



"Experience De Pere"
Business Recruitment Grant Program

City of De Pere, Wisconsin

Development Services Department
July 2023



Experience De Pere - Business Recruitment Grant Program

Program Overview:

The Experience De Pere Business Recruitment Grant Program is an incentive to assist Downtown De Pere entrepreneurs with expenses associated with starting a new business. New (or significantly expanding) retail, restaurant or experience-based businesses are eligible for a \$5,000, \$10,000, or \$15,000 grant to be used to assist in starting or expanding their business in Downtown De Pere. The grant is available to all “experience-based” businesses including breweries, axe throwing, museums, arcades, art studios, etc., who are open to the general public. Merchandise retailers, restaurants and taverns are also encouraged to apply. These business categories result in high volume customer traffic will add significantly to the vibrancy of downtown De Pere

Funding Source:

Former City of De Pere CDBG-RLF (CDBG-Close)

Program Funding Amount:

\$150,000

Grant Application Period:

On-going

Availability:

The City of De Pere allocates for the Business Recruitment grants awards based on a point allocation.

| | |
|----------------------|----------|
| Level 1: 1-7 Points | \$5,000 |
| Level 2: 8-14 Points | \$10,000 |
| Level 15-21 Points | \$15,000 |

| Funding Allocation Rubric | | | | |
|---|-----------------------|---|---|--|
| Scoring System | 1 Point | 2 Points | 3 Points | Rationale |
| New or Existing Business | New | Existing. Relocated from Outside Downtown De Pere | Existing. Opening a second location. (inside or outside of De Pere) | Existing Businesses have a higher probability of success. |
| Minority, Women, and Disadvantaged Business Enterprises | No minority ownership | - | If at least one owner is M/W/DBE | Minority, Women, and Disadvantaged Business Enterprises have less of a cash buffer in the bank than other companies. This grant aims to stabilize small businesses, therefore the scoring rubric reflects this cash gap. |
| Targeted Business Per Program Guide | No | - | Yes | Listed targeted businesses add to the experienced-based economy and the planned character of downtown De Pere. |
| The business provides employment where at least 51% of the persons employed are low-moderate income (LMI) | No | - | Yes | Businesses targeting LMI individuals will help increase incomes within the City. |
| Anticipated employment size | 1-3 | 4-6 | 7+ | Businesses targeting more employees will help increase incomes within the City. |
| Anticipated hours of operation will include a day(s) with evening hours | 0 Days | 1 Day | 2+ Days | Expanded hours will encourage Definitely De Pere and the City to organize extended hour shopping days. |
| Business Plan prepared or reviewed with assistance with from UWGB, NWTC, or other business or financial professionals | No | - | Yes | A good business plan not only helps entrepreneurs to focus on the specific steps necessary for their to make business ideas succeed, but it also helps them to achieve both their short-term and long-term objectives. |

Applications will be accepted throughout the year on an availability basis. Applicant(s) will be notified within 60 days from the date of a complete submission with an approval or denial. Requests submitted after funding is no longer available will be documented if the Common Council elects to expand funding.

Eligible Businesses: New businesses to De Pere locating in the Main Street District are eligible for the Business Recruitment Grant.

Applicant(s) must be opening a retail use, commercial, or entertainment business. The applicant(s) shall show proof of lease or building ownership.

1. The application must be for a planned physical storefront or location within the De Pere Main Street District.
2. The application is for a for-profit, property tax-paying businesses.
3. Business Types: Retail, restaurants, and entertainment venue businesses.

NIACS Industry Codes:

- i. Retail: 445, 446, 448, 451, 452, & 453
- ii. Entertainment Venues: 711
- iii. Restaurants: 7225
- iv. Others if approved by the "Business Recruitment Grant Program Committee" ("Grant Review Committee" and the applicant(s) demonstrates the proposed business will add to the Downtown as a destination of choice for investment and promoting the attributes and assets of Downtown De Pere
- v. Targeted businesses may include, but not limited to
 - a) Micro-brewery
 - b) Ethnic restaurants

Businesses must be in good standing with the Department of Financial Institutions and shall have no outstanding lawsuits relating to the business operations.

Ineligible Businesses: General or professional offices, personal and professional services, property management/landlord for either commercial and/or residential customers, any speculative venture, investment venture, research, and development, national chains, multilevel marketing or pyramid businesses, non-profit agencies and entities, schools, day care centers, currency exchanges including check cashing agencies and some non-bank financial retail outlets, liquor stores, gun shops, pawnshops, and passive real estate ownership and management, and home-based occupations are not eligible for this program.

