

City of La Crosse  
Planning and Development  
**2020 CDBG/HOME Program**  
1/16/2020 deadline

## Couleecap Couleecap Micro-Enterprise Development

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**\$ 25,000.00** Requested

Submitted: 1/16/2020 4:31:07 PM (Pacific)

### Project Contact

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### Additional Contacts

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### Couleecap

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Fax 608-782-4822

Web n/a

### Business & Income Developer

Aaron Reimler

[aaron.reimler@couleecap.org](mailto:aaron.reimler@couleecap.org)

## Pre-Application [top](#)

### 1. Type of Applicant

*Please answer this question first before proceeding.*

- ☒ Non-profit organization
- ☐ La Crosse County
- ☐ La Crosse School District
- ☐ Private Organization

### 2. Does your organization receive an independent audit every year?

*Must upload copy of audit for application. An independent audit is an examination of the financial records, accounts, business transactions, accounting practices, and internal controls of a charitable nonprofit by an independent auditor*

- ☒ We are independently audited
- ☐ We are not independently audited but have another type of independent financial review, explain more in 15
- ☐ No, please explain more in 15

### 3. Describe your agency's accounting procedures (budgeting, cash management, processing payments, drawing funds) and software used with relevance to the proposed project.

Budgets are created by staff and approved by finance. Budgets and grant applications drive allowable expenditures. Couleecap CDBG funds do not engage in cash management. Payments are processed through Purchase Orders (POs). When all goods/services are received, employees sign/date the PO and forward to finance. Program funds are drawn down based upon actual expenses submitted to the funder in quarterly invoices. Our accounting software used in the CDBG program is Microsoft Dynamics GP.

### 4. Describe your agency's (fiscal agents) system of internal controls to prevent waste, fraud, and abuse of proposed funds.

Couleecap has policies/procedures for internal controls to prevent waste, fraud, and abuse of proposed funds. We have a Financial Procedures Manual that is used to carry out financial duties. Financial duties are separated so that no one employee has sole control over cash receipts; disbursements; payrolls; bank account reconciliation. All funds utilize a single bank account and a computerized accounting system that identifies, by source, all receipts, disbursements, and unobligated balances.

**5. Will CDBG funds and grant be managed in a separate or segregated account?**

*This account must be separate from other agency accounts for purposes of tracking expenditures of grant funds. CDBG funds may not be tracked as part of the general budget for the organization. This is not applicable if the funds are a loan.*

- ☒ Yes
- ☐ Not Applicable, we are requesting a loan.
- ☐ Unsure, explain in question 15

**6. How does your Board of Directors exercise fiscal oversight over agency?**

*A list of Board of Directors must be attached upon application completion.*

The Board of Directors approves financial policies, delegates administration of the financial policies to the administrative staff, and reviews operations and activities. They also review financial reports and budgets for new programs in the Administration Committee of the Board at monthly meetings. Members from the Board are invited to participate in the annual audit process. Each year, the Board reviews and accepts the annual audit results.

**7. Does your agency have a conflict of interest statement?**

- ☒ Yes
- ☐ No

**8. Does your agency have the capacity to undertake its own environmental reviews with review and signature from the CDBG Administrator? Or will you require the Planning staff conduct your project's environmental review?**

*No HUD funding can be released without an environmental review of your project. If your project is a historic building, in the flood plain, or in a noisy area, this may subject it to additional reviews.*

- ☐ Our agency is trained to do our own environmental reviews
- ☒ We will need the Planning Staff to perform our environmental review

**9. Does your agency have a drug-free workplace policy?**

- ☒ Yes
- ☐ No

**10. Does your agency have a non-discrimination service policy?**

- ☒ Yes
- ☐ No

**11. Does your agency have written policies and procedures for the program in which you are applying for funds?**

*Note: This is not your employee handbook, it's your "program policies". Your agency will be required to attach a copy of your policies and procedures upon completion of application.*

- ☒ Yes
- ☐ No, we are not operating a program
- ☐ Does Not Apply (Please Explain in #15 below)

**12. Will all personnel being paid with CDBG/HOME funds complete timesheets that are approved by a supervisor?**

*If staff has duties outside of the program for which the grant is being requested, the agency must have separate time codes on the timesheets or documented evidence of how grant is being appropriately charged for their time on the project.*

