

CITY OF GENEVA
MICROENTERPRISE PROGRAM GUIDELINES AND APPLICATION

Funded by: The New York State Office of Community Renewal (OCR) under the Community
Development Block Grant Program

MICROENTERPRISE DEFINITION:

A microenterprise is a business that employs five or fewer persons, including the business owner or owners. The “five or fewer test” is based on total headcount regardless of the number of hours worked by each employee. To be eligible for assistance, an existing microenterprise or newly formed microenterprise must meet a low-to-moderate income test; that is the business owner(s) must be low-to-moderate in income (based on family size and gross, annual income) or a majority of the jobs to be created or retained must be low-to-moderate income jobs and/or available to low-to-moderate income persons. Low-to-moderate income limits are provided in Attachment 1. The determination of whether a job meets the low-to-moderate income test is discussed in Attachment 2.

PROGRAM PURPOSE:

The purpose of the Microenterprise Program is to provide training and financial assistance to entrepreneurs, start-up businesses, and “relatively new” existing businesses that will create entrepreneurial opportunities or jobs for persons who are low-to-moderate in income. The Program is especially interested in assisting entrepreneurs who are, or businesses that are owned by low-to-moderate income persons. If a business meets the definition of Microenterprise above, but is already in existence, assistance will be subject to State approval.

STATE REVIEW OF PROJECTS/STATE DETERMINATION:

Applicants should note that, although a business may technically meet the regulatory definition of a “Microenterprise”, the project and/or the business may not meet the City’s or State administrator’s **intent** for the Program. The Program is administered by the NYS Office of Community Renewal (OCR) under the NYS Housing Trust Fund Corporation or HTFC. All projects, project details and the make-up of the business are subject to discussion with OCR. The State reserves the right to eliminate a specific business or applicant from the Program if, in their opinion, the project or the business does not meet the State’s “intent” for this Program. The City must comply with the direction of the State as to eligibility of an applicant or project. By signing this application, the applicant understands the limit of the City’s ability to approve Microenterprise funding if the State determines that the project or its owner does not meet the State’s Program intent. By signing below, the applicant or business owner agrees to hold the funding source, the US Department of Housing and Urban Development (HUD); the State’s administrator, the NYS HTFC; HUD’s and HTFC’s offices, agencies and their employees; the City, its employees and their agents, harmless from any legal recourse as a result of the State’s determination.

LOCATION OF PROGRAM:

To be eligible for assistance the microenterprise must be located in the City of Geneva, and the business location must be zoned appropriately for the proposed business use.

ELIGIBILITY:

1. **At the time of application, an existing business must have no more than five employees, including the owner(s).** To meet the “five or fewer” test, the City will look at the total headcount of the business at the time of application, regardless of the number of hours worked by the owner(s) and its employees.
2. The project must meet a low-to-moderate income test; that is, either the owner(s) must be low-to-moderate in income based on family size and gross, annual income; or the project must result in the creation of jobs, the majority of which meet the low-to-moderate income test. The City will make this determination with information provided by the applicant.
3. If a business is owned or started by a person that meets the low-to-moderate income test, they may not have to create jobs unless they have been awarded a MAP grant within the past three years in which case they will be required to create one full-time equivalent job. If the owner(s) is/are not low-to-moderate in income, they will be required to create at least one full-time, permanent job. Jobs that require 37.5 to 40 hours a week are considered full-time jobs. The job or jobs must be available to low-to-moderate income persons pursuant to the program definition. If a business meets the low-to-moderate income test and has received microenterprise funding in the past, they will be required to create one full-time equivalent job at a minimum.
4. Businesses that have received awards twice in the past three years are not eligible for Microenterprise Assistance in this current round. If a business has received one award in the past three years they are eligible to apply and will be required to create at least 1 full-time equivalent job.
5. Businesses previously awarded funding must have completed their project, been reimbursed for their expenses, and have fulfilled any job creation requirements to be eligible to apply. Previously awarded businesses should provide information on how their grant award has been used.
6. All City payments including, but not limited to the Revolving Loan Fund, taxes, fines, water and sewer charges, **must be current** for the business as well as on all property owned in the City of Geneva by the applicant. **The applicant is not eligible if there are any outstanding code or other violations on properties owned by the applicant within the City of Geneva.**
7. **All new businesses must have a current business plan.** Applicants must meet with the City’s small business advisor to review/develop a business plan prior to submitting an application. The business plan must include cash flow projections for a two-year period. Call the Office of Neighborhood Initiatives at 315-828-6585 to set up an appointment. All applicants are required to meet with the small business advisor prior to submitting an application and are encouraged to schedule an appointment as soon as possible.
8. Applications requesting funding for **business expansion projects** will be asked to demonstrate success in meeting your prior business plan and provide two years of cash flow projections outlining how the funding request will provide additional financial value to the business. Requests shall be for an expansion in products to be offered, increased services, or for relocation to a larger space.
9. Applicants will be required to meet with the small business advisor prior to submitting an application and are encouraged to schedule an appointment as soon as possible. While a business plan is not required, additional points will be awarded to applicants who provide a realistic and well thought-out business plan.
10. Manufacturing, warehousing and distribution, agri-business, high technology, research and development, and traditional and innovative small business projects are generally eligible, subject to

review of the State. Market driven businesses (i.e. restaurants, retail businesses) will be considered when that business is an integral part of a community's revitalization efforts.

MICROENTERPRISE PRIORITIES:

The City has prioritized certain populations, business sectors, and locations for assistance based on established economic and community development goals. These preferences are implemented via the project scoring system detailed in Attachment 3. The priorities are as follows:

Minority-Owned and/or Woman-Owned Business Enterprises: The City of Geneva's Comprehensive Plan challenges the community to support entrepreneurialism as a means for building community wealth. Business development will engage with a diverse group of entrepreneurs with priority being given to minority and women-owned businesses. A woman-owned and/or minority-owned business are those in which at least 51% of the business is owned, operated and controlled by a woman and/or a minority.

