

“The MAP program helped put our business on the map.”

– Tracy Churchill
Churchill's Bakery

The Greene County Microenterprise Assistance Program (MAP) is a Federally-funded program administered by Greene County Planning and Economic Development that provides assistance to people who live or work in the County. Its primary objective is to assist in the establishment and expansion of small businesses and the creation of new jobs through:

- Business Training
- Low-Interest Loans
- Technical Assistance



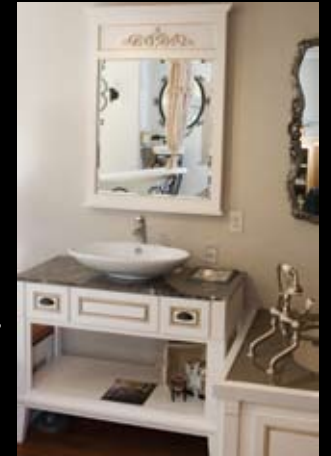
All business sectors – including **industry, retail, services, agriculture and tourism** are eligible for the program.



Greene County Planning
& Economic Development
411 Main Street
Catskill, NY 12414



Greene County Microenterprise Assistance Program



Helping
Small Business

GROW



"We couldn't have done it without the MAP program. It gave us vision, focus and connections in the community."

*— Robert Lugo
Retriever Roasters*

Programs and services of Greene County Planning and Economic Development are made possible by the Greene County Legislature.

mi•cro•ent•er•prise

mikrō ent r prīz

a business or company with five or fewer employees

Eligible Participants

Greene County encourages all kinds of entrepreneurs to look into the Microenterprise Assistance Program – whether you are just starting out with a good idea or have an existing small business that needs help to continue to grow. The program is open to:

- **Start-Up Businesses** – These must be owned by low and moderate income persons, or will create jobs, the majority of which will be available to low or moderate income persons.
- **Existing Businesses** – Eligible businesses must have five or fewer employees, one of whom is the owner of the business. The business must either be owned by low or moderate income persons or will create jobs, the majority of which will be available to low or moderate income persons.

To apply to the Microenterprise Assistance Program

call (518) 719-3290 or visit:

www.greeneeconomicdevelopment.com

"Thanks to a MAP loan that helped get our fledgling physical therapy business off the ground, we now have two locations and 12 employees."

— Thomas Carroll, Jr., Excel Physical Therapy

Business Training

Greene County offers a nine-week training course that provides instruction in basic business skills and leads to the development of a viable business plan. Classes are led by a series of experts and include sessions on developing business and marketing plans, market research and analysis, customer service, cash flow, financial management and other related business topics. A nominal fee is charged to those who are not income-qualified.

Low-Interest Loans Up to \$25,000

The Microenterprise Assistance Program provides low-interest loans with flexible repayment terms in amounts up to \$25,000. The loans, which require matching funds of 10%, can be used for acquisition, renovation, working capital, furniture, equipment and any other justifiable business need. All start-up businesses are required to complete the MAP training course and submit a business plan prior to applying for the MAP loan.

Technical Assistance

One-on-one technical assistance is available to entrepreneurs and small business owners through the Microenterprise Assistance Program. Assistance is provided on an as-needed basis by a team of business consultants with professional expertise in general business planning, accounting, marketing, finance and legal services.

MAP at Work in Greene County

Since its inception in Greene County in 1998, the Microenterprise Assistance Program has trained nearly 300 people and funded almost 40 loans for new or expanded businesses in Greene County.

A Sampling of Greene Businesses That Have Tapped MAP

- Alison Hyer Physical Therapy
- Big Top Tent Rental
- Blackhead Mountain Outfitters
- Brie & Bordeaux
- Churchill's Bakery
- City Lights
- Equine Solutions
- Excel Physical Therapy
- Freehold County Pub
- Functional Sculpture Tile Shop
- HiWay Drive In
- Intelligent Technology Solutions
- J.E.D. Builders
- LaRosa's Café
- New Day Motors
- Retriever Roasters
- The Open Studio
- The Sewing Room
- Skater's Paradise
- TASTE.



"The MAP training and loan really helped jumpstart my café and catering business."

*— Jennifer Boggia
TASTE.*