



# City of Amsterdam Microenterprise Assistance Program (AMAP) Application



The City of Amsterdam Microenterprise Assistance Program (AMAP) was made possible through a grant from the New York State Office for Housing and Community Renewal.

## MISSION STATEMENT

The City of Amsterdam Microenterprise Assistance Program (AMAP) will provide grants to eligible entrepreneurs and business owners that want to establish or expand an existing business located within the City of Amsterdam. Special attention shall be given to assisting businesses owned/ operated by or employing a significant number of persons of low and moderate income, minority and women owned businesses, businesses owned or operated by Returning Veterans, and businesses located in one of Amsterdam's downtown areas.

## ELIGIBILITY CRITERIA

- A. Applicants may be sole proprietors, partnerships, or corporations. Applicants must be new or existing commercial enterprises with **five or fewer employees**, one or more of which may be the principal(s) and own the enterprise at the time of application.
- B. Applicants' planned or existing business operations must **be located within the City of Amsterdam**. Preference will be given to businesses located in or relocating to one of Amsterdam's Downtown Revitalization Areas\*.
- C. All applicants, independent of existing skills and experiences, **must complete the mandatory Entrepreneurial Training Workshop** which will take place: **June 6<sup>th</sup>, 13<sup>th</sup>, 20<sup>th</sup> and 27<sup>th</sup> at 6:00 pm in the Amsterdam Chamber of Commerce (lower level of the Riverfront Center)**. The program will consist of four 1-2 hour workshops. Award of grant funding is contingent on the successful completion of this program.
- D. Applicants must be able to fulfill the **20% owner cash equity** contribution for the proposed project as further defined below under Amounts and Terms.
- E. Preference will be given to projects that maximize "leverage" by taking advantage of other grant and loan programs within the County.
- F. Preference will be given to projects/ businesses that offer internships, job-shadowing, or apprenticeship opportunities.
- G. Preference will be given to projects/ businesses resulting in job creation.
- H. Businesses receiving funding **must create at least one new job** offered to or made available to\*\* persons from low-to-moderate-income (LMI) families\*\*\* **OR be owned by a person defined as LMI**. If owned by more than one individual, a majority of owners must qualify. (See National Objectives/ LMI Limits for definitions).

### National Objectives/LMI Limits

*A portion (51%) of CDBG program funds must benefit persons defined as low-or-moderate-income based on federal "HUD" standards, equivalent to 80% of the HUD Area Median Family Income (AMFI). HUD defines the AMFI for Montgomery County on their website at <https://www.huduser.gov/portal/datasets/il.html>*

*In order to qualify as LMI, persons must have combined family incomes below the current year Low Income (80%) levels based on household size (i.e. # of persons).*

*The above are guidelines for eligibility. Final acceptance or rejection of an application is at the discretion of the AMAP Review Committee.*

**Notes:** \*- Refer to 'Downtown Revitalization Area Map' attached

\*\* -- "Available to" LMI persons means the position must be advertised fairly and require no special skills or educational levels beyond a high school education.

\*\*\*-- Family income limits are for year prior to employment; there is no cap on salary for jobs created.

## APPLICATION REVIEW PROCESS

- A. All applicants must use the attached application form and format for AMAP applications and provide all information and documentation as identified therein.
- B. All applications should be submitted to:

**Amsterdam Industrial Development Agency  
Amsterdam City Hall  
61 Church Street  
Amsterdam, NY 12010**

- C. **The deadline for all applications is August 25<sup>th</sup> 2017.** Applications received or postmarked after this date will not be considered for the program's first round. A second round will only be conducted if the available grant funds are not fully awarded during the first round.
- D. The Executive Director of Amsterdam Industrial Development Agency (AIDA) will review all applications for AMAP funds to determine eligibility and completeness, and submit accepted applications to the AMAP Review Committee with recommendation whether to approve or deny the assistance request.
- E. The AMAP Review Committee will meet to evaluate all submitted applications and to decide on the assistance requests. Decisions on assistance requests will be made prior to October 1<sup>st</sup> 2017. *The Committee must take into consideration the requirements set forth by the New York State Office for Housing and Community Renewal during the selection process. The City of the Amsterdam Microenterprise Program is required to meet the needs of the overall contract and program goals.*
- F. Applicants will be informed in writing of the decision of the AMAP Review Committee.
- G. The AMAP Review Committee will review all complete applications based on the following rating criteria (100 total points):

