

# HELPING MINORITY-OWNED MICRO-BUSINESSES weather the storm

## ETHNIC MINORITY EMERGENCY GRANT

To help ethnic minority-owned micro-businesses cope with the economic impact of COVID-19, the **Ethnic Minority Emergency Grant** Initiative is being launched with a total of \$2 million to be made available to 1,000 Wisconsin micro-businesses.

A business may apply for a one-time grant of \$2,000 for short-term operations assistance through Wisconsin's Collective Ethnic and Diverse Organizations. Applicants will be subject to underwriting, and grant recipients will be required to submit a report indicating how the funds were used. Applications will be accepted from May 18-24, 2020.

Eligible applicants are ethnic minority-owned businesses with five or fewer full-time equivalent employees (including the owner) in the retail, service or hospitality sectors that have not received assistance through WEDC's Small Business 20/20 Program or the U.S. Small Business Administration (SBA) Paycheck Protection Program (PPP) through the federal CARES Act.

Funded by the Wisconsin Economic Development Corporation

**SEE NEXT PAGE FOR FREQUENTLY ASKED QUESTIONS**

# THE ETHNIC MINORITY EMERGENCY GRANT

The Ethnic Minority Emergency Grant Initiative is focused on supporting ethnic micro-businesses that are being adversely impacted by the COVID-19 crisis. This emergency fund will provide a one-time grant of \$2,000 per company for ethnic minority-owned micro-businesses operating in the retail, hospitality and service industries.

## FREQUENTLY ASKED QUESTIONS

### How do I apply?

- The online application portal will be open from May 18-24, 2020. You may apply through any of the Wisconsin's Collective Ethnic and Diverse Organizations websites. The online portal will not be available prior to May 18.

**Before you start the online application process, please have the following documents ready:**

- 2018 or 2019 federal tax return. (If you started your business in 2020, you are not eligible for this grant.)
- Completed W-9 form [www.irs.gov](http://www.irs.gov)
- Proof of being in business as of Feb. 29, 2020. You can submit your profit and loss (P&L) statement for the month of February 2020. If a P&L statement is not available, you may provide proof of payroll or a sales tax log for the month of February 2020. All documents must include your business name.

### Who is eligible to apply?

**A business may apply if it fits these criteria:**

- The business is for-profit, Wisconsin-based and at least 51% ethnic minority-owned.
- The business started operating prior to Jan. 1, 2020, and was operating as of Feb. 29, 2020.
- The business has no more than five (5) full-time equivalent employees, including the owner.
- The business operates in the retail, service or hospitality industries.
- The business **has not** received assistance through the Wisconsin Economic Development Corporation's Small Business 20/20 Program or the SBA Paycheck Protection Program (PPP) through the federal CARES Act.

### What are eligible grant uses?

- Business operating expenses (which may include payroll/owner draws, rent, inventory, utilities).

### What is the application process?

- Applications will be accepted from May 18-24, 2020.
- Applications that meet the eligibility requirements will be entered into a pool of qualified business applicants. Grant recipients will be randomly selected from the pool based on the available funding.
- You will receive a call to review your application with you. It is important you provide the best phone number where you can be reached. If you cannot be reached, your application will not move forward in the process.

## When will grants be awarded?

- You will be notified via email by mid-June if you were approved for this grant.
- Approved applicants will be contacted to go over disbursement details.

## What are my obligations if I receive this award?

- You must complete a follow-up report indicating how the grant was used.

## How do I determine the number of full-time equivalents at my company?

- One full-time equivalent (FTE) is one or more employees working a total of 40 hours per week. For example, if you have two employees each working 20 hours per week, then you have one FTE.

## Am I eligible to apply if I am a sole proprietor?

- Yes, a sole proprietor is eligible to apply.

## Can I still apply if I am not a member of one of Wisconsin's Collective Ethnic and Diverse Organizations?

- Yes. You do not need to be a member of the organization to apply for the grant.

## Who should I contact if I have questions on the application process?

Please contact one of Wisconsin's Collective Ethnic and Diverse Organizations listed below for assistance.

### WISCONSIN'S COLLECTIVE ETHNIC AND DIVERSE ORGANIZATIONS:

African American Chamber of Commerce of Wisconsin .....	414-462-9450.....	www.aaccwi.org
American Indian Chamber of Commerce/ First American Capital Corporation.....	414-604-2044.....	www.aiccw-facc.org
First Nations Community Financial.....	715-284-2470.....	www.firstnationsfinancial.org
Greater Milwaukee Chamber of Commerce .....	414-465-2422.....	www.gmcofc.org
Hmong Wisconsin Chamber of Commerce .....	414-645-8828.....	www.hmongchamber.org
Latino Chamber of Commerce of Dane County .....	608-712-3522.....	www.lccmadison.org
Latino Chamber of Commerce of SE Wisconsin .....	414-888-2270.....	www.latinochambersew.org
Madison Black Chamber of Commerce .....	608-729-1238.....	www.madisonblackchamber.com
Milwaukee Urban League.....	414-374-5850.....	www.tmul.org
National Association of Minority Contractors -WI .....	414-454-9475.....	www.namcwi.org
NiiJii Capital Partners, Inc. ....	715-799-4806.....	www.niicap.org
The Business Council .....	414-287-4172.....	www.mketbc.wordpress.com
The Wisconsin Black Chamber of Commerce .....	414-306-6460.....	www.twbcc.com
Wisconsin LGBT Chamber of Commerce .....	414-678-9275.....	www.wislgbtchamber.com
Wisconsin Chinese Chamber of Commerce .....	414-409-6288.....	www.wisccc.org
Wisconsin Veterans Chamber of Commerce .....	414-207-4376.....	www.wiveteranschamber.org
Wisconsin Indian Business Alliance .....	715-437-0465.....	www.wibanative.org
Wisconsin Native Loan Fund.....	715-588-1600.....	www.winlf.org
Wisconsin United Coalition of Mutual Assistance Association (Hmong) .....	920-277-8943.....	www.wucmaa.org