

Economic Viability Business Planning Program

Watershed Agricultural Council
Economic Viability Program
nycwatershed.org



ECONOMIC VIABILITY BUSINESS PLANNING PROGRAM

Purpose: Support the development of professional economic viability business plans for NYC West of Hudson Watershed farm or forestry businesses in order to better position these business for improved economic profitability and sustainability.

Eligibility: Any farm and/or forestry business owner or Pure Catskills member with business property inside the NYC West of Hudson Watershed, preference will be given to WAC participants.

Open Enrollment: Applications will be accepted on a rolling basis, with applicant selection occurring at the end of each month. Businesses approved for grant funding must provide proof of completion of proposed projects and all invoices for projects to WAC in order to be eligible for grant funding reimbursement.

If you need assistance with completing this form please contact the Economic Viability Program at (607) 865-7090 ext. 293.

BUSINESS 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

Applicant's signature (required)

Date

CONSULTANT INFORMATION

Company/Consultant

Business

Address

Town

State

Zip

Application Check List:

- Project Overview
- Consultant Proposal
- Total Cost Request
- Timeline for Completion

TOTAL COST REQUEST

Amount *Cannot exceed \$2,000

PROJECT REQUIREMENTS

1. Applications will be accepted on a rolling basis. Applicants will be notified of the approved/denied status no later than 30 days after the end of the month they applied in.
2. Grant applications will be awarded based on availability of program funding and merit of project proposal based upon evaluation criteria included in this application.
3. Eligible applicants must submit a complete grant application including a description of need for project funding. Applicants may apply for one business plan in the fiscal year.
4. These are reimbursable funds. Closeout packages must provide necessary documentation per each category before reimbursement is issued.
5. Payment will not be issued to participants who are not in good standing with WAC.
6. In order to receive the reimbursement, applicants must submit an invoice to WAC including proper documentation and receipts.
7. \$2,000 cap per applicant per year.
8. Approved applications are subject to cancellation after one year. Staff may grant extensions upon request with approval by WAC's Economic Viability Committee.

Grant recipients agree that a copy of any and all materials and documents, written or otherwise, including invoices, the completed business plan and its contents (sensitive, private or confidential information may be redacted) will be forwarded to WAC. The business owner, consultant and the Economic Viability Program Director agrees to sign the completed business plan form as part of the reimbursement closeout package.

The Watershed Agricultural Council's grantees/participants are at the core of our mission and work. We are most effective when we are working together with participants to achieve the shared impact we all desire. WAC is therefore committed to safeguarding your personal information. All data, materials, knowledge and information generated through this application is to be considered privileged and confidential and is not to be disclosed to any third party with the exception of WAC staff and designated individuals processing applications as well as agents and auditors from funding sources reviewing collected information generated consistent with the terms of the sponsoring agreement. The business owner has the right to redact any sensitive, private or confidential information.

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 © 2019

PROJECT DETAILS

The business plans should include but are not limited to the following elements:

- i. executive summary
- ii. mission/vision statements
- iii. business description
- iv. SWOT analysis
- v. market analysis
- vi. marketing plan
- vii. operations plan
- viii. management summary
- ix. financial plan & analysis

Business plans must be developed by a qualified consultant from the approved Vendor list identified. The business and consultant will be responsible for scheduling meetings and completing a business plan consistent with the requirements outlined within one year from the approval date. WAC and the business owner will review the final plan for compliance and acceptance.

Applicants must submit an estimate of cost for the project with the application. All estimates of cost must be provided by a qualified organization or professional. Office space is available if needed to meet with selected businesses upon due notice.

Prior to issuing payment, WAC's Economic Viability Program Director or designee will review the closeout package signed by the business owner that completed it. Applicants must submit a completed business plan with the signed completion form by the consultant and business owner provided by WAC for review. After this review WAC will submit payment via a two party check (payment to vendor) or a check directly to applicant.

CRITERIA:

Please provide a clear explanation of the project identifying 1) your business needs and 2) how this plan will improve your economic profitability and sustainability:

Consultant proposal overview including cost of services:

CRITERIA:

Please provide a project timeline for completion and other information you would like to provide:

APPROVED VENDOR LIST AND OTHER RESOURCES

Approved Vendor List:

Cornell Cooperative Extension Agricultural Educators (any CCE)
Center for Agricultural Development & Entrepreneurship (CADE)
Livestock Foundation
FarmNet
FarmCredit East
Cornell Small Farms Program
Any University or College
GrowNYC
United States Department of Agriculture (USDA)
Farm Service Agency (FSA)
New York State Ag & Markets
Local Economic Development Agencies
New York Small Business Development Centers

Other: if you would like to use a business not listed please provide:

- three references
- supporting documents including a sample of other plans written
- contact information

Sample Business Plans and other Resources:

smallfarms.cornell.edu/plan-your-farm/planning-funding-your-farm-business/sample-business-plans/
smallfarms.cornell.edu/plan-your-farm/planning-funding-your-farm-business/business-plan-templates/
newfarmers.usda.gov/make-farm-business-plan
thespruce.com/write-a-small-farm-business-plan-3016944
newfarmers.usda.gov/technical-assistance-planning-your-business