

RESOLUTION # 2025-

RESOLUTION OF THE TOWNSHIP OF LAKEWOOD, COUNTY OF OCEAN, STATE OF NEW JERSEY, AUTHORIZING SUBMISSION OF A PROJECT REQUEST TO THE UEZA FOR USE OF ZONE ASSISTANCE FUNDS FOR A LAKEWOOD UEZ BUSINESS DIRECTORY AND BUSINESS OUTREACH & MARKETING PROGRAM YEAR 2

WHEREAS, the Township of Lakewood was awarded designation as an Urban Enterprise community effective November 1, 1994, meeting the qualifying criteria as an urban-depressed city with unemployment rates exceeding the State's averages; and

WHEREAS, to highlight and promote the successes of the Lakewood Enterprise Zone, the Lakewood Development Corporation hereby desires to create a project to fund the expenses associated with projects and activities that will lead to increased economic activity or encourage private investment and job creation; and

WHEREAS, the Lakewood Development Corporation successfully engaged in 2024-2025 a professional business development and marketing firm to produce a Lakewood UEZ Business Directory and online website and portal, jobs board posting and placement, and that performed critical marketing and outreach to Lakewood businesses to increase qualified businesses participation in the UEZ program; and

WHEREAS, due to the overwhelming success of the project, the LDC desires to engage a professional business development and marketing firm again for a 'Year-2' of the project that will continue to engage in the aforementioned activities and perform maintenance and retention of the successful gains realized by the 'Year-1' project; and

WHEREAS, the Lakewood Development Corporation intends to submit a project request to the New Jersey Urban Enterprise Zone Authority (UEZA) for Zone Assistance Funds for the aforementioned purpose; and

WHEREAS, the amount requested for the project is an amount not to exceed **ONE HUNDRED AND TWENTY-FIVE THOUSAND DOLLARS (\$125,000)**, and

WHEREAS, pursuant to N.J.S. 52:27H-88(c) in order to fund this project from funds deposited in the Enterprise Zone Assistance funds, the governing body must adopt a resolution approving and authorizing the use of Zone Assistance Funds.

NOW, THEREFORE, BE IT RESOLVED, NOW, THEREFORE, BE IT RESOLVED, by the Township Committee in the Township of Lakewood, State of New Jersey does hereby direct the Executive Director of the Lakewood Development Corporation to submit a project application in the amount of \$125,000.00 to the UEZA to evaluate and approve funding from the funds deposited in the Enterprise Zone Assistance fund and credited to the account of the Township of Lakewood, said account maintained by the State Treasurer for the Enterprise Zone.

CERTIFICATION

I, Lauren Kirkman, Township Clerk of the Township of Lakewood, do hereby certify that the above is a true copy of a Resolution duly adopted by the Township Committee of the Township of Lakewood in the County of Ocean at its meeting held on **August 7, 2025.**

Lauren Kirkman RMC, CMR
Township Clerk