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Masser, Michelle

From: Lashway, Lisa
Sent: Friday, January 25, 2013 1:23 PM
To: Canning, Sean; Masser, Michelle
Subject: FW: New Sandy Recovery Information

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From: Downtown New Jersey [mailto:info@downtownnj.com]
Sent: Friday, January 25, 2013 12:51 PM
To: Lashway, Lisa
Subject: New Sandy Recovery Information

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January 25, 2013

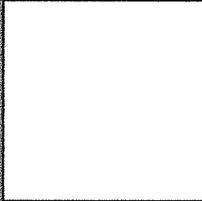
Important Sandy Recovery Updates

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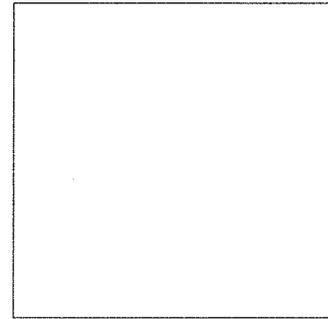
The Heldrich Center

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Following is some fresh Superstorm Sandy recovery information that we suggest business district managers share with their stakeholders. Everything regarding recovery from the storm remains very fluid with new programs or changes to existing programs being announced regularly. Please share anything helpful that you hear of with us at info@downtownnj.com

as we all have different sources of information. We will continue to endeavor to be a source of current Sandy Recovery information for New Jersey downtowns.

Michael Redpath, President



BPU increases energy efficiency incentives by 50%, extends them to restaurant equipment

In response to Superstorm Sandy, grants to assist in the purchase of energy efficient equipment and fixtures have been increased by New Jersey's Board of Public Utilities. The incentives for installing the more efficient equipment, available through the NJ SmartStart Buildings program, have been **increased by 50%** for those affected by the storm. The program has also been expanded to include restaurant equipment. Qualifying equipment purchased on or after October 29, 2012 through June 30, 2013 is eligible.

While the grants do not cover the entire cost of replacement equipment, they help with the cost of purchasing more energy efficient equipment, which will yield return on investment through lower utility costs over time. For additional information on the business programs [\[click here\]](#) For a partial list of the grant amounts [\[click here\]](#)

American Express and Clear Channel offer free radio advertising to small businesses affected by Sandy

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American Express and Clear Channel are teaming up to assist Hurricane Sandy recovery efforts by offering free radio time for small businesses to announce to their communities that they are open for business. From now until March 31, 2013, small businesses can visit any of the links for the radio stations found on the Small Business Hurricane Support Program Terms and Conditions document [[click here](#)]. On each station's site are eligibility requirements, details, and an application.

The program is open only to small businesses in New Jersey, New York, Pennsylvania, and Connecticut that have been adversely affected by Superstorm Sandy, have \$10 million or less in annual revenue, and are not considered a franchisee. Keep in mind that even though a station may not be located near you, its listening audience may still include your customers.

FEMA and SBA deadlines extended to March 1

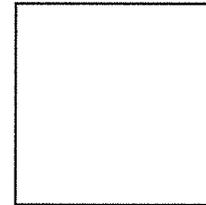
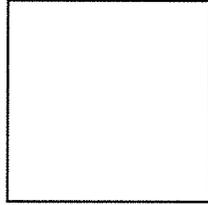
Survivors of Hurricane Sandy in New Jersey now have until March 1, 2013, to register for disaster assistance through the Federal Emergency Management Agency. The disaster registration process serves as a referral point for FEMA programs and those of partner agencies such as the U.S. Small Business Administration, American Red Cross and the Salvation Army. Go to www.disasterassistance.gov for FEMA assistance. The SBA has also set March 1 as the date for homeowners, renters and business owners to complete and return SBA disaster loan applications. Visit www.sba.gov

FEMA seeks to share business stories of hope

FEMA is inviting New Jersey businesses- large and small- to share their stories of success and lessons learned from Superstorm Sandy. The intent is to both encourage each other now, share what has been helpful in recovering from the storm, and exchange best practices for the future. Email FEMA's Private Sector Division for details [[click here](#)]. You may also subscribe to FEMA's Private Sector E-News Update by sending them an email with "SUBSCRIBE" in the subject line.

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