

Wyoming County Rural Arts Initiative

Microenterprise Program

"Funding for artists and the arts"

INFORMATION FOR GRANT APPLICATION RELEASE DATED MAY 9, 2016

Review and Submission Schedule

The grant review committee expects to make initial award recommendations in July of 2016. All applications received by June 21, 2016 will receive full consideration for this initial funding round. Applications received after that date may receive consideration under the initial funding round at the discretion of the committee, but will be assured of consideration for funding that becomes available either through declinations by awardees or additional program funding.

Additional Instructions

The application is available in both printable and fillable PDF file formats. Printed blank application forms can be completed using a typewriter or by hand in clearly legible printing or script. Whether using the printable or fillable versions, the completed form must be signed and submitted in the manner prescribed in the application.

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Program Description

The **Wyoming County Rural Arts Initiative (WCRAI)** seeks to enhance the vibrant arts community that already exists in Wyoming County, New York by creating an atmosphere in which creative art of all kinds can thrive. The WCRAI will support existing artists in the county while offering a place for artists currently living outside the area to gather and share their inspiration, creativity, and art. The WCRAI will offer studios, maker spaces, galleries, e-commerce, business support services, and related shops, all designed to enhance the creative arts community in Wyoming County and expand the existing tourist trade.

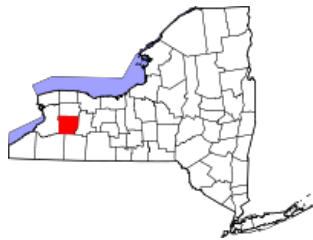
The initial component of the initiative is the **WCRAI Microenterprise Program** which offers grant funding uniquely tailored to assisting artists and artisans in establishing and enhancing businesses that are involved in the creative arts, which is broadly defined to include fine art (drawing, painting, sculpture, photography, film, writing, etc.), performance art (dance, music, theater, storytelling, etc.), and craft art (ceramics, jewelry, leather crafts, woodworking, furniture-making & restoration, metalworking, quilting, etc.).

Grant funding from the **WCRAI Microenterprise Program** will be available to subsidize the cost of studio or other maker space, rents for gallery space and other display venues, rental or purchase of artist’s supplies and equipment, access to an on-line marketing and point-of-sale outlet, and other operating costs typically incurred in the creation of art for the commercial market. For those relocating to Wyoming County, affordable housing, support services, and part-time employment opportunities can be made available. Grant awards will range from \$5,000 to \$15,000 depending on the artist’s needs.

About Wyoming County

Wyoming County offers the beauty, quiet, safety, and affordability of a small town lifestyle while being less than an hour’s drive from the busy Buffalo and Rochester metropolitan areas. Wyoming County’s geography is remarkable and highlighted by the stunning landscapes of Letchworth State Park and its three signature waterfalls that have been the inspiration for countless artworks. Arts and crafts in many forms have been celebrated throughout the county’s history. The arts community is vibrant and well-supported by various organizations including the Arts Council for Wyoming County and the Wyoming County Chamber of Commerce and Tourism. Several art festivals and events are held in the county throughout the year that draw tens of thousands from the Western New York and Genesee-Finger Lakes regions.

The attractiveness of Wyoming County to the artist community stems from the inspiration offered by its setting, the friendliness and close-knit nature of its artists, and its affordability as a place to live and work. Overall, the county is an ideal place in which to create art and to establish a successful arts-based business.



The WCRAI Microenterprise Program is intended for:

- Artists who currently rely on, or intend to rely on their art as a primary source of income;
- Artists who will establish an arts-based business in Wyoming County or move an existing arts-based business to the county, as well as artists currently living and/or working at their art in Wyoming County;
- Artists who would like to work in a small town setting surrounded and inspired by other artists; and
- Artists who want to work in a community that values and supports art.

What does the program provide?

