

## Resources for Other Available Funding Programs

In addition to the grants available through the Microenterprise Assistance Program, the **Sullivan County Division of Planning & Environmental Management (DPEM)** administers the following revolving loan funds designed to assist entrepreneurs looking to establish or expand businesses:

- Agri-Business Loan Program
- Agri-Business Micro-Enterprise Loan Program
- Main Street Business Loan Program
- Main Street Micro-Enterprise Loan Program

Loans may be up to \$100,000, depending on multiple criteria, including the proposed ratio of owner-equity involved, the number of jobs to be created and the business' location.

In addition, the **Industrial Development Agency** (845-295-2603) offers the following revolving loan programs:

- Loan Fund Program
- Agri-Business Loan Fund
- Rural Micro-Entrepreneur Fund
- Millennium Pipeline Loan Fund

The **Sullivan County Partnership for Economic Development** (845-794-1110) also administers additional revolving loan fund programs with similar goals. Currently, between all of these funds, county agencies have approximately \$300,000 available to lend at very favorable terms.

### MAP IMPORTANT DATES

**Friday, February 3, 2012**

Application due

**March-April 2012**

Entrepreneurial Training Program

**May 1, 2012**

Grants Awarded

## Entrepreneurial Training Program Class Schedule

Businesses receiving grants through this program must participate in an "entrepreneurial training program" delivered by the Sullivan County Chamber of Commerce as a requirement for receiving funds.

Session 1:

Small Business Basics

Session 2:

The Elements of a Business Plan

Session 3:

Understanding Business Costs

Session 4:

Market Research & Analysis

Session 5:

Developing a Marketing Plan

Session 6:

Sales & Expense Projections

Session 7:

Drafting the Narrative

Session 8:

Customer Service & Quality

Session 9:

Finding, Hiring & Managing Employees

Session 10:

Financing Your Business

Dates, times and locations are being finalized and will be released shortly.



**MICROENTERPRISE ASSISTANCE PROGRAM**

## GRANT GUIDELINES & APPLICATION PROCEDURES



*For Main Street Businesses and Agricultural Businesses*

**Sullivan County  
Division of Planning &  
Environmental Management**  
*(In coordination with the  
Center for Workforce  
Development, the Sullivan  
County Chamber of  
Commerce, Sullivan  
Renaissance, and the  
Liberty CDC.)*

County Government Center  
100 North Street  
Monticello, NY 12701  
(845) 807-0527  
planning@co.sullivan.ny.us

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## About the Grant Program

Sullivan County recently received \$185,000 in **NYS CDBG Economic Development Program funds for a Microenterprise Assistance Program (MAP)**. The purpose of this grant program is to foster the development of **agriculture-related and Main Street micro-businesses** in Sullivan County with the ultimate goal of providing employment opportunities for persons of low- to moderate-income families. The program will be administered by the Sullivan County Division of Planning and Environmental Management (DPEM) and is designed to dovetail with existing revolving loan programs (see back panel).

## Who is Eligible to Apply?

Eligible businesses are limited to new and existing commercial enterprises with five (5) or fewer employees, one (1) or more of which is the principal and owns the enterprise at the time of application. Applications will only be accepted from private for-profit business entities, which may be sole proprietors, partnerships or corporations.

Applications will only be accepted from businesses operating within the following small-business sectors:

1. Businesses located within **downtown “Main Street” business districts**;
2. **Agricultural-related businesses** defined as farm operations, businesses that support farm operations, and businesses that sell or process value-added agricultural products.

## How much money is available?

Applicants may request a grant amount ranging from **\$5,000 up to \$35,000** as part of the pre-application process. Grants may not exceed 90% of the total project cost, and a minimum of 10% owner equity contribution is required (must be cash). For example if your total project cost is \$10,000, you must contribute at least \$1,000 of your own money to the project.

Preference will be given to projects that maximize leverage of resources from other sources, including existing revolving loan funds. Preference will also be given to projects located in census tracts where the median income is at or below 80% of Area Median Family Income for Sullivan County. A minimum of 50% of the total grant funds will be awarded to start-up businesses.

## How can the grants be used?

Eligible activities that may be funded through this program are limited to working capital to support operations, and/or the purchase of inventory, machinery, furniture, fixtures and equipment. Funding may not be used to purchase real estate, repay existing debt, or for any construction-related activities.

Businesses receiving funding must create at least one (1) new job offered to or made available to persons from low or moderate income (LMI) families, or be owned by a person defined as LMI.

Businesses receiving grants also must participate in an “entrepreneurial training program” as a requirement for receiving funds.

## How do I apply?

Applicants may request an application form from DPEM by calling (845) 807-0527. Completed application forms must be submitted no later than **Friday, Feb 3, 2012** to be considered for funding.

Applications will be reviewed by a grant committee. Once the application is approved and a tentative grant amount is recommended, applicants will be enrolled in a mandatory **Entrepreneurial Training Program** beginning in March 2012. See training schedule on other side.

The owners (not the employees) of the micro-enterprise to be assisted by the grant must attend the entrepreneurial training program before they will be eligible for grant funding. This requirement applies to all participants, regardless if the business is new or expanding.

Applicants who are chosen to participate in the mandatory Entrepreneurial Training Program will be required to pay a fee of **\$100**. This training program fee will be reimbursed to the applicant once they have completed a full application and been awarded a micro-enterprise grant by the grant review committee. The grant review committee will have the sole authority to set the final grant amount based on the needs of the applicant and availability of funds.

For more information or to obtain an application, please call the DPEM office at 845-807-0527 or email them at [planning@co.sullivan.ny.us](mailto:planning@co.sullivan.ny.us)

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