- ☒ Yes
- ☐ No
- ☐ N/A if no personnel will be paid with the funds

**13. Does your agency (fiscal agent) have formally adopted written procurement policies and procedures?**

*i.e. process for evaluating cost for purchases, these must be attached in the application as evidence of meeting this requirement.*

- ☒ Yes
- ☐ No
- ☐ Does Not Apply (Please explain in #15 below)

**14. Describe how your agency will meet requirements for income eligibility of beneficiaries of the program. Write N/A if this does not apply and explain why in #15.**

Couleecap collects "initial contact forms" and program enrollment forms from all participants. Those forms allow them to indicate income, as well as if they receive SNAP Benefits, or if their children receive free or reduced school lunch. We keep client notes that catalog meetings, interactions, and any failed attempts at contact. We utilize follow up forms to catalog future success, as well as the addition of more staff. Business plans and other business documents are also kept on file.

15. If a question was answered "does not apply", please explain. If you wish to explain any other responses, you may also do so here. Additionally, if you are a city department, please specify what department you are from. You must answer this question in order to successfully submit.

None.

## Application Questions [top](#)

Some answers will not be presented because they are not part of the selected group of questions based on the answer to #2.

## PROJECT SUMMARY

### 1. SUMMARIZE THE PROJECT:

1) Who will carry out the project? 2) What are unique aspects of the project? 3) Where is it? 4) Who will benefit and how? 5) Why is it important?

Couleecap will focus on providing entrepreneurial support for prospective and current LMI business owners, with a special focus on creating businesses the areas of childcare and Powell Poage Hamilton, Washburn, and Lower-Northside Neighborhoods. We will employ our growing suite of business services to create businesses to fill gaps in underserved neighborhoods, provide planning and funding to promote the early education, and create businesses downtown. Participants will create business/financial plans and access tools that will allow them to turn an idea into action. With funding, Couleecap will have the ability to secure up to \$60,000 in new state grants for the city. We will offer entrepreneurial training programs, including one specific to the childcare sector, small business grants through Launch La Crosse, legal and accounting resources, mentorship opportunities, and mechanisms for business modeling. Examples of microenterprises we've helped in the past are Meringue Bakery, LaCrossome Clothing Co., Prairie La Crosse, and Coulee Region Moving Services. Small businesses recirculate almost half their revenue locally, so this is critical to strengthening the city's neighborhoods.

### Consolidated Plan Priority - Please answer Question 2 first before proceeding below as some questions will be hidden (and therefore not required) depending upon your selection

### 2. Which City of La Crosse Consolidated Plan Priority does your project meet?

If your project meets more than one priority, select the best fit. For the goal "Homeless families or chronically homeless sustain long-term housing", there is no funding available for tenant-based rental assistance available.

- ☐ Construct or significantly rehab new affordable owner-occupied homes in distressed neighborhoods
- ☐ Rehabilitate and repair existing rental housing
- ☐ Build mixed-income, affordable rental housing, with units set-aside for people who have experienced long-term homelessness
- ☐ Expand access to licensed child care or early learning opportunities for LMI persons.
- ☒ Support businesses that create economic opportunities in LMI neighborhoods, with an emphasis on food access.
- ☐ Improve public infrastructure to enhance livability and attractiveness of Strategy Areas
- ☐ Homeless families or chronically homeless sustain long-term housing

## National Objective

### 3. Please select which option describes how your project meets a CDBG National Objective.

all projects must meet a national objective

- ☐ AREA BENEFIT: Open to all residents or children living in a low and moderate-income area as defined by HUD
- ☒ LIMITED CLIENTELE: Limited to a specific group, where at least 51% of whom are Low and Moderate Income (LMI) persons (must be able to document income eligibility for each person)
- ☐ HOUSING: Housing units, limited to persons who are low and moderate-income (must be able to document income eligibility)
- ☐ SLUM / BLIGHT ELIMINATION
- ☐ JOB CREATION: At least 51% of jobs create will be made available to Low-Moderate Income Persons

## Service Area

**4. Please describe the service area your program or project is serving (be specific, include neighborhood and census tracts). Please also describe the program participants and any program guidelines (if applicable).**

*Write N/A if not applicable to your project.*

This program serves LMI individuals in the City. Couleecap will work with local partners to expand access to childcare, create businesses that will fill gaps in the Powell Poage Hamilton, Washburn, and Lower-Northside Neighborhoods, and support the expansion of small businesses in the downtown area. We will deliver training, business start-up or expansion options and succession planning resources. CDBG funds will be utilized to create opportunities for persons with incomes at 80% CMI or below.

