

ANNUAL REPORT 2023



ACTIVITY AND
PROJECT REPORTS

NJEDA

ECONOMIC DEVELOPMENT AUTHORITY



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MESSAGE FROM THE CHAIRMAN

As we celebrate the 50th anniversary of the New Jersey Economic Development Authority's (NJEDA) founding in 1974, it's hard to imagine there has been a more impactful year than 2023 in the NJEDA's history. Countless new programs were launched, and the state gained momentum in sectors including film and digital media, cannabis, manufacturing, and clean energy. In addition to economic growth within emerging and historically successful industries across the Garden State, NJEDA continued to make strides strengthening our communities--supporting small businesses through our Main Street programs, investing in childcare, reducing rates of food insecurity, advancing the growth of cannabis businesses, and helping to drive foot-traffic to downtown areas experiencing a new reality post-pandemic.

This progress is consistent with the goals set in Governor Phil Murphy's Economic Development Strategic Plan, launched in 2018, which led to the creation of eight programs and \$14 billion of tax incentives through the Economic Recovery Act of 2020. The Plan focuses on equity and inclusion, and the cultivation of targeted, high-growth sectors that have the potential to create family-sustaining jobs. In addition, the Plan promotes the development of programs that help to ensure a sustainable, high quality-of-life for all residents, creating a stronger and fairer New Jersey economy.

New Jersey entered 2023 well positioned for even greater growth ahead. Businesses in a variety of industries are recognizing all that New Jersey has to offer. Entertainment giant Netflix committed to a Fort Monmouth studio and office complex, and food industry giant Mondelez International cut the ribbon on its global innovation center in Whippany. Whether it's the Garden State's diverse and highly educated workforce, our location at the heart of the Northeast Corridor, our national leadership in innovation, or the robust suite of resources offered by the NJEDA, businesses and non-profits of all sizes are looking to New Jersey for the opportunity to establish and grow a successful business.

Planning for the future, New Jersey is investing in its residents to create opportunities and ensure a robust pipeline of talent for the State's growing companies and industries. This includes investing in workforce development programs offered in partnership with our universities, technical schools, and community colleges to prepare students and workers for the jobs of the future, with a particular emphasis on entrepreneurship and high-growth industries.

Today's NJEDA is about creating opportunities for all New Jerseyans, and those opportunities are born of careful listening to the needs of businesses and communities, painstaking policymaking, and intentional development.

I am proud to serve as Chairman of the NJEDA's Board, which guides the Authority's hardworking and passionate staff to ensure compliance, transparency, and the highest standard of integrity as it advances the many programs that are uplifting today's New Jersey businesses and residents and shaping a bright and stable economic future for generations to come.

TERENCE ("TERRY") M. O'TOOLE
NJEDA Chairman

LETTER FROM THE CEO TIM SULLIVAN



In 2023, the New Jersey Economic Development Authority (NJEDA) continued to push forward Governor Phil Murphy's bold economic agenda, with inclusivity and equitability at its core. The NJEDA launched new programs and expanded existing ones that provide businesses, communities, and families with the tools needed to grow and thrive. The programs will not only further New Jersey's economic momentum but will also ensure greater long-term resiliency and future growth for our diverse industries

This annual report provides an overview of the NJEDA's efforts to create a stronger and fairer New Jersey economy. It also highlights the Authority's innovative programs and strategic investments that continue advancing Governor Murphy's goals for equitable development.

This includes the NJEDA's continued support of small businesses through our Main Street Recovery Program, our suite of programs

designed to ensure small businesses across the state have the resources necessary to keep their doors open and their business booming. As of December 2023, since the program launched in 2021, the NJEDA has supported nearly 4,000 small businesses with loans, grants, and other forms of financial assistance including technical assistance, in order to comprehensively support the ever-changing needs of New Jersey's vibrant small business community. Last year, we launched the newest program under the suite, the Small Business E-Commerce Support Program, which connects small business owners with consulting firms who provide free e-commerce and digital marketing firms, enabling hundreds of businesses to grow their e-commerce platforms, and increase their reach and brand awareness.

Our work to create a more inclusive and equitable innovation economy continued last year. The first cohort of the New Jersey Innovation Fellows (NJIF) Program was approved by our Board in December. The cohort consists of 10 new businesses, made up of 30 entrepreneurs, who are receiving a total of \$3.6 million in income replacement grants, as well as mentorship and training. The competitive program's innovative approach to supporting diverse teams ensures entrepreneurs of all backgrounds can fully dedicate themselves to growing their ventures without the financial strain typically associated with the early stages of businesses development. We also established the Diversity Finance Advisory Board to provide knowledge, guidance, and insights on ways to best increase access to institutional capital for New Jersey's diverse entrepreneurs.

In 2023, economic diversification was a key focus of the NJEDA, and major investments were made in a range of growing industries. In clean energy, the Board created the NJ Cool Program and we launched Phase II of the New Jersey Zero Emission Incentive Program. On the manufacturing side, our Manufacturing Voucher Program was such an overwhelming success, an additional \$20 million was included in the FY24 budget to support even more businesses. Additionally, the NJEDA invested in new industries like Artificial Intelligence, of which, the Authority serves as one of the co-chairs of the Artificial Intelligence Task Force, which was created to establish New Jersey as a leader in this emerging sector.



Several programs to revitalize communities were launched last year, including the Aspire program, which made its first award to the HELIX in New Brunswick. Several other affordable, mixed-use, transit-oriented residential development projects across the state were also approved for Aspire awards; a total of \$1 billion in Aspire awards were approved last year.

The Activation, Revitalization, and Transformation (ART) program launched and awarded \$3 million in Public Space Activation grants to support projects in Atlantic City and Newark and help the cities recover from the economic hardships caused by the pandemic.

In its mission to support stronger, healthier families, the NJEDA expanded its food security efforts, including through the \$5.25M Atlantic City Food Security Grant Pilot Program and the Food Desert Relief Supermarket Tax Credit Program. The Board also approved over \$21 million in grants to support 118 recipients of the Child Care Facilities Improvement Grant Program. Collectively, these awardees employ more than 2,700 early childhood educators, who care for over 10,500 children.

