



The Essex County Industrial Development Agency (IDA) as been awarded a Microenterprise Grant Program (MPG) to assist existing and encourage the new start up microenterprise businesses in the Adirondack Upper Hudson Recreation Hub (Towns of: Minerva, Newcomb, North Hudson, Indian Lake & Long Lake) and the proximate areas. The MGP will be established to provide grants to eligible expanding or start up Microenterprises providing tourist services in each community. As qualified businesses and non-profit initiatives are identified through an application process, the MGP will provide resolution to small businesses lack of access to microenterprise technical training as well as access to capital to offer more goods and services to help improve the viability of the businesses, to become more sustainable and retain and create new jobs. The MGP will strengthen the linkages between communities and the surrounding Recreational Hub, attract revenue from recreating visitors, enhance the quality of life for the residents and leverage other public and private funding sources that will maximize the benefit that communities can realize through increased public use of the former Finch/Nature Conservancy lands.

The Microenterprise Grant Program, through an application process, will identify qualified businesses and non-profit initiatives. The MPG will assist entrepreneurs whose business provides visitor services and support the Upper Hudson Rec Hub tourism industry (such as restaurants, lodging, shops, gear and guides). The MPG will also support non-profit initiatives (services, programming or physical improvements) that complement and attract increases eco-tourism.



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Essex chain of lakes



The Nature Conservancy



Department of Environmental Conservation

Public Information Meeting on JANUARY 19, 2017 at 7:00 P.M., at the TOWN HALL IN LONG LAKE, NEW YORK

Adirondack Park Upper Hudson Recreation Hub Grants for Essex County / Hamilton County Towns of Minerva, Newcomb, North Hudson, Indian Lake, Long Lake and program area

Funded by:  
 The Nature Conservancy (TNC) in partnership with the Natural Heritage Trust (NHT) and the NYS Department of Environmental Conservation (DEC)



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### Microenterprise Definition

A Microenterprise is a business that employs or will employ fifteen (15) or fewer persons, including the owners. To be eligible for assistance, an existing microenterprise or not-for-profit organization located or providing services in the program area must:

- Retain and or create jobs

### Program Process

1. Contact the IDA for the MGP & Applications. The Grant Review Committee (GRC) & the ECIDA will screen applicant's for program eligibility.
2. Completion of an entrepreneurial assistance training program. Applicants must complete Adirondack Upper Hudson Recreation Hub Microenterprise Program, Business Development & Enhancement training Program. There is a \$60 fee for participation in the training program. Eligible grant recipients, may request reimbursement for the training fee. Date of class: January 26, 2017 at the Town Hall in North Hudson, from 9:00-4:00. Registration from 8:30-9:00 . This is the only time the class will be offered.
3. A completed application filed by each applicant. Deadline for submitting application is, February 16, 2017 by 12:00 at the Essex County IDA in Elizabethtown, NY.
4. The Microenterprise is required to be in compliance with all local, state & national laws, rules & regulations.

### Eligible Use of Funds

Funds from the Microenterprise program can be used to:

- Purchase equipment, furniture & fixtures
- Purchase of Inventory
- Operating expense
- Marketing
- Working Capital
- Start up Costs

### INELIGIBILITY:

1. The MGP, the Grant Review Committee and the ECIDA, reserves the right to determine an inappropriate use for MGP.

### Eligibility

- At the time of application the owner of the business (or the idea for a business) in the Adirondack Upper Hudson Recreation Hub region will be required to meet the definition of a "micro-enterprise" has fewer than fifteen (15) employees, including the owner (s). Full Time jobs are considered to be the equivalent of 40 hours a week. If a business has part time employees, the number of full time equivalent (FTE) will be calculated by dividing by 40 the total hours worked by all part time employees. If the part time hours vary weekly, the weekly average of part-time hours over the most recent three (3) months will be used to calculate FTE jobs for part time employees.
- The business owner (s) and the business payments including, but not limited to taxes must be current.
- All businesses must have a current business plan.
- Assistance in creating business plans may be available.

### Financial Assistance

- Grants will be made to for-profits businesses for an expansion or start up of a qualified microenterprises. In addition not-for-profits may qualify.
- The total amount of assistance available per project is \$5,000 to \$100,000. The amount to be provided per project will be determined by the GRC based on a review of the application and supporting documents. The determination of the GRC is final.
- A minimum of 10% equity for grants from \$5,000, to \$50,000 and a minimum 15% match for grants between \$50,001 and \$100,000, which must be provided as the owners equity. Generally equity should be in the form of cash, but in-kind and sweat equity may be considered depending on the project and how the in-kind or sweat equity will be provided.
- If the total project exceeds the maximum assistance provided by the Grant & required equity match, the owner is responsible for providing the balance. The balance of the project costs must be documented prior to approval and can be in the form of cash or loan.

### Financial Assistance continued

- All assistance in the form of a grant is subject to be recaptured if the business closes or relocates outside the respective Towns where the businesses are located in Minerva, Newcomb, North Hudson, Indian Lake & Long Lake and program area . 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 or non-profit operated in the Town or program area and the amount of funds provided.
- A \$60 fee for participation in the Entrepreneur training Program. Eligible grant recipients may qualify for reimbursement of this fee.
- Each grant application will be reviewed and acted upon within the framework of the following program considerations, which reflects the policies of the MGP administrator, GRC, the ECIDA & the conditions of grants received from The Nature Conservancy, the Natural Heritage Trust and DEC Adirondack Upper Hudson Recreation Hub Grant Program.
- In no case will the MGP funds be paid in advance. Documentation of all cost and expenses must be provided prior to disbursement of funds.
- An additional eligibility requirement applies to any entity located outside the five Upper Hudson Rec Hub communities; a linkage demonstrating real impact on economic activity within these communities most closely tied to the former Finch / TNC lands
- All projects are expected to be completed by January 31, 2018.

The Adirondack Park Upper Hudson Recreation Hub Grants will be used to enhance connections between the former Finch/Nature Conservancy lands and residents and visitors to communities, Newcomb, Minerva, North Hudson, Indian Lake and Long Lake. And program area These communities complement the Park's exceptional natural and historic resources, and give the area its special sense of place.