A Minority-Owned Business is defined as a business in which at least fifty-one (51%) is owned, operated and controlled by citizens or permanent resident aliens who are meeting the ethnic definitions listed below:

- Black: Persons having origins from any of the Black African racial groups.
- Hispanic: Persons of Mexican, Puerto Rican, Dominican, Cuban, Central or South American descent of either Native American or Latin American origin, regardless of race.
- Asian-Pacific: Persons having origins from the Far East, Southeast Asia or the Pacific Islands.
- Asian-Indian Subcontinent: Persons having origins from the Indian subcontinent.
- Native American or Alaskan Native: Persons having origins in any of the original peoples of North America.

It is the intent of the City to award a minimum of two MAP grants to minority businesses.

Veterans: In keeping with the State's efforts to assist current or former military personnel, the City will provide points in its rating and ranking system for those that have served the country.

Craft Food and/or Beverage: Priority will be given to businesses that outline strategies that align with the City of Geneva's Comprehensive Plan. The Comprehensive Plan can be found on the City's website at www.cityofgenevany.com

ELIGIBLE USES OF FUNDS:

1. Funds can be used to purchase machinery, equipment, furniture and fixtures including, but not limited to, manufacturing, processing, or display equipment; office furniture, display fixtures, or other equipment/fixtures that directly support the business activities of the applicant. All machinery, equipment, furniture, and fixtures acquired with City funds shall be stored and used at the business's primary City location and may be secured by the City via a UCC filing.
2. Funds can be used for working capital purposes. The specific use(s) of working capital must be detailed in the microenterprise application for assistance and in any commitment or agreements/documents provided by the City. Awards for working capital will not exceed 20% of the microenterprise funds awarded. In general, working capital will only be considered for new businesses or expansion of an existing business's services, capabilities, or employment. The City reserves the right to file a UCC lien on the business and its assets. Qualifying working capital expenses include marketing/advertising, rent, insurances, utilities, and payrolls.

3. Funds can be used for the purchase of inventory. The general type and amount of inventory must be detailed in the microenterprise application for assistance and in any commitment or agreements/documents provided by the City. The City reserves the right to file a UCC lien on the business and its assets.
4. Other uses, not specifically noted above, deemed appropriate by the City, and considered eligible after State review, will be considered.

INELIGIBLE USES OF FUNDS:

1. The refinancing of existing debt and payment of interest as a result of interim financing is ineligible under the Microenterprise Program.
2. Any activity(ies) that will result in the loss of a job or jobs or the reduction of hours for any existing employee is ineligible under the Microenterprise Program.
3. Motor vehicles including food trucks cannot be purchased or leased under the Microenterprise Program.
4. Computer hardware and/or software cannot be purchased or leased under the Microenterprise Program.
5. Construction, building renovations and/or improvements and other types of construction or labor-related activities - this restriction includes the purchase and installation of permanent fixtures such as lighting, fans, bathroom fixtures, etc. and construction materials such as flooring.
6. Religious or political activities.
7. Lobbying and/or governmental activities.
8. Use of funds by a not-for-profit.
9. Costs incurred prior to approval of grant award to the business.
10. Any illegal activities; activities that are inconsistent with or will detract from the character of the City; activities that are reasonably objectionable to the City or do not comply with local zoning regulations, other municipal plans, or are not in keeping with the historic character of the City's historic districts are ineligible for funding under the Microenterprise Program.

FINANCIAL ASSISTANCE:

1. The total amount of assistance available per project is \$5,000 to \$25,000. The amount to be provided per project will be determined by the City's Review Committee based on a review of the application and supporting documentation. The determination of the Review Committee is final.
2. All assistance is in the form of a grant, which is subject to recapture if the business relocates outside the City within three (3) years of the date of the grant agreement. The amount of funds recaptured is determined by the terms of the grant agreement and is generally based on the amount of time the business operated in the City and the amount of funds provided.

3. If the total project cost exceeds the maximum amount of assistance provided by the City, the owner is responsible for providing the balance. The balance of the project cost must be documented prior to approval and can be in the form of owner's cash or a loan.
4. A minimum of 10% of the total project cost must be provided as owner's cash equity. The applicant will provide evidence that the 10% equity portion is available.

DISBURSEMENT OF FUNDS:

The State microenterprise funds will be disbursed twice during the term of the applicant's grant agreement following the approval of the owner's microenterprise application. The City's Revolving Loan Fund will provide a Line of Credit to allow for more frequent payments to the applicant. In no case will the full amount of assistance be paid in advance. Documentation of costs must be provided prior to disbursement of funds along with documentation that the costs have been paid. The type of documentation required will be based on the expense to be paid for; i.e. equipment/working capital/inventory/repairs, etc. The equity contribution of 10% will be deducted from each payment request.

REIMBURSEMENT PROCEDURE:

The Microenterprise Assistance Program (MAP) is funded through a grant from the NYS Community Development Block Grant (CDBG) Program and policies and procedures for reimbursement are established by this entity. **The MAP is designed as a reimbursement program** and no advance payments will be made to the grantee. Grantees will be required to submit invoices and paid receipts for qualifying expenses before receiving a reimbursement for these expenses. The grantee's 10% equity commitment will be subtracted from each reimbursement unless other arrangements are made.

Grantees will be required to meet with the City's small business advisor when they have received a 50% reimbursement of their grant award. No additional reimbursements will be made until this requirement is fulfilled.

Grantees will be required to meet with the City's small business advisor before the final 10% of their grant award is reimbursed to them.

EQUITY CONTRIBUTION:

As noted above, grantees must provide a minimum of 10% equity to the project. Grant funds cannot account for more than 90% of the project cost, up to the maximum award of \$25,000. Applicants must provide documentation of availability of equity at the time the application is submitted for review. The 10% equity contribution must be in the form of owner's cash and cannot be associated with debt of any kind. The equity contribution of 10% will be deducted from each payment request submitted by the applicant. ***Example: Grantee submits an invoice for \$2,000 and will receive a check for \$1,800.***

JUSTIFICATION FOR AND LIMITATION OF FUNDING:

The amount of funding awarded to the City for this Program is limited. Therefore, applicants should carefully justify in narrative form the need for **each item** for which funds are requested and show how it relates and/or will impact the success of the project, and/or how elimination of the item will impact on the success of the project.