New Jersey's economy continued to thrive in 2023 and the NJEDA is perfectly positioned to build upon that momentum in 2024 and beyond. As each new program launches, or an existing one expands, it helps support job growth and community redevelopment, bolsters businesses, uplifts families, and strengthens the statewide economy for residents today and for the years ahead. I look forward to continuing to work with Governor Murphy and the Legislature, as well as Chairman O'Toole and the Board, to advance our goal of building a stronger and fairer New Jersey.

A handwritten signature in dark ink, appearing to read 'Tim Sullivan', written over a light blue background.

TIM SULLIVAN
NJEDA Chief Executive Officer

SUPPORTING NEW JERSEY'S SMALL BUSINESSES

Small businesses are the backbone of New Jersey's economy, and supporting main streets across the state improves local economic resiliency and provides opportunities to hard-working business owners. Since the creation of the Main Street Recovery Program, established under the Economic Recovery Act of 2020, the NJEDA has continued to inject much-needed capital into small businesses through grants, loans, and technical assistance, helping business owners grow and expand. In 2023, the NJEDA continued to approve funding under its Main Street programs, and provided financial assistance to nearly **3,900 small businesses**.

Financial assistance
provided to nearly
3,900
small businesses



Small Business Improvement Grant

The Small Business Improvement Grant offers reimbursement for costs associated with making building improvements or purchasing new furniture, fixtures, and equipment. Since its inception, the program has provided over **\$44 million** in financial assistance to 1,829 small businesses, with **32 percent** of funding going to minority-owned businesses and **36 percent** to women-owned businesses. In 2023, the program provided over **\$17.2 million** in assistance to **742** businesses in all **21** counties.

\$44 Million
in financial assistance

1,829
small businesses



Little Dog Brewing Company in Neptune City used funding from the Small Business Improvement Grant to purchase a new canning line, which has helped it stay competitive in the Garden State's craft beer industry.

Little Dog Brewing Company, Neptune City

Small Business Lease Grant

To support small business and nonprofit growth in New Jersey, the NJEDA's Small Business Lease Grant provides funding to cover a portion of lease payments for businesses leasing new or additional space. To date, the program has provided almost **\$13 million** in lease assistance to over **500** small businesses, with nearly **40 percent** of the funding supporting minority-owned businesses. In 2023, the NJEDA supported **161** businesses with over **\$4 million** in grants.

\$13 Million in lease assistance **500** small businesses

161 businesses supported over **\$4 Million** in grants



Fresh & Co., a healthy quick-service food franchise committed to serving fresh and creative meals, used support from the Small Business Lease Grant to expand their business into New Jersey by opening a location in Westfield, broadening their customer base with 16 locations in the New York Metro area and adding to their continued franchising success.



Fresh & Co., Westfield

Main Street Lenders Grant

The Main Street Lenders Grant assists micro business lenders with grants of up to **\$1.5 million** to create new, or supplement existing, micro business loan products and provide technical assistance to help small businesses access financing. Launched in May 2022, the program currently supports eight active micro business lenders.

grant proceeds funded **\$2 Million** in working capital assisted **168** businesses

In 2023, eight NJEDA-funded micro business lenders utilized grant proceeds to fund \$2 million in working capital loans to New Jersey micro businesses and provided technical assistance to 168 businesses.

Small Business E-Commerce Support Program

In 2023, the NJEDA launched the Small Business E-Commerce Support Program to help small businesses stay competitive in a growing e-commerce economy. Approved businesses work with selected consulting firms, who provide free e-commerce and digital marketing services, to create new websites and improve online ordering systems. Since its launch, the program has connected **233 small businesses** to consulting firm partners and provided nearly **\$2 million** in assistance.

connected **233** small businesses provided nearly **\$2 Million** in assistance



Arepa Express, Passaic

Main Street Micro Business Loan

The Main Street Micro Business Loan program provides working capital loans of up to **\$50,000** to eligible micro businesses to support business expenses such as payroll, rent, equipment, and other costs that are essential to day-to-day business operations. Offering flexibility in terms and a generous forgiveness option, the Main Street Micro Business Loan has supported over **1,400 businesses** to date with nearly **\$70 million** in financing. In 2023, the NJEDA provided **\$59 million** in support to **1,253** New Jersey micro businesses.

supported over **1,400** businesses with nearly **\$70 Million** in financing

Arepa Express, a Columbian food restaurant in Passaic, used funding from the Micro Business Loan program to avoid layoffs, grow its business, and continue paying rent and utilities during tough economic times. Owner Jenny Zapata said, "With their [NJEDA] support, we were able to keep our doors open and continue serving our community."



Robin's Nest Restaurant, Mount Holly

Robin's Nest Restaurant in Mount Holly used support from the Small Business E-Commerce Support Program to add Google search words and social media to their pre-existing website to increase traffic. Marketing Manager Audrey Winzinger said, "The services provided were worth thousands and will serve us well for years to come."



Small Business Fund

The Small Business Fund provides loans to small woman- or minority-owned businesses of up to **\$500,000**. This flexible and low-cost financial assistance is extended to eligible small businesses through direct loans, loan participations, or loan guarantees. In 2023, the NJEDA funded over **\$753,000** to small businesses to support working capital and the purchase of fixed assets.

over
\$753k
to small woman-
minority businesses



NJ Capital Access Fund

In November, the NJEDA opened the NJ Capital Access Fund, using \$50 million in State Small Business Credit Initiative (SSBCI) funds matched by designated fund manager Calvert Impact to create a **\$100 million** fund in support of a loan participation program. The fund works alongside participating Community Development Financial Institutions (CDFIs) and Minority Depository Institutions (MDIs) to offer affordable and flexible working capital loans of up to **\$250,000** to support business operating expenses, along with providing options for technical assistance to small businesses and nonprofits. The fund will further support this access to capital by purchasing 80% of all eligible working capital loans administered by participating the CDFIs and MDIs.



\$100 Million
fund in support of loan program

Premier Lender Program

The NJEDA continued to partner with participating banks in its Premier Lender Program, helping New Jersey-based businesses and not-for-profit organizations overcome the financial obstacles of growth and expansion. The Premier Lender program provides eligible businesses with financing of up to **\$2 million** through loan participations and guarantees. In 2023, the NJEDA, with the support of seven Premier Lender bank partners, utilized loan participations to help support **\$26.5 million** in low-cost financing for fixed assets and term working capital.



