

**Waupun Community Development Authority
COVID-19 DOWNTOWN BUSINESS SUPPORT PROGRAM**

PURPOSE

In response to the economic hardships to small businesses resulting from the COVID-19 pandemic, the Waupun Community Development Authority (CDA) has established the COVID-19 Business Support Program.

Downtown businesses that meet the criteria are eligible to apply for a loan up to \$2,500. The primary purpose of the program is to retain jobs, stabilize local businesses and prevent blight in the Waupun central business district that may result from financial hardship in maintaining business operations or meeting business expenses as a result of the COVID-19 pandemic and/or the Safer at Home Order identified below. The program is designed to offset the immediate emergency of imminent business closures while business owners await larger lending approvals, grants or stimulus payments. The Downtown Business Support Program is available only to property owners and businesses within the City of Waupun's Tax Increment District 3 (TID 3), as this is a requirement of Wisconsin law in creating and funding this program.

LOAN TERMS

Loans in the amount of up to \$2500 will be provided for a term of 36 months at 1%. Payments may be deferred for six months from the date of the loan award. There is no early prepayment penalty. The full loan amount will be forgiven in its entirety for businesses that remain open for business for a continuous period of six months starting on the date of the loan award, or the date in which the business is released from restriction under the Wisconsin Department of Health Services Executive Order #12 as may be amended ("Safer at Home Order"), whichever is later.

APPLICANT ELIGIBILITY

1. Must be an operating for-profit business (not residential rental or use) with a physical storefront located within City of Waupun TID 3 boundaries (see attached map). Home occupations and non-profit organizations are not eligible.
2. Business must be in operation for a continuous period of six (6) months from the date of the application, or the release date for the business under Executive Order #12, whichever is later.
3. Businesses must be able to demonstrate a negative impact on business operations due to financial hardship in maintaining business operations or meeting business expenses as a result of the COVID-19 pandemic and/or the Safer at Home Order.
4. Businesses will not be eligible if any special assessments, real estate or personal property taxes, utility bills, or other city charges are unpaid or delinquent as of the application date, unless the delinquency is attributed to financial hardship resulting from the COVID-19 pandemic and/or the Safer at Home Order.
5. Applicants are eligible for only one loan award per assessed tax parcel located within the TID 3 boundaries. Any applicant who operates a single business located on more than one assessed tax parcel is eligible for only one loan.

ELIGIBLE IMPROVEMENTS

The purpose of this program is to provide working capital for businesses suffering financial hardship as a

result of the COVID-19 pandemic and/or Safer at Home Order. Program funds may be used for business expenses incurred on or after March 25, 2020 (the effective date of the Safer at Home Order), including commercial rent or mortgages, utilities, accounts payable, etc. Ineligible expenditures are listed below.

INELIGIBLE IMPROVEMENTS

Funds under this program may not be used to:

- Reimburse expenses incurred prior to March 25, 2020 (the effective date of the Safer at Home Order)
- Payment of non-business debt, such as personal credit card charges
- Owner’s personal expenses including home mortgages and car payments
- Construction and/or physical property improvements to real estate, regardless of whether located within the TID 3 boundaries.

APPLICATION SUBMITTAL AND REVIEW PROCESS

The program is designed for rapid response, using a competitive award process (application does not guarantee award) and will be governed by the following process:

- a. Applications are distributed and collected by the Waupun CDA.
- b. Completed applications will be reviewed by the CDA and scored based on a set of approved criteria made available to loan applicants.
- c. First round application deadline is April 22, 2020 at 4:30 p.m. If funds remain to fund additional applications, then applications received after this date will be received and processed based on the same criteria on a first-come, first-served basis until all funds are depleted.
- d. Appropriate documentation of invoices documenting expenses outlined in item 24 of the application must accompany submittal for an application to be considered. If on initial staff review, an application is found to be incomplete for failure to provide required documentation, then applicants will be given a reasonable time, not to exceed three (3) business days, to provide the required documentation. Failure to provide required documentation within this time period will mean that the application will not be considered as received until all required documentation has been provided to the CDA.
- e. Successful applicants must sign a written agreement with the CDA prior to disbursement of funds.