Since funding is limited, it is likely that some projects may be awarded some, but not all of the funding requested. Accordingly, your application should list each item requested for the project in order of

priority. Applicants reserve the right to withdraw their application if they feel the amount of funding awarded will not meet the needs of their business.

The City of Geneva reserves the right to **not** award all microenterprise grant funds in this round of applications and instead set aside funding for future business opportunities.

The City of Geneva also has a Revolving Loan Fund, which may be able to provide loan funding for costs that are eliminated from your project. The loan funds are generally loaned at a 2% rate of interest amortized over 5 years. The City or its agent will contact you to discuss the possibility of providing a loan in place of some or all of the microenterprise deferred payment loan funds if your project rates high enough in the rating and ranking process.

TRAINING ASSISTANCE:

Training is a required part of the Microenterprise Program. New York State Homes and Community Renewal (HCR) requires all participating business owners to complete a Business Ownership or Entrepreneurial training course that is approved by the NYS Homes and Community Renewal. The applicant must provide proof of successful completion of such training. **No funds will be disbursed without proof of completion of training.** The applicant is responsible for the cost of the training if they choose to complete it before a commitment is made. If the project is selected for funding, the Program will reimburse the applicant for the training if the applicant provides a program completion certification and receipt for payment. If the project is not selected for funding, no reimbursement can be made. Training is offered through the Small Business Administration at Onondaga Community College www.onondagasbdc.org.

TAX CONSEQUENCES:

The City has requested an opinion from the State whether award of funds to a business/individual under this Program will or will not trigger tax consequences to the participant. The State, in turn, has requested an opinion from the U.S. Department of Housing and Urban Development (HUD), which provides funding to the State for this purpose. As of the time this package was printed HUD and/or the State has/have not provided an opinion or any information that may assist you with this issue. The City cannot and does not render any opinion or make any representation with respect to whether the funds provided hereunder are considered taxable income. To determine the tax consequences of receiving funds under the Microenterprise Program, applicants/participants should contact a tax specialist or their own accountant.

OTHER TERMS AND CONDITIONS:

- 1) An Agreement between the City and the microenterprise owner(s) will be executed prior to the disbursement of any funds. This Agreement will detail the terms and conditions of the funding, which will include, but not be limited to the items listed below.
- 2) The Microenterprise owner will be responsible to repay the City, in full or in part, if the business moves outside the City of Geneva prior to the end of the three-year regulatory period. The amount to be repaid will depend on the length of time the business was in existence after disbursement of the funds. No repayment will be required if the business meets the three-year regulatory period which shall begin on the date the grant agreement.
- 3) All low-to-moderate income jobs to be created through this Program will be verified pursuant to a process established by the New York State Office of Community Renewal (OCR). The process requires the completion and submission of certain forms and reports to which the Microenterprise owner must agree. The employment monitoring will continue until such time as the jobs obligation is met. Jobs must

be created by the expiration date of the Grant Agreement between the City of Geneva and the Housing Trust Fund Corporation.

- 4) All funded businesses must carry enough insurance on the contents of their businesses to cover, at a minimum, the total amount provided by the City under this Program. If the business has other loan obligations outstanding, the insurance should be adequate to cover all other obligations, in addition to the City's, at a minimum. The City will be listed as loss payee on the business's policy and a certificate of insurance will be required to document coverage.
- 5) The Microenterprise must also carry liability insurance.
- 6) The Microenterprise is required to comply with all local, State, and federal laws, regulations or requirements that would normally and routinely apply to such businesses, and as may be required of recipients of State and/or federal funding.
- 7) The Microenterprise will hold harmless the City and its agents, as well as the State and its agents by signing the Deferred Payment Loan Agreement.
- 8) The City has the right to amend these guidelines at any time in order to conform to State requirements or requests/suggestions, or to adjust for clerical errors or errors of omission. Applicants or potential applicants that have requested a program package will be notified of any changes or amendments, if in the City's opinion said changes will impact on the applicant's submissions or project design.

Attachments:

1. Income limits for Ontario County as determined by the US Department of Housing and Urban Development
2. Determining "low-to-moderate income" jobs
3. Project Scoring and Funding Priorities
4. Project Application
5. Project Narrative
6. Microenterprise Grant Request
7. Additional Information

ATTACHMENT #1
LOW-TO-MODERATE INCOME LIMITS FOR ONTARIO COUNTY/2019

| FAMILY SIZE | MAXIMUM INCOME LIMIT |
|-------------|----------------------|
| 1 | \$41,450 |
| 2 | \$47,400 |
| 3 | \$53,300 |
| 4 | \$59,200 |
| 5 | \$63,950 |
| 6 | \$68,700 |
| 7 | \$73,450 |
| 8 | \$78,150 |

The Applicant/Business Owner(s) or the employees will be considered low-to-moderate in income if the family's **gross annual** income does not exceed the maximum income noted for that family size. For example, if a family has two adults and three children (total five persons) the income opposite the number "5", which is \$63,950 is the maximum income that family can earn on an annual basis. If the family's gross, annual income is less than \$63,950 they are considered a "low-to-moderate" income family. If the family's gross annual income is greater than \$63,950, they do not meet the low-to-moderate income test. Family is defined as those persons in a household that are related by marriage, birth or adoption.

A Microenterprise with two or more owners will qualify under the low-to-moderate income criteria if, and only if, all owners meet the low-to-moderate income criteria. If one or more of the owners are not low-to-moderate in income, then the Microenterprise must qualify under the criteria to create jobs that are low-to-moderate in income.

ATTACHMENT #2
DETERMINING LOW-TO-MODERATE INCOME JOBS

To be eligible for funding under the City's Microenterprise Program, the project must meet the low-to-moderate income benefit test in one of two ways; either (1) the business owner(s) must be low-to-moderate in income, or (2) the jobs to be created must be filled by or available to low-to-moderate income persons. If the business owner is low-to-moderate in income, this section can be ignored.