Trenton Corrugated Products, a fabricator of corrugated boxes used for a wide range of applications, received support from Bank of America through the NJEDA's Premier Lender Program to finance the purchase of an industry peer, Allstate Paper Box Co. The merger helped to expand product offerings and create efficiencies in the manufacturing process.



Recovery Loan Loss Reserve Fund

The NJEDA opened applications in 2023 for the Recovery Loan Loss Reserve Fund, a **\$25 million** SSBCI-funded program that offers 50 percent loan guarantees to Community Development Financial Institutions (CDFIs) and Minority Depository Institutions (MDIs) to create or support existing loan programs for New Jersey small businesses. The eligible working capital loans administered under this program and supported by the guarantee will offer small businesses another flexible option for accessing capital to support operating expenses such as payroll, marketing, inventory, and other expenses that are necessary to the daily operation of business.

Supporting New Jersey's Veteran-Owned Businesses

As part of its efforts to ensure equitable access to capital for business owners from all backgrounds, the NJEDA's outreach efforts include engagement with veteran-owned businesses. In 2023, this including hosting the Status of Veteran Entrepreneurship, alongside our partners from the Small Business Association, the New Jersey Business Action Center, and Candice Alfonso, the State's Chief Diversity Officer. We continue to seek additional opportunities to present NJEDA's offerings to the Veteran business community, including participating in events and speaking opportunities with the New Jersey State

Veterans Chamber of Commerce, and the NJEDA's Diversity, Equity, and Inclusion team is exploring new ways to advance the development of Veteran businesses.



INVESTING IN NEW JERSEY'S INNOVATION ECONOMY

From the invention of the lightbulb to cutting-edge medical breakthroughs, New Jersey is where ingenuity thrives. Under Governor Murphy's leadership, the state invests in resources to help new, diverse, and innovative entrepreneurs get their ideas off the ground. This has led to a growing innovation sector where a pathway to success is possible for entrepreneurs of all backgrounds.

***"New Jersey Is Where
Ingenuity Thrives."***



New Jersey Innovation Evergreen Fund:

The novel New Jersey Innovation Evergreen Fund (NJIEF) increases access to strategic resources and venture capital in New Jersey. In 2023, the NJEDA approved 12 Qualified Venture Firms (QVF) to join the fund and co-invest in early-stage businesses. The inaugural investment was by EMERGING Fund Management LLC into Newark-based 1Huddle, Inc.



"We are honored and excited to receive the first investment from the New Jersey Innovation Evergreen Fund. The program is proof of the State's commitment to fostering innovation and supporting startups making a real impact," said 1Huddle Founder and CEO Sam Caucci. "This investment will allow 1Huddle to continue to accelerate our growth path - strengthening our workforce, advancing our technology, and uplifting workers across the globe. And, we're proud to do it all here in New Jersey."



DIVERSITY FINANCE ADVISORY BOARD

The NJEDA established the Diversity Finance Advisory Board (DFAB) which will work to increase access to institutional capital for women and minority-owned startups. The board, comprised of investment, entrepreneurship, and subject-matter experts with a commitment to diversity and inclusion, will provide knowledge, guidance, and insights on ways to best increase capital, access, and investments in New Jersey's diverse entrepreneurs.

Inaugural 2023-2024 Diversity Finance Advisory Board members include:

- **Stephen Cammock, GCM Grosvenor**
Managing Director
- **Annie Seelaus, R. Seelaus & Co., Inc.**
Chief Executive Officer
- **Vaughn Crowe, Newark Venture Partners**
Managing Partner
- **David Stengle, Board ++**
Founder & Chief Executive Officer
- **Desiree Castillejos, Hunter Industries**
Independent Director
- **Dr. Jeffrey Robinson, Rutgers University - Newark**
Provost & Executive Vice Chancellor
- **Yolanda Plaza-Charres, Argonautic Ventures**
Managing Director
- **Obie L. McKenzie, Obie L. McKenzie, LLC**
Board Advisor
- **Gary Mann, Jasfel Analytics**
Founder & Chief Executive Officer
- **Robert Johnson, Gibbons Law**
Corporate Director; DE&I Director
- **Dana Johns, New Jersey Division of Investment**
Head of Private Equity
- **Dr. Jeffrey Robinson, Rutgers University**
Provost & Executive Vice Chancellor

The DFAB endeavors to increase the accessibility of institutional capital for startups owned by women and minorities.



ANGEL INVESTOR TAX CREDIT

The New Jersey Angel Investor Tax Credit (ATC) Program provides refundable tax credits for investors in New Jersey emerging technology businesses for the purposes of stimulating investment. The amount of tax credit is based on a percentage of the eligible investment.

In 2023, the NJEDA approved ATC for investments in 45 emerging technology businesses associated with a total of more than **\$140 million** in private investment. 480 investor applications were approved in 2023 for a total of more than **\$21 million** in tax credits. Approved investments support emerging New Jersey-based companies in the life science, technology, and clean technology sectors. Since the ATC program's inception in 2013, almost **3200** investments totaling over **\$991 million** have been approved to support **161** New Jersey companies.



NJ Golden Seeds members and investors regularly meet to explore opportunities and share ideas.

Founders and Funders:

NJ Founders & Funders is organized by the NJEDA to facilitate introductions between innovative emerging companies and sophisticated angel & institutional investors. Hosted twice per year, venture capital investors meet with a pre-determined group of companies for one-on-one sessions to discuss strategy, business models and funding opportunities.

A session was held in Spring 2023 at The College of New Jersey (TCNJ) and another one was held in the

Fall at the Newark Public Library. Between the two events, 480 "matches" were made between investors and entrepreneurs. Companies from an array of sectors were in attendance including life sciences, technology, clean energy, and manufacturing.

NJEDA's Chief Economic Transformation Officer Kathleen Coviello address the crowd at NJ Founders and Funders at TCNJ, March 22, 2023.



Golden Seeds:

Through a partnership with Golden Seeds, the NJEDA is creating the opportunity to increase available capital for women-led businesses and mentoring women entrepreneurs with an anticipated outcome of supporting and growing New Jersey women-led businesses. The New Jersey Chapter of Golden Seeds was founded in 2019 by New Jersey First Lady Tammy Murphy to help create an economy for women-led businesses to thrive and closes the racial and gender wage and employment gaps.