EVALUATION CRITERIA:

To be eligible, all applications must meet the following minimum criteria:

1. For profit business operating in TID 3 Central Business district with storefront location	Yes or No
2. Business in good standing with special assessments, real estate or personal property taxes, utility bills, or other city charges are delinquent, unless attributed to COVID-19.	Yes or No

All applications meeting the above criteria will be evaluated by the CDA who will make final award decisions using the following scoring criteria:

3. Demonstrated need/severity of economic hardship resulting from COVID-19	30 Points
4. Business has taken steps to seek alternative funding	20 Points
5. Business has taken steps to adapt its business model to COVID-19	20 Points
6. Business has a reopening plan for when Safer at Home Order is lifted	30 Points

**WAUPUN COMMUNITY DEVELOPMENT AUTHORITY
COVID-19 DOWNTOWN BUSINESS SUPPORT PROGRAM**

1. Legal Business/Company Name: _____
2. Federal Employee Identification Number: _____
3. Business Address: _____
4. City, State, Zip: _____
5. Applicant Mailing Address (if different): _____
6. City, State, Zip: _____
7. Phone Number: _____
8. Email: _____
9. Business Type:

<input type="checkbox"/> Individual	<input type="checkbox"/> Partnership
<input type="checkbox"/> Corporation	<input type="checkbox"/> Other _____
10. Owner/Partner/CEO: _____
11. Person Preparing Application: _____
12. Property Owner (if different): _____
13. Property Owner Phone (if different); _____
14. Date Business Started: _____
15. How long under present ownership: _____
16. Names of Business Owners and percentage of ownership:

_____	_____ %
_____	_____ %
_____	_____ %
_____	_____ %

17. Number of Employees: Employees prior to COVID-19: _____

Number of current employees: _____

18. Which of the following best describe your current situation? (select one)

- Open, operating without interruption
- Open, operating with restricted revenue (i.e., restaurant with only take-out/curb-side delivery; curb-side pickup, etc.)
- Closed, non-essential business with no revenue

19. Demonstrated need or severity of economic hardship: Give a brief description of the hardship your business has endured due to the COVID-19 pandemic, and in particular, restrictions imposed under the Safer at Home Order (i.e., % loss in sales, canceled orders, employee layoffs, etc.):

20. Steps taken to secure other funding: Describe your efforts to secure other sources of funding (i.e., SBA programs, Fond du Lac County Microloan, KIVA, etc.):

21. Steps taken to adapt business model: Provide a description of how you have temporarily changed your business model and practices due to the COVID-19 pandemic, and in particular, restrictions imposed under the Safer at Home Order (i.e., online sales, delivery services, customer service cold calling, etc.):

22. Reopening Plan: Describe your tentative plans for re-opening when the Safer at Home is lifted? (Grand reopening, advertising, customer notifications, etc.) How will customers know you are reopened?

23. Amount of funds requested (maximum \$2,500): \$_____

24. Expenses incurred after March 25, 2020 for which funding is requested: *(Attach receipts or invoices)*

Rent/Mortgage	\$_____
Vendor – Accounts Payable	\$_____
Utilities	\$_____
Other _____	\$_____

25. Banking Lender Reference

Bank: _____

Address: _____

Contact: _____ Title: _____

Phone: _____ Email: _____

26. *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 Waupun CDA to complete the required credit check.*

_____ Signature	_____ Signature
_____ Name (Print)	_____ Name (Print)
_____ Social Security Number	_____ Social Security Number
_____ Title	_____ Title
_____ Date	_____ Date

REQUIRED ATTACHMENTS:

1. Most recent business tax return or annual financial statement
2. Copies of invoices related to line 24 on the grant application

All information submitted to Envision Greater Fond du Lac will be maintained confidential and not subject to public record. Only names of businesses awarded will be made public once final award determinations are authorized by City of Waupun Community Development Authority as authorized by Common Council resolution #04-14-20-03 approved April 14, 2020.

APPLICATION QUESTIONS: Contact Sarah Van Buren 920.345.1656 or email Sarah@cityofwaupun.org

COMPLETED APPLICATION AND ATTACHMENTS SHOULD BE SUBMITTED TO:

Envision Greater Fond du Lac
Attn: Jim Cleveland
23 South Main Street, Suite 101
Fond du Lac, WI 54935
jcleveland@envisiongreaterfdl.com

FIRST ROUND APPLICATIONS DUE WEDNESDAY, APRIL 22, 2020 AT 4:30 P.M. If funding remains, applications will be accepted on a rolling basis until funds are depleted.