If a business owner (or all owners) is/are not low-to-moderate in income, their project must result in the creation of jobs, 51% of which are considered low-to-moderate income jobs. In addition, the business owner must provide first consideration for the jobs to be created to those persons who are low-to-moderate in income. Jobs may be claimed to be available to low-to-moderate income persons when both the following conditions are met:

- 1) The jobs **do not** require special skills that can only be acquired with substantial (i.e. one year or more) training or work experience, and/or education beyond high school is not a prerequisite to fill such jobs, unless the business agrees to hire and train unqualified persons; **and**
- 2) Actions are taken by the business owner to insure that low-to-moderate income persons receive "first consideration" when hiring for such jobs.

Principles involved in providing "first consideration" are as follows:

- 1) The business owner must use a hiring process that under normal circumstances would result in at least 51% of those interviewed meeting the low-to-moderate income status test;
- 2) The business owner must consider a sufficient number of low-to-moderate income job applicants to give reasonable opportunity to fill the position with a low-to-moderate income person;
- 3) The business owner must give consideration to the distance from the residence of a low-to-moderate income job applicant and the availability of transportation to the job site in order for the job applicant to be considered a serious applicant for the job.

The City is required to monitor job creation activities to determine if the jobs to be created are filled by persons low-to-moderate in income, or meet the first consideration test. To meet this obligation, the City is required and, therefore, the business owner agrees to follow a plan approved by the NYS OCR. Information on and the forms for completion included in the plan will be provided at a later date.

**ATTACHMENT #3
SCORING AND FUNDING PRIORITIES**

A committee composed of representatives of City staff, the Geneva Industrial Development Agency, the Geneva Local Development Corporation, the Geneva Revolving Loan Fund and the Geneva Business Improvement District, Geneva Area Chamber of Commerce among others, will review applications and determine how program funds will be awarded.

Depending on the level of program demand, projects may be ranked and funded according to the following scoring system:

| <u>Measure</u> | <u>Point Award</u> |
|--|---------------------------|
| 1. The creation of jobs (to receive points, your cost projections must show that the business can support employee expenses. You must also include job description(s) and a timetable for hiring). | 1 pt./FTE |
| 2. Value to the City as outlined in the City's Comprehensive Plan.* | 0 – 10 pts. |
| 3. Business provides a service and/or product that doesn't currently exist. | 2 pts. |
| 4. The Microenterprise is a Minority-owned or Women-owned Business Enterprise (M/WBE)** | 5 pts. |
| 5. The Microenterprise business owner is a Veteran. | 5 pts. |
| 6. Business is a food or craft beverage producer/manufacturer (this criteria does not relate to restaurants and/or bars) | 5 pts. |
| 7. Overall feasibility of the project** | 0-10 pts. |
| 8. Realistic and well thought-out business plan including cost projections for two years. | 0-20 pts. |
| 9. The applicant(s) has not received grant funds through a City program in the last 36 months. | 5 pts. |

* Priority will be given to businesses that outline strategies that align with the City of Geneva's Comprehensive Plan. The Comprehensive Plan can be found on the City's website at www.cityofgenevany.com. Point award will range from 0 to ten points and will be awarded by the Review Committee.

** A Women-Owned business is one in which at least 51% is owned, operated and controlled by women. A Minority-Owned Business is defined as a business in which at least 51% is owned, operated and controlled by citizens or permanent resident aliens who are meeting the ethnic definitions listed below:

- Black: Persons having origins from any of the Black African racial groups.
- Hispanic: Persons of Mexican, Puerto Rican, Dominican, Cuban, Central or South American descent of either Native American or Latin American origin, regardless of race.
- Asian-Pacific: Persons having origins from the Far East, Southeast Asia or the Pacific Islands.

- Asian-Indian Subcontinent: Persons having origins from the Indian subcontinent.
- Native American or Alaskan Native: Persons having origins in any of the original peoples of North America.

***The committee will review all projects to determine the financial feasibility of a project and what other feasibility issues may exist. This will be a comparative measure of all projects in the eligibility pool with the greatest number of points being awarded to the project with the greatest feasibility (or least number of feasibility issues). The long-term feasibility of the microenterprise will be assessed under these scoring criteria. Point award will range from 0 to ten points.

Value to the City as outlined in the City’s Comprehensive Plan.*

A maximum of 10 points will be given to each applicant in the review process based upon their responses to the below questions.

When decisions are made about how to direct public and civic resources, they should be made in such a way that the results make Geneva more beautiful, more prosperous, more equitable, more connected, and more sustainable than it is today.

To what extent does your Business Plan address the following?

Making the City more:

- Beautiful:
- Prosperous:
- Equitable:
- Connected:
- Sustainable:

To what extent does your Business Plan address the following City’s Priorities? (See page 22 of the Guide.)

Downtown:

Economic Development:

**ATTACHMENT #4
PROJECT APPLICATION**

PLEASE NOTE THAT THIS APPLICATION MUST BE SUBMITTED TO:

**CITY OF GENEVA
ATTN: COLLETTE BARNARD
OFFICE OF NEIGHBORHOOD INITIATIVES
47 CASTLE STREET
GENEVA, NY 14456**

DUE ON OR BEFORE: 4:00 PM, APRIL 25TH, 2019

PLEASE NOTE: YOU MUST MEET WITH THE CITY'S SMALL BUSINESS ADVISOR BEFORE SUBMITTING YOUR APPLICATION. APPLICANTS ARE ENCOURAGED TO SCHEDULE AN APPOINTMENT AS SOON AS POSSIBLE TO DEVELOP A SOUND BUSINESS PLAN.

