

City Of La Crosse

Minority Owned Business Assistance Grant Program

The City of La Crosse is relaunching the Minority Owned Business Assistance Grant Program. The goal is to aid in bolstering the growth and expansion of disadvantaged businesses in the city and alleviate underrepresentation of these enterprises. In the hopes of creating a more inclusive business community, this program will assist both current and prospective business owners.

Funding Source City of La Crosse's HUD Community Development Block Grants

Funding Amounts Up to \$5,000 per business

Basic Eligibility¹

- For-profit business located in City of La Crosse with up to 75 employees
- The business owner must be from a disadvantaged demographic, which is owned and operated by an individual from one of the following groups: African Americans, Hispanic Americans, Native Americans, Asian Americans, and Women. Individuals not fitting into any of these groups but still identify as disadvantaged are still encouraged to apply per the guidelines in the application.
- Current with all local, state and federal taxes, fees, and any other debt payments to the City of La Crosse
- Project should demonstrate that a new product/service/market is being pursued by an existing business, or a new business is being formed to meet an emerging or untapped market. High growth potential projects that generate revenue, investment, and job growth will be favored.
- Applicant must be able to document access to additional sources of funding beyond this award, including business revenue, other grant programs, loans, and personal capital that will support business growth.
- Only work begun after the grant application has been submitted and approved will be eligible for a grant.

Eligible costs Machinery and equipment, inventory, working capital (as match), technology development or modification, feasibility studies or market research, technology or product modifications, product/process development, patent, copyright or trademark filing fees, licensing or insurance, purchasing of property, or any furniture and fixtures, legal costs, technical assistance/advise, or business support services.

Basic Terms²

- Funds will be disbursed by reimbursement for documented eligible project expenses
- A deposit of \$100 per job will be retained until the business has documented creation of jobs within 6 months.
- Allow City to collect income and demographic data from applicants and their employees.
- This grant will provide a maximum amount of \$5,000 at a 50/50 match for eligible expenses.

Application Process

An application can be found [here](#).

In addition to the application, the following documents are required:

1. Most recent personal IRS 1040 Form
2. One-page cover letter describing the specific opportunity being pursued, along with key assumptions of the projects, its market, and reason for the grant request.
3. Project Budget
4. W-9
5. Business operating agreement (for multiple owners)

¹ Other requirements may apply. Please click [here](#): for a detailed list of program eligibility.

6. Income and conflict of interest self-certification form (included in the application)
7. Business Plan outlining the overall mission and scope of the business.
8. Liability insurance (or ability to obtain)
9. DUNS Number (if you don't already have one, go here to get one: <https://www.dnb.com/duns-number.html>)

Application Review

Applications will be reviewed by City staff and presented to the Economic Development Commission within 45 days of complete application submission.

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