**5. Is your project located in one of these target revitalization areas? Check all that apply.**

- ☒ Powell-Poage Hamilton Neighborhood (Census Tract 9)
- ☒ Washburn Neighborhood/Downtown (Census Tract 4)
- ☒ Lower Northside Depot Neighborhood (Census Tract 2)
- ☒ Other City of La Crosse area

**6. Provide the number of households served by your project (no symbols please i.e. "#" or "%").**

*-answer not presented because of the answer to #2-*

**7. Number and types of housing units created**

*-answer not presented because of the answer to #2-*

**8. Provide the number of people or who will be served by your project over one year ? Write N/A or 0 if not applicable.**

*Not all of these categories will be applicable to your project. NO symbols please i.e. "#" or "%".*

<input type="text" value="15"/>	Total number of beneficiaries to be served with CDBG/HOME funds
<input type="text" value="15"/>	Of total, number of persons who are Low-Moderate Income
<input type="text" value="5"/>	Of total, number of persons who are racial or ethnic minority
<input type="text" value="15"/>	Of total, number of businesses assisted
<input type="text" value="1"/>	Of total, number of people with a disability
<input type="text" value="51.00"/>	<b>TOTAL</b>

## OUTCOMES

**9. What outcomes will you use to measure the success of your project?**

*Note: you will be asked to report on these in your performance reports*

Outcomes that will be recorded: number of people receiving business development services, new and existing businesses created (with location), job creation, training participants, number of childcare providers assisted, and employment posts/ads, social media posts, etc. Individuals will also be given forms where they can self-report sales data and employment information. We will also record the number of businesses receiving grant funding or financing and jobs created as a result of those funds.

**10. If your organization previously received funding, please write the outcomes indicators you said you would measure in your previous grant application (under question 19). Indicate your progress to date in meeting those outcomes.**

*Mark N/A if this is the first time you have applied for CDBG funding.*

Previously, the outcomes we measured were: number of people receiving business development services, new and existing business created (with location), job creation, training participants, household income of program participants, as well as employment posts/ads, social media posts, etc. Individuals have been given forms where they are able to self-report sales data and employment information. We committed to assisting 15 individuals with business development services, creating 7 new jobs, and assisting 5 individuals who were members of underrepresented demographics. A total of 16 individuals have been administered business development services and 4 of them have been members of underrepresented demographics. We have created 3 jobs, and are compiling the necessary documentation for 5 others. We fully expect to meet all goal outcomes for the 2019-2020 grant year.

## NEED

**11. Why is there an urgent need for this project in the City of La Crosse?**

*Please use available data, such as surveys, Census data, or other sources to support this need.*

In the CDBG public survey, over 45% of respondents noted they were 'not satisfied' with the access they had to licensed childcare. 67% stated they were 'not' or 'somewhat' satisfied with places to shop and eat. These indicators represented the

largest % of respondents dissatisfied with local amenities (other than quality streets). Couleecap's programs provide LMI individuals the ability to create their own job while filling key business gaps in underserved neighborhoods, the downtown area, and early childhood education sector. Per the U.S. Census Bureau, La Crosse has a higher percentage of adults living in poverty than surrounding areas. And since many small business owners open their businesses out of necessity, self-employment opportunities are important to LMI populations.

## COLLABORATION

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### 12. How will you partner with other organizations on this project?