- Grant funding can be used to pay for rent and other occupancy costs associated with studio or workshop space, display space in private and cooperative galleries, and vendor space at art festivals and similar venues; purchase and rental costs for tools and supplies used in the creation or display of art; fees associated with website marketing, online sales transactions, and cooperative memberships; specialized entrepreneurship training for art-related businesses; marketing and marketing materials; and various other costs associated with the creation and display of art for commercial purposes.
- Support is available to address needs in such areas as housing, transportation, child care, part-time employment, and handicapped accessibility.
- All program clients will receive at no cost on-line entrepreneurship training specifically developed for arts and crafts businesses.
- Low-interest loans are available for additional business capital needs and one-on-one technical assistance is available to address business operational issues.
- Program clients will benefit from services, marketing, and events offered by the Arts Council for Wyoming County and the Wyoming County Chamber of Commerce and Tourism.

Who is eligible?

- Individuals who operate or who will operate a business in Wyoming County that relies on their artistic creations to produce income. The business may take any form (sole proprietorship, cooperative, corporation, LLC, etc.). Both new and existing businesses are eligible.
- For businesses that will not create new employment opportunities, the business owner/artist must meet certain income guidelines detailed in the application form.
- Grantees must provide a funding match equal to approximately 10% of the amount of the grant award.

Application Process & Grant Awards

Recommendations for grant awards under the **WCRAI Microenterprise Program** will be made by a committee based on the information provided by the applicant. Applicants are therefore encouraged to provide clear, concise, and thorough information in completing the application process. Applications will be rated by the committee using scoring criteria that will evaluate the applicant's overall resume, artistic proficiency, art portfolio including quality of design and execution, and ability and commitment to work in Wyoming County. Additional information may be requested and phone or in-person interviews may be conducted at the discretion of the committee. There is no "model" applicant. All applicants who meet the eligibility criteria will be considered.

Offers of grant awards will be made in writing and will include the amount of the award, the eligible use of the funding, and all terms and conditions associated with the award including the timing and nature of the art activity to be established in Wyoming County.

Timing and Other Post-approval Information

Grant recipients will be expected to begin working at their art in Wyoming County within 90 days of the award. All awards will be made consistent with the terms and conditions of a written grant agreement between the Wyoming County Business Assistance Corporation, a not-for-profit corporation that is implementing the WCRAI Microenterprise Program on behalf of Wyoming County, and the grantee. Immediately after awards are made and accepted, the committee will begin working with recipients who will be relocating to Wyoming County to coordinate the move and to offer assistance as requested.

For all grantees (current county residents and those relocating), assistance in the form of studio rents, fees and other costs for gallery space, website fees for marketing and sales of art, rental of furnishings, fixtures, tools, etc. will be paid as those costs are incurred (e.g., monthly for rents). Costs for purchases such as supplies can be paid at the time of purchase or reimbursed after purchase. Costs and fees associated with exhibitions, art and craft festivals, and similar functions can be paid as incurred.

For all grantees, assistance will terminate upon the expiration date of the grant agreement or at such time as the artist no longer gainfully works at their respective art in Wyoming County or otherwise fails to meet the terms and conditions of the grant agreement.

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Application Form

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|--------------------------------------|
| Part 1. APPLICANT INFORMATION |
|--------------------------------------|

NOTE: If there are multiple applicants who will be working together, either as owners of a business or as individuals working collaboratively, show applicant information for all individuals including answers to the narrative questions.

Name of Applicant(s)/Artist(s):

1. _____
2. _____
3. _____

Business Name (if applicable): _____

Applicant address(es):

1. _____
2. _____
3. _____

Phone number(s):

1. _____
2. _____
3. _____

E-mail address(es):

1. _____
2. _____
3. _____

Use the space provided to respond to all of the following information requests. Attach additional pages as necessary.

Provide a narrative describing the medium (or media) in which you work and the nature of the artistic creations that you currently produce.

Describe your history as an artist including media in which you have worked, any formal and informal training, employment or other involvement in producing art for commercial purposes, membership and/or participation in art-based organizations, etc. Include any current or former involvement in owning and/or operating a commercial enterprise associated with the creation and/or sale of art in any form.

Describe the facilities in which you create your art, the supplies and tools you use, the average amount of time you work at your art per week, and the amount of time it generally takes you to produce a typical piece of your artwork.

Explain the manner in which you propose to (or currently) exhibit and sell your art in Wyoming County, New York. Include a description of the media in which you work or propose to work, the facilities, tools, and supplies you require, your targeted customers, and how you expect to (or currently) market your art and generate sales. Include, as appropriate, information regarding production expenses, pricing, product volumes, and any other information that would help convey the feasibility of your proposal.