Applicants that are delinquent in any form of public payment to national, state or local government agencies are not eligible to receive grant funds. No application will be reviewed or presented to the Grant Review Committee for consideration on behalf of an individual or entity that is delinquent in their City of De Pere property taxes. Neither the grant recipient nor the landlord (if not the same entity) can be delinquent on any property taxes in the City of De Pere on any property located in the City.

No application will be reviewed or presented to the committee for their consideration on behalf of a project situated in a building with unabated Building Inspection Orders. Neither the grant recipient nor the landlord (if not the same entity) can have outstanding unabated Building Inspection Orders on any property they own in the City of De Pere.

Eligible Uses: Grant funds may be used only for expenses necessary to open the business operation and shall not be used for personal or other expenses.

Other Consideration:

1. Applicant(s) are eligible to apply for the grant program if they signed an offer to purchase or lease after 01/01/2023.
2. The applicant(s) must own the real estate or present a fully executed lease (2-year minimum).
3. Square footage requirements are greater than 1000 square feet and on street level.

4. Grant funds cannot be disbursed until all conditions of the grant contract have been fulfilled.
5. The building owner/applicant(s) are encouraged to apply to the Façade Improvement Program for building exterior improvements if they are within a City of De Pere Tax Increment District.

Conditions of Agreement: The following is a non-exhaustive list of conditions of a grant agreement. The City reserves the right to add conditions to a grant agreement based on the individual applications.

1. Applicant(s) must work with a local economic agency or technical college to complete a business plan, and periodic check-ins to adjust their business plan as needed to be eligible for grant funds.
2. Applicant(s) must act in good faith, with the full intent of moving forward with the business startup.
3. Applicant(s) will receive checks in their business name to be used for startup related expenses.
4. Applicant(s) receiving the grant will receive follow-ups and site visits from the City of De Pere or Definitely De Pere within the first year to review benchmarks and need for additional assistance.

Application Process:

1. Applicant(s) shall review the entire program, application, and other materials.
2. Applicant(s) shall submit the application directly to the Development Services Department. Only a City-provided application will be accepted. Application must be submitted through the on-line application form or on a City provided application. Please see the checklist or required materials with the application.
3. The applicant(s) may be required to attend one (1) or more meetings with the Grant Review Committee to review the proposed project.
4. Grant Review Committee will review and take action on the grant application. If awarded a grant, applicant(s) must enter into a grant agreement detailing the terms and conditions in addition to formulating the applicant(s) commitment to carry out the project.

Note: Submission of an application does not guarantee funding and all applications will be reviewed by the Grant Review Committee. The Grant Review Committee has the right to accept or reject any application based on a review of the value, need, and benefit of the project to the City of De Pere and the Main Street District. Applicant(s) are not eligible for more than one grant award.

Permits, as required by local and/or other laws, are the responsibility of the Applicant(s). The Business Recruitment Grant is in no way tied to approvals required by the Planning Commission, Zoning Board of Appeals, or City Council.

Amendments:

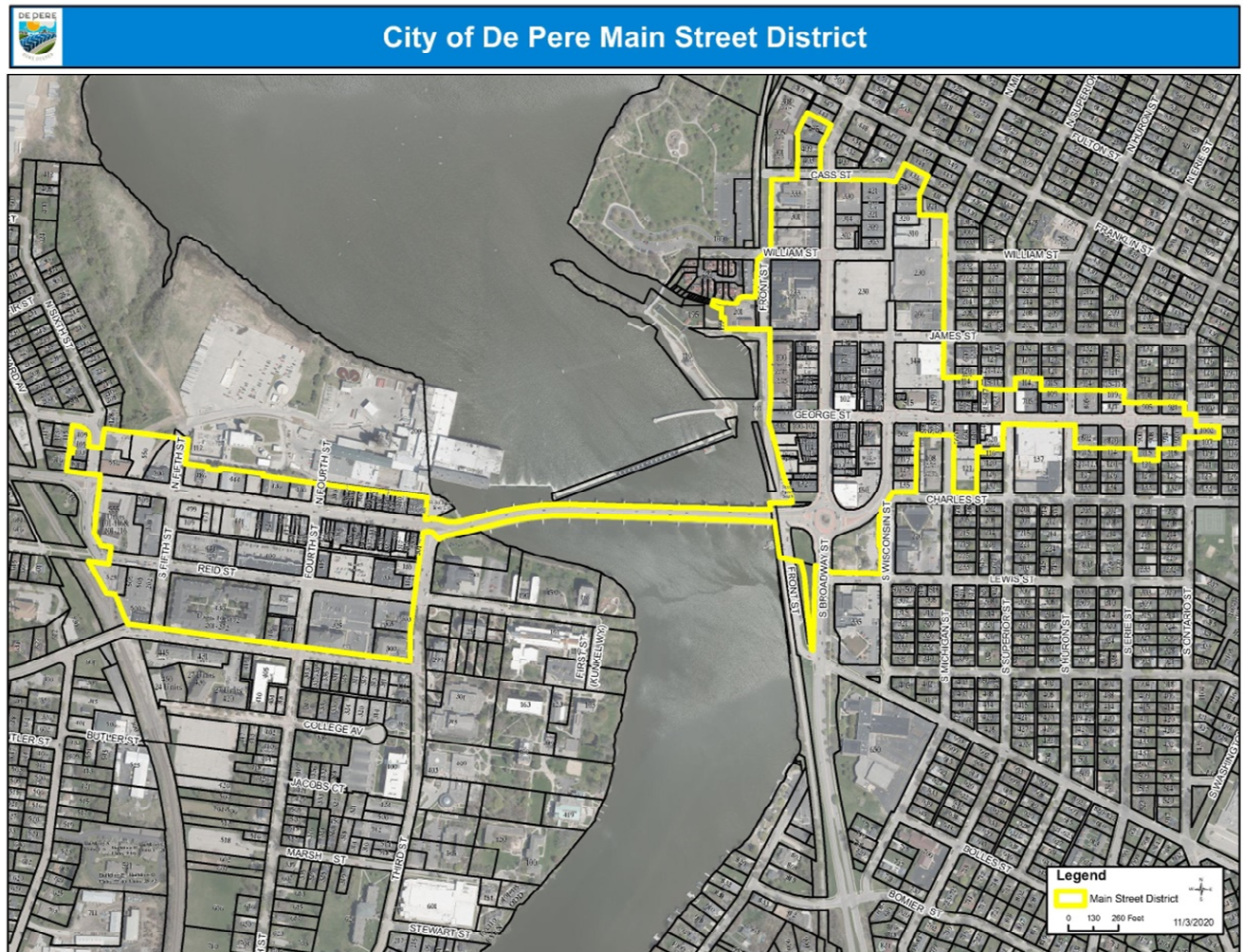
The Common Council has the authority and may, at its discretion, exceed any of the guidelines it has established and disregard any of the restrictions it has imposed in any case where the Grant Review Committee determines that the program purpose will be best served by doing so.

Project Reimbursement: Grant to be distributed as follows.

1st Payout: Receipt of the first half of the grant after occupancy and verification that the business is open.

2nd Payout: Receipt of the second half of the grant after verification that the business is still in operation after six months.

Project Impact Area:



ATTACHMENTS REQUIRED:

All attachments must be included for your application to be complete and ready for review

1. Statement of Business:

- a. History: start date, type of operation, business/owner structure, markets and products
- b. Include a current business plan or guide
- c. Target customers and clients
- d. Projected job creation/retention
- e. Articles of incorporation
- f. Hours of operation
- g. Lease commitment or proof of mortgage or ownership

2. Project Description/Narratives:

- a. Please give a brief narrative as to how your business fits in with Downtown De Pere.
- b. Please describe the project's short and long term impact on Downtown De Pere.
- c. Attach all information related to what the grant may support including; inventories, spec or cut sheets, drawings, plans, plant lists, etc., Include locations of work to be performed and be as specific as possible.
- d. Please add any other information you feel is significant to your project and may differentiate your application for greater consideration over another.

3. Financial Information

- a. Letters of financial commitment
- b. Financial projections
- c. Monthly cash flow

NWTC Link for business start-up resources:

<https://www.nwtc.edu/business-industry/small-business-initiative/business-resources>

APPLICATIONS SHALL BE MAILED TO:

City of De Pere Development Services Department
Attn: Daniel Lindstrom
335 S Broadway
De Pere, WI 54115

QUESTIONS

Questions may be directed to:
Daniel Lindstrom, Development Services Director
Phone: 920-329-2370
E-mail: dlindstrom@deperewi.gov