Golden Seeds made two major investments into New Jersey-based companies in 2023. Princeton-based company, Princeton Identity, develops biometric security technologies for government and commercial needs. Princeton Identity's products are used in airports, large corporations, and other venues to heighten and improve security through iris scanning.

Endomedix is a pre-clinical MedTech venture located in Montclair. The Company's PLEXimine™ novel chemistry platform produces five separate biosurgery product groups. This versatile technology can be used to produce biosurgical devices that solve problems that can't be addressed by current solutions. Its PLEXimine™ technology uses starting materials with a history of use in FDA-regulated products and imparts to them unique features and characteristics.



EXAMPLE
AlphaRoc, a FinTech startup in Newark, used funding from private angel investors and the Angel Match program to continue their innovative work. Their AI-driven tools generate predictive insights to enable better decision making for investors, corporations, and various professional services firms.



Founders and Funders – Newark Public Library, November 22, 2023



Since the start of NOL more than **580** companies have been awarded more than **\$1.2 Billion**



Net Operating Loss Program

The Technology Business Tax Certificate Transfer Program enables qualified, unprofitable NJ-based technology or biotechnology companies to sell a percentage of net operating losses (NOL) and research and development (R&D) tax credits to unrelated profitable corporations.

2023 marked the 24th anniversary of the NOL program. Since the inception of the NOL Program, more than **580** companies have been awarded a total benefit amount of more than **\$1.2 billion**.

In 2023, **34** companies were approved for a total of more than **\$68 million**.

NJ Innovation Fellows

The NJ Innovation Fellows (NJIF) program provides diverse, first-time entrepreneurs with income replacement grants to help get their businesses off the ground. The program's innovative approach ensures entrepreneurs of all backgrounds can fully dedicate themselves to growing their ventures without the financial strain typically associated with the early stages of businesses development. Each company can receive a grant of up to \$400,000. Entrepreneurs are also required to participate in a comprehensive mentorship program facilitated by New Jersey colleges and universities.

In November 2023, the NJEDA Board approved the inaugural fellowship cohort. The cohort consists of 10 new businesses, made up of **30** entrepreneurs, that will receive a total of **\$3.6 million** in income replacement grants, as well as mentorship and training. The inaugural cohort marks an important milestone in the NJEDA's commitment to fostering innovation and supporting business ventures in their critical early stages.

\$3.6 Million
in income replacement grants



The Inaugural NJIF Cohort Includes The Following Startups

AbilityHUB, West Windsor - \$350k	Liv Again Wellness, Vineland - \$350k
AntaMed, East Orange - \$350k	My FitPlate, Jersey City - \$400k
Fire Start Productions, Gloucester Twp - \$250k	Planthopper Corp, Keansburg - \$350k
Helloboss, Jersey City - \$350k	Quarks Advantage, Jersey City - \$400k
Klick Studios, Burlington City - \$400k	Thrivio Health, North Bergen - \$400k

Governor's East Asia Economic Mission

In October, Governor Phil Murphy led a nine-day, multi-country economic mission to East Asia, including visits to Japan and South Korea. New Jersey is home to the fourth highest percentage of Asian Americans of any state in the nation, with a population of nearly one million Asian American residents, including over 100,000 Korean Americans. The trip reaffirmed the synergistic relationship between New Jersey and Taiwan, partnering with key industry leaders to provide new opportunities for growth across economic, educational, and technological sectors in both regions.



Governor Murphy witnessed the signing of an MOU between Rutgers University and Hiroshima University President Dr. Mitsuo Ochi. The MOU will deepen the collaboration between both entities in medicine.

FOSTERING ECONOMIC DIVERSIFICATION

To support New Jersey's developing strategic sectors outlined in Governor Phil Murphy's Economic Development Plan, the NJEDA has developed and launched programs bolstering industries with enormous economic potential, such as clean energy, advanced manufacturing, cannabis, and artificial intelligence. These developing industries have the potential to create long-term resiliency, thousands of high-quality, good-paying jobs for New Jerseyans, and will ensure the state's economy is at the forefront of economic trends.



CLEAN ENERGY

The NJEDA has created programs to advance New Jersey's transition to 100 percent clean energy by 2035, ensuring New Jerseyans have access to the high-quality jobs offered in this growing sector.

Offshore Wind

The NJEDA continues to be at the forefront of offshore wind development and workforce training in New Jersey. The New Jersey Wind Port in Lower Alloways Creek, Salem County, will support offshore wind development and manufacturing in the Garden State, providing good-paying jobs and bolstering South Jersey's economy. Additionally, the NJEDA signed agreements with multiple educational institutions in 2023 for the creation of offshore wind workforce development programs to ensure New Jerseyans have the training needed for the high-skilled jobs in the industry.



One workforce development initiative, the Wind Institute Fellowship program, supports 40 undergraduate and graduate researchers at select universities with up to **\$30,000** in funding for offshore wind research. Running for 25 to 40 weeks, selected fellows can attend a series of cohort meetings hosted by the NJEDA during the academic year to support peer learning and to gain a comprehensive understanding of the offshore wind industry. The first Wind Institute Research Symposium, held in April 2023, provided fellows the opportunity to present their