Whether you are a current resident of Wyoming County or are proposing to relocate to Wyoming County, provide any information you wish to share regarding what your living and working arrangements would be in Wyoming County. The purpose of sharing this information is so that the Committee can tailor its grant assistance to your needs and assist in arranging and/or providing support if requested. Areas to address below could include housing, studio or other work space, part-time employment, transportation, child care, handicapped accessibility, moving and other relocation needs, furnishings, etc. If moving to Wyoming County, it would also be appropriate to provide information regarding the needs of anyone who would be residing with you.

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| Part 2. PORTFOLIO & OTHER SUBMISSION REQUIREMENTS |
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Portfolio

Applicants must submit a portfolio of work representative of the artistic design and skill of the artist. This should include a minimum of five (5) scanned or high-resolution images of finished works along with a description of each piece (medium, materials, date, etc.). The preferred (but not mandatory) submission format is with all images and accompanying descriptions included in a single electronic file and e-mailed to Kathryn Hollinger, Grants Coordinator for the Arts Council for Wyoming County at: hollinger@artswyco.org . Please ensure that your submission clearly indicates the name of the applicant so that the artwork can be matched to the applications, which will be submitted to a different address.

If the portfolio is unsuitable for submission as an e-mailed file attachment, the images and accompanying descriptions can be sent in a flat envelope to: **Kathryn Hollinger, Grants Coordinator, Arts Council for Wyoming County, P.O. Box 249, Perry, NY 14530**. No original artwork should be submitted and no submissions will be returned to the applicant. Again, please ensure that your submission clearly indicates the name of the applicant so that the artwork can be matched to the applications.

For performance art where video and/or audio is the most appropriate format, electronic files can be e-mailed to the address above or sent by mail to Ms. Hollinger on appropriate media. If performances can be viewed on-line, a link or links can be e-mailed to the address above.

Resume or Curriculum Vitae

While not a requirement for application consideration, applicants are encouraged to submit a formal resume or CV (*curriculum vitae*) as an attachment to this application. The resume or CV should include both artistic and professional experience, education, exhibitions of work, awards received, and organizational memberships or affiliations.

Part 3. BUSINESS INFORMATION

Complete this section only if the applicant is *currently* either (i) a business, or (ii) an artist or artists who operate(s) as a business (e.g., sole proprietorship, partnership, corporation, LLC, cooperative, etc.). If not applicable, skip to Part 4.

Legal name of business: _____

Business owners: _____ % owned: _____

_____ % owned: _____

_____ % owned: _____

- Company formation:
- Corporation Year formed: _____ State: _____
 - Partnership Year formed: _____ State: _____
 - LLC Year formed: _____ State: _____
 - Other Year formed: _____ State: _____
 - Sole Proprietorship Year established: _____

Answer all of the following. Use the space below to explain any “yes” answers:

- Is the company delinquent in the payment of any state or municipal property taxes? Yes No
- Is the company delinquent in the payment of any income tax obligation? Yes No
- Is the company delinquent in the payment of any loans? Yes No
- Is the company currently in default on any of its loans? Yes No
- Are there currently any unsatisfied judgments against the company? Yes No
- Are there currently any unsatisfied judgments against any of the company’s principals? Yes No
- Has the company ever filed for bankruptcy? Yes No
- Have any of the company’s principals ever personally filed for bankruptcy? Yes No

Part 4. INCOME INFORMATION

Completion of the following information is required by all applicants. Applicants selected for assistance will be required to provide additional documentation prior to receiving program assistance. Applicants who do not meet the income guidelines for the program may still qualify for assistance based on job creation by the arts-based business.

If the applicant is an existing business with more than one owner, then income information must be provided for each owner.

Instructions

Determine whether your family income is above or below the applicable figure using the chart included at **Appendix A** at the end of this application form and these instructions:

1. *Determine your county of residence.* This is the county you **currently** reside in.
2. *Determine your family size.* Your family size includes you and all persons who **currently** reside in the same housing unit as you and are related to you by birth, marriage, or adoption.
3. *Determine your family income.* Total the income from all sources received during the last calendar year (January through December) by yourself and each member of your family who **currently** resides with you.
4. *Determine the income threshold.* Find the income figure on the chart that corresponds to your county of residence and family size.
5. Indicate whether your family income (from step #3 above) is above or below the applicable income threshold.