CONTACT:

COLLETTE BARNARD AT 315-828-6585 OR CCB@GENEVA.NY.US

**TO SCHEDULE AN APPOINTMENT TO MEET WITH THE CITY'S SMALL BUSINESS ADVISOR
OR FOR HELP COMPLETING THE APPLICATION**

**CITY OF GENEVA MICROENTERPRISE PROGRAM 2019
PROJECT APPLICATION**

APPLICATION DUE: BY 4:00 PM ON APRIL 25TH, 2019

I. GENERAL INFORMATION: (TO BE COMPLETED BY ALL APPLICANTS – CORPORATIONS, LLCs, PARTNERSHIPS OR BUSINESSES WITH MORE THAN ONE OWNER SHOULD ATTACH A SEPARATE SHEET WITH THE NAME, SOCIAL SECURITY NUMBER, AND TITLE OF ALL OFFICERS, LLC MEMBERS, PARTNERS OR OWNERS)

Name: _____

Social Security No.: _____

Mailing Address: _____

Email Address: _____

Business Name: _____

Property Address: _____

Business Phone #: _____ Cell Phone #: _____

DUNS # : _____

Applicant/Business is a: Business is a start-up in the City of Geneva (a start-up is defined as a business in operation less than 6 months at time of application).
 Existing business expanding in the City of Geneva
 Minority or woman-owned business
 State-Certified Minority or woman-owned business

Racial Group: White Black/African Hispanic Asian-Pacific Asian-Indian
 Native American or Alaskan Native

Type of Business: ____ LLC ____ Sole Proprietorship ____ DBA ____ Other _____

Number of Owners:

| <u>Name</u> | <u>% of Ownership</u> |
|-------------|-----------------------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Date on which the business began operations: _____

II. LOW-TO-MODERATE INCOME QUALIFYING CRITERIA: CHECK ONE

- Applicant/Business Owner is low-to-moderate in income.
- Project will result in creation of new low-to-moderate income jobs; specify number of new FTE jobs _____; complete appropriate chart below in Part III

III. JOBS INFORMATION: NEW OR EXISTING BUSINESSES

EXISTING BUSINESS: Check here if project involves an existing business and list ONLY those jobs currently at the business. Indicate the number of full-time jobs by position below (full-time jobs are 37.5 hours or more); indicate the number of part-time jobs by position below and the number of hours worked for each part-time position entered. **There must be five or fewer employees including the owner(s) to qualify for Microenterprise assistance regardless of the number of hours worked by each:**

Summary of Existing Jobs:

| Position | # Full-time jobs | # Part-time jobs | Total part-time hours worked | Wages |
|--------------------------------|------------------|------------------|------------------------------|-------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| For office use only Total FTEs | | | | |

NEW BUSINESS AND/OR NEW JOBS: Check here if your project involves the creation of a new business OR if an existing business is going to create new jobs. Indicate the number of full-time jobs to be created by position below (full-time jobs are 37.5 hours or more); Indicate the number of part-time jobs to be created by position below and the number of hours to be worked for each part-time job to be created:

Summary of New Jobs to be Created:

| Position | # Full-time jobs | # Part-time jobs | Total part-time hours worked | Wages |
|--------------------------------|------------------|------------------|------------------------------|-------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| For office use only Total FTEs | | | | |

For projects that involve job creation, include job descriptions including any necessary education and/or training required for the job. Also include a timetable for hiring.

CITY OF GENEVA FAMILY INCOME VERIFICATION FORM

The employment position for which you are applying has been made available with financial assistance from the City of Geneva using Federal Community Development Block Grant Funding. As a result, the employer is required to obtain the following information:

Name: _____ Soc. Security #: _____ Job Title: _____

Address: _____

Check all that apply to your household: Female Headed Household Elderly person(s)
 Disabled person(s) Are you currently unemployed? YES NO

INSTRUCTIONS: (1) Determine your family size by counting yourself and each family member who *currently* resides with you in the same housing unit. A family member is a person who is related to you by birth, marriage, or adoption only. (2) Circle the appropriate family size below. (3) Total the income from all sources received during the last calendar year (January through December) by yourself and each member of your family who *currently* resides with you. Income includes wages, salaries, tips, business income, interest, dividends, the taxable portion of pensions and annuities, IRA distributions, rents, royalties, partnership income, unemployment compensation, and social security; less alimony paid and un-reimbursed employee business expenses calculated consistent with IRS Form 2108. (4) On the same line for the number of family members you circled, place a check next to the income range that represents your family's total gross income for the year. **EXAMPLE:** You are a family of four people and the total income of the four family members is \$29,250 per year. You will circle the number "4" in the far left-hand column and across from the number 4, you will place a check next to the income range "\$25,100 - \$37,000" since \$29,250 falls within that range. Please contact your employer if you need further guidance.

Family
Size (circle)

My Family Income is (check one)

| | | | | |
|---|----------------|-----------------------|-----------------------|----------------|
| 1 | ___ < \$15,550 | ___ \$15,550 – 25,900 | ___ \$25,900 – 41,450 | ___ > \$41,450 |
| 2 | ___ < \$17,800 | ___ \$17,800 – 29,600 | ___ \$29,600 – 47,400 | ___ > \$47,400 |
| 3 | ___ < \$20,780 | ___ \$20,780 – 33,300 | ___ \$33,300 – 53,300 | ___ > \$53,300 |
| 4 | ___ < \$25,100 | ___ \$25,100 – 37,000 | ___ \$37,000 – 59,200 | ___ > \$59,200 |
| 5 | ___ < \$29,420 | ___ \$29,420 – 40,000 | ___ \$40,000 – 59,300 | ___ > \$59,300 |
| 6 | ___ < \$32,960 | ___ \$32,960 – 39,800 | ___ \$39,800 – 63,700 | ___ > \$63,700 |
| 7 | ___ < \$37,140 | ___ \$37,140 – 42,550 | ___ \$42,550 – 68,100 | ___ > \$68,100 |
| 8 | ___ < \$41,320 | ___ \$41,320 – 45,300 | ___ \$45,300 – 72,500 | ___ > \$72,500 |

9 or more - # _____ Actual income = \$ _____

Racial Group (Check one): White Black/African American Asian American Indian/Alaskan Native Native Hawaiian/Other Pacific Islander American Indian/Alaskan Native and White Asian and White Black/African American and White American Indian/Alaskan Native & Black/African American Other Multi-Racial Hispanic (HUD has designated Hispanic as an Ethnic Group. If you check this ethnic origin, please also check one of the racial groups above)

The information provided herein will be confidential and will only be used to provide statistical data required under the Community Development Block Grant program. It is subject to verification pursuant to the rules and regulations of the New York State Office of Community Renewal or other State administrative entity for the Small Cities Program, and the U.S. Department of Housing and Urban Development.

