



Downtown Fond du Lac Partnership COVID-19 Business Support Program

INTRODUCTION

In response to the economic hardships small businesses are experiencing resulting from the COVID-19 pandemic, the Downtown Fond du Lac Partnership (DFP) has established the COVID-19 Business Support Program in an effort to retain jobs and stabilize local businesses. This program is offered in partnership with the City of Fond du Lac. The DFP will administer the program.

The program is designed to offset the immediate emergency status of imminent business closures while business owners are awaiting larger lending approvals.

Downtown businesses that meet the criteria are eligible to apply for a grant up to \$5,000.

ELIGIBLE APPLICANTS

Eligible businesses are located within the Downtown Fond du Lac Business Improvement District. Businesses must be able to demonstrate the negative hardship that COVID-19 had put onto their business. Previous recipients of the City of Fond du Lac COVID-19 grant are not eligible for this program in an effort to broaden the public support to as many downtown businesses as possible.

No application will be reviewed or presented for approval on behalf of an individual or entity that is delinquent in their Business Improvement District tax assessment, Municipal/County property taxes, water utility bills or any other payments owed to the DFP or City of Fond du Lac (both business and personal).

Eligible applicants must have a registered business address in the Downtown Fond du Lac Business Improvement District jurisdictional boundaries and be in operation for more than six (6) months from the date of application. Eligible applicants must have a physical storefront or location. Eligible applicants will represent locally owned businesses. Home occupations and non-profit organizations are not eligible.

ELIGIBLE USE OF FUNDS

Funds under this program may be used for business expenses incurred during the timeframe of COVID-19 including rent, commercial mortgages, utilities, payroll, and product inventory.

INELIGIBLE USE OF FUNDS

Funds under this program may not be used to:

- Reimburse expenses incurred prior to the COVID-19 crisis
- Pay off non-business debt, such as personal credit cards
- Owner's personal expenses including home mortgages and car payments
- Construction and/or physical property improvements

PROCESS

1. Applications are to be submitted to the DFP
2. The DFP conducts a credit check and review of financials
3. Completed applications are reviewed by the DFP Grant Review Committee
4. Application deadline is April 10, 2020 at 5:00 p.m.
5. This program is designed for rapid response and as such the review process has been streamlined for a quick response to applicants.
6. Appropriate documentation, such as invoices, must be submitted to the DFP for funds to be disbursed.

19. Provide a description of how you have temporarily changed your business model due to COVID-19 (i.e. online sales, delivery services, customer service cold calling, etc.):

20. Describe your efforts to secure other sources of funding (i.e. SBA programs, KIVA, WWBIC, WEDC 20/20, etc.):

21. Describe your tentative plans for re-opening when the "Safer at Home" order ceases? (i.e. grand re-opening sale, advertising, customer notifications, etc.) How will customers know you are re-opened?

22. Amount of grant funds requested (maximum \$5,000): \$ _____

23. What the funds will be used for:

Rent - Mortgage \$ _____

Vendors – Accounts Payable \$ _____

Utilities \$ _____

Other _____ \$ _____

24. Banking Lender Reference -

Bank Name _____

Address _____

Phone Number _____

Contact Person _____

Title/Position _____

25. *As an authorized representative of the organization listed above, I hereby certify that the information listed above and attached to this application is true and accurate and I am aware that any false information or intended omissions may subject me to civil or criminal penalties for filing of false public records and/or forfeiture of any grant funds approved through this program. I also authorize the DFP or its agents to complete the required credit check.*

Signature

Name (Print or Type)

Title

Applicant Social Security Number

Date

Signature

Name (Print or Type)

Title

Applicant Social Security Number

Date

REQUIRED ATTACHMENTS:

1. Most recent business tax return
2. 2019 Financial Statement and year-to-date 2020 Financial Statement
3. Copies of invoices related to line 23 on the grant application
4. Copy of lease if property is not owned

To streamline the application process, please send all financial documents as pdfs. Please send all documents as one complete package or in subsequent emails.

SUBMIT APPLICATION AND ATTACHMENTS TO:

Downtown Fond du Lac Partnership
Attn: Amy Hansen
131 S. Main Street, Suite 101
Fond du Lac, WI 54935
Phone: (920)-322-2007
or email (preferred method)
amy@downtownfdl.com

DUE FRIDAY, APRIL 10, 2020 AT 5:00 P.M.