Calculations

My county of residence is (step #1 above): _____

My family size is (step #2 above): _____ persons

My family income is (step #3 above): _____

The applicable income threshold is (step #4 above): _____

My family income is: above below the applicable threshold.

NOTE: For applicants currently residing outside of New York State, please show your county and state of residence, your family size, and your family income. The income threshold will be inserted by the application reviewer.

Part 5. DECLARATIONS

I attest that to the best of my knowledge, information, and belief, the information contained in the foregoing application is correct and true. I am aware that the filing of a false instrument in connection with this application may constitute an attempt to defraud The Wyoming County Business Assistance Corporation and may be a felony under the laws of the State of New York.

If Applicant is an individual or sole proprietorship, sign below:

If Applicant is a corporation, LLC, partnership, cooperative, etc., sign below:

Signature

Date

Name of Company

Printed Name of Individual or Owner/Proprietor

Authorized Signature

Date

Printed Name and Title

Part 6. SUBMISSION INSTRUCTIONS

Completed and signed applications may be submitted in the following manner:

- By e-mail as an attached file to: csnyder@harrisonplacestudio.com (Mr. Chris Snyder)
- By regular mail to: H. Sicherman / *the Harrison Studio*, P.O. Box 473, Lockport, NY 14095
- By fax addressed to Chris Snyder at: (716) 201-1738

IMPORTANT: The portfolio and optional resume/curriculum vitae must be submitted in accordance with the instructions detailed in Part 2 of this application. The application will not be considered complete until the portfolio has been received.

Applicants who have provided an e-mail address will receive an e-mailed confirmation of the application's receipt. All others are encouraged to contact Mr. Snyder by phone to receive confirmation.

Questions or requests for additional information should be directed to Chris Snyder by phone to (716) 462-6600, ext. 5 or by e-mail to csnyder@harrisonplacestudio.com