### **Pre-Training (70 total possible points)**

- 0-10 Project costs reasonable and justified
- 0-10 Business Contribution/Owner Equity (must be at least 20% of project costs)
- 0-10 Owner qualifications, background, and financial standing
- 10 Job creation (jobs must be created within the two-year State grant contract period\*)
- 5 Business located in or relocating to one of Amsterdam's Downtown Revitalization Areas
- 5 Business located in or relocating to one of Amsterdam's Brownfield Opportunity Areas
- 5 Businesses or projects offer internships, job-shadowing, or apprenticeship opportunities
- 5 Business is a Start-up (50% of funds dedicated to start-ups)
- 5 Minority or Women Owned Business Status
- 5 Returning Veteran Status

### **Post Training (30 Total possible points)**

- 0-10 Completeness of Business Plan and Project Proposal
- 0-10 Spin-off effect to other businesses
- 0-5 Project leverages other funding resources
- 0-5 Identified market need/demand potential (long-term sustainability and development potential)

## USE OF PROGRAM FUNDS

- A. AMAP funds must be justified and be used directly by the applicant to purchase capital goods, including machinery, furniture, fixtures, and equipment; and/or to provide working capital to support operations.
- B. AMAP funds may **NOT** be used to purchase real estate, repay existing debt, undertake building façade or building interior renovations, or to make any investments or payments that are outside the scope of the business. (Applicants are encouraged to contact AIDA to determine the eligibility of proposed expenses.)
- C. Applicants must provide bids or quotes as part of their application for any proposed goods and services that will be purchased with grant funds.

## AMOUNTS AND TERMS

- A. For each grant awarded, at least one full-time-equivalent\* (FTE) job must be created for a low-to-moderate income (LMI) person, or the business owner must be considered LMI themselves.
- B. A minimum of 50% of grant funds will be awarded to start-up businesses. Start-up is defined as an enterprise that has been in business fewer than six months at the time of application.
- C. The AMAP Review Committee will have the sole authority to set the grant amount based on the needs of the applicant and availability of funds. Grant funds will range from \$5,000 to \$25,000.
- D. The minimum grant amount will be \$5,000. Businesses will be eligible for up to \$10,000 of additional funding (up to \$15,000 total) for creating one new full-time-equivalent\* (FTE) job, and will be eligible for up to \$20,000 of additional funding (up to \$25,000 total) for creating two or more new FTE jobs. (If more than one FTE is created at least 51% must be LMI) Businesses located in a Brownfield Opportunity Area may be given special consideration in relation to overall community goals at the discretion of the AMAP Review Committee.
- E. New jobs must start within the two year State grant contract period (12/8/2016 – 12/7/2018).
- F. The AMAP Review Committee may award up to 80% of total project costs. Cash equity participation from the applicant is required at a minimum rate of 20% and combinations with other funding sources (commercial lenders and/or non-traditional programs) are anticipated. *For example, if your total project cost is \$10,000, the grant request cannot exceed \$8,000 and business owners must contribute at least \$2,000 of their own finances.*
- G. The mandatory entrepreneurial training workshop will cost \$100 and is fully reimbursable as part of the grant funding.
- H. All grant funding is provided on a reimbursable basis with a maximum of two payment requests permitted per grant award.
- I. Applicants' principal place of business must remain in existence and be located in the City of Amsterdam and cannot change ownership throughout the term of the AMAP grant agreement (two years) or the grant recipient may be subject to full or partial repayment of the grant funding awarded.
- J. Applicants must create the amount of jobs agreed to throughout the state grant contract period (12/8/2016 – 12/7/2018) or the grant recipient(s) will be subject to the full or partial repayment of the grant funding awarded based on the recapture schedule.
- κ. Businesses that cease to exist, relocate to an area outside of the City of Amsterdam, or do not meet their job creation numbers during the state grant contract period (12/8/2016 – 12/7/2018) may be required to repay grant funding .

