



Does your business need help? Interested in starting a business?

We have services to help.

Are you income qualified for specialized business training programs?

The City of Atwater and Merced County have received funding to provide a specialized business training program for individuals whose income is 80% or less than the county median income.

What's so "special" about it?

Business experts, including executives from Fortune 500 Company's, venture capitalists, angel investors, and successful serial entrepreneurs will teach you how to analyze your business more strategically to gain more customers, get better market traction, incorporate technology more effectively, establish stronger strategic partners and attract growth capital.

What types of training?

The program involves classroom training, live webinars and one-on-one advising combined with customized local instruction to assist the entrepreneur in growing their business to make their case to potential investors and other funding sources.

Need funding for your business?

The City of Atwater has funds available through a local revolving loan fund (RLF) to help business startups and expansions. Loan funds are available for working capital, purchase of equipment and machinery, furniture and fixtures. The minimum loan amount is \$3,000 and the maximum is \$50,000.

How do we determine eligibility?

Individuals applying for the RLF program or participating in the specialized business training programs must meet income eligibility or be willing to hire employees that meet certain criteria. Applications and other information are available on our web site www.atwater.org or feel free to call Scott McBride at (209) 357-6345 or by email at business@atwater.org. All information will be kept in strict confidence.

Interested in other programs or don't think you will qualify based on income eligibility?

Need help getting started?

Let us help. The Alliance Small Business Development Center offers workshops, training programs, and one-on-one confidential counseling. Get help creating a business plan, marketing plan, and exploring financing options. Contact Mike Souza of the Alliance Small Business Development Center Merced Office at (209) 381-6545 or by email at msouza@alliancesbdc.com. We can also help you find other sources such as commercial lending and Small Business Administration (SBA) programs.

Want information on other programs and services?

Visit our web site at www.atwater.org for information on tax incentive areas, employee training programs, Merced College Customer Service Academy, obtaining a business license, and many other resources or feel free to call Scott McBride at (209) 357-6345 or by email at business@atwater.org