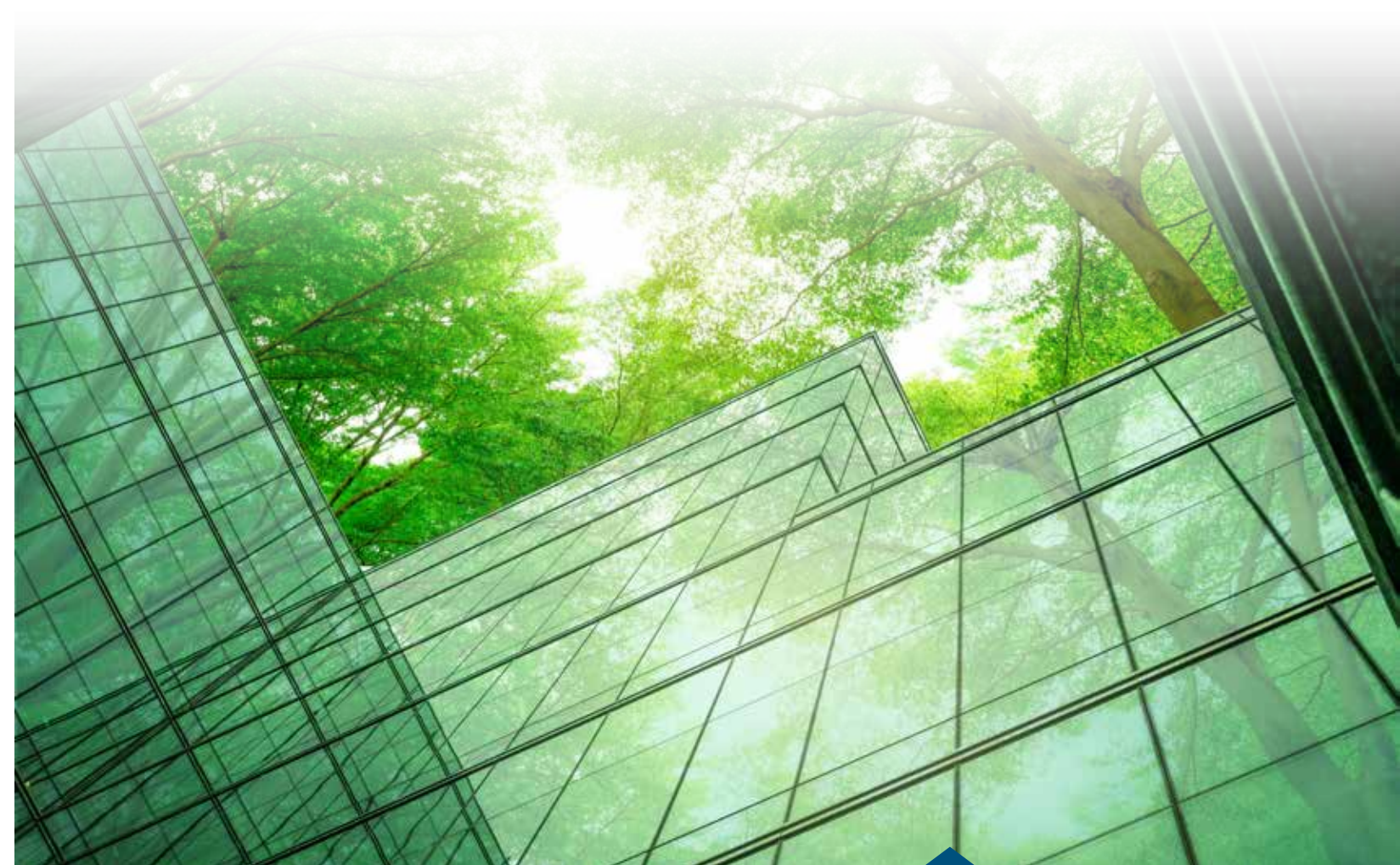
research to peers, faculty advisors, and industry leaders. The second Symposium will be held in April 2024.

In September 2023, the NJEDA partnered with the New Jersey Institute of Technology (NJIT) to create two offshore wind graduate certificate programs in Wind Power System Operation and Maintenance and Wind Power Economics. NJIT President Teik C. Lim said the effort "will bolster New Jersey's strength in the clean energy economy."

NJ Cool

In November, the NJEDA approved the creation of the NJ Cool program, which will reduce greenhouse gas emissions by providing grants to commercial building owners and tenants to retrofit their existing buildings. The **\$15 million** pilot program will launch in Spring 2024 for projects in Atlantic City, Edison, and Newark.

\$15 Million
pilot program grants



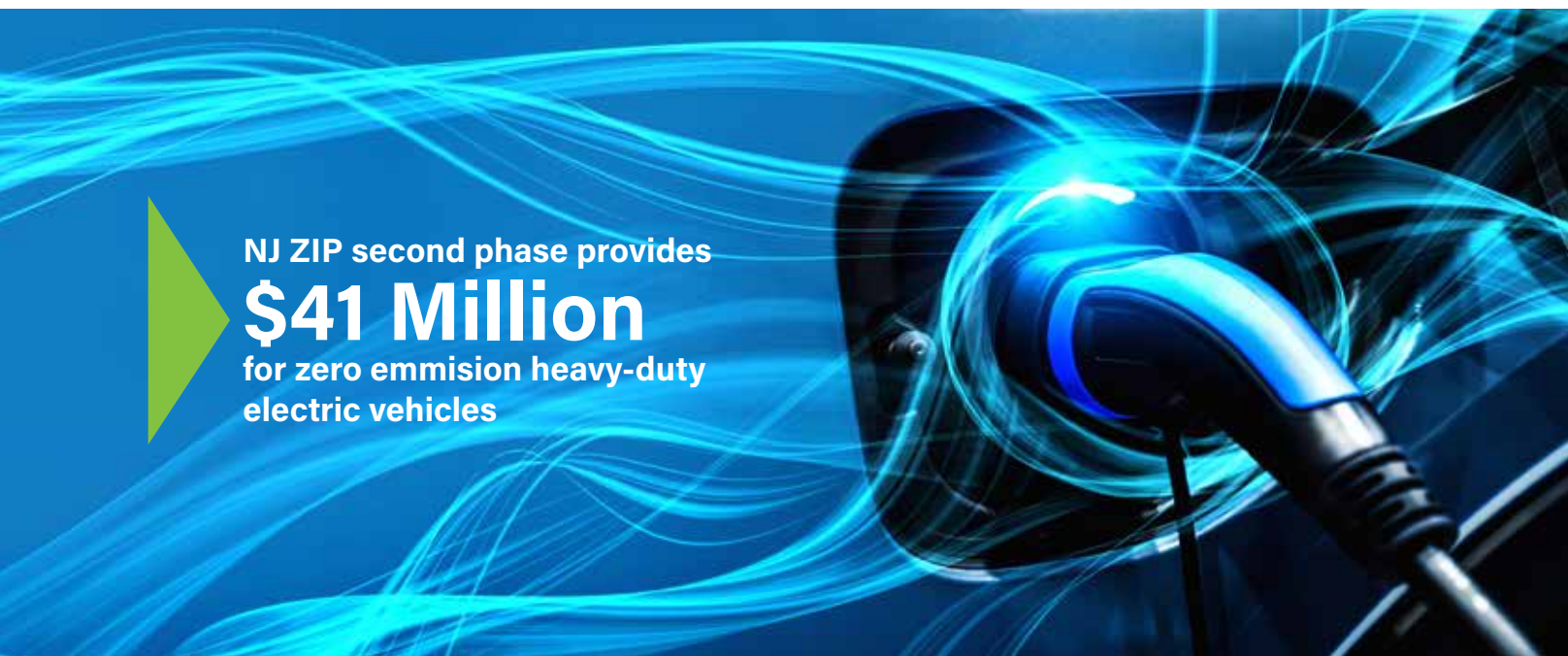


NJ ZIP

The NJEDA launched Phase II of the New Jersey Zero Emission Incentive Program (NJ ZIP) in April 2023, which provides vouchers of up to **\$175,000** for the purchase of medium and heavy-duty electric vehicles. Building on the success of Phase I, the second phase has approved **\$41 million** in vouchers to **92** businesses, which will support the addition of **300** electric vehicles on New Jersey roads.