**Notes:** \* -- A Full-time-equivalent (FTE) job is any combination of two or more part-time jobs that, when combined together, constitute the equivalent of a job of at least 40 hours per week.

## **SPECIAL CONSIDERATIONS**

- A. AMAP is intended as a financial assistance tool for applicants with few personal assets, little or no usable collateral, and credit ratings below those that commercial lenders would consider acceptable for financing decision. Where they exist, these issues will be considered by the AMAP Review Committee; but they are not, by themselves, factors in support or against an application.
- B. Applications will be evaluated on the merits of the case as stated in the business plan and through interviews with the principal(s).
- C. The City of the Amsterdam Microenterprise Program is required to meet the needs of the overall State contract and program goals. The AMAP Review Committee must take into consideration the requirements set forth by the New York State Office for Housing and Community Renewal as well as the City of Amsterdam's overarching needs and goals during the selection process.



**Job Creation**

Is job creation included in your project proposal? \_\_Y \_\_N

(\*If yes, please include number of jobs and job descriptions. \*If no, please refer to LMI Owner Eligibility section on following page.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**LMI Owner Eligibility**

If project does not include job creation, please complete information below to determine eligibility

Annual Gross Family Income: \_\_\_\_\_ # In Household: \_\_\_\_\_ Single Parent: \_\_Y \_\_N

(Please provide a Personal Financial Statement and/or tax returns for the past two years for both business and personal income)

Have you or anyone directly connected with your business ever declared bankruptcy? \_\_Y \_\_N

(If yes, please provide a written explanation)

**Business Start-Up/ Expansion Request**

Estimated cost of project: \$ \_\_\_\_\_

Grant Request: \$ \_\_\_\_\_

Do you have quotations/estimates for expenses to be paid with grant amount?

\_\_ Yes (please attach to application) \_\_ No (when will they be available?) \_\_\_\_\_

Anticipated Project Start Date: \_\_\_\_\_

Anticipated Expansion Completion/Business Opening Date: \_\_\_\_\_

**Source of Funds**

Project Element	Estimated Total Cost	Owner Equity	Other Sources	Request Grant Funds
Working Capital				
Furniture/Fixtures				
Equipment/ Machinery				
Inventory/ Supplies				
Construction				Not Applicable
Real Estate				Not Applicable
Other _____				
Other _____				
<b>Total</b>				

**Total grant amount may not exceed \$25,000; grant may not exceed 80% of total project costs.**

**Application Checklist** (please check each box and attach materials)

- Complete and signed application
- Business Plan (if available)
- Copy of Certificate of Incorporation, DBA certificate, partnership filing, or joint venture agreement
- Signed Letter of Agreement
- Credit Release Form
- Personal Financial Statement and/or tax returns for the past two years – signed copies (business and personal)
- Documentation to support use of funds and amount requested (quotes, cost estimates, sales brochure)
- Any other documents you feel would help this application (marketing materials, references, etc.)

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# MONTGOMERY COUNTY, NEW YORK

## Legend



Municipal Boundary



Revitalization Area



## Amsterdam Downtown Revitalization Area Map

Source:  
Montgomery  
County  
GIS

Montgomery County Department of  
Economic Development & Planning  
Old County Courthouse  
9 Park St., P.O. Box 1500  
Fonda, NY 12068-1500



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