



Rushford Micro-Grant Program

Revised January 2025

Objective:

The Rushford Micro-Grant Program is a **matching** grant designed to support small businesses, home-based businesses, and non-employer businesses located strictly within the City of Rushford. Because the program provides taxable grant dollars, awardees will receive a 1099 form for tax reporting purposes. The program's primary focus is to attract and support businesses that drive **long-term economic sustainability** by creating jobs, filling commercial spaces, and fostering business growth. The program reflects the commitment of the Rushford Economic Development Authority (EDA) to promote a vibrant, diverse, and sustainable local economy.

Eligibility Criteria:

1. Business Type:

- Traditional brick-and-mortar businesses located in commercial spaces within Rushford.
- Home-based businesses operating legally (conditional use permitted) within the City of Rushford, provided they demonstrate economic benefit to the community.
- Non-employer businesses (e.g., freelancers, sole proprietors) based within Rushford, provided they demonstrate economic benefit to the community.

2. Location:

- Businesses must be located **within the City of Rushford**.

3. Grant Amount:

- The program provides grants of **up to \$2,500**.
- **A maximum of up to \$2,500** may be provided to one location within two years.

Eligible Uses of Funds:

To support long-term economic growth and sustainability, grant funds may be used for the following:

- **Business expansion** or improvements that lead to increased capacity, productivity, aesthetics for commercial buildings, or efficiency (building codes apply to any building-related improvements)
- **Job creation** and recruiting costs
- **Equipment purchases** directly tied to business growth or enhancing operational capacity
- **Marketing and advertising** to attract new customers, expand service areas, or enter new markets
- **Technology upgrades** aimed at improving business performance or competitiveness
- **Professional development and training** to improve skills and business capabilities
- **Community engagement events** that provide measurable economic benefits to the business and community
- **Sustainability-focused improvements**, such as energy-efficient technology or practices that reduce long-term costs
- **Music events:** No more than two music events per applicant in a public space

Ineligible Uses of Funds:

The following uses are ineligible for funding:

- Payment of existing debt
- Personal or non-business-related expenses
- Recurring operating costs (e.g., utilities, rent, taxes)
- Concessions, T-shirts, food, beverages, gifts, or prizes for resale
- Construction or renovation of facilities unrelated to long-term economic sustainability
- General contingency or miscellaneous costs
- Costs incurred before or after the project/event
- Religious or political events or charitable events benefiting specific individuals
- Events with inappropriate themes, such as nudity, violence, or other offensive content

Application and Review Process:

1. Submission:

- Applicants must submit a **completed Micro Grant Program application** form that includes detailed information about the business, the intended use of funds, and how the grant will contribute to long-term economic sustainability.
- **City staff will conduct an initial review** to confirm that all required information is provided. Incomplete applications will be returned with specific guidance for completion. Applicants will be encouraged to resubmit promptly.
- **All complete applications** will be forwarded to the EDA for review.
- Applications will not be accepted if property taxes and/or city utility bills are delinquent.

• Review:

- The EDA will review all complete applications, with a focus on:
 - **Business growth potential:** Projects demonstrating clear potential for expanding business operations, increasing capacity, aesthetic improvements, or scaling services.
 - **Job creation:** Projects that create or retain jobs within Rushford will be given priority.
 - **Public benefit:** The business must demonstrate how it will provide measurable economic benefits to the Rushford community (e.g., job creation, filling vacant spaces, aesthetic improvements, unique services).

• Project Review:

- The City staff and EDA will evaluate applications based on:
 - **Project Design:** Review of proposed activities, timelines, and the applicant's ability to implement the project in a way that supports long-term sustainability.
 - **Financial Feasibility:** Projects leveraging private funds alongside the grant will be prioritized. Applicants must provide:
 - Proof of matching funds
 - Consideration for local suppliers, contractors, and event coordinators

- **Release of Funds:**
 - Funds will be released after the project is completed, and applicants will provide copies of paid invoices or other documentation to prove project costs. The Rushford City Council will authorize payment.
- **Appeals Process:**
 - Denied applicants may appeal to the City Council, which will determine funding eligibility based on the project's merits and alignment with the program's goals.

Liability and Hold Harmless Provision:

Applicants agree that the City of Rushford, including its governing body members, officers, agents, consultants, legal counsel, and employees, will not be held liable for any loss, damage, injury, or death related to the project funded by the Micro-Grant Program. The applicant releases and agrees to indemnify the city from any claims arising from the project, except in cases of willful misconduct by the City. The applicant assumes full responsibility for any liabilities or damages resulting from their project.

Signatures:

/s/ _____
Derek Colbenson, President, EDA
 Date: _____

/s/ _____
Terri L. Benson, Mayor
 Date: _____

/s/ _____
Kathy Zacher, City Clerk
 Date: _____

Micro-Grant Program Application



Section 1: Applicant Information

1. **Business Name:** _____
2. **Business Owner(s) Name(s):** _____
3. **Business Address** (must be within the City of Rushford):

4. **Business Contact Information:**
 - o Phone: _____
 - o Email: _____
5. **Business Website or Social Media** (if applicable): _____
6. **Business Type** (Please check one):
 - Brick-and-Mortar
 - Home-Based Business
 - Non-employer business (e.g., freelancer, sole proprietor)
7. **Number of Employees:** _____ (If none, state 0)
8. **Years in Operation:** _____

Section 2: Business Details

1. **Brief Description of Your Business:** Provide an overview of your business, including your products or services.

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2. **Public Benefit:**
How does your business benefit Rushford's community?

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Examples include job creation, providing unique services, filling vacant spaces, etc.

Section 3: Grant Request and Project Costs

1. **Total Project Cost:** _____
2. **Amount Requested (up to \$2,500):** _____
3. **Applicant Contribution:** _____
4. **If leased property permission is granted by the owner for improvements:** Yes or No

5. Intended Use of Grant Funds:

Describe how you plan to use the grant funds (e.g., equipment purchase, marketing, aesthetic improvements, technology upgrades).

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6. What impact will this grant have on your business?

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Please include specific benefits, such as increased revenue, expanded services, or improved operational capacity.

7. Previous Grants or Assistance:

Have you received any previous financial assistance from the City of Rushford or other local programs?

Yes (Please list below)

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No

Section 4: Agreement and Certification

By signing below, I confirm that the information provided in this application is accurate and commit to completing the intended purpose as described. I understand that the Rushford Micro-Grant Program provides taxable grant dollars, and I will receive a 1099 form for tax reporting purposes. I understand that providing false information may result in the revocation of any granted funds and impact future consideration of the City of Rushford program requests.

Applicant Signature: _____

Date: _____

Checklist for Submission:

- Completed Application Form
- Proof of Business Registration or Documentation