I CERTIFY THAT, TO THE BEST OF MY KNOWLEDGE, THE INFORMATION PROVIDED HEREIN IS TRUE, CORRECT, AND COMPLETE.

Signature: _____ Date: _____

IV. PROJECT COST

Provide a line-by-line budget with each component listed and whether City funds will be used for that particular component/item or owner's funds. The cost of each component/item must be backed up with a vendor's quote. (See attachment 6)

Please refer back to the Section titled "**JUSTIFICATION FOR AND LIMITATION OF FUNDING**" on page four and justify how/why each component is important to the success of the project, or lack of each component/item will impact on the success of the project.

Total Cost of Project: \$ _____

Amount of Project Cost Requested from City (Limited to 90% of total up to a maximum of \$25,000) per project: \$ _____

Amount of Project cost to be provided by the owner (Must be a minimum of 10% of total project and include cost of project in excess of \$25,000 maximum, even if that amount exceeds the minimum 10% contribution: \$ _____

Indicate in what form and from where the owner's contribution will be provided. Applicant must document availability of owner's contribution with documentation such as a bank commitment, bank account statement, etc.

Form of contribution: _____

Source of contribution: _____

V. PROJECT NARRATIVE

On a separate sheet(s) of paper, provide a **detailed** description of the proposed Microenterprise Project. Attachment #5 provides a list of questions to be answered as a part of your Project Narrative. The applicant should also include any other information they feel will help explain their project.

VI. TRAINING NEEDS

The State of New York has provided funding for specific training under the Microenterprise Program for owners ONLY. These funds were provided with the assumption that small businesses often lack the time and funds for training and many small business owners start a business without adequate understanding of the many components involved in operating a small business. ALL successful owners will be required to complete approved training before ANY funds can be accessed, if the project is awarded Microenterprise funding. Training is provided through the Onondaga Small Business Development Center: www.onondagasbdc.org

Training may be waived by the OCR if an applicant has completed a previous training within 24 months, or a reasonable timeframe. In order to obtain a waiver, a request must include the following:

- A review of the business's application for the program,
- A letter from the Chief Elected Official requesting an exemption and stating why it is merited,
- The resume of the entrepreneur, and
- Proof of the training program(s) completed and certificates received.

Please indicate whether you have previously completed entrepreneurial or small business training or are currently enrolled in entrepreneurial or small business training.

I have previously completed entrepreneurial or small business training. The Program was provided by _____ and completed on _____. I have certification or can provide certification to that effect.

I am currently enrolled in entrepreneurial or small business training at _____ which will be completed on or about _____.

VII. CONFLICT OF INTEREST DISCLOSURE - PROVIDE ONE FOR EACH OFFICER, LLC MEMBER, PARTNER OR OWNER (COPY AS NECESSARY)

Under certain circumstances, an applicant for State or federal funding may have a “conflict of interest” and may need a waiver in order to participate in a program. For example, a conflict of interest may be present if the applicant is related to an employee, officer, or elected official of the City of Geneva. There are other cases where a conflict of interest may also be present. Please answer the questions below to help us make that determination. If a conflict does exist, the City will request a waiver on your behalf, if necessary and appropriate. Waivers are reviewed and granted by the NYS OCR.

DISCLOSURE

Please place an “X” in the appropriate box for all questions listed below so that we may make a determination of whether any conflicts may be applicable to your project. Answer for all applicants if there is more than one applicant.

1. Are you now, or have you ever been an employee, agent, consultant, an officer or an elected official of the City? YES NO

If yes, please provide details in the space below question #3.

2. Are you related to an employee, an agent, or an elected or appointed official of the City, or a consultant working for the City, (i.e.: are you related to the Mayor, the City Clerk, a Member of any City Board, an employee the Department of Public Works, etc.)? YES NO

If so please indicate to whom you are related and the relationship on the space provide below question #3.

3. Do you have a business connection to any of the people listed in #1? YES NO

If yes, please note the relationship below. _____

VIII. CERTIFICATION/AUTHORIZATIONS/SIGNATURE(S)

By signing below, I/we certify that all information, which has been or will be furnished in support of this application, is given for the purpose of obtaining funds under the City of Geneva’s Microenterprise Program. I/we further certify that all information submitted has been examined and approved by me/us and is true, correct, and complete. I/we understand that this information will be used to assess my/our proposed project and that additional information may be needed in order to rate and rank the project in accordance with funding criteria. I/we agree to abide by all requirements set forth or to be set forth in connection with said Program.

In addition, I/we understand that falsification of any item contained herein or fraudulent misrepresentation of my/our business and its processes could result in criminal and/or civil penalties applicable under or pursuant to local, state, and federal laws. Further, I/we agree that verification of any information contained herein, or to be provided in support of this loan request, may be obtained by whatever means the City or its agent determines if appropriate, and a formal credit check may be undertaken by any source deemed appropriate by the City. (All corporate officers, LLC Members, Partners or business owners must sign and date below).

Last, I understand that although my business may meet the technical definition of a Microenterprise, the State may, in its opinion, not agree that my business or the project meets the intent of its Microenterprise Program and can direct the City to exclude the project or business from participation. I certify that I and/or my business will not pursue any legal recourse as a result.

SIGNATURE: _____

DATE: _____

SIGNATURE: _____

DATE: _____

SIGNATURE: _____

DATE: _____

SIGNATURE: _____

DATE: _____

ATTACHMENT #5
PROJECT NARRATIVE AND FINANCIAL INFORMATION

On a separate sheet of paper (use as many as you like!), please provide us with some details regarding your business proposal. The more information you can provide regarding your business/project the better!