*Include letters of support under documents of this collaboration. Letters should describe role in project.*

Couleecap has established partnerships with Downtown Mainstreet Inc., La Crosse County, and the Launch La Crosse network to offer support for retail businesses. In 2019, Couleecap also revitalized the Ignite and Accelerate Small Business grant programs. The staff member responsible for these programs serves on DMI's Economic Vitality Committee which is tasked with finding actionable solutions to the barriers facing downtown businesses. Couleecap works closely with Western Technical College and the Wisconsin Early Childcare Association, and has begun collaborating with the Parenting Place, in developing new ways to expand access to childcare. Couleecap works with local financial institutions and in 2019, we secured grants from Wells Fargo and Associated Bank to supplement city CDBG funding for the purpose of downtown business development. Couleecap is also working with 360 Real Estate in the development of a new business Co-Working Space in Downtown La Crosse.

## SELF-SUFFICIENCY/POVERTY

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### 13. How does your project lead to greater self-sufficiency for individuals or families? How does it provide a long-term solution to challenges faced by the City?

*Write N/A if this does not apply to your project.*

Micro-enterprise development brings a three-fold approach to eradicating poverty; providing access to entrepreneurship allows LMI individuals to leverage their skills and local resources into creating their own job, new child care opportunities will aid LMI working families, and revenue generated by local businesses is recirculated locally for the construction of stronger neighborhoods. The lean business modelling method allows us to supply prospective entrepreneurs with the tools to start small, scale their business at launch to get them to their customers, and adds lines of revenue as their business grows. Local businesses increase the amount of jobs available to LMI residents. Through the process of development, prospective entrepreneurs are encouraged to connect with local mentors, talk to prospective customers, and to think early and often about building their "team." This allows them to create a strong referral base and start positioning itself in the community.

## PROJECT DESIGN

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### 14. How does this project contribute to neighborhood revitalization or urban renewal?

LMI neighborhoods have historically been cut off from commercial districts making it difficult to build equity or generate economic activity. Banks are less likely to process a loan for a small business that locates in a LMI neighborhood. This project will work to extend entrepreneurial opportunity to those neighborhoods by supplying the right tools, the ability to start small, and opportunities to build equity. This program will also provide connections to funding to start businesses in LMI neighborhoods. We will work with local partners to find previously vacant neighborhood storefronts in the Powell Poage Hamilton, Washburn, and Lower-Northside Neighborhoods, as well as newly developed multi-use properties with first floor commercial spaces to pair them with new entrepreneurs.

### 15. Architectural design of this project will be important, especially ones that enhance the character of the neighborhoods. What architectural design elements will be included in your project that meet this criteria? Please describe total square footage of this project any square footage of any commercial or non-residential spaces.

*-answer not presented because of the answer to #2-*

### 16. Do you own the site where the proposed project will be or do you have it under an offer to purchase?

*-answer not presented because of the answer to #2-*

### 17. If project site unknown, describe the criteria for selection of properties to re-develop including property condition, area, location.

*-answer not presented because of the answer to #2-*

### 18. How does the design of the project contribute to environmental sustainability? What type of energy certifications will it obtain? If applicable, how will your project sustain itself to pay for maintenance and operational costs once completed?

## ORGANIZATIONAL CAPACITY

### 19. Describe your organizations capacity to successfully manage the project from planning phase to execution. Describe any other experience relevant to this application.

*Will also provide additional information on prior experience under "Timeline & Experience" tab.*

Couleecap has offered entrepreneurial support services for over 16 years and was one of the Community Action Agencies in WI pioneering entrepreneurial support programs. In 2014, we expanded our portfolio to offer the CO.STARTERS business modeling program to offer opportunity for business ecosystem development. Couleecap has also operated revolving loan funds, co-working space, small business grant programs, downtown Pop-Up Shop program, and a pop-up co-op downtown. Aaron Reimler has led these programs for three years. Aaron is a trained CO.STARTERS facilitator and has overseen the operation of nine CO.STARTERS cohorts. Aaron is experienced in business planning, connecting entrepreneurs to funding sources, and providing technical assistance to small businesses as they grow or expand.

