



PROGRAM GUIDE

Small Business RESTART Grant Program

Local Goal	<p>Provide small businesses impacted by COVID-19 with immediate financial business assistance in the form of grants using CDBG-CV funds.</p> <p>Funding will be made available to businesses that are able to retain or add new employees that are low to moderate income individuals.</p>
Funding Source	City of West Allis CDBG-CV
Program Funding Amount	\$210,000
Availability	On Thursday, May 7, 2020, the City will have established application processes that will allow 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 \$7,500 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 • Funds to be used to support business activities in the City that include support the cost of rent, utilities, payroll, inventory, etc.
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 the 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 • Operating for at least 6 months or more in the City of West Allis • Demonstrate efforts to obtain funding through other programs (e.g. 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"> 1. The Company can demonstrate a loss as a result of the Emergency Orders 2. Have a bricks and mortar business located within the City of West Allis 3. 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 <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 and 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 and Acupuncturists.</p>
<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.

<p>Process</p>	<ul style="list-style-type: none"> • Electronic Application submittal to the City Development staff at: development@westallis.com • Completed IRS-W(Forms W-9) • Completed Required Assurances Form • Proof of employees at time of application (payroll summary, state document) • 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
<p>Selection Criteria</p>	<ol style="list-style-type: none"> 1. Eligible Business 2. Demonstrate losses based on mandated closures 3. Ability to hire or retain LMI individuals 4. Did the business receive any other CARES act funding or disaster relief? 5. Geographic diversity across areas of the City 6. Unique character of the applicants businesses and roles they play in the community
<p>Grant Amount Calculated</p>	<ol style="list-style-type: none"> 1) Grants will be limited to and based upon up to 2 months of eligible rental or rental equivalent costs up to maximum grant of \$7,500 2) For owner operated businesses, a monthly rental equivalent will be calculated based on 2% of the 2019 assessed property value applicable to business operations up to \$7, 500
<p>Proposal Costs and Payment of Fees</p>	<p>The City is not liable for any costs incurred by an applicant to prepare the RESTART application and all costs associated with this application process are the responsibility of the applicant.</p>
<p>Right to Reject or Negotiate</p>	<p>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.</p>