



**Community Development Authority  
Special Meeting Agenda  
Tuesday, April 21, 2020 at 5:30 p.m.  
Via teleconference**

You may join the meeting via toll free phone number: **1-877-309-2073**

When prompted, enter the access code **303-012-285** followed by the pound or hash (#).

1. Call to order.
2. Consider amendments to the Emergency Business Assistance Grant Program.
3. Adjournment.

**DATED** at Shorewood, Wisconsin, this 20<sup>th</sup> of April, 2020 at 9:00 a.m.

**VILLAGE OF SHOREWOOD**

Sara Bruckman, CMC/WCMC, Village Clerk

Should you have any questions or comments regarding any items on this agenda, please contact the Village Manager's Office at 847-2700. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals



AT THE EDGE OF THE CITY AND  
THE HEART OF EVERYTHING

## FINANCE DIRECTOR'S MEMO

April 21, 2020

TO: Community Development Authority  
FROM: Mark Emanuelson, Finance Director  
RE: Emergency Business Assistance Grant Program

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At the April 20, 2020 Village Board meeting, the Village Board approved the addendum #2 of the MOU between the CDA and the Village which would fund the Emergency Business Assistance Grant Program approved by the CDA at the April 15, 2020 CDA meeting, subject to the following provisions:

- 1) That "Florists" be added to the list of eligible retail businesses under eligibility criteria #4;
- 2) That "Opticians" be added to the list of eligible service businesses under eligibility criteria #4;
- 3) That "Mental health counselors / Psychiatrists" be removed from the list of eligible Clinics of businesses under eligibility criteria #4;
- 4) That "Mental health counselors / Psychiatrists, Physicians, Lawyers, Real Estate Agents, Insurance Agents, Accounting Services, Computer Services, Financial Services" be added to the list of ineligible businesses under eligibility criteria #5;
- 5) That the following phrase be inserted into this line of the program administration section: In the event that a business moves outside of Shorewood within 6 months from the date of the grant award check, the Village reserves the right to ask for the money back.
- 6) That the applications form includes a line that adds "funds are to be used for business purposes".

Attached is a revised copy of the program documents which reflect the provisions identified above.

### Recommended motions:

- 1) Move to amend the CDA Emergency Business Assistance Grant Program and application form to include the provisions stipulated by the Village Board for the approval of Addendum #2 of the MOU between the CDA and the Village.

# CDA Emergency Business Assistance Grant Program

## Program Outline:

The CDA's Emergency Business Assistance program will provide quick access to flexible capital to qualifying businesses based on industry type and operational structure with a valid Commercial Occupancy Permit. These businesses must be in good standing and have been closed or significantly impacted by emergency orders related to COVID-19. Funding will be provided via proportional cash grants through existing funding that has been allocated for business needs, such as retention.

The program will be administered by the CDA, with all applications submitted through the Shorewood BID, under the review of Village staff, with approval of disbursement from the CDA and oversight by the CDA Chair and an elected official member of the CDA.

## Program criteria:

### Eligibility

In order to be eligible for the grant program outlined below, all applicants must have been operating businesses in a commercial space as of April 1, 2020 within the Village of Shorewood (the "Village") and who meet all of the following conditions:

1) Business operations were ordered closed or significantly restricted normal operations, under Wisconsin Governor Tony Evers' Emergency Order #12, Safer at Home Order, dated March 24, 2020. Significantly restricted normal operations will be defined as limiting public access to primary operations that depend extensively on face-to-face sales or services which account for more than 50% of normal operating revenues.

2) Owner / applicants must currently hold a valid business occupancy permit issued by the Village.

3) Owner/applicants must be in good standing with the Village and current with all real estate or personal property tax balances.

4) The program specifically identifies the following types of businesses as eligible for this program.

Retail Trade: General Merchandise Stores, Variety Stores, Food & Beverage / Event Places, Candy / Nut and Confectionary Stores, Retail Bakeries, Apparel and Accessory Stores, **Florists;**

Services: Dry Cleaners/Tailors, Beauty/Barber Shops, Spas/Massage/Nail Salons/Tattoo/Tanning Salons, Physical Fitness & Yoga / Dance Facilities, Photographers, Veterinary / Pet Groomers, **Opticians,** Printers, Day care, Driving Schools;

Clinics of: Dentists, Osteopaths, Chiropractors, Podiatrists, Health and wellness practitioners, ~~Mental health counselors / Psychiatrists,~~ Acupuncturists.

5) The program specifically identifies the following types of businesses as ineligible for this program.

Gas Stations, Banks, **Mental health counselors / Psychiatrists, Physicians, Lawyers, Real Estate Agents, Insurance Agents, Accounting services, Computer Services, Financial Services,** Auto Mechanics, Grocers, Professional Offices, Funeral Homes, Pharmacies.