Java's Compost in Orange used funding from Phase I of NJ ZIP to purchase an electric vehicle, making it better able to serve their customers' composting needs, bringing new life to their gardens, lawns, and flower beds.



NJ ZIP second phase provides
\$41 Million
 for zero emission heavy-duty
 electric vehicles

New Jersey Clean Energy Loans (NJ CELs)

NJ CELs is an SSBCI-funded **\$80 million** co-lending program that lends between **\$250,000** to **\$10 million** for projects requesting total loan amounts of **\$500,000** to **\$20 million** to support the financing of clean energy projects. Building on the NJEDA's suite of clean energy initiatives, the program unlocks capital for small businesses and supports participation in New Jersey's clean energy economy by minority-, woman-, and veteran-owned businesses. The NJ CELs program began accepting applications in April.

a SSBCI-funded
\$80 Million
 co-lending program

loans between
\$250,000
 and
\$10 Million

NJ CELs
 NJ CLEAN ENERGY LOANS

FILM & TV PRODUCTION



2023 was another banner year for New Jersey's film industry. Despite the national actors' and writers' strikes that occurred for several months, New Jersey welcomed over 300 productions to the state, resulting in hundreds of millions of dollars in revenue

The New Jersey Motion Picture and Television Commission (NJMPTC) joined the NJEDA in September 2023. As one entity, working in close collaboration, the NJEDA and NJMPTC will be able to capitalize on the momentum of the film and television industry and attract greater investments into communities across the state.

The NJEDA's Film and Digital Media Tax Credit Program continued to serve as a popular incentive for the national productions. In July, Governor Murphy signed into law legislation expanding the program through 2039 and increase the annual allocation to **\$430 million**. The expansion of tax credits and increased focus on supporting large scale studio facility developments will help generate even greater industry spending.



"Oppenheimer" filming on location in Princeton

40 total productions

\$187.9 Million total awards



NETFLIX
The development of Netflix's East Coast flagship studio in Fort Monmouth continued to progress in 2023. In November, Governor Murphy and Netflix CEO Ted Sarandos joined for a press conference to highlight a small but significant step toward construction. Netflix's Fort Monmouth studio is expected to create 3,500 construction jobs and 1,500 permanent jobs.



MANUFACTURING



The New Jersey Manufacturing Voucher Program (MVP) provides New Jersey manufacturers a rebate grant to access equipment they need to become more efficient, productive, and profitable. Awards are sized at 30 to 50 percent of the eligible equipment and installation costs, capped at \$250,000 per company. In March 2023, the NJEDA Board increased available funding to **\$33,750,000** from \$20 million.

Due to the high demand and program success, in June 2023, Governor Murphy allocated **\$20 million** from the Fiscal Year 2024 State Budget to the NJEDA for deposit into the Economic Recovery Fund (ERF) for MVP Phase 2, which launched in February 2024.

In March 2023,
the NJEDA Board
increased available
funding to
\$33.75 Million
from
\$20 Million



Oishii Farms, Jersey City

Oishii Farms used support from the MVP program to purchase new equipment for its vertical farming operation, based in Jersey City. Oishii is the world's largest indoor vertical strawberry farm, which produces and manufactures the popular Omakase Berry.



Liberty Manufacturing, Pennsauken

Liberty Manufacturing in Pennsauken used funding from Phase I of NJ MVP to purchase new equipment, allowing the company to expand operations in manual machining, Computer Numerical Control Milling, Welding, Light Fabrication, 3D Printing and Computer-Aided Design.

CANNABIS

In April 2023, the NJEDA opened applications for the Cannabis Equity Grant Program (Joint Ventures), which aimed to support new businesses in the cannabis industry with start-up and operational costs. The program was oversubscribed in just two hours, receiving 163 applications. Due to overwhelming demand, the NJEDA allocated an additional **\$6 million** to the initial \$6 million in program funding, allowing the Authority to award **48** businesses with grants.

In November, the NJEDA opened the **\$8 million** Cannabis Seed Equity Grant Program, which provides funding to businesses owned by social equity applicants for start-up and operational costs. NJEDA awarded **49** businesses grants of up to **\$150,000**. Seed Equity grantees are required to complete a 9-week technical assistance program that will assist the grantees with obtaining their cannabis annual license. NJEDA contracted with Oaksterdam University, a national leader in providing cannabis technical assistance services, to provide individualized, culturally competent technical assistance to grantees.

49 businesses awarded grants of up to **\$150k**

Thanks to funding from the Joint Ventures Grant Program, Nightjar, a woman-owned cannabis dispensary in Bloomfield, was able to open its doors. Through this new business, Nightjar's Chief Operating Officer Francesca DeRogatis hopes to "carve out space for female, minority, and marginalized individuals in the cannabis industry."



Nightjar, Bloomfield

ARTIFICIAL INTELLIGENCE (AI)



In recognition of the growing opportunities in the AI marketplace, the NJEDA, in partnership with the Governor's office, is taking the lead on funding statewide initiatives.

In December, the NJEDA announced a partnership with Princeton University to establish the Princeton AI Hub. Supported with \$250,000 in funding from the Authority's Strategic Innovation Center initiative, the hub will bring together industry leaders, researchers, start-up companies, and other collaborators to advance AI initiatives in the state.



Governor Phil Murphy (4th from left) joined NJEDA CEO Tim Sullivan (LEFT) and Princeton University leadership in December to announce the Princeton Artificial Intelligence Hub.

