

# City of Elroy

*"Where the Trails Meet"*

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## City of Elroy Small Business Emergency Grant Program

### **PURPOSE**

This financial program is intended to provide short-term financial assistance, up to \$1500.00, to local small businesses located in the City of Elroy that have been impacted by the state-mandated shutdown orders in response to the Covid-19 outbreak.

For more information about the grant program, including eligibility requirements and application materials, please visit: [www.elroywi.com](http://www.elroywi.com)

or contact:

Carole Brown, City Administrator  
(608) 462-2400  
[cbrown@elroywi.com](mailto:cbrown@elroywi.com)

Completed applications must be submitted by 07/10/2020. An initial \$12,000.00 has been set aside to fund the grant program. Only businesses located within the City of Elroy may apply.

### **CRITERIA**

- 1- The applicant must be a local, non-franchise business with 15 or fewer employees as of March 17, 2020. The business must have a building in Elroy and NOT a home operated business.
- 2- The applicant must be located within the City limits and must have been operating and open to the general public before March 17, 2020.
- 3- The applicant must have been or presently in a state of total closure or be unable to operate one or more of the main facets of its business, such as dine in food and drink sales, as a result of any state-mandated closure order related to Covid-19 on or after March 17, 2020. Businesses able to continue operations remotely or while in compliance with social distancing guidelines are not eligible.
- 4- Non-profit businesses are NOT eligible.
- 5- Applications will be processed in order they are received.
- 6- The maximum award for the one-time only grant is \$1500.00.
- 7- All grant proceeds must be used for the following documented business expenses that became due after March 17, 2020 and have not been paid as the grant application submittal date. Documentation of expenses must accompany the grant application. Expenses must occur from March 17, 2020 through July 1, 2020.
  - A. Monthly building loan mortgage or rent payment

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- B. Monthly gas, electric and water utility bills
  - C. Inventory purchases upon reopening
  - D. Modifications to assist with meeting social distancing and other mitigation requests.
  - E. Material and supplies to assist with opening operation, including PPE and cleaning supplies.
- 8- Payroll expenses will NOT be eligible for grant funds
- 9- The grant funds are not available to those business that have received other forms of city financial assistance in the 2020 calendar year
- 10- Information submitted by the applicant for this program is considered public record
- 11- The grant reviewer may deem an application complete or incomplete and will make the determination if an application meets eligibility requirements. Grants may be partially or fully awarded based on eligibility.
- 12- It is the policy and intent of the City of Elroy, that all activities related to this grant program, shall not violate any law prohibiting discrimination against any applicant or citizen of the City of Elroy on account of race, color, creed, religion, nation origin, sex, age, marital status, sexual orientation or physical handicap.

## **Process**

- 1- The Small Business Emergency Grant Program application will be made available on the City of Elroy website on 06/12/2020.
- 2- Completed applications must be submitted by 07/10/2020. Application deadline may be extended if initial round of applicants doesn't exhaust available funds.
- 3- Application and supporting documents should be submitted to: [cbrown@elroywi.com](mailto:cbrown@elroywi.com) or dropped off at City Hall, located at 1717 Omaha Ave., during the hours of 8:00 am- 4:00 pm, Monday through Friday. There is a drop box at the front door.
- 4- Once an application is determined to be complete and eligible, the application will be reviewed by the grant review committee. The Mayor shall appoint a review committee.
- 5- The applicant will be notified of a successful award upon approval by the review committee.
- 6- A check will be made out to the business name and will be dispersed to the applicants mailing address listed on the application.
- 7- Contact Carole Brown at (608) 462-2400 or at [cbrown@elroywi.com](mailto:cbrown@elroywi.com) if you have any questions.