6) Local franchisee eligible for franchisor financial support in the form of a reduction in financial commitment will not be eligible for participation in this program.

7) The CDA and the Village especially encourages women and minority-owned businesses to apply for this program

Limits:

1) Grants will be limited to and based upon up to 2 months of eligible rental or rental equivalent costs up to \$5,000 per month. For owner operated businesses, a monthly rental equivalent will be calculated based on 2% of the 2019 assessed property value applicable to business operations.

2) In the event that there are insufficient program funds available to meet all requests, applicants may receive a pro-rata funding based on the total amount of available funds.

3) All payments will be made directly to the business owner.

Documentation:

1) Completed program application form

2) Letter from applicant including the following information: Business name and contact information, a general description of their normal business operations, a statement if their business operations were ordered closed; or an explanation of how under the State of Wisconsin emergency order #12 it significantly restricted their normal operations in the context of the program eligibility criteria.

3) If the applicant has not requested rent relief from their landlord, an explanation of those reasons should be included in the applicant's letter.

4) If the applicant does not plan on applying for the Federal CARES Act funding program, an explanation of those reasons should be included in the applicant's letter.

3) A copy of the current rent agreement, or statement of assessment as applicable.

4) A completed W-9 form from the applicant.

**Program Administration:**

The application deadline for assistance under this program will be May 4, 2020.

A list of program applicants and grant request amounts shall be made available to any Village Board members upon request, and shall be available to the public when presented to the CDA for final review.

The Shorewood CDA is responsible for the administration and oversight of this program. The CDA chair and a designated elected official member of the CDA will perform the oversight duties.

The Shorewood CDA designates that the program application process will be administered by the Shorewood Business Improvement District Director.

The CDA and the BID Director shall be responsible to disseminate program information to all Shorewood businesses to the best of their ability using the BID's mailing and email contact information, and any other methods that may be appropriate to help achieve this objective.

The BID Director shall be the contact point for all program inquiries, and shall coordinate the compiling of all required documentation for program participation for prospective applicants.

The BID director shall then review each completed application and evaluate if the applicant meets the established program requirements. All applications will then be forwarded to the Village Finance Director for additional eligibility review and processing.

In the event that an application is not determined to be eligible for program funding by either the BID Director or the Finance Director of the Village, those applications will be subject to an additional review for final eligibility determination by the CDA prior to the CDA's approval of the grant funding disbursements.

In the event that a business moves outside of Shorewood within 6 months **from the date of the grant award check**, the Village reserves the right to ask for the money back.

Certain records related to this program are public record and subject to open records law. As such, these records will be retained by the Village of Shorewood and CDA. The Village of Shorewood is the official custodian of this documentation.

### **Applications:**

To apply for the CDA Emergency Business Assistance Grant Program, please contact: Steph Salvia, Shorewood BID Executive Director by email: [Director@Shorewoodwi.com](mailto:Director@Shorewoodwi.com) or by phone at 414-202-5754 for other inquiries.

The application deadline for assistance under this program will be May 4, 2020.

# CDA EMERGENCY BUSINESS ASSISTANCE PROGRAM APPLICATION FORM

(Application deadline is May 4, 2020)

## APPLICANT INFORMATION

Business Legal Name: \_\_\_\_\_

Trade Name / DBA (if applicable) \_\_\_\_\_

Business Property Address: \_\_\_\_\_

Individual  Partnership  Limited Liability Company  Corporation / Nonprofit Organization

Is this a minority or woman owned business:  Yes  No

Number of locations: \_\_\_\_\_ Number of FTE employees: \_\_\_\_\_

Business Owner Name: \_\_\_\_\_

Business Owner Contact Info: \_\_\_\_\_

## DOCUMENTATION

Letter from applicant describing how they meet each eligibility requirement attached:  Yes  No

Has applicant requested rent relief from their landlord:  Yes  No

Does applicant plan to apply for the Federal CARES Act funding program:  Yes  No

Rental agreement attached (if applicable):  Yes  No

Monthly Rent: \$ \_\_\_\_\_ Grant Amount Requested: \$ \_\_\_\_\_

Statement of Assessment Attached (Owner Operators Only):  Yes  No

Building Sq Footage: \_\_\_\_\_ Business Sq Footage: \_\_\_\_\_

Monthly rent equivalent: \$ \_\_\_\_\_ Grant Amount Requested \$ \_\_\_\_\_

Completed W-9 form attached:  Yes  No

As the program applicant I attest that I am the legal owner or authorized corporate agent of the above named CDA Emergency Assistance Program subject business and that all information provided is accurate and correct to the best of my knowledge **and that any grant funds are to be used for business purposes..**

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_