

<b>New Jersey Economic Development Authority</b> <b>Performance Indicators - October 2010</b>	<b>Desired Trend</b>	<b>Prior 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	Increase	\$71,993,671	\$75,511,516	4.9	
Public/Private Investment Leveraged	Increase	\$523,009,111	\$533,504,111	2.0	
<b>Providing Financing to Businesses, Not-for-Profit Organizations and Municipalities<sub>2</sub></b>					
Amount of Assistance Provided	Increase	n/a	\$1,333,872,883		
Public/Private Investment Leveraged	Increase	n/a	\$1,623,374,884		
<b>Supporting Redevelopment Projects that Revitalize Communities</b>					
Redevelopment Projects Receiving Financing Assistance for Environmental Cleanup <sub>3</sub>	Increase	84	90	7.1	
Brownfield & Contaminated Site Remediation Agreements Executed	Increase	5	5	0.0	
<b>Providing Entrepreneurial Development through Training and Mentoring</b>					
UCEDC - Clients Counseled through Workshops and Loan Inquiries	Increase	1,839	1,955	6.3	
UCEDC - Individual Counseling Hours	Increase	1,552	1,640	5.7	
UCEDC - Combined Business Training and Informational Workshops	Increase	71	79	11.3	
Small Business Development Centers (SBDC) - Clients Counseled	Increase	2,568	3,716	44.7	
Small Business Development Centers (SBDC) - Small Business Owners/Entrepreneurs Trained	Increase	7,405	10,265	38.6	

<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).