



## **NPP Small Business Innovation Micro-Grant Program**

Seton Village NPP allows for Business Innovation Micro-Grants (BIG) to our districts' small, independent businesses. These grants are capped at \$1,000 and are specifically tied to NPP-approved technical assistance provision to the business owners. Such technical assistance may include visual merchandising, marketing, online presence and e-commerce, business accounting and finance, store layout, point of sale options, enhancing the customer experience, and other topics as approved by NPP.

Other examples may include (but are not limited to) actions that:

- Introduce new products and service lines
- Combine products and services with experiences that enhance customers' knowledge and enjoyment (demonstrations, classes, events)
- Support new collaborations between businesses that extend the market reach of each
- Create "store within a store" opportunities (pop ups or permanent installations)
- Increase a business's technological capacity to sell online (such as developing an e-commerce enabled site) while retaining the physical presence in the NPP District
- Experiment with or create new venues for sales
- Support other innovative approaches to sales, design and delivery that will increase businesses' connection to new markets; and
- Create or enhance marketing, branding, and graphic design efforts (for physical and online presence.)

The ultimate goal is to help our businesses implement innovations in business management practices and the physical or virtual store experience that will attract more customers and increase revenues.

Eligible grant applications will:

- Be signed off on by the technical assistance provider.
- Explicitly describe the intended results that the innovation is expected to foster; and
- Show how the business will assess the effectiveness of the grant.

### **Available Funding**

Eligible projects may receive a direct grant. The business' commitment to implement the technical assistance plan created for/with them serves as the match. Awards may range up to \$1,000 depending on the project. Most grants are expected to fall in the lower half of the range. BIG funds are limited to \$1,000 per year per eligible Seton Village NPP district business but do count against the \$5,000 cap for exterior improvement grants.



## NPP Business Innovation Micro-Grant Program Process

### Application Process

Business owners should contact the NPP Coordinator to discuss their project and determine if it meets the criteria for BIG consideration.

BIG applications are accepted on a rolling basis and funding is provided based on availability and the fit of projects with the goals of the program. The Seton Village program has the right to reject any project that it deems not to meet the goals of the program at its sole discretion or to limit the funding to any or all projects in order to provide assistance to the maximum number of applicants.

- Written notification of project approval will be provided by Seton Village NPP in writing. If work starts prior to a written notice of approval being provided no NPP grant funds will be disbursed.
- Once work is complete the applicant will provide proof of payment for all expenditures to receive matching grant funding. Seton Village NPP/South Orange Village will provide a check for the reimbursement within 2-4 weeks after proof of expenditures is received.
- In specific cases, based on demonstrated need of the grantee, Seton Village NPP may distribute funds in advance of grantee expenditures. If this is a concern, please discuss with Seton Village NPP as part of the grant application process.

### Project Completion Deadline

All Seton Village NPP BIG funded projects must be completed within three months of the agreed upon start date. The term “project completion” means that the innovation project has been implemented as specified in the approved application and that the business, with the NPP Coordinator, has assessed the success of the innovation, and identified next steps. *Failure to complete the project on time will deem the project owner ineligible for reimbursement of costs incurred or require the repayment of any advanced funds.*

### For more information, please contact:

Sally Unsworth  
Seton Village, NPP Coordinator  
Email: [nppcoordinator@southorange.org](mailto:nppcoordinator@southorange.org)  
Phone: 646-361-4530



## NPP Business Innovation Micro-Grant Program Application

### 1. APPLICANT CONTACT INFORMATION

Your Name: \_\_\_\_\_

Applicant Business Name: \_\_\_\_\_

Applicant Address: \_\_\_\_\_

Applicant Cell Phone: \_\_\_\_\_

Applicant E-mail: \_\_\_\_\_

Technical Assistance Provider: \_\_\_\_\_

If a collaboration, name and provide contact information for partner(s) below:

### 2. PROJECT DETAILS

My Project is in the Seton Village NPP District? \_\_\_\_\_ Yes \_\_\_\_\_ No

#### NEED/GOALS

Please describe the need for and goals for this BIG funded project. Please include or attach the specific recommendation(s) from the technical assistance provider listed above:

#### PLAN

Please outline the steps you will take to implement this project and the timeline for taking them:

**ASSESSMENT:**

How will you assess the success of this project?

**3. PROJECT COST**

Estimated Total Project Cost: \$\_\_\_\_\_

NPP Portion of Project Cost: \$\_\_\_\_\_ (Up to \$1,000)

Private Portion of Project Cost: \$\_\_\_\_\_ (if any)

**4. CERTIFICATION**

I, the undersigned, certify that all information provided herein is true and accurate to the best of my knowledge.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant Name

\_\_\_\_\_  
NPP Technical Assistance Provider Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
NPP Technical Assistance Provider Name

\_\_\_\_\_  
Seton Village NPP Coordinator Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Seton Village NPP Coordinator Name