1. What will you sell? Describe your product or service.
2. How is your product or service unique to Geneva and why do you feel Geneva is a good fit for your business?
3. What experience do you have working with this type of business? Please include a resume. Resumes should include (at a minimum) education and employment histories.
4. Does your business relate to the craft food and/or beverage industry?
5. Who are your customers?
6. Attach a milestone schedule that will identify key events and their associated timing. Example: Obtain lease, establish legal status, and hire employees, training, purchasing equipment.
7. What space is required for your business? Is that space available? Have you spoken with the property owner?
8. Include cash flow projections (income and expenses) for three years; year one should be provided on a monthly basis; years two and three can be by year (sample attached).
9. If this is a business expansion project, include an income statement as part of your application.
10. Include a copy of your most recent business plan.

ATTACHMENT #6
MICROENTERPRISE GRANT REQUEST

The amount of funding awarded to the City for this Program is limited. Therefore, applicants should carefully justify in narrative form the need for **each item** for which funds are requested and show how it relates and/or will impact the success of the project, and/or how elimination of the item will impact on the success of the project.

Since funding is limited, it is likely that some projects may be awarded some, but not all of the funding requested. Accordingly, your application should list each item requested for the project in order of priority. A maximum of 20% of the total award may be applied to working capital (rent, utilities, payroll, etc.).

What is the amount of your grant request? _____

How much equity (money) will you provide? _____

Item Description

Impact of Item on Project

Cost

**ATTACHMENT #7
ADDITIONAL INFORMATION**

Awards will be made contingent upon the City receiving the following additional information. You should include this information with your application.

A. FOR THOSE QUALIFYING AS A LOW-TO-MODERATE INCOME BUSINESS OWNER:

The following information is required **ONLY** for those Applicants/Business Owners that qualify for Microenterprise funds as a member of a low-to-moderate income family. Family in this context is defined as all persons that reside in the same household that are **related** by birth, marriage or adoption.

1. Complete federal income tax returns for the past three years. If you have been self-employed or held income property make sure the returns include the Schedules C and E.
2. Documentation of current wages for all employed family members of Applicant's family such as most recent pay stubs (including Applicant if paid as an employee of the business);
3. Documentation of any other form of income such as Social Security, SSI, SSD, pension, rental properties, interest earned on any assets, etc.
4. Copies of birth certificates for all family members of Applicant's family;
5. Personal bank statements (both checking and savings) for the last two months.

B. THE FOLLOWING INFORMATION IS REQUIRED FROM ALL APPLICANTS INCLUDING THOSE QUALIFYING AS A LOW-TO-MODERATE INCOME OWNER (IN ADDITION TO THE INFORMATION REQUESTED ABOVE):

1. Documentation of source of all others funds required to complete the project if total project exceeds \$25,000 maximum;
2. Documentation of source of owner's 10% equity in project;
3. Vendor and/or contractor quotes for all components of the project;
4. Proof of site control for project (i.e. deed, long-term lease, executed purchase option, etc.);
5. List of all properties owned by the Applicant/Business in the City of Geneva;
6. For existing businesses: copy of last two quarters NYS-45 (Quarterly Combined Withholding, Wage Reporting, And Unemployment Return) or NYS- 45-ATT (Quarterly Combined Withholding, Wage Reporting, and Unemployment Insurance Return – Attachment); these forms are needed to document that you are qualified as a Microenterprise (5 or fewer employees including the owner(s));
7. Current financial statements of applicant business (within last two months), to include: balance sheet and income and expense statements;
8. Complete copies of the last three income tax statements filed. Both personal and business tax statements are required if appropriate. Partnerships also shall provide personal income tax

statements for all partners and corporations shall provide personal income tax statements from all corporate officers;

9. List of credit references to include banks and suppliers. The applicant should note that credit references will be verified. Also a full credit report may be requested from an appropriate source.
10. Obtain a DUNS (Data Universal Numbering System) number. This requirement is part of the Patriate Act and the federal government's determination that there is a need for improved statistical reporting for businesses that receive federal funds, such as the Microenterprise funds. If awarded, you will receive instructions for applying for a DUNS number.

The Microenterprise funds for which you are applying were awarded to the City of Geneva from the New York State Office for Community Renewal (OCR) as part of the federal Community Development Block Grant Program (CDBG). In keeping with federal regulations, the OCR **requires** that recipients of CDBG funds secure a DUNS number. If awarded funding, we cannot disburse any funds until you obtain a DUNS number. If you are an existing business and already have a DUNS number at your current location, you do not need to obtain another one.

OBTAINING A DUNS NUMBER FOR YOUR BUSINESS

DUNS stands for Data Universal Numbering System. A DUNS is a unique nine-digit identification number provided by Dun and Bradstreet (D&B). All Microenterprise Program participants **must** have a DUNS number. This requirement is part of the Patriot Act and the federal government's determination that there is a need for improved statistical reporting for businesses that receive federal funds, such as the Microenterprise funds. There is no cost to obtain a DUNS number and it can be obtained at the website address listed below or by phone.

DUNS numbers are site-specific. Therefore, if your business has more than one location, you may have more than one DUNS number. If you are not sure if you have a DUNS number or if you have misplaced the number you can search the website. If it is determined that you do not have a DUNS number, you will be requested to enter certain information about your business and will be assigned a number, free of charge. Enter this number on the application (Attachment 5) in the area requested and keep it in a safe place for future reference.

You can request a DUNS number online at the following web address: <http://fedgov.dnb.com/webform/displayHomePage.do> (when you get to the home page, click on "Begin the D-U-N-S Search/Request Process" option located on the left hand side of the home page). We have been advised that it can take 30-60 days to receive the DUNS, which is free. However, most applicants have gotten the number in as few as 2-3 days.

BUSINESS PLAN DEVELOPMENT
*****REQUIRED*****

All applicants must meet the City's small business advisor to discuss their business plan. Contact Collette Barnard at 315-828-6585 or ccb@geneva.ny.us to schedule an appointment.

