The City of Palo Alto has allocated $150,000 in CDBG funds towards a Pilot Microenterprise Assistance Program (MAP).

MAP is a new Palo Alto based community program that offers seed grants to assist individuals in starting their own business and/or grant funds to grow an existing business as a means of increasing participant’s economic self-sufficiency.

The goal of MAP is to provide access to new opportunities to improve the economic self-sufficiency of low-moderate income Palo Alto families and individuals.

Who is Eligible to Apply?

Eligible businesses are limited to new and existing commercial enterprises with five (5) or fewer employees, one (1) or more of which is the principal and owns the enterprise at the time of application. Businesses receiving funds must be owned by a person defined as low-moderate income (LMI) and either live or operate their business in Palo Alto.

Eligible Use of Funds

Applicants may request a grant amount ranging from $500 up to $15,000 as part of their application. Eligible use of funds includes:

- Working capital to support operations
- Purchase of machinery, equipment, and furniture
- Technology Infrastructure and upgrades
- Inventory and Supplies
- Marketing
- Payment of utilities, licenses, and insurance.

Sample Micro-Businesses

- **Retail**: vendors, jewelers, craft shops
- **Service**: restaurants/caterers, hairdressers, plumbers, and dog groomers
- **Manufacturers**: carpenters, craft artisans, bakers, and specialty gift makers.

Pre-Application Process

1. All Applicants must complete the City of Palo Alto’s MAP Pre-Application form by January 15, 2014.
2. Application forms should be submitted to:

   City of Palo Alto Planning and Community Environment
   250 Hamilton Avenue
   Palo Alto, CA 94301
   Attn: Consuelo Hernandez

3. CDBG Staff and the MAP Grant Review Committee will review all applications to establish an eligibility list.
4. Those placed on the eligibility list will be contacted with instructions pertaining to the formal application process.
5. Formal Applications are tentatively due on February 13, 2014. Only those placed on the eligibility list will be considered for MAP funds.

For more information please visit our website:
https://www.cityofpaloalto.org/displaynews.asp?NewsID=2480&TargetID=265