



LAUNCH LA CROSSE

SMALL BUSINESS RESILIENCY FUND

Summary:

The Launch La Crosse Small Business Resiliency Fund, administered by Couleecap in partnership with Downtown Mainstreet, La Crosse County, the City of La Crosse, and LADCO, provides financial assistance in the form of grants to small, locally owned businesses with 1-20 employees, located in La Crosse County. The goal of the fund is to provide support for businesses executing projects to increase resiliency and sustainability amidst new market conditions brought on by the COVID-19 pandemic. Funding sources include the La Crosse County Economic Development Fund, City of La Crosse CDBG Funds, and private donors.

Grant Benefits:

- Cash grants between \$1,000 and \$5,000 to help cover immediate financial needs as small businesses work to adjust their methods of reaching customers during the COVID-19 pandemic and beyond.
- 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 Small Business Resiliency grant, businesses must be executing a project or shift in their delivery or distribution models that are necessary to ease public health concerns due to the COVID-19 pandemic. Examples include, but are not limited to, heaters/equipment to sustain outdoor operations, supplies or software integration for e-commerce or social media events, etc. Applicants must be small, locally owned businesses with 1-20 employees, located in La Crosse County.

Selection Criteria

Applications will be scored based on their ability to clearly provide all information requested in the application, to demonstrate need for funding, to efficiently show viability of the proposed project and its overall impact on business sustainability, to demonstrate an ability to execute the project using the requested funding, and to deliver a broader impact on the overall community. **We cannot guarantee funding for any applicant.** Applications to the program will be scored and funding will be awarded based on the following criteria:

- Clear, Complete Application – Only applications with complete information will be considered.
- Sustainability - What is your overall plan for sustainability through and beyond this crisis, and how will this proposal help?
- Viability of Proposal - Will the proposed adjustments increase the overall business viability? What are the costs that need to be covered? How will it allow for safer, more efficient operations?
- Impact – How will this proposal impact consumer confidence and business revenue? Will there be impacts on other businesses and the community at large?
- Operations – Will you have the capacity to execute the proposed plan, and will it improve business resiliency?
- Availability of Funds - This fund will be supported through fundraising, so awards will reflect fundraising success.

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

Aaron Reimler, Business & Income Developer Couleecap Inc.

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

Brian Fukuda, Community Development Specialist, La Crosse County

212 6th Street N, Room 2300, La Crosse, WI 54601; 608-785-5792; bfukuda@lacrossecounty.org



LAUNCH LA CROSSE

SMALL BUSINESS RESILIENCY FUND APPLICATION

Business Name	Contact Name & Title
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Business Address

Mailing Address

City	State	Zip
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Email Address	Telephone
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Type of Business	Business website/Facebook (if applicable)
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Date Business Opened.	Do you plan to continue operations of this business for the foreseeable future? (Y/N)
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How many employees did you have on February 15th, 2020?

Number of employees may include the owner

Full Time	<input type="text"/>	Part Time	<input type="text"/>
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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	<input type="text"/>	Part Time	<input type="text"/>
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Approximately how many square feet is your storefront or brick and mortar location (if applicable) ?

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

Yes No

Are you current with all local, state, and federal obligations (i.e. taxes, permits, license fees, etc.)? Yes No
If No, please provide a brief explanation.

In response to the Coronavirus, please describe how funds will be used to implement resiliency and sustainability measures or new distribution/delivery methods. (attached another page if necessary)

Sources & Uses Table

Sources & Uses of Funds – Account for all costs to implement the proposed project, and list all funding sources that will be used to implement the plan, including the grant that you are requesting, other grant funding, and business/equity investment. Total sources should equal total uses.

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

Why do you believe this project is the most effective way to increase sustainability and boost revenue (attach another page if necessary)?

If the full amount requested is not received, how will this affect the business’s ability to implement the proposed project?

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

How does your business/service benefit the community?

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

- Year to Date Profit & Loss Statement
- 2019 Profit & Loss Statement
- Most Recent Personal Tax Return (IRS Form 1040)

Demographics

Mandatory 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 (pick 1 of 2): Hispanic/Latino Non-Hispanic/Latino

Race (check all that apply):

Black or African- American

Native American/Alaskan Native

White

Native American/Alaskan Native & White

Asian

Black/African American & White

Asian & White

Other/Other Multi-Racial

Native Hawaii/Other Pacific Islander

Native American

Applicant Signature

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., La Crosse County, LADCO, The City of La Crosse, and the review committee members, all Launch La Crosse economic development partners, and their respective directors, officers, successors, and assigns. I/We understand that only complete applications will be considered for funding and that there is no guarantee of grant funding.

Applicant _____ Date: _____

Applicant _____ Date: _____

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