Appendix A: Wyoming County Rural Arts Initiative - Income Chart

Effective: 03/28/16

| Family Size | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| Albany County, NY | \$45,950 | \$52,500 | \$59,050 | \$65,600 | \$70,850 | \$76,100 | \$81,350 | \$86,600 |
| Allegany County, NY | \$33,000 | \$37,700 | \$42,400 | \$47,100 | \$50,900 | \$54,650 | \$58,450 | \$62,200 |
| Bronx County, NY | \$50,750 | \$58,000 | \$65,250 | \$72,500 | \$78,300 | \$84,100 | \$89,900 | \$95,700 |
| Broome County, NY | \$35,800 | \$40,900 | \$46,000 | \$51,100 | \$55,200 | \$59,300 | \$63,400 | \$67,500 |
| Cattaraugus County, NY | \$33,000 | \$37,700 | \$42,400 | \$47,100 | \$50,900 | \$54,650 | \$58,450 | \$62,200 |
| Cayuga County, NY | \$37,350 | \$42,650 | \$48,000 | \$53,300 | \$57,600 | \$61,850 | \$66,100 | \$70,400 |
| Chautauqua County, NY | \$33,000 | \$37,700 | \$42,400 | \$47,100 | \$50,900 | \$54,650 | \$58,450 | \$62,200 |
| Chemung County, NY | \$34,350 | \$39,250 | \$44,150 | \$49,050 | \$53,000 | \$56,900 | \$60,850 | \$64,750 |
| Chenango County, NY | \$33,000 | \$37,700 | \$42,400 | \$47,100 | \$50,900 | \$54,650 | \$58,450 | \$62,200 |
| Clinton County, NY | \$35,650 | \$40,750 | \$45,850 | \$50,900 | \$55,000 | \$59,050 | \$63,150 | \$67,200 |
| Columbia County, NY | \$41,800 | \$47,800 | \$53,750 | \$59,700 | \$64,500 | \$69,300 | \$74,050 | \$78,850 |
| Cortland County, NY | \$34,550 | \$39,500 | \$44,450 | \$49,350 | \$53,300 | \$57,250 | \$61,200 | \$65,150 |
| Delaware County, NY | \$33,000 | \$37,700 | \$42,400 | \$47,100 | \$50,900 | \$54,650 | \$58,450 | \$62,200 |
| Dutchess County, NY | \$46,000 | \$52,600 | \$59,150 | \$65,700 | \$71,000 | \$76,250 | \$81,500 | \$86,750 |
| Erie County, NY | \$37,700 | \$43,100 | \$48,500 | \$53,850 | \$58,200 | \$62,500 | \$66,800 | \$71,100 |
| Essex County, NY | \$35,000 | \$40,000 | \$45,000 | \$50,000 | \$54,000 | \$58,000 | \$62,000 | \$66,000 |
| Franklin County, NY | \$33,000 | \$37,700 | \$42,400 | \$47,100 | \$50,900 | \$54,650 | \$58,450 | \$62,200 |
| Fulton County, NY | \$33,000 | \$37,700 | \$42,400 | \$47,100 | \$50,900 | \$54,650 | \$58,450 | \$62,200 |
| Genesee County, NY | \$36,150 | \$41,300 | \$46,450 | \$51,600 | \$55,750 | \$59,900 | \$64,000 | \$68,150 |
| Greene County, NY | \$34,850 | \$39,800 | \$44,800 | \$49,750 | \$53,750 | \$57,750 | \$61,700 | \$65,700 |
| Hamilton County, NY | \$34,650 | \$39,600 | \$44,550 | \$49,450 | \$53,450 | \$57,400 | \$61,350 | \$65,300 |
| Herkimer County, NY | \$33,550 | \$38,350 | \$43,150 | \$47,900 | \$51,750 | \$55,600 | \$59,400 | \$63,250 |
| Jefferson County, NY | \$35,500 | \$40,600 | \$45,650 | \$50,700 | \$54,800 | \$58,850 | \$62,900 | \$66,950 |
| Kings County, NY | \$50,750 | \$58,000 | \$65,250 | \$72,500 | \$78,300 | \$84,100 | \$89,900 | \$95,700 |
| Lewis County, NY | \$33,000 | \$37,700 | \$42,400 | \$47,100 | \$50,900 | \$54,650 | \$58,450 | \$62,200 |
| Livingston County, NY | \$38,300 | \$43,800 | \$49,250 | \$54,700 | \$59,100 | \$63,500 | \$67,850 | \$72,250 |
| Madison County, NY | \$38,750 | \$44,300 | \$49,850 | \$55,350 | \$59,800 | \$64,250 | \$68,650 | \$73,100 |
| Monroe County, NY | \$38,300 | \$43,800 | \$49,250 | \$54,700 | \$59,100 | \$63,500 | \$67,850 | \$72,250 |
| Montgomery County, NY | \$33,000 | \$37,700 | \$42,400 | \$47,100 | \$50,900 | \$54,650 | \$58,450 | \$62,200 |
| Nassau County, NY | \$53,000 | \$60,600 | \$68,150 | \$75,700 | \$81,800 | \$87,850 | \$93,900 | \$99,950 |
| New York County, NY | \$50,750 | \$58,000 | \$65,250 | \$72,500 | \$78,300 | \$84,100 | \$89,900 | \$95,700 |
| Niagara County, NY | \$37,700 | \$43,100 | \$48,500 | \$53,850 | \$58,200 | \$62,500 | \$66,800 | \$71,100 |
| Oneida County, NY | \$33,550 | \$38,350 | \$43,150 | \$47,900 | \$51,750 | \$55,600 | \$59,400 | \$63,250 |
| Onondaga County, NY | \$38,750 | \$44,300 | \$49,850 | \$55,350 | \$59,800 | \$64,250 | \$68,650 | \$73,100 |
| Ontario County, NY | \$38,300 | \$43,800 | \$49,250 | \$54,700 | \$59,100 | \$63,500 | \$67,850 | \$72,250 |
| Orange County, NY | \$46,000 | \$52,600 | \$59,150 | \$65,700 | \$71,000 | \$76,250 | \$81,500 | \$86,750 |
| Orleans County, NY | \$38,300 | \$43,800 | \$49,250 | \$54,700 | \$59,100 | \$63,500 | \$67,850 | \$72,250 |
| Oswego County, NY | \$38,750 | \$44,300 | \$49,850 | \$55,350 | \$59,800 | \$64,250 | \$68,650 | \$73,100 |
| Otsego County, NY | \$34,800 | \$39,800 | \$44,750 | \$49,700 | \$53,700 | \$57,700 | \$61,650 | \$65,650 |
| Putnam County, NY | \$50,750 | \$58,000 | \$65,250 | \$72,500 | \$78,300 | \$84,100 | \$89,900 | \$95,700 |
| Queens County, NY | \$50,750 | \$58,000 | \$65,250 | \$72,500 | \$78,300 | \$84,100 | \$89,900 | \$95,700 |
| Rensselaer County, NY | \$45,950 | \$52,500 | \$59,050 | \$65,600 | \$70,850 | \$76,100 | \$81,350 | \$86,600 |
| Richmond County, NY | \$50,750 | \$58,000 | \$65,250 | \$72,500 | \$78,300 | \$84,100 | \$89,900 | \$95,700 |
| Rockland County, NY | \$50,750 | \$58,000 | \$65,250 | \$72,500 | \$78,300 | \$84,100 | \$89,900 | \$95,700 |
| St. Lawrence County, NY | \$33,000 | \$37,700 | \$42,400 | \$47,100 | \$50,900 | \$54,650 | \$58,450 | \$62,200 |
| Saratoga County, NY | \$45,950 | \$52,500 | \$59,050 | \$65,600 | \$70,850 | \$76,100 | \$81,350 | \$86,600 |

