



LAUNCH LA CROSSE

SMALL BUSINESS RECOVERY FUND

Goals:

The Launch La Crosse Small Business Recovery Fund, administered by Couleecap in partnership with Downtown Mainstreet, La Crosse County, LADCO and the NLBA, provides financial assistance in the form of grants to small, locally owned, retail, restaurant, or personal service storefront businesses with 1-20 employees located in central commercial districts within La Crosse County. The goal of this fund is to provide relief for businesses who have suffered economic injury due to the COVID-19 pandemic and the Safer at Home Order put in place on March 25, 2020.

Grant Benefits:

- Cash grant between \$1,000 and \$5,000 to help cover immediate financial needs to small businesses suffering economic injury.
- Referral to other Launch La Crosse Partner programs, including assistance with sustainability plans and connections to other resources.

Eligible Businesses:

To be eligible for a Launch La Crosse Recovery grant, businesses must be able to demonstrate economic injury as result of having to close their business or operate at an extremely reduced capacity and are ineligible for or received inadequate funding from other relief sources. Applicants should be small, locally owned, retail, restaurant, or personal service storefront businesses with 1-20 employees. The business should be located in central commercial districts in La Crosse County.

Selection Criteria

Applicants will be awarded based on criteria used to assess need, inability to secure other sources of assistance, business sustainability, business community impact, and operational injury due to COVID-19. **We cannot guarantee funding for any applicant.** This program is intended to provide relief and sustain local small businesses within La Crosse County, and mitigate the effects felt during and after the COVID-19 Pandemic, and in case of future interruptions due to COVID-19. Applicants for the program will be awarded based on the following criteria:

- Current Need- What are the costs that need to be covered? How significant and immediate is the need?
- Staffing and Management- How has the Safer at Home Order affected staffing?
- Sustainability Plan- What is your plan for sustainability beyond this crisis?
- Availability of Funds- This fund will be supported through fundraising and we are working hard to make as many funds available as possible. Awards will reflect our fundraising efforts.

Eligible businesses will also be willing to connect with Launch La Crosse Partners to create a sustainability plan if the need exists.

For questions and more information:

www.couleecap.org/business-recovery.html

Robin Moses, Executive Director Downtown Mainstreet, Inc.

500 Main Street, La Crosse, WI 54601 608-784-0440 robin.moses@lacrossedowntown.com

Aaron Reimler, Business & Income Developer Couleecap Inc.

119 N 19th St., La Crosse, WI 54601 608-797-5746 aaron.reimler@couleecap.org



LAUNCH LA CROSSE

SMALL BUSINESS RECOVERY FUND APPLICATION

Business Name

Contact Name & Title

Business Address

Downtown District or Neighborhood District

Mailing Address

City

State

Zip

Email Address

Telephone

Type of Business

Business website/Facebook (if applicable)

Date Business Opened.

Do you plan to continue operations of this business for the foreseeable future? (Y/N)

How many employees did you have on February 15th, 2020?

Number of employees may include the owner

Full Time

Part Time

How many employees do you have as of today's date?

(please also indicate if there is normally a seasonal variation)

Number of employees may include the owner

Full Time

Part Time

Approximately how many square feet is your storefront or brick and mortar location?

Do you have a comprehensive business plan that includes financial projections and market analysis?

Yes No

What is your most immediate financial need?

Sources & Uses Table

Sources & Uses of Funds – Including the grant that you are requesting, along with other emergency relief funds you have received or requested. Total sources should equal total uses.

| Source(s) | Amount (\$) | | Use(s) | Amount (\$) |
|---------------|-------------|--|---------------|-------------|
| | | | | |
| | | | | |
| | | | | |
| Total: | | | Total: | |

Why do you believe this is the most effective use of grant funds?

Are you adapting your business to new market conditions? If so, how?

Have you received an SBA Disaster Loan, Paycheck Protection Program Loan, or other disaster relief funds? If so, please explain.

Please attach **ALL** of the following sections, properly labeled as such:

- Year to Date Profit & Loss Statement
- 2019 Profit & Loss Statement
- Most Recent Tax Return (1040 Schedule C)

Demographics

Optional demographic questions for reporting purposes. This information will not be used to determine your eligibility for the assistance.

Household Annual Income: _____ Number of People in Household _____

Ethnicity (check all that apply):

African- American Caucasian Hispanic Asian, Pacific Islander Native American

Other _____

I/We, the applicant, understand that this application will not be disclosed to any third parties, except as we deem necessary in order to evaluate your application, or if legally obligated to do so. The documents provided to us in connection with the application remain the proprietary information of the applicant and all copies of documents will be returned to the applicant upon request. I/We understand that the review committee's decision is final and applicants agree to hold harmless Downtown Mainstreet Inc., Couleecap Inc., or the review committee members, all Launch La Crosse economic development partners, and their respective directors, officers, successors, and assigns.

Applicant _____ Date: _____

Applicant _____ Date: _____

www.couleecap.org/business-recovery.html

Robin Moses, Executive Director Downtown Mainstreet, Inc.

500 Main Street, La Crosse, WI 54601 608-784-0440 robin.moses@lacrossedowntown.com

Aaron Reimler, Business & Income Developer Couleecap Inc.

119 N 19th St., La Crosse, WI 54601 608-797-5746 aaron.reimler@couleecap.org