### 20. Describe a qualitative outcome or success story as a result of previously completed projects or programs by your organization

*Write N/A if this does not apply to your project.*

Jessica Cook was referred to Couleecap from Downtown Mainstreet when she and her business partners were looking for a storefront in La Crosse. Jessica had been unable to work for the past seven years due to a disabling medical condition. Along with four other women who had dealt with struggles of their own, she began sculpting the vision for Phoenix Sisters around the idea that La Crosse needed a safe place for women to foster their entrepreneurial spirit. Couleecap staff worked with them to focus that vision, build a strong financial plan, search for a location, and supply a pop-up shop grant. They are now negotiating a 3-year lease at their pop-up location. This represents one new business, five new jobs, occupancy of a vacant storefront, and new services for local residents.

## FINANCIAL

### 21. Please provide an answer below related to past funding.

*Numbers only please.*

<input type="text" value="26"/>	Number of years your organization has received CDBG funding
<input type="text" value="5"/>	If, applicable provide the number of years this specific project has received CDBG funding
<input type="text" value="10100"/>	Current Balance of Unspent 2019 Funds
<input type="text" value="10,131.00"/>	<b>TOTAL</b>

### 22. Based on numbers provided in the budget, answer the following:

*No symbols please. Total project costs should match your budget. Percentage of CDBG funds as they related to the projects costs, not your organizations entire budget. Please disregard the total that will automatically appear at the bottom.*

<input type="text" value="25000"/>	Total CDBG/HOME funds requested
<input type="text" value="83675"/>	Total Development Costs (CDBG/HOME + All Other Sources)
<input type="text" value="30"/>	Percentage of Total Costs Paid for by CDBG/HOME
<input type="text" value="15"/>	Total Beneficiaries
<input type="text" value="5578"/>	Total Cost per Beneficiary/Household Assisted (total cost/ total household assisted)
<input type="text" value="114,298.00"/>	<b>TOTAL</b>

### 23. How will CDBG/HOME funding help your organization attract or leverage additional financial resources?

CDBG funding is vital to attracting investment from the WI Economic Development Corp. (WEDC) and the WI Job and Business Development (JBD) program. Couleecap has received funding the last three years from the WEDC at incrementally increasing amounts. In 2020, we will receive \$80,000 from the WEDC with \$35,750 expected to be allocated for activities within the City. WEDC funds must be matched with 1:1 investment. Couleecap also receives \$22,000 in JBD funding from the State of WI to use towards LMI business planning. This funding requires 100% cash match. CDBG funds will play a critical role in enabling Couleecap to secure both investments. We will continue leveraging CDBG funds to attract private investments from financial institutions. In 2019, Couleecap secured three awards from local banks to help support CO.STARTERS and the Ignite/Accelerate grant programs.

### 24. Describe your ability to obtain all the necessary financing for project. Indicate dollar amount of financing not yet secured and describe ability to obtain this financing. Indicate by what date all financing will be secured

*If funding is not secured by the date indicated here, the City reserves the right to decommit funds to your project.*

NA

**25. Provide a narrative explanation of the proposed financial plan (operating expenses pro-forma) for covering operating and maintenance expenses for 10 years. Describe anticipated income received. Describe your property management plan.**

*For multi-family projects, provide details on operating plan through form. For businesses or non-profits, please upload operating pro-forma. Write N/A if the property will be sold.*

NA

**26. If you were only allocated half your requested funds, would you be able to carry out your project? What are the effects to your program/project if funded only half of you request?**

The program would be reduced to serve a fraction of the individuals and businesses indicated in our goal outcomes in scale with the reduction in funds. Other funds dedicated to supporting small businesses and entrepreneurs in the City of La Crosse may be returned or invested elsewhere. WEDC and JBD funds earmarked for projects in the City of La Crosse could be allocated to other counties.

**27. If your project receives a 25% cut in requested amount of grant funds, what would be the effect on your project?**

The program would be reduced to serve a fraction of the individuals and businesses indicated in our goal outcomes in scale with the reduction in funds. Other funds dedicated to supporting small businesses and entrepreneurs in the City of La Crosse may be returned or invested elsewhere. WEDC and JBD funds earmarked for projects in the City of La Crosse could be allocated to other counties.

