



For Immediate Release

Media Contact: Deb Hall, Senior Clerk, dhall@co.wayne.ny.us, 315-946-5919

Calling All Wayne County Entrepreneurs, Adults and High School Students

*From concept to startups, new businesses
can “pitch” or apply for funding assistance*

Lyons, NY – April 19, 2022 – Wayne County Office of Economic Development and Planning is once again announcing opportunities for new local business development. The locally run KickStart New Business initiative is maturing into its fourth year to include the popular adult “pitch” competition and new in 2022, a student “pitch” competition. The adult Pitch Competitions have invested a total of nearly \$100,000 over the past three years into three businesses that were early stage companies. Load Alone of Newark was the 2019 winner, then Agri-trak in 2020 and Sodus Bay Outfitters in 2021. The adult competition requires companies to develop business plans, to legally incorporate, and to launch their concepts into a working business.

New in 2022, the student version will encourage high school students in grades 9 to 12 for the 2022-2023 school year, to submit a 5-min video “pitch” describing their business concept, product or service. Each school district in the County will be notified of the opportunity to roll this program into their relevant curriculum. Student entrepreneurs can work in teams and can garner support from their teachers, mentors and other economic development resources. Winners will receive small cash awards. Submission guidelines are available at www.WEDCny.com. Deadlines for submission for the adult pitch will be in September of 2022. Deadline for student pitch will be October 14, 2022.

Another Wayne County funding program that helps kick start local business is the MicroBurst grant which can fund startup expenses up to \$20,000. There is an open application process in place today. “We are seeing more economic activity in the local business market,” stated Brian Pincelli, Director of Economic Development. “Creating and encouraging entrepreneurship is a vital part of our long term strategy.” More information the Microburst program is located at www.wedcny.com.

Economic Development and Planning Department
9 Pearl Street, 2nd Floor, Lyons, NY 14489

www.web.co.wayne.ny.us

An equal opportunity employer



The Wayne County Economic Development and Planning department performs multiple functions including implementation of local economic development initiatives, County planning board reviews, and management of land use and other planning studies. Staff members also provide services to the County Industrial Development Agency (IDA) and the Wayne Economic Development Corporation (WEDC) which offer several loan funds and can provide benefits to companies locating or expanding in Wayne County that meet certain qualifying criteria. More information about these programs is available online at <https://web.co.wayne.ny.us> on the Economic Development or Planning pages. For more information, contact the office directly at 315-946-5919 or email wedcny@co.wayne.ny.us.

###