

Waukesha Works Micro-Enterprise COVID-19 Response Grant

The Waukesha Works Micro Enterprise COVID-19 Response Grant is proposed to be a grant to assist small businesses that are owned by a person earning 80% of the County Median Income Level with five (5) or fewer Full-Time Equivalent (FTE) Employees. Grant funds are to be used for responding to any COVID-19 Related expenses including marketing or creating websites/online ordering systems, interior and exterior improvements related to COVID-19, and purchase of Personal Protective Equipment/supplies. The grant program will launch Mid-February 2021 and will likely have a two-week application period.

Eligibility

- Must be located in the City of Waukesha
- Must have five (5) or fewer employees
- Must have been in business as of January 1, 2020.
- The owner of the business must have either a household or individual income at or below 80 percent of the 2020 Waukesha County Median Income Level. The owner could still be eligible if their 2019 income was over the County Median Income Level but due to COVID-19, their income has dropped below the County Median Income Level. Verification will be based on either 2019 income or an average of the last 3 months income. The table below lists the maximum income levels based on household or individual income that are allowed for eligibility.

	Persons in Household							
	1	2	3	4	5	6	7	8
	*Individual income limit							
Qualifying Income for Grant Eligibility	\$46,950	\$53,650	\$60,350	\$67,050	\$72,450	\$77,800	\$83,150	\$88,550

What can the funds be used for:

The Micro-Enterprise grant funds can only be used for expenses that have not already been funded through another program (federal, state, or local) and that were incurred as a direct result of COVID-19.

Eligible uses for grant funds include:

- Rent, mortgage, and utility assistance
- Physical Improvements to your business in response to COVID-19
- Purchase of equipment or materials due to COVID-19. This includes plexiglass, special cleaning/disinfectants, electrostatic sprayers, etc.
- Purchase of personal protective equipment. This includes masks, face shields, hand sanitizer, and disposable gloves.
- Marketing and advertising. Only costs that are directly related to COVID-19 response, such as online ordering, are eligible.

Other Grant Requirements and Restrictions

- The expenses must be related to responding to the COVID-19 pandemic
- Maximum grant award is \$10,000
- Receipts or invoices must be submitted. Projects without receipts or invoices will not be funded.
- Expenses prior to March 25, 2020 are not eligible. Applicants may submit requests for any COVID-19 related expenses after this date as long as those expenses have not been reimbursed through any other grants or funding sources.
- Expenses will not be eligible if they have already been reimbursed or paid for through any other funding including, but not limited to:
 - Federal Programs
 - CDBG-CV Funds
 - Small Business Administration
 - Paycheck Protection Program (PPP)
 - Economic Injury Disaster Loan Program (EIDL)
 - State of Wisconsin Programs
 - State of Wisconsin Programs
 - WEDC We're All In Grant
 - WEDC We're All In Grant Phase 2
 - WEDC We're All Innovating Contest
 - WEDC Ethnic Minority Emergency Grant
 - Wisconsin DOA Cultural Organization Grant Program
 - Wisconsin Women's Business Initiative Corporation (WWBIC)
 - Waukesha County CDBG-CV Grant
 - WWBIC COVID-19 Fast Track Loan Program
 - City of Waukesha
 - a. Waukesha Works Economic Recovery Grant

Applicants will be required to disclose the amount of all previous funds received through all other programs as well as an itemized list of what those funds were used for in order to make sure there is no duplication of grant funding. Grant requests may only be for things applicants did not already receive funds through these programs for. For example, if you received Paycheck Protection Program funds earlier this year and used those funds to cover June rent, you could not apply for any more funds for June rent, however you could apply for funds to assist with July rent.

Grant Procedures

1. Grant applications will be scored on various metrics including but not limited to: previous funding received, impact that specific Government orders have had (such as the new 25% capacity limits) on the business, and potential impact of the grant funds on continuing business operations.

2. The final grant scoring system will be approved by the City of Waukesha Community Development Department and the Waukesha County Division of Community Development.
3. After the deadline, staff will score grant applications, gather any missing verification materials, and release funds to the grant recipients.
4. The City will prepare a summary report for the Common Council and Waukesha County CDBG Board once the program is completed with an overview of number of businesses funded, what the funds were used for, etc.