



Waupun Community Development Authority Downtown Waupun Small Business COVID-19 Technology Grant

PURPOSE

The Downtown Waupun Small Business COVID-19 Technology Grant was created by the Waupun Community Development Authority (CDA) to help small businesses in Downtown Waupun make necessary changes to adopt to current challenges and post-COVID-19 reality.

FUNDING (\$20,000 available)

- Up to \$5,000 per parcel address per calendar year.
- This grant will share in the actual cost of implementing the improvements identified in the project scope of work and cost estimate.
- An approved applicant will receive an amount equal to 75% of the total project cost up to \$5,000 per parcel address, per calendar year.

APPLICANT ELIGIBILITY

- The business must be located within TID 3 boundaries.
- Tenants must have a minimum of 1 year remaining on current lease from the date of application.
- Properties zoned residential are not eligible.
- Tax exempt properties are not eligible.
- Properties will not be eligible if any special assessments, real estate or personal property taxes, utility bills, or other city charges are delinquent.
- One request per parcel address per calendar year.

ELIGIBLE ACTIVITIES

The Downtown Waupun Small Business COVID-19 Technology Grant will assist Downtown Waupun business owners in making necessary investments to meet the new challenges brought on by COVID-19. Grant funds are intended for projects that will enhance a business's ability to engage its customers, manage health and safety requirements, and operate effectively in order to pursue growth.

Eligible activities include but are not limited to:

- New or upgraded websites
- Virtual programming capability
- Ecommerce platforms
- CRM platforms with integrated marketing, customer engagement and automation
- Software upgrades to enable pre-order and timed reservations
- Delivery service implementation
- Safety equipment and fixtures (such as plexiglass barriers, hand washing stations, protective masks, signage, etc.)

APPLICATION SUBMITTAL AND REVIEW PROCESS

- a. Applications are distributed and collected by the CDA no later than the 1st Tuesday of the month.
- b. Prior to submission, applicants must obtain Cost Estimates and include a budget*. **Program funds come from local tax revenues to support local projects. Although not required, it is appreciated if applicants consider obtaining bids from local contractors in preparing their application.*
- c. Completed applications are reviewed on an as needed basis by the CDA, which has discretion over the program. Applicants must attend the scheduled CDA meeting.
- d. Notification of approval/denial will be provided to the applicant by the CDA within 7 days of the scheduled CDA meeting. Note that the project must be approved prior to any of the work taking place.
- e. Changes to an approved project must be reviewed and approved by the Community & Economic Development Coordinator. Additional approval by the CDA may be deemed necessary. Failure to obtain approval may result in reduction of award amount or grant forfeiture.

PROJECT COMPLETION AND REIMBURSEMENT

- a. Upon project completion, grantee must submit copies of paid invoices to CDA for reimbursement.
- b. Only approved eligible expenses will be considered for reimbursement.
- c. The Grant award amount is not a guaranteed payment amount. Final grant payout is based on project costs reflected in actual paid invoices submitted for reimbursement.
- d. Payout will not exceed the maximum grant amount approved by the CDA. If total project costs are less than estimated, the grant reimbursement will be pro-rated in accordance with grant guidelines.
- e. Projects must be completed within 6 months of grant approval unless otherwise approved by the CDA.
- f. Projects not completed by the deadline will be considered closed due to incompleteness and grant will be forfeited.
- g. Once grant payout is made, the application will be considered closed and no additional expenses will be allowable.

**Waupun Community Development Authority
Downtown Waupun Small Business COVID-19 Technology Grant**

Applicant Name: _____

Applicant Address: _____

Phone: _____ Fax: _____ Email: _____

Name of Business: _____

Property Address: _____

Property Use: _____

For Tenants:

The CDA requires you to work with your landlord to obtain project approval indicated by signature below. If you are the owner of the building, you can leave this section blank.

Property Owner Name: _____

Phone: _____ Email: _____

Property Owner Address: _____

Property Owner Signature: _____ Date _____

Expiration Date of Current Lease Agreement: _____ Owner Initials: _____

Project Summary: (Provide a brief project summary)

Estimated Start Date: _____ Estimated Completion Date: _____

Required Attachments:

Cost Estimates

Budget

Project Budget:

Total Estimated Cost of Project: \$_____

Total CDA Grant Request: \$_____ (75% of total eligible expenses)

Release of Information:

I hereby authorize the Waupun Community Development Authority (CDA) permission to share all application materials with CDA members who will be reviewing my application. I acknowledge that information provided to the CDA may be released upon request in compliance with the open record requirements and in accordance with the freedom of information act. I acknowledge that I am to attend the CDA meeting in which this request will be reviewed and that the City of Waupun will notify me of that meeting.

Applicant Name (print): _____

Applicant Signature: _____ Date: _____

Submit application and attachments to:
Waupun Community Development Authority – City of Waupun
201 E. Main Street, Waupun WI 53963
sarah@cityofwaupun.org

City Staff Use Only:

Date application received _____

Application reviewed for completeness by _____ (initials). Date: _____

Property reviewed for delinquency by _____ (initials). Date: _____

Applicant notified of scheduled CDA meeting by _____ (initials). Date: _____