/Private Investment Leveraged	m	Increase	\$523,009,111	\$546,998,486	4.6	
Providing Financing to Businesses, Not-for-Profit Organizations and Municipalities₂						
Amount of Assistance Provided	m	Increase	\$1,333,872,883	\$1,376,185,585	3.2	
Public/Private Investment Leveraged	m	Increase	\$1,623,374,884	\$2,081,404,382	28.2	
Supporting Redevelopment Projects that Revitalize Communities						
Redevelopment Projects Receiving Financing Assistance for Environmental Cleanups ₃	m	Increase	84	99	17.9	
Brownfield & Contaminated Site Remediation Agreements Executed	m	Increase	5	5	0.0	
Providing Entrepreneurial Development through Training and Mentoring						
UCEDC - Clients Counseled through Workshops and Loan Inquiries	m	Increase	1,839	2,275	23.7	
UCEDC - Individual Counseling Hours	m	Increase	1,552	1,750	12.8	
UCEDC - Combined Business Training and Informational Workshops	m	Increase	71	88	23.9	
Small Business Development Centers (SBDC) - Clients Counseled	m	Increase	2,568	4,640	80.7	
Small Business Development Centers (SBDC) - Small Business Owners/Entrepreneurs Trained	m	Increase	7,405	13,451	81.6	

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).