

MINORITY BUSINESS ASSISTANCE

MINORITY-OWNED BUSINESS ASSISTANCE (MOBA) GRANT

MOBA GRANT APPLICATION FORM

The City of La Crosse, through the generous support of the La Crosse City Council, Economic Development Commission and Planning Department will provide funds to assist the growth of businesses owned by individuals from disadvantaged groups in the community. The grant is available to current and prospective businesses located in the City of La Crosse. This grant program is supported by the Small Business Development Center (SBDC), Couleecap, and Wisconsin Women's Business Initiative Corporation (WWBIC).

APPLICANT INFORMATION

Name(s) Jennifer Barney Telephone 608-780-3982
Current Address N252 Lisa Lane Email Address meringuelacrosse@gmail.com
City Stoddard State WI Zip 54658

BUSINESS OWNER INFORMATION

Name(s) Jennifer Barney Telephone 608-780-3982
Years Owned 4 Type of Ownership LLC
Current Address N252 Lisa Lane Email Address meringuelacrosse@gmail.com
City Stoddard State WI Zip 54658

Business Owner(s) are (check all that apply):

African-American Hispanic-American Woman
 Asian-American Native-American

*Other individuals may also qualify as socially and economically disadvantaged on a case-by-case basis.

BUSINESS & PROJECT INFORMATION (costs must be verified by written estimates from contractors)

Name of Business Meringue LLC Project Applicant's Name Jennifer Barney
Business Address 313 Main Street
City La Crosse State WI Zip 54601
Type of Business Bakery cafe and retail Telephone 608-780-3982

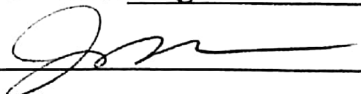
Type of Project (check all that apply):

Machinery/Equipment Feasibility study Patent, copyright, or trademark
 Product development Technology development Other

Please review the Eligibility Requirements on page 2 of the Application Materials and check appropriately:

I have reviewed, understood, and will comply with all requirements listed under this grant program.

Business Owner's Name Jeh Barney

Signature  Date 10/31/2019

FOR CITY USE ONLY:

Application Date _____ Approval Date _____ Amount _____ Tax ID number _____

MOBA GRANT

ELIGIBILITY REQUIREMENTS

Please check each line to indicate acceptance of the eligibility requirement. Work that does not comply with the eligibility requirements is subject to reduction or retraction of award.

- Business must be a private enterprise with no more than 50 employees.
- Only work begun after the grant application has been submitted and approved will be eligible for a grant.
- Business established or to be established must be located in the City of La Crosse.
- Business must be an enterprise owned by an individual(s) from a disadvantaged demographic, which is 51% owned and operated by an individual(s) from one or more of the following groups: African Americans, Hispanic Americans, Native Americans, Asian Americans, and Women. Individuals that do not identify in these groups should submit a statement attached to this application explaining their economic/social disadvantage.
- Applicant must be able to document access to additional sources of funding beyond this award, including business revenues, other grant programs, loans, and personal capital that will support business growth.

The following items should be attached for the completion of this application:

1. Project Scope: A 1 page narrative describing the specific opportunity being pursued, along with key assumptions of the project, its market, and reason for grant request.
2. Project Budget: An itemized list of sources and uses of funds, both current potential. Sources of funds may include applicant's cash, loans, and/or revenues gained from project. Documentation verifying other sources of funds should be provided.
3. Project Income Statement: An itemized list of revenues and expenses expected for this project on a monthly basis for one year.
4. Project Work Plan: An itemized list of activities and major milestones anticipated along with a timeline or schedule of when each activity will be achieved within a year.
5. Business Ownership/Control: A brief description of the type and level of ownership and control must be provided for all principal owners/operators of the business.
6. Business Plan: A business plan outlining the overall mission and scope of the business.

RELEASE OF INFORMATION

I hereby authorize the City of La Crosse permission to share all application materials with committees and members who will be reviewing my application. I acknowledge that information provided to the City may be released as part of the program requirements and in the reporting and promotion of the program.

CERTIFICATE

I hereby certify that all the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.

Name Jen Barry
Signature [Signature] Date 10-31-2019

For questions and more information:

Andrea Schnick, Economic Development Planner, City of La Crosse (608) 789-8321 schnicka@cityoflacrosse.org