

City of Waukesha

MAYOR REILLY'S
WAUKESHA WORKS
ECONOMIC
RECOVERY GRANT

Greatest impact
considering City's
constraints

Why a Small Business Program?

Small Businesses



Employ 48% of all workers



Comprise 98% of all businesses



Account for 64% of all new jobs

Waukesha Works Economic Recovery Grant

Community Wide Benefits



Help small businesses stay open providing services & products to community



Limit vacant office and storefront space



Maintain commercial vibrancy

Waukesha Works Economic Recovery Grant

Community Wide Benefits



Employment

Approximately 50% of City's workforce works within the City

Limit foreclosures & evictions

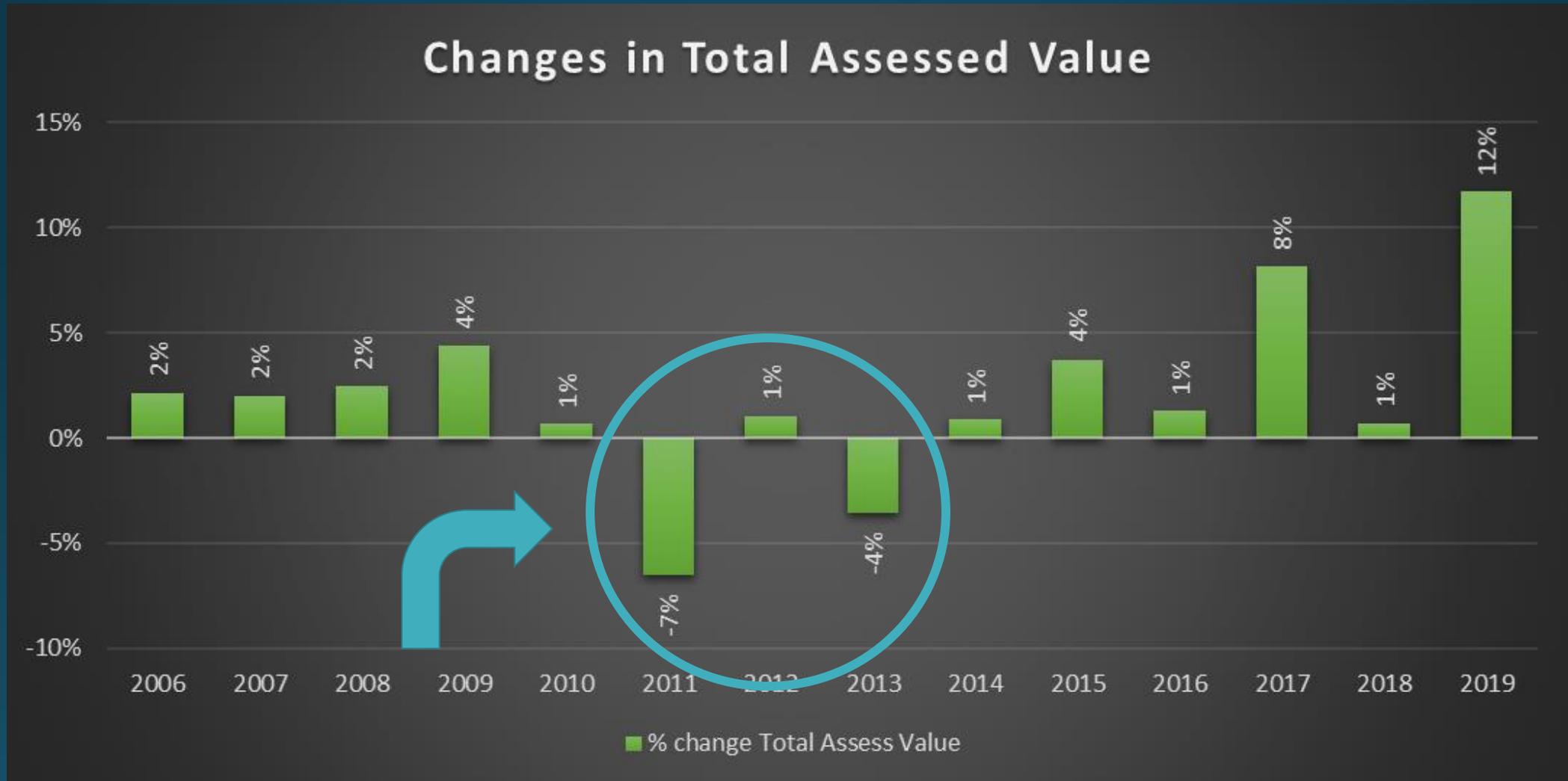


Preserve tax base

Commercial assessments based on income generated by property

Lower commercial assessments leads to higher tax burden on residential taxpayers

Major Increases in Unemployment Negatively Impact Tax Base



Actions to Date

City has taken several steps to support businesses since the start of the Safer at Home Order

City Website

- Business Resource page added and continuously updated

The screenshot shows a web browser window displaying the City of Waukesha website. The address bar shows the URL: <https://waukesha-wi.gov/1899/COVID-19-Business-R>. The page features a dark blue header with a red circular icon and the text "COVID-19 UPDATES". Below the header is a green banner with the text "Create an Account - Increase your productivity, customize your experience, and engage in information you care about." and a "Sign In" button. The main content area is divided into a left sidebar and a main content area. The sidebar contains a "SHARE" button, a "TOOLS" button, and a list of navigation links: "Our Downtown", "About Our Community", "City Services & Resources", "Licenses & Permits", "River Project", "Useful Links", "Featured Business", "STAFF DIRECTORY", and "COVID-19 Business Resources". The main content area has a heading "COVID-19 Business Resources" and a sub-heading "Local (City & Waukesha County Resources)". It contains a list of links and text: "*We will continue to provide updates to this page as they are available*", "[Waukesha County Center for Growth Coronavirus Updates](#) - List of business resources and important updates. Website includes several useful articles, guides and legal resources.", and "State of Wisconsin Resources" with a list of links: "[WEDC Small Business 2020](#) -The Small Business 20/20 Program provides grant funds to approved community development financial institutions (CDFIs). Approved CDFIs will award grants of up to \$20,000 to their existing loan clients to assist with cash-flow challenges resulting from COVID-19. Businesses that are not currently CDFI clients are not eligible to access these funds, but WEDC will work to expand access to funding through other programs as more resources become available.", "[WEDC Small Business Strategy Guide](#) - Small/Downtown Business Strategies during Covid-19 emergency.Document is being updated regularly.", "[Department of Workforce Development Information](#) - Information and updates from the Department of Workforce Development", and "[Generator Wisconsin Emergency Response Program](#) - Daily webinars designed to identify, understand and help small businesses secure resources to withstand the current crisis. One-on-one office hours will also be available."

City Newsletter & Social Media

- Posts and articles about business resources

The screenshot shows a web browser window with a Facebook post from 'The City of Waukesha'. The browser's address bar shows the URL: <https://www.facebook.com/pg/cityofwaukesha/posts/?ref=...>. The Facebook post is dated April 15 at 9:51 AM and contains the following text:

If you are a small business impacted by COVID-19 you may be eligible for a forgivable loan through the Small Business Administration's Paycheck Protection Program (PPP). For more information on the program and eligibility visit here: <https://www.sba.gov.../coron.../paycheck-protection-program-ppp>

