

Schoharie Economic Enterprise Corp Announces Grant Funding for Small Business Web, E-Commerce, and Digital Media Support

*Up to \$65,000 available for businesses that qualify.
Deadline for applications is August 19, 2022.*

Schoharie County, NY (August 2, 2022) – The Schoharie Economic Enterprise Corporation (SEEC) in cooperation with Schoharie County Government announced today their second round of grant funding for small businesses in Schoharie County through the New York State Community Development Block Grant (CDBG) Coronavirus Aid, Relief and Economic Security (CARES) Program. Up to \$65,000 is available for businesses that wish to invest in their digital marketing and make their business more competitive and more resilient.

The grant funding is a part of the Digital Strategies Initiative, a resiliency-based, proven and data-supported means to add value to local businesses. Modeled after national programs, SEEC has initiated this Direct to Business (D2B) effort in response to the Coronavirus pandemic. D2B will increase small business access to professional technology services, such as digital strategists, creators and technicians, and improve the use of digital tools for economic stability and growth.

As part of SEEC's Digital Strategies, this effort was shaped by SEEC Advisors utilizing best practice information to tailor the program to meet local needs. This program is one component of the Digital Strategies SEEC and alliances are spearheading to close the digital divide and build 21st-century infrastructure in Schoharie County. "Meeting our community's digital needs has become more essential than ever," remarked Paul Conroy, SEEC Advisor. "The data shows that building digital tools and infrastructure has become as necessary as having electricity service to ensure Schoharie County businesses can compete in a 21st-century economy."

SEEC has been working closely with County leadership and leveraging regional connections to enhance the impact of the Digital Strategy initiatives. Through the Upstate Rural Broadband Conference, hosted by Southern Tier 8, SEEC made new connections and looks to utilize the data and expertise of those connections to identify additional ways to enhance digital connectivity in Schoharie County.

Highlighted at the conference, Schoharie County residents are leaving nearly \$1,000,000 on the virtual table. Though many programs are meant to aid businesses or infrastructure, the Affordable Connectivity Program looks to address the financial barriers for households. Funded through the Federal Government, offers up to a \$30/month discount on internet service and a one-time discount of up to \$100 for a laptop, tablet, or desktop computer for qualifying households. SEEC encourages households in Schoharie County to visit www.affordableconnectivity.gov for eligibility requirements or more information.

"Designing and delivering programs like the D2B effort and directing residents to the Affordable Connectivity Program will accelerate our recovery from the pandemic, strengthen our economy, and make us all more resilient in the future." SEEC Executive Director Julie Pacatte said. "We are delighted to have secured more than \$700,000 in grant resources to invest in the digital marketing strategies and tools that our community needs and leveraging a strong network of alliances to support the implementation of these resources,"

Grant amounts for the D2B program will be determined based on the business readiness and scope of work for companies with up to 25 employees. Additional information, including the simple application, is available on the SEEC website at www.seecny.org/digital-marketing.

The deadline for applications is Fri., August 19, 2022. For questions regarding the grant program or a pdf version of the application, contact progress@seecny.org. ➡