

# Economic Viability Micro Grants Program

Watershed Agricultural Council  
Economic Viability Program  
nycwatershed.org



## ECONOMIC VIABILITY MICRO GRANTS PROGRAM

**Purpose:** Encourage the implementation of activities that can enhance the economic viability of farm and forest businesses.

**Eligibility:** Any farmer, logger, forester, forest landowner or Pure Catskills member with property inside the New York City Watershed, preference will be given to WAC participants.

This application contains all the information for the grant categories. If you need assistance with completing this form please contact the Economic Viability Program at (607) 865-7090 ext. 293. Thank you for your interest in our Economic Viability Micro Grants Program.

## APPLICANT INFORMATION

Name

Business

Physical Business Address

Town

State

Zip

Phone

E-Mail

Preferred Contact Method (Check all that apply):

- Phone  Email  Mail  
 Other \_\_\_\_\_

Watershed Agricultural Council Program(s) Participant(s)  
(Check all that apply):

- Farm  
 Forest  
 Pure Catskills  
 Other

## GRANT CATEGORIES

Please check one grant category you wish to apply for:

- Training Reimbursement (pg. 3)  
 Marketing Reimbursement (pg. 4)  
 Mileage Reimbursement (pg. 5)  
 Loggers Workers Compensation Reimbursement (pg. 6)

## MUTUAL AGREEMENT

We the undersigned have agreed to procedures and participation requirements of the proposed Economic Viability Micro Grant Program as outlined in this application. Following signed, approval of practice completed, participants will be paid for services directly from the Watershed Agricultural Council.

Applicant's signature (required)

Date

## APPLICATION REQUIREMENTS

1. Eligible applicants must submit a complete grant application by the application deadline listed in the RFA in order to be eligible for review.
2. Applicants may apply for one micro grant category for each grant cycle.
3. Application deadlines are September 30, 2018, January 31, 2019 and April 30, 2019. Applications will be reviewed against scoring criteria included in these instructions. Applicants will be notified of the approved/denied status two weeks after the deadline.
4. Grant applications will be awarded based on availability of program funding.
5. These are reimbursable grants. Closeout packages must provide necessary documentations per each category before reimbursement is issued.
6. Payment will not be issued to participants who are not in good standing with WAC.
7. In order to receive the grant award, applicants must submit receipts, invoices and other proper documentation following requirements described for each grant category.
8. \$5,000 cap per applicant per year.
9. Approved applications are subject to cancellation after 6-months. Staff can use their best judgement to grant extensions upon request.

Prior to issuing payment WAC will review the Closeout Package to ensure conformity with the approved application and EV guidelines. After this review WAC will submit payment directly to the applicant in accordance with the criteria in each category.

One of the benefits of the Economic Viability Program is its ability to explore innovative methods for enhancing economic viability in the Watershed. To maximize this benefit the WAC Economic Viability Committee encourages a creative atmosphere that is receptive to new grant categories consistent with funding requirements which will soon include Farm Transition Support, Business Planning and Staffing Reimbursement.

The Economic Viability Micro Grants Program is funded by the NYC Department of Environmental Protection, the City and its residents. Consumers of City water are the beneficiaries of the measures to be implemented under the grants program because of its effect on the NYC Watershed. The Council is funded by the NYC DEP, USDA, U.S. Forest Service and other sources. EOE/EOP ©2018

**Mailing Information:**  
**Watershed Agricultural Council**  
**c/o Economic Viability Program**  
**44 West Street**  
**Walton, NY 13856**

## FOR OFFICE USE ONLY

Send letters to: Applicant

Approved By: \_\_\_\_\_

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

Practice Selected: Training Reimbursement  
Mileage Reimbursement

Marketing Reimbursement  
Logger Workers Comp. Reimbursement

## TRAINING REIMBURSEMENT

To encourage continuing education relating to economic viability (improving profitability and sustainability) issues among eligible applicants by providing grant funding to help applicants offset the cost of online courses, workshops, seminars, conferences and college courses.

- i. Only training opportunities that occur after the approval date will be eligible for funding.
- ii. A description of the training, including an agenda or syllabus, must be included with the application prior to approval.
- iii. Prior to payment the applicant must complete and submit a Training Reimbursement Closeout Package. The Closeout Package includes proof of training attendance, an invoice identifying total cost of the training, a completed W9 and a completed EV Micro Grants Application. The payment will be based on the training invoice.
- iv. To be eligible for funding the training must occur within 6 months of the approval date.