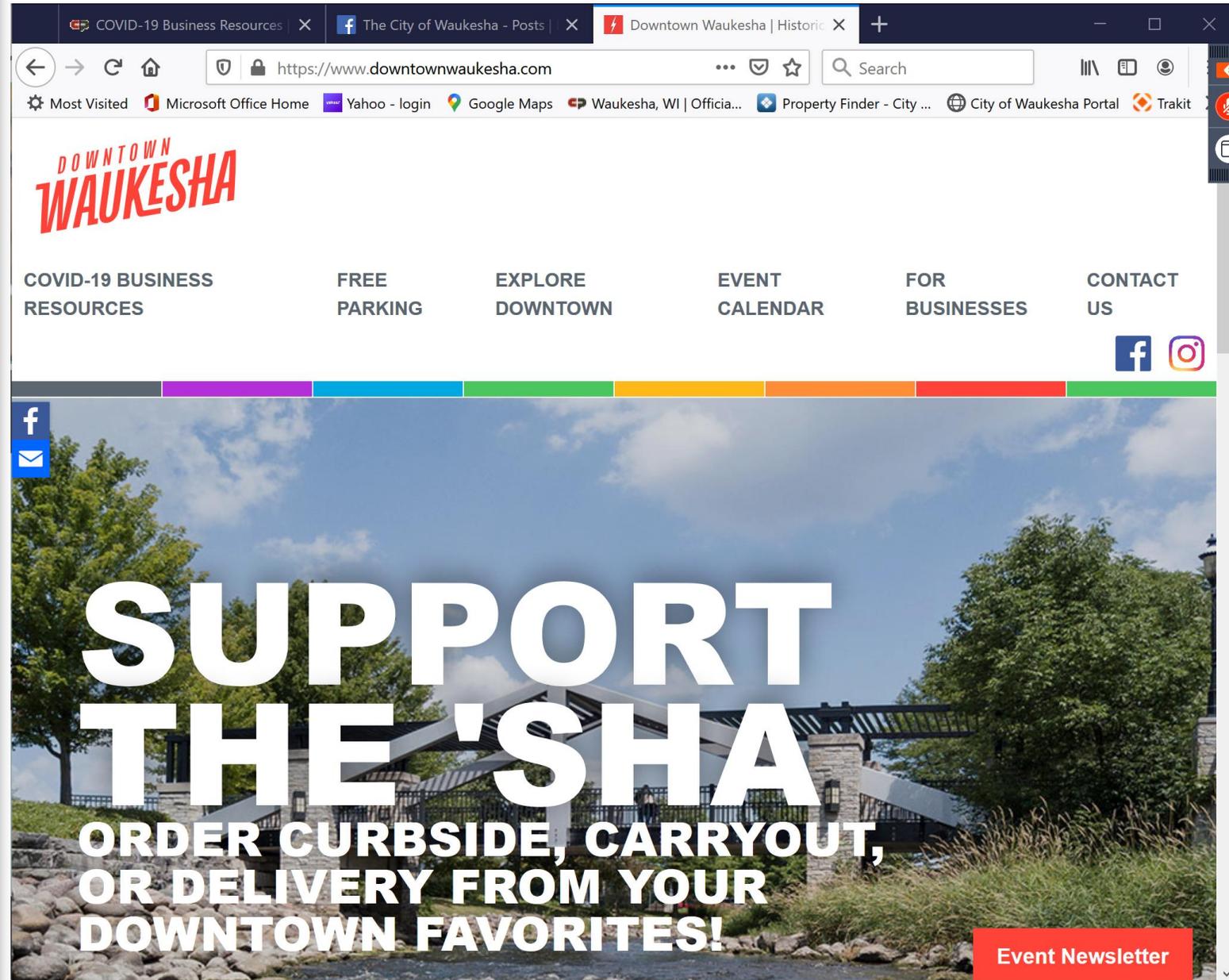
The City is continuing to compile a list of resources for businesses which can be found here: <https://waukesha-wi.gov/1899/COVID-19-Business-Resources>

Below the text is a large graphic with the words 'BUSINESS Resources' in a stylized font, with 'Resources' in a larger, cursive-like font. The graphic is surrounded by several short, black, diagonal lines.

The Facebook interface includes a navigation menu on the left with options: Home, Posts, Events, Photos, Videos, About, and Community. The post itself has 'Like' and 'Share' buttons, and a 'Sign Up' button. Comments from Taylor Hayden and Kathie Giorgio are visible on the right side of the post.

Downtown Waukesha Website

- New Home Page with details on how to support downtown businesses



Downtown Waukesha Website

- New page listing open businesses with connections to their websites for ordering details

The screenshot shows a web browser window with the URL <https://www.downtownwaukesha.com/support-the-sha/>. The page features a large heading: **ORDER CURBSIDE, CARRYOUT, OR DELIVERY TO SUPPORT YOUR FAVORITE DOWNTOWN RESTAURANTS AND SHOPS**. Below the heading is a sub-heading: **Click the businesses logo to visit their site and place your order!**

The page displays six business logos in a 2x3 grid:

- Allo! Chocolat.**: Curbside | Carryout
- AREPANTA'S**: Carryout
- Cafe De Arts**: Carryout
- crush WINE BAR**: Retail Wine Sales
- Dave's Restaurant**: Carryout | Fish Fry
- DIVINO**: Carryout

A red button labeled "Event Newsletter" is located at the bottom right of the page.

Downtown Waukesha Social Media

- Posts highlighting businesses that are open with links to their websites for ordering

The screenshot shows a web browser window displaying the Facebook page for Downtown Waukesha. The browser's address bar shows the URL <https://www.facebook.com/DTWaukesha/>. The page header includes navigation links for 'Like', 'Share', 'Suggest Edits', and 'Send Message'. The main content area features a post from 'Downtown Waukesha' dated 'Yesterday at 10:32 AM'. The post text reads: 'Looking for a delicious Monday meal? Tofte's Table is serving up their special curbside menu Monday through Saturday from 4:00-7:30pm! Order yours now: bit.ly/Toftes-Curbside-Menu'. Below the text is a photograph of a plated dish consisting of a roasted chicken breast, asparagus, and a sauce. The right-hand sidebar of the page displays statistics: '2,105 people like this', '2,229 people follow this', and '673 check-ins'. It also includes an 'About' section with contact information: '(262) 524-3750', 'Contact Downtown Waukesha on Messenger', and the website 'www.downtownwaukesha.com'. A 'Page Transparency' section indicates the page was created on September 16, 2015. At the bottom of the sidebar, a 'People' section shows '2,105 likes'.

Special Carryout Zones



Business Survey

11 Questions

- Needs now
- Needs after Safer @ Home Order
- What aid have you applied for
- Will you reopen after Safer @ Home Order

Business Survey

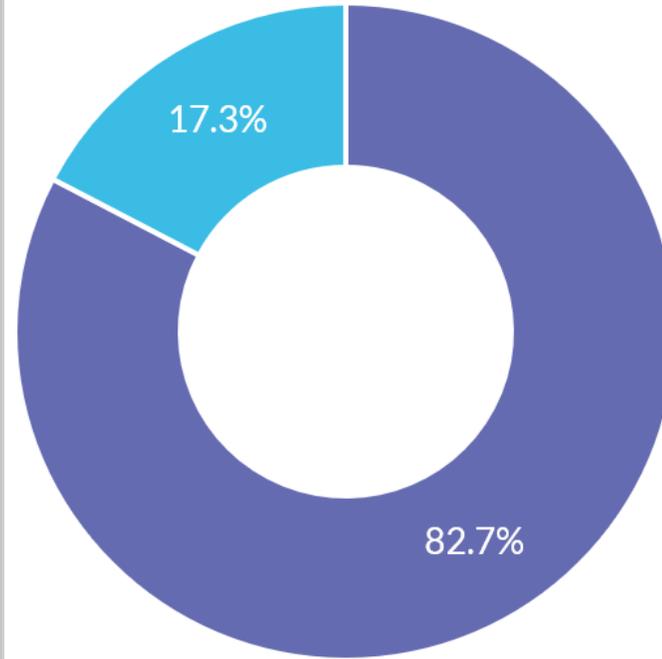
Distribution

- City of Waukesha Chamber
- Waukesha Business Alliance
- Waukesha Center for Growth
- Waukesha Downtown Business Association
- UW Extension
- Small Business Development Center
- City Newsletter
- City Social Media
- Downtown Waukesha Social Media
- Staff Business Contacts
- Waukesha Freeman

