



Individual Business Consulting: Lilian at the Small Business Development Center can help with things like business plans, credit score counseling and other things to help you maximize your business. You can reach her at lilian@sbdcnj.com.

City-Wide Business Improvement Incentive: for prospective and existing businesses, grants of up to 50% of total project cost, grant amount not to exceed \$20,000, to retail businesses that are planning to make building improvements, with a minimum project cost of \$5,000. For more information, contact emaywar@trentonnj.org.

Small Business Lease Assistance Program: For new businesses. Reimbursement of a percentage of annual lease payments to for profit businesses and non-profit organizations that plan to lease between 500 – 5,000 s.f. of new or additional market-rate, first-floor office, industrial or retail space for a minimum 5-year term. More information can be found at <https://www.njeda.com/leaseassistance/>. You can access the application through <https://www.njeda.com/ready-to-apply/>.

Small Business Improvement Grant: for prospective and existing businesses, grants of up to 50% of total project cost, grant amount not to exceed \$50,000, to businesses that are planning to make building improvements, with a minimum project cost of \$5,000. For more information, visit <https://www.njeda.com/small-business-improvement-grant/>.

DOWNTOWN

NPP Grants through Isles: Eligible projects include signage, awning and lighting. <https://www.restoringtrenton.org/general-6>

TDA Façade Grant: Trenton Downtown Association has a façade grant for property owners/ business tenants in the TDA district for up to \$2,500. Here is a link to the information. <http://www.destinationtrenton.com/trenton-downtown-association/business-services/facade-program/>

Ribbon Cutting Assistance: The Trenton Downtown Association helps incoming downtown business with their ribbon cutting ceremonies, including invitations to elected officials and the newspapers. You can reach them at meaghan@trenton-downtown.org.

Signature Retail Cluster Signing Bonus: For select retail businesses, the City has a \$5,000 signing bonus. You will need a business plan or last year's P&L to apply. For more information, reach out to emaywar@trentonnj.org.

NORTH TRENTON

Storefront Improvement Grant Program: The East Trenton Collaborative has a Storefront Improvement Grant Program which provides up to \$5,000 in grant funds for approved rehabilitation work to a ground-level retail space. Owners are required to demonstrate that they are investing their own resources into the project, and intend to be an active presence in the neighborhood. For more information, visit <http://www.east-trenton.org/business.html>.

THE UEZ

Urban Enterprise Zone Benefits: Qualified businesses can be 100% exempt from state sales taxes for the purchase of tangible property including office supplies, equipment and building supplies. Qualified businesses can also offer a lower sales tax to their retail customers. For more information, and to sign up, contact jmurray@trentonnj.org. The UEZ does not cover the entire city; Julie can help you determine if your proposed location is in the Zone.

LARGE COMMERCIAL / INDUSTRIAL REDEVELOPMENT

City of Trenton Tax Abatements: If you plan to make substantial improvements to a property, you can apply for tax abatement. This abatement would freeze taxes as they are and taxes on the improvements made to the property can be deferred. For more information, contact dfox@trentonnj.org for a tax abatement application.

FINANCING

There are several resources for low interest loans in the area.

- **The City of Trenton Job Creation Loan Program** offers a 3% loan maximum \$250,000 loan for Trenton businesses. Requires council approval. For more information, contact emaywar@trentonnj.org.
- The **NJEDA** has financing options that can be found here: http://www.njeda.com/small_midsize_business and <https://www.njeda.com/microbusinessloan/>.
- **Mercer County Business Lending Services** : The available loans come in a variety of different forms and include the following: **Prime Lock Loans** – loans up to \$25,000; and **Tory Burch Foundation Loans** – for women-owned businesses featuring a 2% reduction in the interest rate. For more information, contact Anthony Carabelli at acarabelljr@mercercounty.org
- **RBAC** has business financing for small businesses, including the purchase of a building as long as the building is to be occupied by the owner. <http://rbacloan.com/index.php/programs/sba-504>
- **New Jersey Community Capital** has programs for getting capital into low-income communities. <https://www.newjerseycommunitycapital.org/initiatives/nmtc>. Contact Marie Mascherin, Chief Lending Officer, at mmascherin@njclcf.com.

FOOD ENTREPRENEURS

Commercial Kitchen: If you want a commercial kitchen to bake your goods out of before opening a bakery, check out Cherry Street Kitchen. <http://www.cherrystreetkitchen.com/>

EMPLOYERS

Workforce 55+: Fully pays salaries of economically disadvantaged seniors for up to 48 months. More information at <https://www.nj.gov/labor/wioa/workforce55/workforce55.html>

On-the-Job Training: provides reimbursement of 50% to 90% of a new-hire's salary for up to 6 months to defray the cost of training. For more information, contact vvelez@mercercounty.org

Customized Training Grants: grants of \$75,000 or more per year available for training for your current employees. For more information, contact vvelez@mercercounty.org

Work Opportunity Tax Credit: Federal tax credit of \$2,400 to \$9,000 to hire employees with employment barriers including workers with disabilities, certain veterans and general assistance recipients. For more information, contact vvelez@mercercounty.org.

SHOP TRENTON

The City of Trenton promotes Trenton businesses in what MercerMe calls the best shop local program in New Jersey. This includes

- The TrentonNJ YouTube channel-- <https://www.youtube.com/channel/UC-tT7M4WTbJWZoO7k3bcmQ>
- The Shop Trenton FaceBook group-- <https://www.facebook.com/groups/972739619504751/>
- The Trenton Eat Local Club FB group-- <https://www.facebook.com/groups/50736285826>
- Black Wall Street Trenton-- <https://www.facebook.com/groups/844566242376085/>

OFFICE SPACE

Co-Working Spaces

If you are looking for office space where you can share overhead like receptionist, conference rooms, phones, copiers and other office equipment, here are some Trenton options.

BaseCamp Trenton: <http://www.basecampTRENTON.com/>

The DeRosa Group: <http://thederosagroup.com/rent/for-business/>

Trenton Coworks: <https://www.trentoncoworks.com/>

TECH/ LIFE SCIENCES

If you are a technology or life sciences startup with fewer than 10 employees and going into an approved NJ collaborative workspace. This program helps the company cover their rent payments at BaseCamp Trenton or Trenton Coworks or any other approved coworking space. For more information, contact NJignite@njeda.com.

FILM/ DIGITAL MEDIA

Film and Digital Media Tax Credit Program – Tax credits are available for the cost of services and other purchases made for filming a movie or television series, or producing a digital media production in Trenton. Qualifying movies and television shows can receive tax credit of up to 35 percent, and digital media productions can receive tax credits of up to 25 percent of eligible costs. For more information, visit https://www.njeda.com/financing_incentives/large_business/Film-Digital-Media-Tax-Credit-Program. For questions, please contact the New Jersey Motion Picture and Television Commission at (973) 648-6279 or the New Jersey Economic Development Authority at (609) 858-6767.

If you can think of anything else I can do to help, please let me know!

Eric Maywar
Business Attraction, Retention, Expansion
Division of Economic Development, City of Trenton
[TrentonNJ Videos](#)