## TRAINING REIMBURSEMENT CRITERIA:

1. Please provide an explanation of how the training has/will improve profitability and sustainability:

2. Please attach and identify necessary documents including description of training, agenda, syllabus, workshop overview, and/or other documents:

3. What knowledge was gained and how it supports your business:

## MARKETING REIMBURSEMENT

To encourage branding, advertising and communications related to the marketing of products and services provided by eligible applicants.

- i. Eligible Marketing activities are: farm signs, product labels or packaging, logo development, webpage development, advertisement design and placement, and restaurant or retail events that introduce consumers to a product or service. In addition, vendor fees for activities such as fairs and farmers' markets are also eligible for Marketing Reimbursement funding.
- ii. Applicants must submit an estimate of cost for the desired Marketing activity with the application. All estimates of cost must be provided by a qualified organization or professional. In addition, the application must describe the products or services that will be marketed in the event the application is approved.
- iii. Only marketing activities that occur after the application approval date are eligible for reimbursement.
- iv. Prior to payment the applicant must complete and submit a Marketing Reimbursement Closeout Package. The Closeout Package includes .pdf, .eps and/or .jpg design files for logos, digital copies of advertisements, pictures documenting event attendance, a summary of products or services sold, an estimate of the total revenue generated, a completed W9 and a completed EV Micro Grants Application.

## MARKETING REIMBURSEMENT CRITERIA:

1. Please describe need for developing a new logo, brand and/or ad (for print and/or social media) and how it will positively support your business growth and diversification:

2. Please provide project overview for 1) website development 2) website support or 3) adding a sales option to enhance the economic viability of our business:

3. Please explain how a new fair, restaurant or retail event will increase awareness and profitability:

## MILEAGE REIMBURSEMENT

To enhance the economic viability of New York City Watershed farm and forest businesses by off-setting the cost of attending new events and/or transporting products to new markets or venues. Funding will be considered for applicants that demonstrate mileage is assisting in the expansion of their market reach. One time, offset, not intended to be used for continual mileage.

- i. WAC will reimburse applicants at the current federal mileage reimbursement rate. Google map directions should be submitted round trip.
- ii. Applicants must submit an application prior to travel that identifies the eligible market, event, or new venue desired to attend, the date and the distance. All mileage will be calculated using the applicant's business address.
- iii. Prior to payment the applicant must complete and submit a Mileage Reimbursement Form provided by the Watershed Agricultural Council when accepted and receipts from event confirming attendance. The Closeout Package includes the travel starting point (the business location), destination, a completed W9 and a completed EV Micro Grants Application.

## MILEAGE REIMBURSEMENT CRITERIA:

1. Please provide an overview of the new event, farmers' market, marketing venue opportunity:

2. Please describe financial impact (or projected) of the event, market, venue:

3. Please describe how the new event, market, venue expanded your business and products reach to new consumers:

## LOGGERS WORKERS COMPENSATION REIMBURSEMENT

To enhance the economic viability of New York City Watershed Logging businesses by 1) off-setting the cost of Workers Compensation Insurance and 2) encouraging the use of the Planning Analysis in Timber Harvesting (PATH) software to assess logging costs and revenue.

- i. Eligibility: Trained Logger Certified (TLC) loggers who have completed at least one BMP Program project with WAC in the past twelve months.
- ii. Applications will be ranked and approved based on the total amount paid to the applicant loggers over the past twelve months through the BMP Program.
- iii. Prior to payment loggers must submit proof of workers compensation insurance (WCI) to WAC and bills that document their annual WCI costs. All payments will be calculated based on this documentation.
- iv. Submit completed PATH inputs identifying cost savings and where they were applied.
- v. WAC will not issue payment to loggers that do not currently have WCI.
- vi. Loggers will have six months from the application approval date to complete their Workers Compensation Reimbursement project.
- vii. Clear explanation of how business plans to use the cost savings from WAC's Loggers Workers Compensation.
- viii. One-time payment, only available July 1, 2018-June 30, 2019.

## LOGGERS WORKERS COMPENSATION REIMBURSEMENT CRITERIA:

1. Submit completed PATH inputs identifying cost savings and where they were applied:

2. Explanation of how one time cost savings will be applied to improve business viability: