



BOROUGH OF ROSELLE

210 CHESTNUT STREET • ROSELLE, NEW JERSEY 07203
TELEPHONE (908) 245-5600

The Borough of Roselle recently received funding from the NJ Department of Community Affairs (DCA) through the Neighborhood Preservation Program (NPP) and has developed a comprehensive COVID-19 response plan in response of the enormous threat to the Roselle business community.

The Borough of Roselle, through its NPP program has created a grant program to support businesses in the NPP district (1st and 3rd Avenue between Walnut and Locust). Businesses within this footprint and meeting the DCA eligibility requirements will be eligible for grant funding under the following two categories:

1. Rental payment assistance
2. Procurement of personal protective equipment including masks, gloves, counter-shields, booth dividers, hand sanitizer, sanitizer stations, or thermometers.

Applicant can choose to apply for either or both categories. Applicants may receive grant funding only for **unpaid** expenses from March 1, 2020 until November 27, 2020. This includes any unpaid rental payments or future purchases of personal protective equipment. Every applicant will be eligible for rental payment assistance for the month of December. The grant **may not** be used to reimburse expenses already paid by the applicant before November 27, 2020. Successful applicants will receive an award letter, no later than December 1, 2020 which will explain the final steps in the process of receiving funds. All money must be spent before December 21, 2020 with proper documentation showing how the money was spent.

Businesses receiving funds must also complete a written certification that they:

- Have been adversely affected by the COVID-19 Social Distancing Measures or the Stay-at-Home order (i.e. closed business temporarily, had to lay people off, decrease of sales).
- Have NOT received any COVID-19 relief funding from the New Jersey Economic Development Authority, New Jersey Redevelopment Authority, or any other state business recovery program (excluding unemployment compensation from the Department of Labor and Workforce Development) including DCA's Neighborhood Preservation Program and Main Street New Jersey Program. Businesses that received benefits (such as lease assistance and technical assistance) from the New Jersey Redevelopment Authority, New Jersey Economic Development Authority, and other state recovery programs, but did not receive direct COVID-19 relief funding from these programs, are eligible to receive funds.
- Will not use the funds to support wages, activities, or purchases that have already received reimbursement from any state, federal, or foundation programs (including distributions from the unemployment insurance fund, the Paycheck Protection Program, SBA loans, and any form of federal CARES Act funding).



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- Have less than \$5,000,000 in gross receipts as of the most recent tax reporting year
- Have at least two employees (including owner) and no more than 50 employees
- Were in business as of March 17, 2020
- Have an operational physical location within the NPP neighborhood boundary with Business Registration Certificate

If you have any questions about this application, please contact Isiah Barr, NPP Coordinator at IBarr@boroughofroselle.com or Victor Klymenko, Economic Development Coordinator at VKlymenko@boroughofroselle.com.