

City Of La Crosse

SMALL BUSINESS RELIEF GRANT PROGRAM (2)

In response to the economic hardships experienced by businesses resulting from the COVID-19 pandemic, the City of La Crosse is launching Round 2 of the Small Business Relief Grant Program. The goal is to keep businesses open and retain jobs.

Funding Source City of La Crosse's HUD Community Development Block Grant (\$64,000)

Funding Amounts Up to the value of 3 months' rent per business.

Application Period Duration of 1 week, with a minimum of 7 days advanced public notice.

Basic Eligibility

- For-profit business located in City of La Crosse with up to 20 employees
- Business must be a brick and mortar business, with a physical location.
- Must have been in business one full year previous to February 1, 2020 with 2 years of tax returns
- Applicant is 51% + majority owner of business
- Demonstrated loss of revenues
- Not in bankruptcy, current with all local, state and federal taxes, fees, and any other debt payments to the City of La Crosse
- To comply with the needs of the grant, the business owner must meet the following requirements and agree to the following criteria:
 1. The business must be a small business with 20 or fewer full-time equivalent employees (including the owner)
 2. EITHER - The business is a micro business with 5 or fewer full-time equivalent jobs (including the owner) and the owner's single household income is under 80% of the La Crosse County Area Median, less than \$43,050
OR – The owner must agree to create or retain a job for a person who's household or single household income is under 80% of the La Crosse County Area Median, less than \$43,050.
The job creation or retention requirement must be met within 12 months.

Eligible costs Assistance with rent and/or non-city owned utilities¹

Basic Terms

- Grants will be available in a first come, first served basis to eligible businesses

Application Process

The following documents are required in addition to the completed application:

1. Most recent 2 years IRS 1040 Form and Schedule C if applicable
2. Copy of Business License
3. Profit and Loss statement for 2019 and 2020
4. Business operating agreement (for multiple owners)
5. Income and conflict of interest self-certification form (included in the application)
6. Proof of rent or lease agreement
7. Liability insurance (or ability to obtain)
8. DUNS Number (if you don't already have one, go here to get one: <https://www.dnb.com/duns-number.html>)

¹ HUD-defined eligible costs as working capital