



2026-2027 SENECA FALLS MICROENTERPRISE ASSISTANCE PROGRAM **GRANT PARTICIPATION INTEREST FORM**

The Town of Seneca Falls, in conjunction with the Seneca Falls Development Corporation (SFDC), will be pursuing a grant designed to help boost small business in Seneca Falls called the Microenterprise Assistance Program (MAP). The Seneca Falls MAP is structured to encourage the cultivation of new small businesses while also supporting existing small businesses looking to expand. The program focuses on entrepreneurship and job creation for low-moderate income earners.

Additional program details will be shared at an upcoming information meeting on Thursday, Sept. 24th from 6pm-7:30pm at the Seneca Falls Rec Center located at 35 Water Street. The purpose of this form is to determine local interest in the grant so the SFDC can request adequate funding through the program.

Businesses will be subject to specific eligibility requirements, which are highlighted below, and if selected, grant funds can be used for the following types of expenses:

- Rent, Mortgage, and Utilities
- Marketing, Advertising, Consultant Expenses
- Furniture, Fixtures, and Decor
- Inventory
- Small Equipment used by Employees
- Supplies & Business Operation Materials

You can request anywhere from \$5,000 to \$35,000 through this program and awards carry a 10% equity match. This is also a reimbursement grant, meaning the funds must be fully expended before you will receive the grant funds.

As an example, if you were awarded \$10,000 through the program, you would need to submit at least \$11,000 in eligible receipts (\$10,000 award + 10% equity match) by the end of the program (approx. one year). Once processed, the grant would provide you with a \$10,000 reimbursement.

Complete details will be provided at the information meeting and via the formal application, but the following can be reviewed to determine if you're eligible and if the grant may be right for your business.

ELIGIBILITY BASICS

- Business must be located and/or operate in Seneca Falls, New York
- Business can't have more than 5 total employees (includes owners, part-time, and full-time employees)
- If the owners don't meet low-to-moderate income guidelines, at least 1 FTE job must be created
- Prior MAP participants must create at least one new FTE job regardless of their income status
- Awardees will be required to complete a small business training course

PROGRAM REQUIREMENT BASICS

- Funds cannot be used towards any construction expenses (materials, labor, etc.)
- An environmental review will be required if the business plans on doing any renovating or construction
- Full award amount must be spent and all receipts provided before reimbursement can be requested



2026-2027 SENECA FALLS MICROENTERPRISE ASSISTANCE PROGRAM

GRANT PARTICIPATION INTEREST FORM

If you are interested in the Seneca Falls Microenterprise Assistance Program and intend to apply, please complete the following form. This does **not** guarantee selection or a specific award amount. A formal application will be required if the SFDC is awarded funding through the program. This form is simply used to demonstrate local interest.

CONTACT NAME:

DAY PHONE:

CONTACT EMAIL :

EVENING PHONE:

BUSINESS NAME:

DATE STARTED (OR TBD):

CURRENT BUSINESS ADDRESS (if applicable):

OF EMPLOYEES (Owners + Full Time + Part Time):

SHORT BUSINESS DESCRIPTION:

AMOUNT INTERESTED IN REQUESTING (\$5,000-\$35,000):

FUNDS TO BE USED FOR:

- ☐ I understand that this is a reimbursement grant and that I will be expected to cover all costs and expenses totaling the award amount + the 10% equity match before requesting reimbursement.
- ☐ I understand that the following may be requested or required when formally applying for the grant:
- Cost verification (if funds will be used for large monthly expenses or equipment purchases)
 - Business plan (if available)
 - Fiscal Year To Date – Profit & Loss and Balance Sheet (if available)
 - Last Fiscal Year - Profit & Loss and Balance Sheet (if available)
 - Projected Profit & Loss or Cashflow Statement (if available)
 - 2025 Tax Return (if low-to-moderate income designation)

Should you have any questions about the grant program, your potential eligibility, or requirements, please contact Greg Zellers via email at senecafallsdev@gmail.com for assistance.