



**New Jersey Economic Development Authority**  
**New Jersey Asset Activation Planning Grant Program – Round 4**  
***Notice of Funding Availability***

The New Jersey Economic Development Authority (“NJEDA” or “Authority”) will begin accepting applications for the New Jersey Asset Activation Planning Grant Program – Round 4 (“Program”) at 10:00 a.m. EST December 15, 2025. Applications will be accepted on a first come, first served basis and will be available for 12-months from the date applications are made available to the public, or until grant funding is exhausted, whichever is sooner.

The Program will make available up to \$300,000 in grant funding, as approved by the NJEDA Board on October 9, 2025, delivering the essential support for the funding of pre-development planning projects that will activate distressed and under-utilized public assets and benefit their communities and the regional economy.

Application fees for this program will be \$1,000 due at the time of application submission unless a fee waiver is granted. The application can be accessed at: <https://www.njeda.com/asset-activation-planning-grant>.

**Overview**

On March 9, 2022, the NJEDA Board initially approved the Program to promote State Economic Plan goals by creating vibrant and inclusive cities and neighborhoods, and attracting top tier talent and businesses to the State.

The Program facilitates these objectives through the funding of pre-development planning projects to New Jersey public, private, and nonprofit entities for planning activities, such as conceptual or architectural design, feasibility studies, economic or market analyses, that will facilitate development of the target assets.

Since 2022, the Program has administered three rounds of grants offering a total of nearly one million dollars in funding, and award grants to 18 projects throughout the State.

**Funding Source**

The total funding available for the Program is up to \$300,000 allocated through FY23 the Governor Appropriations Act.

Note: The total funding and award amount are based upon current information about funding availability. NJEDA reserves the right to increase or decrease that amount and number of awards should the funding availability change.

## **Program Details**

Round 4 of the Program assists public, private, or non-profit entities, for early-stage planning and analysis that will demonstrate viability of projects that activate distressed or under-utilized public assets that benefit their communities and the regional economy.

## **Eligible Applicants**

Eligible applicants for the Program include municipalities, counties, redevelopment agencies, independent authorities, non-profit entities, and private for-profit entities that meet the additional criteria outlined below and hold a valid New Jersey tax clearance certificate.

Applicants may add strategic partners whose experience, knowledge, skills, and ability may augment the capabilities of the proposed planning project team.

An applicant in a lead role for a proposal is the entity that is the sole recipient of grant funds and responsible for all terms of the grant agreement. The lead role applicant will serve as the primary point of contact with the Authority, submit any requests for fund disbursement, and provide required reports to the Authority.

The strategic partnership must be recognized by a signed memorandum of understanding (MOU) or a written agreement between the partner and the lead applicant. The MOU or written agreement must be included with the completed application.

An applicant may only submit one application in a lead role but may be included as a partner in additional applications where they play a non-lead role. Any named strategic partner or partners included in the proposal cannot be changed without the prior written consent of the Authority. **An entity in a lead role that received prior Asset Activation grant funds may not apply again.**

Applications must include a letter of approval from the executive of the public entities that hold ownership of the subject property or have the development oversight and authority to close the property. **Assets owned by the State of New Jersey are not eligible.** However, assets owned by independent authorities, commissions, boards, or other entities of the State of New Jersey *are eligible* when accompanied by a letter of approval from the body's executive with development oversight and authority, as discussed above.

A proposal on behalf of a county or independent authority does not preclude (1) a municipality within that county; or (2) municipality or county within the boundary of an independent authority; or (3) independent authority whose boundaries overlap a municipality or county from submitting their own proposal.

An award of grant funding does not imply approval of planning, analysis, use, sale, or divestment of any assets or property.

## **Eligible Uses**

Pre-development planning projects that will demonstrate viability of projects may include, but are

not limited to,:

- Conceptual design
- Feasibility studies
- Economic analysis
- Market analyses
- Redevelopment Needs Assessment and/or Plan

Projects should target deficient, under-utilized, or vacant land, buildings, or infrastructure owned by a county, municipality, district, public authority, public commission, public agency, or other political subdivision or public body.

### **Grant Amounts**

The maximum grant amount is \$100,000.

If an eligible application award cannot be fully funded with existing Program funds, the applicant will be given the option to revise their scope and budget to fit available funds, or to withdraw. A revised application will then be given priority review and re-scored for eligibility.

### **Application Submission and Review Process (including Scoring)**

Applications for the Program will be accepted on a rolling basis during a 12-month window or until grant funding is exhausted, whichever comes first.

To apply, an applicant must register, or log into the online application portal, complete all required application questions fully, and upload all required PDF document attachments. NJEDA staff will review applications in the order they are received for completeness and eligibility.

Applicants whose applications have been deemed incomplete will be given fifteen (15) business days to cure any deficiencies. If at the end of this 15 business day period, the applicant is non-responsive, the application will be deemed withdrawn and the applicant will need to file a new application for consideration of eligibility.

Complete applications will be reviewed by staff. Any issues found during this review period will be given ten (10) business days to resolve. If the applicant cannot resolve the legal or state agency compliance issues within ten business days the application will be withdrawn, and a new application would need to be submitted for further consideration.