**28. Owner occupied housing must include a second mortgage component with a portion of the funds returned to the City when home is sold. Funding for rental projects or businesses must be in the form of a loan. Describe how you will meet this requirement.**

*Include the proposed interest rate and payment structure of loan or the anticipated dollar amount of the second mortgage. Include the anticipated sale price of home.*

NA

**29. For projects that support salaries OR capital projects > \$5 million, the Committee will consider grant requests for 2 years of funding. Would you like to make a request for 2-years of funding?**

*Include only one year of funding in your budget but the Committee will consider a 2-year commitment for your project. Please note: year 2 of funding is subject to Committee approval.*

☒ Yes

☐ No

☐ I am not requesting funding for staff salaries or a major capital project

**30. Please estimate the starting assessed value (before construction/rehabilitation) and post-project assessed value.**

*Please write 0s if this project will not be taxable or it does not involve construction/rehabilitation. Write "SAME" if project is 1 unit under "total project" questions. Please disregard the total that will automatically appear at the bottom.*

0 Per unit starting assessed value

0 Per unit final assessed value

0 Added value per unit

0 Total project starting assessed value

0 Total project final assessed value

0 Total project added value

0.00 **TOTAL**

**31. If you would like to offer any further explanation of any of your responses in your application, you may do so here. Please indicate the question # to which you are providing further explanation.**

*Write N/A if you do not wish to provide additional explanation to any of your responses.*

In Section 21 related to past funding, we indicate a current balance of \$10,100 in the previous CDBG award. Please note that since Couleecap has not finalized our 2019 financials, this number is not final and is expected to be higher than listed.

Likewise, a robust roster of activities planned in the 1Q2020 are expected to utilize all the remaining funding.

## **INSURANCE**

**32. In the spaces below, provide the expiration date and amount next to each insurance instrument. If government**

agency, type N/A below.

Note: boxes below are limited to 10 characters. The following date format is required: Month (First three letters). Year (four digits). Example Nov 2014. Please disregard the total that will automatically appear at the bottom.

Jan 2021	General Liability (Date i.e. Oct 2017)
1,000,000	General Liability (Amount)
Jan 2021	Workman's Compensation (Date)
1,000,000	Workman's Compensation (Amount)
2,000,000.00	<b>TOTAL</b>

**33. Does your Organization have any outstanding legal issues or unresolved audit findings?**

If so, please attach a document to this application that explains why and a copy of the audit or legal issues.

☐ Yes

☒ No

## ACKNOWLEDGEMENT

**34. I am authorized to represent my organization. I agree that if the project does not proceed according to the established timeline, the CDBG Committee will rescind the funding. I understand that my project may be subject to Davis-Bacon Wage Requirements. All statements made in the pre-application and application are true.**

Pursuant to 18 USC § 1001, 31 USC § 3729, et seq., 24 CFR Part 28, false or fraudulent statements or claims are subject to up to 5 years imprisonment and civil penalties up to \$10,000 plus up to 3 times the amount of damages sustained by the Govnt

☒ Yes, I agree to these terms. All statements are true.

☐ No, I do not agree to these terms.

## Budget Summary [top](#)

Funding Sources/Revenues	Committed	Non-Committed
City of La Crosse CDBG		\$ 25,000.00
Wisconsin Economic Development Corporation	\$ 35,675.00	
Wisconsin Department of Workforce Development	\$ 10,000.00	
Wells Fargo		\$ 8,000.00
Associated Bank	\$ 5,000.00	
<b>Total</b>	<b>\$ 50,675.00</b>	<b>\$ 33,000.00</b>

Funding Uses/Expenses	HUD (CDBG/HOME)	Other Federal	State/Local	Private Funds
Staff Salaries	\$ 17,276.00		\$ 28,482.00	\$ 5,346.00
Staff Benefits	\$ 2,510.00		\$ 4,136.00	\$ 739.00
Printing & Copying	\$ 100.00		\$ 183.00	\$ 40.00
Telephone	\$ 228.00		\$ 417.00	\$ 40.00
Staff Travel			\$ 451.00	
Supplies	\$ 450.00		\$ 800.00	\$ 40.00
Postage	\$ 50.00		\$ 100.00	\$ 20.00
Data Processing	\$ 151.00		\$ 276.00	\$ 75.00
IT	\$ 800.00		\$ 975.00	\$ 100.00
Dues & Publications			\$ 87.00	
Advertising			\$ 1,700.00	
Admin	\$ 2,500.00		\$ 4,568.00	\$ 1,300.00
Financial Assistance			\$ 2,000.00	\$ 5,000.00
Space	\$ 935.00		\$ 1,500.00	\$ 300.00
<b>Total</b>	<b>\$ 25,000.00</b>	<b>\$ 0.00</b>	<b>\$ 45,675.00</b>	<b>\$ 13,000.00</b>

## Budget Summary Narrative



**Sources:**

WI Economic Development Corporation: have received this commitment for 2020, of which \$35,675 will be used for La Crosse microenterprise development activities.

