

## Contact Information

All persons interested in learning more about the assistance provided and/or obtaining an application for assistance can contact:

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Community Development  
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*Email: [kcampbell@sonoraca.com](mailto:kcampbell@sonoraca.com)*

OR

*APPLICATIONS ARE ALSO  
AVAILABLE ONLINE AT:*

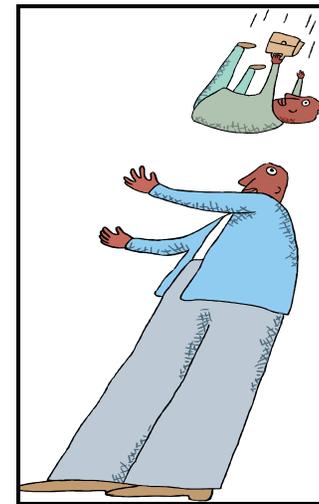
*[www.sonoraca.com](http://www.sonoraca.com)*



The Microenterprise Assistance Program will be implemented in ways consistent with the City of Sonora's commitment to Fair Lending and Equal Opportunity. No person shall be excluded from participation in, denied the benefit of, or be subjected to discrimination under the Program on the basis of age, ancestry, color, creed, physical or mental disability or handicap, marital or familial status, medical condition, national origin, race, religion, gender or sexual orientation, source of income or other arbitrary reason.

## CITY OF SONORA MICROENTERPRISE ASSISTANCE PROGRAM

FREE TRAINING AND  
ONE-ON-ONE  
TECHNICAL ASSISTANCE



*An opportunity to  
receive the assistance  
you need to grow a  
successful business!*

## MICROENTERPRISE ASSISTANCE

The Microenterprise Assistance Program is designed to stimulate growth of small business within our community and create new private enterprise jobs that will improve the economic conditions for all residents in the community. The Program provides technical assistance and Micro Loans to eligible persons starting a private for-profit business or expanding an existing business within the City of Sonora. Non-profit entities are not eligible for the Program.

Participants for the Program must meet the following criteria:

1. The business must have five or fewer employees, including the owner(s).
2. Any person receiving assistance must be from the Target Income Group (TIG), the City will verify this prior to participation in the Program.
3. Business must be located within the City of Sonora or planning to locate within the City.
4. Applicant must have previous related experience.
5. Clearly identified vision of business goals.
6. Ability to understand and describe the market for their product or service.
7. Commitment to working hard for business success.

## TECHNICAL ASSISTANCE

Program Goal - The overall goal of the Program is to provide specialized training and “one-on-one” technical assistance to eligible Microenterprises to assist in operating a successful business and/or expanding their business.

### Initial Review -

The applicant will complete and submit Program Applications to the City of Sonora’s Community Development Department. Department Staff will review applications with the applicant and screen for Program eligibility. Those in need of basic entrepreneur training will be referred to SCORE, Business Alliance of Tuolumne County or Columbia Community College for further assistance. Those eligible for the Program will be referred to The Alliance Small Business Development Center (SBDC).

### Technical Assistance -

The SBDC Staff will meet with the participant to ascertain readiness and obtain the necessary information needed to formulate a Diagnostic Team for the business. Participants will be assigned personal consultants who will provide the individualized business training needed for their business enterprise. The City of Sonora will serve as the liaison between the Program participant and business consultants to assure that they are receiving the needed services.

## MICRO LOANS

### Eligibility -

Program participants who have completed business training and have finalized their Business Development Plan can apply for a Micro Loan. The SBDC will assist participants in preparing and submitting a loan application to the City for processing.

### Loan Terms -

Amount - \$2,500 to \$15,000.

Term - 3 to 5 years (based on the asset being financed)

Interest Rate - *Varies (By allowing interest rate flexibility the City can tailor the loans under this Program to meet the specific needs of the individual businesses.)*

A loan applicants must:

- Demonstrate the ability to operate a business successfully
- Demonstrate that the business has sufficient borrowing ability or equity to operate, with the loan, on a sound financial basis
- Demonstrate the proposed loan is of sound value and provides for the current and future needs of the business
- Demonstrate that the past earning record and future prospects of the firm indicate the ability to repay the loan and other fixed debt, if any, out of the profits
- Demonstrate the capacity for operating the business and managing future growth