### **Each application must contain the following documents:**

#### **A. Required Application Information:**

1. A fully completed online application
2. New Jersey Tax Clearance Certificate
3. Religious Activities questionnaire (if applicable)
4. Signed Letter of Approval from the chief executive of the entity holding ownership of the subject property or asset must be digitally attached with the application
5. Completed Legal Questionnaire

6. Application Fee (or fee waiver request if applicable)

**B. Required Proposal Components of Application**

1. Public Asset Description
2. Planning Project Details, including:
  - a. Planning Activities
  - b. Project Milestones and Deliverables
  - c. Project Team Roles
  - d. Public Engagement
  - e. Project budget and Grant funding requirement
3. Asset Activation Merits, including:
  - a. Asset challenges and considerations
  - b. Regional market constraints and considerations
  - c. Future uses, development, or activities at the site
  - d. Connection to the State's economic and development objectives
4. Background & Experience including examples of similar planning projects.
5. Strategic Partnership Memorandum of Understanding or written agreement (if applicable).

Note: Applications must include plans for specific deliverables that can be fully completed (with copies provided to EDA) by **six months after execution of the grant agreement**. Upon written request for an extension (*up to two months*) of the plan's final delivery, the NJEDA has the sole discretion to authorize the extension.

**Scoring**

Applications deemed complete and that have met legal and state compliance requirements will be scored by an evaluation committee that will be comprised of NJEDA staff. Applications will be scored on a scale of 0 – 100 points. As further detailed in the Asset Activation Planning Grant Program specifications, applications will be evaluated and scored based on the following criteria:

1. Their “Asset Impact,” which demonstrates the magnitude of improved utilization a project will have on a public asset, the local community, and regional economy. **(0 - 40 points)**
2. The project's “purpose and merits,” which demonstrate the need for the grant funds, the proposed planning work, and its strategy to facilitate the proposed development of the asset while addressing challenges that have precluded prior development. **(0 - 20 points)**
3. The demonstration of the applicant's previous experience with similar planning projects. **(0 - 20 points)**
4. Community Engagement aspects of the proposed planning work. **(0 - 10 points)**
5. Municipal Revitalization Index Score, which ranks New Jersey's municipalities according to eight separate indicators that measure diverse aspects of social, economic, physical, and fiscal conditions in each locality. **(0 - 10 points)**

Applications that meet a **minimum score of 65** will be recommended to the Program Director for grant funding in the order in which applications were submitted. Applications that score below 65 will be recommended to the NJEDA Board for decline. Applicants will be notified whether they are

awarded funds as soon as practicable upon completion of approvals and declinations and the completion of all possible appeals.

### **Disbursements**

Grant funds will only be disbursed to the lead role applicant entity, who will also be responsible for:

- (1) assuring that any strategic partners and/or subcontractors are in compliance with all terms and conditions of the grant agreement; and
- (2) any payments due to any municipal, county, or strategic partners.

Grant disbursements will follow a uniform disbursement schedule. The lead role applicant entity will receive 50 percent of the grant amount upon execution of grant agreement, 25 percent upon submission of a mid-way progress report, and 25 percent upon submission of a final plan and final progress report. At a minimum, the progress reports must include a summary of funds expended to date as well as a narrative detailing milestone achieved and overall progress toward completion of final plan. A monthly call with the Designated Authority Project Manager and the Grantee's assigned Account Manager or Back-Up Account Manager will be held.

### **Fees**

A \$1000 fee is required at the time of application submission.

An application fee waiver may be requested at the time of application for proposals led by municipalities or municipal authorities, boards, commissions, or other municipal entities ranked in the top 10 percent of the 2020 Municipal Revitalization Index (MRI). Applicants will self-identify in the application as a municipality or municipal government entity requesting a waiver. Staff will determine if the entity meets the criteria for a waiver. Eligible entities will be granted a waiver for the program. Ineligible entities will be notified and a cure in the form of fees payment will be requested to complete the application.

### **Additional Information**

Information about the Asset Activation Grant Program is available at <https://www.njeda.com/asset-activation-planning-grant>

Questions concerning this Program and Notice of Funding Availability should be submitted [NJAAP@njeda.gov](mailto:NJAAP@njeda.gov).

### **State and Federal Requirements**

Funding for this grant is subject to State and Federal statutes including, but not limited to, the following, which may impact affiliates: N.J.S.A. 52:32-60.1, et seq., which prevents the New Jersey government entities from certain dealings with businesses engaged in prohibited activities in Belarus or Russia; Compliance with the list of "Specially Designated Nationals and Blocked Persons" promulgated by the Office of Foreign Assets Control (OFAC), <https://sanctionssearch.ofac.treas.gov>; N.J.S.A. 24:6I-49 which provides that the following are not

eligible for most State or local economic incentives (a) a person or entity issued a license to operate as a cannabis cultivator, manufacturer, wholesaler, distributor, retailer, or delivery service, or that employs a certified personal use cannabis handler to perform work for or on behalf of a cannabis establishment, distributor, or delivery service; and (b) a property owner, developer, or operator of a project to be used, in whole or in part, by or to benefit a cannabis cultivator, manufacturer, wholesaler, distributor, retailer, or delivery service, or to employ a certified personal use cannabis handler to perform work for or on behalf of a cannabis establishment, distributor, or delivery service; and N.J.S.A. 52:13D-12, et seq., which prohibits a member of the Legislature or a State officer or employee or their partners or a corporation in which they owns or controls more than 1% of the stock to undertake or execute any contract, agreement, sale, or purchase of \$25.00 or more, made, entered into, awarded or granted by any State agency, with certain limited exceptions including grant awards by the New Jersey Commission on Science, Innovation and Technology.