



FORWARD

City of Milpitas

455 E. Calaveras Blvd., Milpitas, CA 95035

FORWARD Platform

PO Box 12242, Seattle, WA 98101

City of Milpitas Launches Microenterprise Assistance Program

Now Accepting Applications for \$200,000 in CDBG Grants

Milpitas, CA – February 19, 2025 – FOR IMMEDIATE RELEASE

The City of Milpitas continues to provide resources to the business community recovering from economic impacts caused by the pandemic. The City of Milpitas' Microenterprise Assistance Program (MEAP) is designed to provide economic assistance to microenterprises within Milpitas. [FORWARD](#), the trusted partner in program administration for local governments, has partnered with the City of Milpitas to administer the MEAP. The application period for MEAP is now open and closes on Friday, March 14 at 6:00 PM.

The City of Milpitas has allocated \$200,000 of Community Development Block Grant (CDBG) funds to provide up to 40 microenterprises each with \$5,000 in grant funding via MEAP. The awards will provide a financial cushion and help alleviate the economic challenges faced by microenterprises in Milpitas. Priority will be given to eligible commercial and home-based daycare operators that apply. In 2024, MEAP provided \$2,000 CDBG-funded grants to 25 eligible microenterprises totaling \$50,000. This year's program reaffirms the City's economic support of Milpitas' microenterprise community since 2020.

According to City Manager Ned Thomas, "By partnering with FORWARD, we are actively supporting the financial resilience and growth of Milpitas businesses, reinforcing our City's reputation as a thriving hub for innovation and economic opportunity."

To be eligible for the program, microenterprises must:

- Operate within Milpitas city limits;
- Not exceed five (5) employees (including business owners, W2 employees and sole proprietors);
- Operate as a for-profit enterprise;
- Provide an active business license in good standing issued by the City of Milpitas;
- Provide a current North American Industry Classification System (NAICS) Code;
- Have a Unique Entity Identifier (UEI) issued by SAM.gov to be considered for funding; and
- The business owner's income must be at or below 80% of the Area Median Income (AMI) for Santa Clara County.

Eligible Uses of Grant Funding Include:

- Rent and mortgage
- Operating expenses
- Payroll

- Utility payments
- Supplies and equipment

Full program details, additional eligibility criteria, and eligible grant uses are available on the [MEAP website](#).

The Milpitas City Council approved FORWARD as the program administrator to assist with community outreach, application support, grant funds disbursement, and screening for eligibility in a way that uses taxpayer dollars efficiently. Applicants can expect the following:

- Apply via the MEAP website, available in multiple languages
- Access to application support available in multiple languages via phone, text, and email
- Meet geographic area requirements by operating within Milpitas city limits
- Submit proof of active Unique Entity Identifier (UEI)
- A Business Tax Return from 2023 or a Personal Tax Return from 2023 (if business income is shown on personal return)
- Provide a W-9 form, and a government-issued photo ID

“FORWARD is proud to be working alongside the City of Milpitas to continue to provide support to members of the microenterprise community,” said Adnan Mahmud, CEO of FORWARD Platform. “This program is a testament to our collective commitment to equity and support for those most affected by the economic challenges of being a microenterprise. Together, with the City of Milpitas, we are creating pathways to resilience, ensuring that microenterprises have the opportunity to thrive in a supportive environment.”

Milpitas microenterprises that meet eligibility requirements are encouraged to learn more and apply at: forwardplatform.com.

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About the City of Milpitas

Located at the southern end of San Francisco Bay, Milpitas is a progressive community that is an integral part of Silicon Valley. A full-service city with water utility, sewer utility, police and fire services, Milpitas is a flourishing community with a very diverse and inclusive resident population of over 80,000. Often referred to as the Crossroads of Silicon Valley, the City is situated between major thoroughfares in the Bay Area and considered a highly desirable location for world-class technology companies seeking to build a central base of operations. With the addition of the Milpitas Transit Center offering BART, light rail, and bus service, and multiple new mixed-use development projects, along with a host of new City Plans and Programs in support of an inspiring and sustainable future, the City is at the forefront of building the next generation economy. For more information, visit: www.milpitas.gov

About Forward Platform

FORWARD partners with governments and organizations to deliver resources and funding to communities using human-centered technology and customized solutions. Over 80% of the team members have worked in government and understand the unique challenges and what it takes to execute, enabling the team to operate with speed, precision, and competency. FORWARD automates complex program administration processes that increase back-office capacity, improve transparency and

trust with data, and break down silos to unlock coordination and service delivery quickly and securely — all while maintaining compliance.

To learn more, visit: www.forwardplatform.com.

Contact

Charmaine Angelo
cangelo@milpitas.gov
408-906-9603

Elle PR
forward@ellecomm.com