

# 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) \_\_\_\_\_ Telephone \_\_\_\_\_  
Current Address \_\_\_\_\_ Email Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

#### BUSINESS OWNER INFORMATION

Name(s) \_\_\_\_\_ Telephone \_\_\_\_\_  
Years Owned \_\_\_\_\_ Type of Ownership \_\_\_\_\_  
Current Address \_\_\_\_\_ Email Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
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 \_\_\_\_\_ Project Applicant's Name \_\_\_\_\_  
Business Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Type of Business \_\_\_\_\_ Telephone \_\_\_\_\_  
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 \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

#### 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 \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

For questions and more information:

# APPLICATION REVIEW

The application package will be reviewed by the City of La Crosse to determine whether the project should receive a grant and determine the amount of the award. Please submit the package to Andrea Schnick, Economic Development Planner either via email at [schnicka@cityoflacrosse.org](mailto:schnicka@cityoflacrosse.org) or in person in the Planning Department on the 3<sup>rd</sup> floor of City Hall.

## MATERIALS TO SUBMIT

Application packages should include:

- \_\_\_\_\_ A completed application form (Pages 1-2)
- \_\_\_\_\_ All attachments listed on page 2
- \_\_\_\_\_ (Optional) Proof of consultation with the Small Business Development Center.

## GRANT DISBURSEMENT

- Upon the awarding of a grant, monies can be expected to be released within (1) month.
- At the discretion of the committee, the grant may be awarded upfront or as reimbursement. Please clarify the preference in the Project Scope narrative of the application.  
When all project work is complete, please send Andrea Schnick a 1/2 -1 page written report on the project status and its impact on the business so far. Possible items to also highlight include specific expenditures and photographs of the project.

For questions and more information:

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

# MINORITY BUSINESS ASSISTANCE

## MINORITY-OWNED BUSINESS ASSISTANCE (MOBA) GRANT

### **Mission:**

The program seeks to bolster the growth of disadvantaged businesses in order to help alleviate underrepresentation of these enterprises within the community. By assisting current and prospective business owners, this program will help to create a more inclusive business community.

### **Context:**

This program will provide grants up to a maximum amount of \$5000 at a 50/50 match for eligible expenses. There is no minimum amount that must be awarded. All successful applicants must meet the program requirements and go through the approval process prior to beginning any of their proposed project work. Businesses or prospective businesses must receive consultation with the SBDC, which can be reached at (608) 785-8782.

### **Eligibility Requirements:**

The applicant or project must meet the following criteria:

- Business must be a private enterprise with no more than 50 employees.
- Business established or to be established must be located in the City of La Crosse.
- Business must be a Business Enterprise run by an individual(s) from a disadvantaged demographic, which is 51% 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
- Project should demonstrate that a new product/services/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 revenues, other grant programs, loans, and personal capital that will support business growth.

### **Eligible Project Costs:**

- Machinery and equipment
- Inventory
- Working capital
- Technology development or modifications
- Feasibility studies or market research
- Technology or product evaluations
- Product/process development
- Patent, copyright or trademark filing fees
- Licensing or insurance
- Purchase of property, or any furniture and fixtures
- Legal costs

### **Ineligible Project Costs:**

- Business valuation or appraisal fees
- Architectural, engineering and design costs not related to technology development
- Marketing and advertising
- Fees for lobbying or contributions to elected officials
- Refinancing