



2020 AT A GLANCE

ADVANCING ECONOMIC PROSPERITY FOR ALL NEWARKERS

Invest Newark thrived through the uncertainty of the COVID-19 pandemic. In response, several initiatives and projects developed and were implemented to support inclusive economic development within Newark, while also strengthening the organization. A few highlights include:

- COVID-19 Response
- Launch of Invest Newark Website
- JPMC Advancing Cities Finalist
- Grand Opening of Newark Paper Company
- Established Newark Land Bank
- Launched Section 8 Homeownership
- Created Procurement Portal & Business Directory

BUSINESS DEVELOPMENT

Newark Paper Company (NPC)

Invest Newark established the first cooperative business in the City of Newark with four future employee-owners. An example of **equitable economic growth**, Newark Paper Company is an employee share ownership cooperative that distributes office supplies and janitorial products. Ribbon cutting was held **August 26, 2020**. Call **1-888-363-9275** to order.

Launched InvestNewark.org featuring a Procurement Portal and Business Directory in alignment with Newark's **"Buy Local"** initiative.

Invest Newark provides business support services including training, certification programs, licensing and permitting assistance, and technical assistance. The number of businesses served in 2020:

- **2,417** businesses and entrepreneurs served vs. **1,213 in 2019**
- **1,923** technical assistance support vs. **1,912 in 2019**
- **884** entrepreneurs trained through the various educational programs vs. **222 in 2019**
- **7** entrepreneurs have received assistance to start their businesses in the City of Newark
- **44** new Urban Enterprise Zones (UEZ) certifications have been confirmed
- **1** local contract has been applied and awarded

FINANCE

- Established the **\$2 million** Invest Newark Infrastructure Fund with our partner, New Jersey Community Capital, the largest CDFI in the State of New Jersey
- Led the Newark Collaborative, consisting of LISC Newark, NACA, Urban League of Essex County, Newark Housing Authority and the City of Newark, in our combined efforts to apply for the prestigious JPMorgan Chase Advancing Cities grant. The Collaborative reached the finalist stage, a first for Newark.
- Fully exited two previous UEZ investments (Teachers Village and Babyland Services) which generated total proceeds of approximately **\$900,000** which can be redeployed in new local business initiatives
- Successfully applied for **\$310,000** of PPP funding for Invest Newark; providing much needed capital, given the impact of COVID-19 on the City of Newark and its businesses
- Raised **\$16,000** in donations for the COVID-19 Relief Fund which has been used to help organizations such as the Shani Baraka Foundation and the Police Officers Association. Facilitated a **\$15,000** donation for the Newark Street Academy program
- Provided grants to City of Newark Small Business Grant Fund, Dirty Soles School Shoe Program, Newark Moonlight Cinema, City of Newark Juneteenth Celebration and International Youth Organization among others

Invest Newark Infrastructure Fund

INIF is actively working to help local MWBE subcontractors obtain work in the City of Newark's **\$120 Million** Lead Line Replacement Project.

INIF is assisting Newark-based MWBE contractors and subcontractors with financing for **mobilization, working capital, purchase of equipment** and other business needs that will assist with fulfilling its government contract needs.

Invest Newark successfully provided technical assistance to **4** of the City's **largest MWBE subcontractors**.

INIF is supporting Newark MWBEs with preparing to bid for the most recent Lead Line Replacement contracts which can lead to more than **\$14,000,000** of revenue to Newark-based MWBE contractors.

RESPONSE TO COVID-19 PANDEMIC

In response to the high demand for assistance brought by COVID-19, Invest Newark partnered with the City of Newark, United Way, Audible, Newark Venture Partners, and other companies in order to assist minority-owned, small, and local businesses. Notable partnerships include the Newark Small Business Emergency Grant Fund, Newark Small Business Guidance Program, among others.

