



Wayne County Microburst Program Frequently Asked Questions (FAQ)



What is the Wayne County Microburst Program?

This funding program is made possible through a collaboration between Wayne County and the WEDC. It is part of the Wayne County KickStart initiative which fosters a culture of entrepreneurship among our county residents. If you are a Wayne County resident with a new business idea, let us help you KickStart your business.

What program funding is available?

The Wayne County Microburst Program was created to provide a grant and a matching loan administered by the WEDC. The program includes a grant and loan match and a cash contribution.

- The loan fund will match the grant at a minimum of 1:1 grant to loan;
- The grant will range from \$5,000-\$20,000; and
- The owner will provide a minimum of a 10% cash match to the total project cost.

What makes a business eligible for the Microburst program?

In order to qualify for the Wayne County Microburst Program, the business must:

- Be in business for less than a year (at time of application);
- Be located in Wayne County and owned by a Wayne County resident;
- Have 5-or fewer employees including the owner (at the time of application);
- Create one (1) Full Time Equivalency (FTE) job and the job must benefit a person from a low- to moderate-income (LMI) family. This can include an employee or the business owner;
- Must provide 10% cash equity toward the total project cost and the equity cannot come from other loans;
- Agree to loan terms from 1 to 5 years based on use of funds;
- Attend required SCORE Business classes;
- Allocate program funds toward eligible items such as furniture and fixtures, equipment, working capital, inventory, and employee training expenses;
- NOT allocate program funds for construction costs;
- Must fill out a complete application; and
- Have the application approved by the WEDC Board of Directors.



How do I find out more information on the SCORE workshops?

Before WEDC will accept a complete application, the business owner(s) must complete workshops from the Greater Rochester SCORE program. These workshops are administered online. It is encouraged to participate in the live SCORE workshops where the business owner can ask questions. If someone from the business is not able to attend one of the live sessions, a recording will be available along with required questions, to make sure the business owner listened to the workshop.

To sign up for the SCORE workshops contact krbronson@co.wayne.ny.us or 315-946-5919.

What does low- to moderate-income (LMI) mean for the Wayne County Microburst Program?

Low- to moderate-income (LMI) income means that the income is at or below 80% of area median income. Please refer to page 11 in the loan application.

What does Full Time Equivalency (FTE) mean?

Full Time Equivalent (FTE) is defined as one employee working no less than 40 hours per week or two or more employees together working a total of 40 hours per week.

Can someone apply to the Microburst and the Wayne County Startup Pitch Competition at the same time?

No, an applicant can only apply for one program at a time.

For more information go to:

- KickStart Wayne County webpage at www.wedcny.com
- Contact us by email at krbronson@co.wayne.ny.us
- Call Monday to Friday, 8am – 5pm or leave a voicemail at 315-946-5919.