All new businesses must have a current business plan. Business plans which are realistic and well thought-out will receive more points in the scoring process. Existing businesses will want to provide a business plan either new or updated to be eligible to receive points in the application scoring process. Following is an outline of the information you will want to include in your business plan.

1. Define your business:
 - What do you do? Describe what you sell or what service you offer

2. Market Analysis/Strategy:
 - Who are your customers?
 - a. Define them: Demographics (Age/Male/Female, etc.)
 - b. How many are there?
 - c. How often will they rebuy your product/service?
 - d. Where did you find this information?

 - How will you attract customers?
 - Explain your competitive advantage – why is your product/service a better value than others?
 - Who are your competitors?
 - Why are they successful?
 - Can you “do it better”? If so, explain

3. Operations:
 - Where is your business going to be located?
 - Is this location zoned properly?
 - What suppliers do you intend to use?

4. Management:
 - Who is going to run the business and why are they qualified?
 - Will you need employees?

5. Financials:
 - Cash flow – show your income and costs resulting in your net profit (loss) on a monthly basis for the first year and then yearly for the next two years

6. Milestone Schedule:
 - Outline your key activities and associated timing

7. Critical risks:
 - Are there potential risks that you are aware of that may impact the success of your business?
Example: competitors cut pricing

INCOME STATEMENT TEMPLATE

| COMPANY | | YEARS ENDING | |
|---------|--------------|---------------------|--|
| | | | |
| MANAGER | COMPLETED BY | DATE OF LAST UPDATE | |
| | | | |

| REVENUE | | 2015 | 2014 |
|--|-----------|----------------|-------------------|
| Sales revenue | \$ | 150,000 | \$ 175,000 |
| (Less sales returns and allowances) | \$ | - | \$ - |
| Service revenue | \$ | 50,500 | \$ 75,000 |
| Interest revenue | \$ | - | \$ - |
| Other revenue | \$ | - | \$ - |
| TOTAL REVENUE | \$ | 200,500 | \$ 250,000 |
| EXPENSES | | 2015 | 2014 |
| Advertising | \$ | 500 | \$ 450 |
| Bad debt | \$ | - | \$ - |
| Commissions | \$ | - | \$ - |
| Cost of goods sold | \$ | 55,000 | \$ 75,000 |
| Depreciation | \$ | - | \$ - |
| Employee benefits | \$ | - | \$ - |
| Furniture and equipment | \$ | - | \$ - |
| Insurance | \$ | - | \$ - |
| Interest expense | \$ | 2,000 | \$ 2,500 |
| Maintenance and repairs | \$ | - | \$ - |
| Office supplies | \$ | - | \$ - |
| Payroll taxes | \$ | - | \$ - |
| Rent | \$ | - | \$ - |
| Research and development | \$ | - | \$ - |
| Salaries and wages | \$ | 65,000 | \$ 85,000 |
| Software | \$ | - | \$ - |
| Travel | \$ | - | \$ - |
| Utilities | \$ | - | \$ - |
| Web hosting and domains | \$ | - | \$ - |
| Other | \$ | - | \$ - |
| TOTAL EXPENSES | \$ | 122,500 | \$ 162,950 |
| Net Income Before Taxes | \$ | 78,000 | \$ 87,050 |
| Income tax expense | \$ | 15,600 | \$ 17,410 |
| INCOME FROM CONTINUING OPERATIONS | \$ | 62,400 | \$ 69,640 |
| NET INCOME | \$ | 62,400 | \$ 69,640 |

MAP APPLICATION CHECKLIST

To assist in assembling and submitting a complete application, please review the items below and check when complete. **Please note that incomplete applications may not be accepted.**

| Application Section | Check When Complete | Office Use Only |
|--|--------------------------|--------------------------|
| Have you read the Microenterprise Program Guidelines? | <input type="checkbox"/> | <input type="checkbox"/> |
| If jobs are to be created, have you included job descriptions and a timetable for hiring? | <input type="checkbox"/> | <input type="checkbox"/> |
| If claiming status as a low- moderate income business owner, have you completed the Family Income Verification Form? | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you provided a line-by-line budget with each component of your MAP request prioritized per Attachment #6? | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you provided cost estimates for the items for which you are requesting grant funding? | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you completed a project narrative as outlined on Attachment #5 of the application? | <input type="checkbox"/> | <input type="checkbox"/> |
| For those qualifying as a low-to-moderate income business owner | <input type="checkbox"/> | <input type="checkbox"/> |
| Complete federal tax returns for the past three years | <input type="checkbox"/> | <input type="checkbox"/> |
| Documentation of current wages for applicant and employed family members | <input type="checkbox"/> | <input type="checkbox"/> |
| Documentation of any other form of income for applicant family members | <input type="checkbox"/> | <input type="checkbox"/> |
| Copies of Birth Certificates for all members of the applicant family | <input type="checkbox"/> | <input type="checkbox"/> |
| Personal bank statements for the last two months | <input type="checkbox"/> | <input type="checkbox"/> |
| The following information is required from all applicants | <input type="checkbox"/> | <input type="checkbox"/> |
| Documentation of source of other funds needed to complete the project | <input type="checkbox"/> | <input type="checkbox"/> |
| Documentation of owner's 10% equity in the project | <input type="checkbox"/> | <input type="checkbox"/> |
| Proof of site contract for the project (lease, letter from potential landlord) | <input type="checkbox"/> | <input type="checkbox"/> |
| List of properties in the City of Geneva owned by the applicant | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you met with the City's Small Business Advisor? | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you included a business plan with your application? | <input type="checkbox"/> | <input type="checkbox"/> |
| Documentation needed for Business Expansion Projects | <input type="checkbox"/> | <input type="checkbox"/> |
| Current financial statements of application business | <input type="checkbox"/> | <input type="checkbox"/> |
| Complete copies of the last three income tax statements filed | <input type="checkbox"/> | <input type="checkbox"/> |
| Documentation of the number of employees working at the business | <input type="checkbox"/> | <input type="checkbox"/> |