

MINORITY BUSINESS ASSISTANCE

MINORITY-OWNED BUSINESS ASSISTANCE (MOBA) GRANT

MOBA GRANT APPLICATION FORM

The City of La Crosse, through the generous support of Community Development Block Grant program, the La Crosse City Council, and the Economic Development Commission 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 _____

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 microenterprise with no more than 5 employees, one which is the business owner.
- _____ 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 a microenterprise 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. _____ One page cover letter describing the specific opportunity being pursued, along with key assumptions of the project, its market, and reason for grant request.
2. _____ Project Budget:

Amount desired from Small Business Development Loan Program	\$ _____
Amount desired from lending institution	\$ _____
Owner/developer cash contribution (minimum of 10% of total project cost as cash)	\$ _____
Other sources (attach explanation)	\$ _____
Total project cost:	\$ _____

3. _____ 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 _____

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 or in person in the Planning Department on the 3rd floor of City Hall.

GRANT DISBURSEMENT

- Upon the awarding of a grant, monies can be expected to be released within 60 days.
- 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:

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Mission:

The goal of this program is 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 5 employees, including the business owner.
- 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 (as match)
- 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
- Technical assistance/advise, or business support services

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