\$250k in support of the Princeton AI Hub



CREATING ECONOMIC SECURITY

The NJEDA's Economic Security team builds initiatives that align with Governor Murphy's commitment to a stronger, fairer New Jersey, where all residents can build economic security and well-being, including programs focused on food security, child care, maternal and infant health, and other priority areas. Across these focus areas, the Economic Security team develops innovative strategies that support workers, businesses, families and communities and strengthen the New Jersey economy for all.





5.4 Million
meals purchased from
450
restaurants, distributed to
residents in need across
all **21** counties

Food Security

Connecting every New Jerseyan with equitable access to affordable, nutritious food is a core component of Governor Murphy’s strategy for building a stronger and fairer New Jersey economy. NJEDA, along with its partners in government, business, the nonprofit sector, and local communities, is dedicated to increasing and improving access to nutritious food for all. NJEDA’s programs aim to promote a more inclusive, scalable, and collaborative approach to addressing food insecurity and alleviating food deserts.



Sustain and Serve NJ

In August 2023, the NJEDA announced that it had reached the remarkable milestone of supporting the purchase and distribution of more than five million meals through its Sustain & Serve NJ program. Launched by Governor Murphy in late 2020 as a \$2 million pilot program to support restaurants impacted by COVID-19,

Sustain & Serve NJ grew into a \$57.6 million program that enabled 36 organizations to purchase over 5.4 million meals from nearly 450 restaurants across all 21 counties, and distribute those meals at no cost to New Jerseyans facing food insecurity. The Garden State is the only state in the country to launch a program of this scale.

“At the Coalition for Food and Health Equity, we mobilize food,” Coalition for Food and Health Equity Founder & CEO Dr. Leeja Carter said. “We think about not just food security being food on the table, but it’s how do we get food from point A to Point B, the logistics around food. The Sustain & Serve NJ program helped us evolve the work that we were doing here in Hudson County.”

Food Security Planning Grants

Funding helps local and county governments improve food access in New Jersey’s Food Desert Communities

In May, the NJEDA awarded nine grants totaling over \$1 million to seven county and municipal governments to support the development of plans to improve food access and food security by leveraging and re-purposing distressed assets in New Jersey’s Food Desert Communities (FDCs).

The Food Security Planning Grant Program provides grants of up to \$125,000 to municipal governments, county governments, and/or redevelopment agencies to fund development of plans to decrease food insecurity in designated FDCs. All grants that have been awarded thus far have gone to entities servicing seven of the top 20 FDCs, including three of the highest-ranked FDCs (Camden, Atlantic City and Newark), which are ranked first, second and third, respectively.

Food Retail Innovation in Delivery Grant (FRIDG) Program

The FRIDG Program provides grants of up to \$250,000 to New Jersey food retailers to purchase self-contained, temperature-controlled lockers. These lockers may be used for food storage and delivery within Authority-designated FDCs, with the purpose of expanding food delivery opportunities and improving food access for FDC residents.

In December, the Board approved Brookdale ShopRite Inc, a family-owned business with ShopRite stores in Newark’s Central Ward and in Bloomfield, for the first grant under the FRIDG Program. Brookdale ShopRite will use the \$250,000 grant to purchase a temperature-controlled locker and install it at the Shani Baraka Women’s Resource Center in Newark’s South Ward. The Newark South FDC has a population of nearly 43,000 and is the third most acute food desert in the state.

Once the locker is installed, residents will be able to place online grocery orders from the Brookdale ShopRite, including orders eligible for purchase with Supplemental Nutrition Assistance Program

(SNAP) benefits. Brookdale ShopRite has also committed to waiving all delivery fees for groceries delivered to the locker.

in May NJEDA awarded over
\$1 Million
in grants to improve
food security



the FRIDG
Program provides
\$250k
grants to food
retailers for temperature
-controlled lockers



Atlantic City Food Security Grant Program

In October, the NJEDA Board approved the creation of the \$5.25M Atlantic City Food Security Grant Pilot Program, which will launch in spring 2024. To complement this program, the Authority has sponsored the Virtua Health “Eat Well” Mobile Grocery Store, which allows Virtua Health to expand their current services beyond Camden and Burlington Counties to now include Atlantic City. This 40-foot refurbished NJ Transit bus offers fresh fruits and vegetables, fresh and frozen meat, dairy, eggs, and basic grocery staples. The NJEDA also sponsored AtlantiCare to expand their food distribution efforts in Atlantic City, including pop-up markets selling low-cost healthy meal kits for a variety of dietary needs.



Tax Credit Auction

A successful auction of \$15 million in NJ corporate business tax and insurance premiums tax credits took place in late 2023, raising more than \$13 million to fund future programs to support food insecurity. NJEDA is initiating another auction in 2024 as part of this effort.

Supermarket Tax Credits

NJEDA launched two tax credit applications at the end of 2023 to assist in bringing supermarkets to FDCs: a supermarket financing gap tax credit and a supermarket initial operating cost tax credit. These will assist developers and operators by making the construction and ongoing operation of supermarkets in FDCs more economically feasible. Among other requirements, these supermarkets must be over 16,000-sq. ft., participate in government nutrition subsidy programs, and commit 10% of selling space to fresh and/or frozen produce.



Child Care

Launched in November 2022 with an initial pool of **\$24.5 million** in funding, Phase One of the Child Care Facilities Improvement Grant Program offers grants between **\$50,000 - \$200,000** to licensed child care centers in New Jersey. The facility improvements are intended to raise the quality of the learning environments and support children’s growth and development. In May of 2023, due to overwhelming demand, the NJEDA’s Board approved allocating an additional **\$50 million** to the program, and when the application closed in October a total of **749** applications had been submitted.

During 2023, **118** child care centers were approved for grants totaling over **\$21 million**. Collectively, these awardees employ more than **2,700** early childhood educators, who care for over **10,500** children, including thousands of infants and toddlers. Some of the most commonly requested improvements include playground renovations, updating and repairing flooring, and improvements to their bathrooms.

