

# City Of La Crosse

## SMALL BUSINESS RELIEF GRANT PROGRAM

In response to the economic hardships experienced by businesses resulting from the COVID-19 pandemic, the City of La Crosse is launching the Small Business Relief Grant Program. The goal is to keep businesses open and retain jobs. It is also intended to support businesses that want to open new lines of business in response to the crisis, such as medical supplies, cleaning, or in-home health services.

**Funding Source** City of La Crosse's HUD Community Development Block Grant (\$150,000)<sup>1</sup> and Tax Increment Financing (\$200,000).

**Funding Amounts** Up to \$5,000 per 10 employees, with a maximum of \$25,000 per business. Minimum request is \$1,000.

**Application Period** Initial applications will be accepted until **April 24, 2020**. Additional applications may be accepted after that date based on funding availability.

### Basic Eligibility<sup>2</sup>

- For-profit business located in City of La Crosse with up to 75 employees
- Applicant is 51% + majority owner of business
- Can provide financial evidence of potential job loss as a result of COVID-19
- Can provide evidence of being able to retain jobs for at least 6 months as a result of grant
- Not in bankruptcy, current with all local, state and federal taxes, fees, and any other debt payments to the City of La Crosse

**Eligible costs** Basic operating capital for staff salaries, leasing space, insurance, and/or utilities. Requests for inventory, supplies, furniture, software, equipment, other may also be considered.

### Basic Terms<sup>2</sup>

- 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 retention of jobs after 6 months.
- Allow City to collect income and demographic data from applicants and their employees.

### Application Process

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

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

1. Most recent IRS 1040 Form
2. Business operating agreement (for multiple owners)
3. Income and conflict of interest self-certification form (included in the application)
4. Previous four weeks of payroll
5. Liability insurance (or ability to obtain)
6. 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 scored according to the scoring matrix found in the guidelines. Actual award amount will be based on scoring matrix and funding availability.

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<sup>1</sup> More funding may be made available as a result of the CARE Act

<sup>2</sup> Other requirements may apply. Please click [here](#): for a detailed list of program eligibility.