

Microenterprise Assistance Program Fact Sheet

Purpose: To provide low-income Sunnyvale residents and Sunnyvale entrepreneurs with technical assistance and seed grants to start or expand an eligible microenterprise.

Partners: SBA, SV-SCORE, SV-SBDC, Foothill College Entrepreneurship Center, Women’s Initiative, and AnewAmerica.

Eligibility: **Microenterprise Eligibility:**

- Commercial enterprise with five or fewer owners and/or employees. Any party having a full or ownership interest greater than 0%, including shareholders, partners, etc., is considered an owner of the business and must meet all income and other eligibility criteria.
- Microenterprise must show evidence of strong potential for commercial success, and must submit a sound business plan, reviewed by a partner agency.
- Microenterprise must demonstrate a need for the seed grant for legitimate business expenses and expenditures.

Owner Eligibility:

- Sunnyvale resident and/or owner of a microenterprise physically located in Sunnyvale.
- Each owners’ household income must be within the federal Community Development Block Grant (CDBG) Program Low Income Limits for Sunnyvale (see table below).
- Each owner’s total household assets may not exceed \$50,000 per household, excluding equity in owner’s primary residence and IRS-recognized retirement accounts. However, income from retirement accounts is included in determining household’s gross annual income.

Household Size (Number of people in owner’s household)	Maximum Gross Annual (pre-tax) household income
1 person	\$ 56,500
2 person	\$ 64,600
3 person	\$ 72,650
4 person	\$ 80,700
5 person	\$ 87,200
6 person	\$ 93,650
7 person	\$ 100,100
8 person	\$ 106,550

Grant Amount:

Up to \$10,000 per microenterprise for eligible business expenses and expenditures as specified in submitted business plan and requested in the grant proposal, as approved by the Grant Selection Committee. Grant funds may not be used for owner salary/compensation or personal living expenses.

Grant funds will be disbursed on a reimbursement basis or third-party payment basis for those expenses or expenditures reflected in your submitted business plan and requested in your grant proposal, as approved by the Grant Selection Committee. Grant recipients will be required to provide documentation for approved amounts.

Grant Application Process:

1. Attend an Entrepreneur Orientation and obtain the Microenterprise Grant Application Form.
2. Meet with a business counselor from a technical assistance organization (such as SV-SCORE, SV-SBDC, Women's Initiative, or AnewAmerica) to refine your business plan and grant proposal.
3. Complete the Microenterprise Grant Application: Part I (Eligibility) and Part II (Grant Proposal). Assistance with Part I of the application (income verification/eligibility) is available from the City of Sunnyvale Housing Division upon request: **(408) 730-7250**. Assistance with Part II is available from any of the agencies listed in 2 above.
4. Applications will be reviewed by NOVA and Housing Division staff for program eligibility. Eligible proposals will be forwarded to NOVA's Grant Selection Committee for grant consideration. Grants are competitive: Submission of application does not guarantee grant award. Incomplete and/or ineligible applications will be rejected. Supplemental business-related documents or materials received after the application deadline will not be reviewed or evaluated as part of the grant application. Application contents are not confidential. Further details will be provided at the Orientation.

Grant Application Deadline:

Applications must be received by **5:00 pm on March 9, 2011**. Postmarks will not be considered.

PLEASE FORWARD APPLICATION TO:

NOVA

Attention: Rhonda Pryor

505 W. Olive Avenue, Suite 550

Sunnyvale, CA 94086

Phone: (408) 730-7232

Fax: (408) 730-7643

Grant awards will tentatively be announced by April 2011.

For Additional Information:

Business Partners/Program Contact: Rhonda Pryor, NOVA Business Liaison
408-730-7249 / rpryor@novaworks.org

Eligibility/Income Verification: Rachél DeBord, Housing Technician
408-730-7250 / rdebord@ci.sunnyvale.ca.us

The Microenterprise Assistance Program is funded by the federal Community Development Block Grant Program, U.S. Housing and Urban Development (HUD), and is being administered by NOVA and the City of Sunnyvale Community Development Department, Housing Division <http://Housing.InSunnyvale.com>.