

For Immediate Release

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Orleans County Local Development Corp. Launches New Microenterprise Assistance Program (MAP)

Register online now through August 22

July 22, 2024, ALBION, NY – The Orleans County Local Development Corporation July (OCLDC) is pleased to announce registration has begun for the Orleans County Microenterprise Assistance Program (MAP). Beginning September 19 through November 21, MAP classes will be held on Thursday nights from 6:00 PM to 8:00 PM at Cornell Cooperative Extension in Albion. This comprehensive business education initiative is funded in part by a Federal Community Development Block Grant and the OCLDC to foster small business growth and entrepreneurship within Orleans County.

Prospective entrepreneurs aged 18 and older, who maintain a permanent residence in Orleans County, are encouraged to apply. The course fee is \$300; however, financial aid is available for qualifying applicants based on financial need. Participants will benefit from a new curriculum designed to provide essential business education, training, technical assistance, and access to potential capital resources.

Led by a new group of industry professionals, the course spans a 10-week period and covers topics such as:

- Legal requirements for starting a business
- Forms of ownership,
- Business plan development
- Taxation for sole proprietors
- Marketing and advertising strategies
- Bookkeeping and record keeping
- Banking essentials,
- Pricing goods and services
- Cost analysis.

"The Orleans Microenterprise Assistance Program is a resource for individuals looking to establish or expand their small businesses," said Matt Holland, MAP manager. "We are committed to providing participants with the knowledge and tools necessary to thrive in today's competitive business environment."

Since 2002, there have been 544 MAP participants. Over 200 of them started a variety of businesses in Orleans County, while more than 120 were already in business.

Interested individuals can complete [the application](#) online in under 10 minutes or contact the OCLDC with further program questions at (585) 589-7060 ext. 1 or MHolland@orleansdevelopment.org.

About the Orleans County Local Development Corporation:

A division of the OEDA, Orleans County Local Development Corporation (OCLDC) is committed to fostering sustainable economic growth in Orleans County, New York. Dedicated to building a supportive ecosystem that nurtures entrepreneurship, OCLDC improves access to small business development opportunities, education, and training, while ensuring greater equity for our rural communities to thrive in the global marketplace.

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