

Recommended Funding Application Changes:

- Cover page – add a spot for the applicant name
- Page 2 – remove exhibit 6 and change numbers accordingly.
- Page 3 – Add the following instruction: All applicants please complete the financial disclosure forms which are contained in a separate document entitled “Financial Disclosure”. Please be sure to send the “Financial Disclosure” document as a separate document from the master application and any other attachments you may be providing. This is for the protection of the confidentiality of the applicant’s financial information.
- On the new “Financial Disclosure” document add the following instruction: all applicants must submit financial information (either 3 year historical or 5 year projections with a business plan if the applicant has less than 3 years audited historical financials).
- Page 3 – Add Agricultural Investment Track and the following Track Description: Increasing the Agricultural Profile of the Western New York Region. This can be achieved through projects which: increase local access to markets; create new products; increase production; reduce production costs; create and implement Regional marketing strategies; create connections between research and farming; create jobs and careers in Agriculture; and increase the value of a Regional Brand.
- Page 4 – Fix the assistance requested box – it does not show the entire number once saved
- Page 4 – Add a Space for Total Project Cost above Assistance Requested
- Page 4 - Add Agricultural Investment Track
- Page 4 – Move question 31 to page 4 in between Contact Information and Project Location
- Page 6 – Triple the Character Limits
- Page 6 – add a new section entitled: General Project Readiness. Under this section add the following questions:
 1. Can the project proceed immediately following a signed incentive proposal allocating the requested award amount?
 2. Is the funding for the remaining project cost secured?
- Page 7 – Double the Character Limits
- Page 8 - Double the Character Limits
- Page 9 – Double the Character Limits
- Page 11 – Double the Character Limits
- Page 13 - #36 – should ask for 51% not 50%
- Page 17 – Double Character Limits
- Page 18 – Double Character Limits
- Page 19 – Double Character Limits
- Page 20 – Double Character Limits
- Page 21 – Double Character Limits
- Page 22 – Double Character Limits
- Page 25 – Double Character Limits

- Page 26 – Double Character Limits
- Page 27 – Double Character Limits
- Page 28 – Make this an Agricultural Track and ask the following questions:
 - Please explain how this project will result in increased access to Agricultural Markets. (1000 Characters)
 - Please describe any new products this project will allow to come to market.(1000 Characters)
 - Please describe any new efficiency process this project will create. (1000 Characters)
 - Please explain how this project will increase production. (1000 Characters)
 - Please explain how this project will reduce cost. (1000 Characters)
 - Please describe how this project creates a marketing strategy profiling local foods that will result in increased sales across the industry sector in the Region. (1000 Characters)
 - Please explain how this project will connect local growers to research that will improve: growing techniques; processing; packaging and distribution; the creation of new products; and the creation of links to new markets. (1000 Characters)
 - Please explain how this project will promote new careers in agriculture in WNY. (1000 Characters)
 - Please explain how this project will create and or promote a Regional brand in Agricultural markets.
- Page 36 (Exhibit 5) Change Text to: (All applicants must provide a Business Plan and a 5 Year Financial/Economic Impact Projection (a five year financial/economic impact projection should show how an investment from this fund will specifically drive the growth and profitability of the applicant’s entity or the Region).
If the applicant is an entity with less than 3 years operating experience please provide personal financial statements from a personal guarantor and a business plan that includes an explanation of: (1) the product being sold, (2) current and future size of market, (3) the Applicant’s current market share or potential future market illustrating how an increased market share can be achieved, (4) 5 year financial projections and (5) List Management Team Members and provide bios and résumés.
- Page 37 (Exhibit 6) – Eliminate (redundant)
- Remove all confidential financial disclosures from the application and direct applicants to a separate attachment which must be submitted as a separate form.
- Change all numbering throughout document to make sense with new additions.