Grants awarded to Newark Small Businesses

As of today and according to information provided to Invest Newark, **423** Newark businesses have received some type of monetary assistance totalling **\$2,747,603**. The funding sources and their corresponding total awards are as follows:

- UW Emergency Fund Phase 1 & 2 Awards: **\$1,147,668**
- SBA PPP Awards: **\$730,135**
- SBA EIDL Awards: **\$21,100**
- NJEDA Phase 1 & 2 Awards: **\$834,000**
- SBA 7A Loan: **\$14,700**

COVID-19 Assistance Webinars hosted by Invest Newark

- City of Newark Virtual Small Business Town Hall
- Payroll Protection Program and OurFairShare.com
- NJEDA Grant Information Session for Newark Small and Minority-Owned businesses impacted by COVID-19
- NJRA Small Business Lease Assistance Grant Information Session
- NJHMFA Small Landlord Emergency Grant Information Session
- Inauguration of Financial Fridays
- Inauguration of Marketing Mondays
- Inauguration of Procurement & Certification Prep Series

THE NEWARK LAND BANK

The Newark Land Bank, New Jersey's first land bank, became official **April 7, 2020**.

The Land Bank will foster **equitable economic growth** through **homeownership** and **development** opportunities for Newark residents and developers. Policies, programs, and processes outlining the opportunities for residents, community partners, M/W/DBE contractors, and real estate investors alike are being finalized, and will be available on the Newark Land Bank website.

www.investnewark.org/land-bank is a public online database transparently reporting property inventory, sale opportunities, and all Newark Land Bank activity.

The Newark Land Bank will officially launch **Fall 2020**.

REAL ESTATE DEVELOPMENT

505 Clinton Avenue

- A **\$9.3 million** project, is a **27-unit** artist live-work housing project expected to be completed by January 2021. Utilizing a modular wall panel system, walls / floors have begun going up using this "non-traditional" construction method.
- **1,100** square ft. gallery / performance space
- **800** square ft. café
- **10** leasable office/ workspaces
- Wired for **Newark Fiber**

Environmental Protection Agency (EPA) Grants

- Several Newark sites were awarded **\$200,000** Hazardous Cleanup and Petroleum Cleanup EPA Grants.
- 38-42 Bay Avenue and 861-869 Clinton Avenue were awarded in 2018 and they are now awaiting the Bid process to begin to award the work to a remediation contractor. Many other grants have gone through the process of proper reporting & closeouts this year.

Section 8 Homeownership

Invest Newark partnered with the City of Newark and Newark Housing Authority to implement a pilot Section 8 Homeownership Conversion that launched on **July 17, 2020**. This program will:

- Convert Newark-based renters into **homeowners**
- Provide contract opportunities for local developers, stabilize tax base and increase Newark's economy
- Rehab **3** existing homes from the Land Bank
- Hire **3** local developers that will hire and buy locally to strengthen Newark's economy
- The total project cost will be **\$550,000**, more than **30** jobs will be created, and each home will be built for an average of **\$183,000**
- Invest Newark will provide the funds to the developers to rehab the homes for a **2% return (up to \$30,000 ROI)**
- The overall goal is to make this a revolving fund for affordable housing opportunities from **Land Bank** properties
- In partnership with the City of Newark, LISC Newark, Urban League of Essex County, Newark Housing Authority and NACA, the program will convert **100 Section 8 renters into homeowners** over the next 12 months

List of Partners throughout 2020:

The City of Newark | Newark Alliance | New Jersey Community Capital | United Way | Prudential | Newark Venture Partners | Audible | Industrial Bank | New Jersey Economic Development Authority (NJEDA) | New Jersey Redevelopment Authority (NJRA) | New Jersey Housing and Mortgage Finance Agency (NJHMFA) | Port Authority of NY/NJ | African American Chamber of Commerce of NJ (AACCNJ) | Essex County, Office of Small Business Development & Affirmative Action | Raise Newark | GigXero | Rutgers University - Business School | Valley Bank | M&T Bank | PNC Bank | Interise | ICA Group

*Revised September 2020