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Effective: 03/28/16

| Family Size | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| Schenectady County, NY | \$45,950 | \$52,500 | \$59,050 | \$65,600 | \$70,850 | \$76,100 | \$81,350 | \$86,600 |
| Schoharie County, NY | \$45,950 | \$52,500 | \$59,050 | \$65,600 | \$70,850 | \$76,100 | \$81,350 | \$86,600 |
| Schuyler County, NY | \$33,850 | \$38,650 | \$43,500 | \$48,300 | \$52,200 | \$56,050 | \$59,900 | \$63,800 |
| Seneca County, NY | \$35,100 | \$40,100 | \$45,100 | \$50,100 | \$54,150 | \$58,150 | \$62,150 | \$66,150 |
| Steuben County, NY | \$33,350 | \$38,100 | \$42,850 | \$47,600 | \$51,450 | \$55,250 | \$59,050 | \$62,850 |
| Suffolk County, NY | \$53,000 | \$60,600 | \$68,150 | \$75,700 | \$81,800 | \$87,850 | \$93,900 | \$99,950 |
| Sullivan County, NY | \$33,000 | \$37,700 | \$42,400 | \$47,100 | \$50,900 | \$54,650 | \$58,450 | \$62,200 |
| Tioga County, NY | \$35,800 | \$40,900 | \$46,000 | \$51,100 | \$55,200 | \$59,300 | \$63,400 | \$67,500 |
| Tompkins County, NY | \$41,100 | \$47,000 | \$52,850 | \$58,700 | \$63,400 | \$68,100 | \$72,800 | \$77,500 |
| Ulster County, NY | \$42,500 | \$48,600 | \$54,650 | \$60,700 | \$65,600 | \$70,450 | \$75,300 | \$80,150 |
| Warren County, NY | \$36,300 | \$41,500 | \$46,700 | \$51,850 | \$56,000 | \$60,150 | \$64,300 | \$68,450 |
| Washington County, NY | \$36,300 | \$41,500 | \$46,700 | \$51,850 | \$56,000 | \$60,150 | \$64,300 | \$68,450 |
| Wayne County, NY | \$38,300 | \$43,800 | \$49,250 | \$54,700 | \$59,100 | \$63,500 | \$67,850 | \$72,250 |
| Westchester County, NY | \$50,750 | \$58,000 | \$65,250 | \$72,500 | \$78,300 | \$84,100 | \$89,900 | \$95,700 |
| Wyoming County, NY | \$35,950 | \$41,050 | \$46,200 | \$51,300 | \$55,450 | \$59,550 | \$63,650 | \$67,750 |
| Yates County, NY | \$34,650 | \$39,600 | \$44,550 | \$49,500 | \$53,500 | \$57,450 | \$61,400 | \$65,350 |