118
child care centers

over
2,700
childhood educators

over
10,500
children cared for

Maternal and Infant Health Innovation Center

Under the Nurture NJ initiative, the NJEDA continued advancing the development of the Maternal and Infant Health Innovation Center in Trenton. This project has secured \$20M of Federal American Rescue Plan (ARP) State Fiscal Recovery Funds, \$25M of Federal ARP Capital Project Funds and \$30M of State Innovation Funding for the Center’s construction. Once completed, the Center will house three Lead Role Anchor Tenants to provide a myriad of services that address issues around maternal health. The Lead Roles consist of (1) Lead Healthcare Clinical Services Provider, (2) Institution of Higher Education, and (3) Multi-Service Organization. The procurement for the Lead Roles is underway and set to be announced early 2024. In addition to the Lead Roles, the Center will be an incubator space for entrepreneurs and early start-ups that are developing innovative technology to address maternal health challenges.

The Center will include a data collaborative that will analyze adverse maternal trends to inform the implementation of perinatal services. NJEDA has partnered with the John S. Watson Institute for Urban Policy and Research at Kean University to lead community engagement efforts to inform development of the Maternal and Infant Health Innovation Center. The Watson Institute is leading an interactive,



iterative, and open dialogue process with Trenton stakeholders and residents. The second phase of community engagement ended in December 2023, which included a second public report. NJEDA and Kean launched phase three of community engagement in 2024. NJEDA looks forward to advancing maternal health equity in support of First Lady Tammy Murphy’s Nurture NJ initiative.

BUILDING THRIVING COMMUNITIES





New Jersey Health + Life Sciences Exchange (HELIX)

Aspire Program

The Aspire Program is a gap financing tool to support commercial, mixed use, and residential real estate development projects across the state. In 2023, the New Jersey Health + Life Sciences Exchange (HELIX) was the first project approved under the Aspire Program. Located across from the New Brunswick Train Station, the 573,000-square-foot building will bring together New Jersey's public, private, and academic sectors, such as Rutgers, Hackensack Meridian Health, and RWJ Barnabas Health, to create a world-class hub of innovation and a strong base of support and talent pipeline for innovative companies.



Additional awards approved under the Aspire Program in 2023 supported affordable, mixed-use transit-oriented development in communities up and down the state, from Newark and Trenton to Union City and Gloucester County. The residential developments approved for Aspire awards will serve families, seniors, and commuters.

In 2023, the NJEDA Board approved 10 residential developments for Aspire awards, creating **2,832** housing units, 1,322 of which will be affordable. **\$694 million** in tax credits were approved for residential developments under the Aspire Program.



In December, the Board approved awards for a large residential development known as Riverton in Sayreville. The NJEDA funded phases of the Riverton project, which will be comprised of residential and commercial space with 1,300 new residential units, 20 percent of which are affordable. The development will include nearly 800,000 square feet of commercial and retail space.



Riverton, Sayreville



Newark Alliance, Inc. received a \$1.5 million grant to create and support the inauguration of Festivals United, a coordinated strategy, fundraising, operations, marketing and public relations campaign that will leverage the ongoing efforts of multiple existing festivals throughout the city. Festivals United is a new coalition of six major arts and cultural festivals based in Newark: AfroBeat Fest, Halsey Festival, Lincoln Park Music Festival, Newark Arts Festival, Newark Pride, and Newark Winter Village, all in partnership with the Newark City Parks Foundation. By combining the operational strengths of various festivals into a unified organization, this initiative amplifies their collective social and economic impact, and enhances the city's overall vibrancy.

Stockton University

Stockton University received a **\$1 million** grant to produce a major public space activation project in collaboration with four Atlantic City Community Development Corporations. The funding will be used to support streetscape improvements, specifically forty wayfinding signs identifying non-casino cultural assets, four neighborhood branding gateways, 100 signs for the public murals, and a public tile installation in the heart of the city. The project also includes a comprehensive and collaborative citywide arts and cultural branding, marketing, and event coordination program that will increase social gatherings, activate vacant and underutilized space, and contribute to the resilience of the community.



Asset Activation

The New Jersey Asset Activation Planning Grant Program provides grants to communities and stakeholder groups to fund early-stage planning work focused on catalytic redevelopment and the adaptive reuse of vacant and underutilized public assets. In 2023, the NJEDA awarded eight entities a combined

\$407,800
in Asset Activation grants

\$407,800 in Asset Activation grants. The NJEDA also opened applications for Phase 2 of the program.



Camden Special Services District

Camden Special Services District (CSSD) received a **\$50,000** Asset Activation Planning grant to conduct public outreach and facilitate conceptual designs to activate a public plaza at 3rd and Market Streets in Camden. The public plaza would complement forthcoming traffic and pedestrian improvements planned for the area.

UPDATE ON EXECUTIVE ORDER 37 (CORZINE)

Executive Order 37 requires annual reports to not just describe significant actions of the authority from the previous year, but also the degree of success the Authority had in promoting the State's economic growth strategies and other policies. During 2023, the NJEDA was successful in promoting the State's economic growth strategies, as reflected in the sectors that continue to be at the forefront of NJ's growth. While the State generally kept pace with the national average in real GDP growth from the 2nd quarter of 2023, a somewhat lackluster beginning to the year saw the annual GDP for 2023 come in at 1.5% (preliminary

estimate) compared to the overall U.S average of 2.5%. Private services providing industries contributed 95% of the GDP growth, with educational services, health care, and social assistance, Information, and Retail trade being the leading contributors. Personal income in New Jersey also saw an increase from 2022 by 4.9%, slightly below the U.S. total growth of 5.2%. New Jersey is ranked 4th in the nation for per capita income at \$80,724, 18% larger than the United States per capita income of \$68,531.

Certifications Pursuant to E.O. 37

June 2024

In accordance with Executive Order No. 37, the New Jersey Economic Development Authority's 2023 Annual Report serves as the comprehensive report of the Authority's operations. This report highlights the significant actions of the Authority for the year, including the degree of success the NJEDA had in promoting the State's economic growth strategies and other policies.

I, Tim Sullivan, certify that during 2023, the Authority has, to the best of my knowledge, followed all of the Authority's standards, procedure, and internal controls.

TIM SULLIVAN
NJEDA Chief Executive Officer

NJEDA EXECUTIVE TEAM



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Chief Executive Officer



Christine Baker
Chief Counsel



Michelle Bodden
Chief Diversity and Inclusion Officer



Bruce Ciallella
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Senior Vice President
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Tai Cooper
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Chief Strategy and Infrastructure Officer



Jorge Santos
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