WI Department of Workforce Development: this is a prorated amount of funding provided by the State of Wisconsin for microenterprise development.

Associated Bank: this funding has been received for 2020 and will support financial assistance for businesses and microenterprise development.

Wells Fargo: funding received in 2019 and expected in 2020 for financial assistance for businesses.

**Uses:**

Standard uses for full-time staffing, operation of entrepreneurial education programming, and financial assistance for businesses. Note\*\*Only non-CDBG funds will provide financial assistance to businesses.

**Timeline & Experience** [top](#)**Timeline**

Month	Activity
April 2020	Execute contract. Continue recruiting for CO.STARTERS; discuss CO.STARTERS cohort for potential childcare providers with partners and gauge interest.
May 2020	Begin CO.STARTERS cohort late May/early June.
July 2020	Assist three clients. Engage local partners about gaps that can be filled by neighborhood businesses in distressed census tracts.
August 2020	Award financial assistance funds to two businesses.
October 2020	Launch holiday Pop Up Shops. Assist three additional clients.
December 2020	Assist five additional clients.
January 2021	Award financial assistance to one additional business.
March 2021	Assist four additional clients.
March 2021	Create neighborhood businesses. Assist one childcare center to open.

**Experience**

Project Title	Number/Description	Location	Total Costs	Sources of Funds	Start Date - End Date	Reference Name	Reference Title	Reference E-Mail	Reference Phone No.
WEDC	50 business assisted.	Full 4 Cnty Service Area	70,000	WEDC	1/1/19 - 12/31/19	Ed Javier	Director	ed.javier@wedc.org	608 210-6850
Job & Business Dev 2019	4 business developed, 2 existing business retained.	Full 4 Cnty Service Area	23,143	DWD/WISCAP, GRUW	1/1/19 - 12/31/19	Jonathan Bader	Programs Director	jbader@wiscap.org	608.244.0745
<b>Total</b>									

**Personnel Experience**

Name	Title	Years of Experience	Phone email	Other Info

Aaron Reimler	Business & Income Develop	3	797 aaron.reimler@couleecap.o	aaron.reimler@couleecap.org
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Aaron also has experience studying Workforce Development for The 7 Rivers Alliance, as well as internship experience in the City of La Crosse Planning and Economic Development Department.

## Documents [top](#)

### Documents Requested \*

### Required? Attached Documents \*

Evidence of 501c3 Status (If applicable)



[IRS Letter](#)

Articles of Incorporation



[Articles of Incorporation](#)

List of Board of Directors or List of Oversight Committee



[Board of Directors](#)

IRS 990



[Couleecap 990](#)

Pictures of other successful projects your organization has undertaken (optional)

Letters of support (optional)

[Downtown Mainstreet Inc.](#)

[The Parenting Place](#)

[Wisconsin Early Childhood Association](#)

[State Bank](#)

Architectural Designs or Concepts of your your proposed project.

Copy of previous year's audit



[Agency Audit](#)

Program policies and procedures (this is not your employee policies, it's your program-specific policies). This is applicable only to project requesting funds for a program.

[Enrollment Form](#)

[Policies and Procedures](#)

[Job Creation Deceleration Form](#)

Budget/Pro-Forma Forms. Required for Multi-Family or Capital Projects (new construction or rehabilitation of \$500,000 or more, includes operating pro-forma. Other projects requiring an operating pro-forma may use this template or their own.

[download template](#)

Organization's Procurement Policies. Please include the date adopted by Board of Directors.



[Procurement Policies](#)

\* ZoomGrants™ is not responsible for the content of uploaded documents.

Application ID: 156393

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