

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) and Couleecap.

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 ½-1 page 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 _____ either via email at _____ or in person at _____. In making the determination, the committee will consider the following factors and may give priority to projects that meet the following criteria:

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 REIMBURSEMENT

- When all project work is **COMPLETE**, submit a request for final review and a MOBA reimbursement form.
- After final review by the City, if the completed project has met the requirements, the City will release funding to the business owner.
- Reimbursement can be expected in approximately (1) month after the following documentation has been submitted.

Required Materials for Reimbursement

- Copies of all paid invoices, canceled checks and/or receipts for payment for all of the project work covered by grant.
- The invoices must be marked paid, signed, and dated by the relevant parties involved in the transactions. All project expenditures must be paid by check or credit card. Cash payments are not accepted. Invoices should have an itemized breakdown of work done and show the cost of each item.
- Color photographs of materials purchased through the grant program (if applicable).
- A written report reviewing how the project went and how it has impacted the business thus far. Note: the level of success of the project will not be factored into eligibility for reimbursement.
- Project must be completed within one (1) year of authorization to proceed by the Planning Department.

The Planning Department reserves the right to refuse reimbursements in whole or in part for work that:

- Does not meet the requirements as laid out in this application.
- The project tied to the grant is not completed within 1 year. Since the City cannot reserve funds indefinitely, your grant may be subject to cancellation if not completed or significant progress hasn't been made by the completion date. Request for extensions will be considered only if made in writing and progress towards completion has been demonstrated.

For questions and more information:

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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 filings
- Copyright or trademarks
- Licensing or insurance
- Legal costs

Ineligible Project Costs:

- Purchase of property, or any furniture and fixtures
- 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