



PROGRAM GUIDE

Small Business INNOVATION Grant Program

Local Goal	<p>Provide small businesses that are impacted by COVID-19 pandemic with financial assistance to implement a strategy to address or modify business operations to meet COVID needs, advance or introduce a business concept, product that is innovative, or a business idea to meet consumer needs (i.e. heater, temporary outdoor dining enclosures, etc.) The assistance will work to keep employees, customers, and the community safe.</p> <p>The program is funded with CARES ACT funding referred to as Community Development Block Grant –COVID funds</p> <p>Funding will be made available to businesses that are able to retain or create a full time equivalent position for a low to moderate income individual.</p>
Funding Source	City of West Allis CDBG-CV
Program Funding Amount	\$253,902
Availability:	On Thursday, November 18, 2020, the City will have established application processes that will electronic submittals to the Department of Development. Grants will be on first come, first serve basis.
Overview	<ul style="list-style-type: none"> • Provide up to \$15,000 in the form of a one-time grant to for-profit small businesses. • Must retain or create a position for one more full-time employees (FTE) or at least 51% or more of the employees created or retained. • Employees will self-certify that their household is low to moderate income. • Full-time Employee is defined as 40 hours.
Program Administration	<ul style="list-style-type: none"> • The Department of Development is responsible for the administration, closing, tracking and reporting. • Oversight in partnership with Finance Division and City Attorney’s Office. • Common Council will provide oversight and approvals. • Administrative cost will be absorbed by CDBG-CV administration budget.

<p>Eligible Businesses</p>	<p><i>Eligible Businesses:</i></p> <ul style="list-style-type: none"> Existing West Allis businesses that are in an industry outlined below. Have a customer storefront (e.g. restaurants, salons, retail shops, etc.) Business with less than 20 FTE employees at time of application. Demonstrate efforts to obtain or identify funds through other programs (e.g. We Are All In Grants, SBA Paycheck Protection Program, SBA Economic Injury Disaster Loans, U.S Chamber of Commerce Save Small Business Fund, etc.) Local franchisee without access to franchisor financial support. Valid Commercial Opportunity Permit and in good standing with the City of West Allis. <p><i>Business must demonstrate the following:</i></p> <ol style="list-style-type: none"> The Company can demonstrate a loss as a result of the Emergency Orders. Have a bricks and mortar business located within the City of West Allis. The company needs working capital to support payroll expenses (in need of funds to retain or hire staff) utility expenses, or other similar expenses that occur in the ordinary course of business. Innovation or solution to meet business needs to address the pandemic and service delivery. Ability to retain or create a full-time equivalent position. <p><i>Type of Businesses Eligible:</i></p> <p>Retail Trade: General Merchandise Stores, Variety Stores, Food and Beverage/Event Places, Candy/Nut and Confections stores, Retail Bakeries, Apparel, and Accessory Stores, Florists</p> <p>Services: Dry Cleaners, Barbershops/Beauty Salons, Spas/Massage, Nail Salons, Tattoo, Tanning Salons, Physical Fitness and Yoga/Dance Facilities, Photographers, Veterinary/Pet Groomers, Opticians, Printers, Day Care, Driving Schools</p> <p>Clinics of: Dentists, Osteopaths, Chiropractors, Podiatrists, Health and Wellness Practitioners, Acupuncturists</p>
<p>Eligible Uses</p>	<ul style="list-style-type: none"> Funds to be used to support business activities that include purchase of equipment, next-level outdoor dining to address cold weather conditions, PPE concepts or systems to address COVID, online ordering systems to address service delivery, payroll to support new initiatives, etc.
<p>Ineligible Businesses for the Program</p>	<p><i>Types of Businesses Ineligible:</i></p> <ul style="list-style-type: none"> Nonprofit Organizations Gas Stations, Banks, Mental health counselors / Psychiatrists, Physicians, Lawyers, Real Estate Agents, Insurance Agents, Accounting services, Computer services, Financial services, Auto Mechanics, Grocers, Professional Offices, Funeral Homes, and Pharmacies Home-Based businesses Payday loan businesses, liquor and tobacco stores, pawn shops, firearm or other weapon dealers, adult entertainment, and passive real estate investments.

Process	<ul style="list-style-type: none"> • Electronic Application submittal to the City Development staff at development@westalliswi.gov • Completed IRS W-9 Form • Completed Required Assurances Form • Application reviewed for compliance and selection criteria • Grant Amount calculated • Staff review of applications with recommendation forwarded to Common Council for approval • Staff prepares a grant contract relating to the funds and for the business to sign • Disbursement of funds
Selection Criteria	<ol style="list-style-type: none"> 1. Eligible Business 2. Outline plan or ideas to address COVID 3. Copies of two product quotes or estimates 4. Ability to hire or retain LMI individuals 5. Did the business receive any other CARES act funding or disaster relief? 6. Geographic diversity across areas of the City 7. Unique character of the applicant businesses and roles they play in the community
Grant Amount Calculated	Based on invoices, estimates, and documentation submitted by applicant.
Proposal Costs and Payment of Fees	The City is not liable for any costs incurred by an applicant to prepare the grant application and all costs associated with this application process are the responsibility of the applicant.
Right to Reject or Negotiate	The City reserves the right to reject any and all applications, if such a rejection is in the City's best interest. Additionally, the City reserves the right to negotiate with selected applicants and may request additional information or modification from an applicant.

Version1 11.11.20