

<b>New Jersey Economic Development Authority Performance Indicators - December 2010</b>	<b>Frequency</b>	<b>Desired Trend</b>	<b>Previous Month (CYTD)</b>	<b>Current Month (CYTD)</b>	<b>% Change</b>	<b>Last 12 Month Average</b>
<b>Advancing Job Creation and Retention Incentives to Grow Businesses in NJ<sub>1</sub></b>						
Amount of Assistance Provided	m	Increase	\$79,945,409	\$81,938,834	2.5	
Public/Private Investment Leveraged	m	Increase	\$546,998,486	\$547,748,487	0.1	
<b>Providing Financing to Businesses, Not-for-Profit Organizations and Municipalities<sub>2</sub></b>						
Amount of Assistance Provided	m	Increase	\$1,376,185,585	\$1,444,163,432	4.9	
Public/Private Investment Leveraged	m	Increase	\$2,081,404,382	\$2,242,033,073	7.7	
<b>Supporting Redevelopment Projects that Revitalize Communities</b>						
Redevelopment Projects Receiving Financing Assistance for Environmental Cleanups <sub>3</sub>	m	Increase	99	106	7.1	
Brownfield & Contaminated Site Remediation Agreements Executed	m	Increase	5	5	0.0	
<b>Providing Entrepreneurial Development through Training and Mentoring</b>						
UCEDC - Clients Counseled through Workshops and Loan Inquiries	m	Increase	2,275	2,404	5.7	
UCEDC - Individual Counseling Hours	m	Increase	1,750	1,835	5	
UCEDC - Combined Business Training and Informational Workshops	m	Increase	88	93	5.7	
Small Business Development Centers (SBDC) - Clients Counseled	m	Increase	4,640	4,928	6.2	
Small Business Development Centers (SBDC) - Small Business Owners/Entrepreneurs Trained	m	Increase	13,451	14,082	4.7	

<sub>1</sub>Includes activity exclusive to the Business Employment Incentive Program (BEIP) and the Business Retention and Relocation Assistance Grant (BRRAG) Program. Additional measures reported previously are now reported by the Department of State on its performance report.

<sub>2</sub>Includes activity exclusive to financing programs. Additional measures reported previously are now reported by the Department of State on its performance report.

<sub>3</sub>Includes activity exclusive to the Hazardous Discharge Site Remediation Fund (residential and commercial).