Business Survey

182 Responses

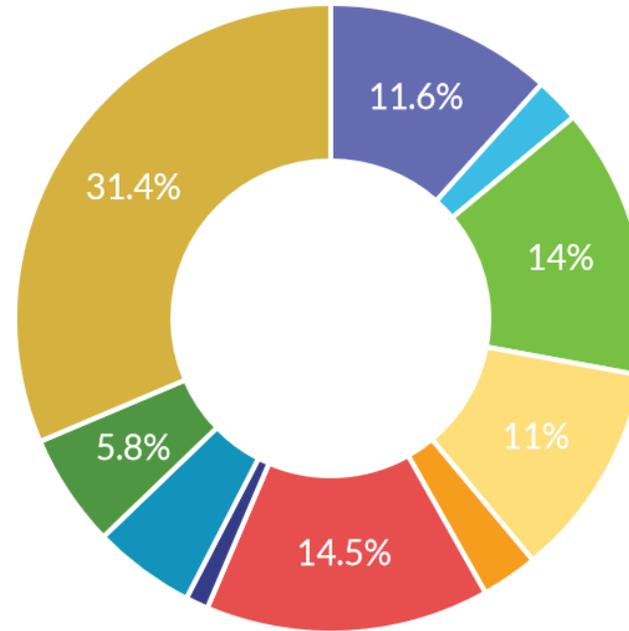
Business in City of Waukesha?



Choice	Total
● Yes	148
● No	31

Business Survey

- Good cross section of business types



Choice	Total
Retail	20
Retail food or beverage sales (grocery store, liquor stores, specialty food)	4
Restaurant or Bar	24
Professional Office (Financial advisor, law office, accounting firm, insurance, etc)	19
Medical office (doctors, dental clinics, etc)	5
Personal Services (hair salons, fitness, wellness, beauty, etc.)	25
Bank or Credit Union	2

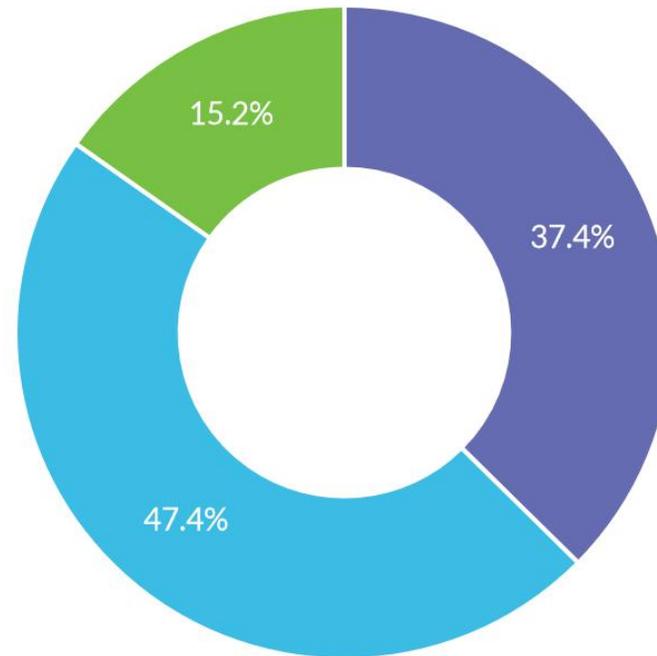
Business Survey

- Good cross section of business types

Business Type	# Responses
Professional Services	25
Personal Services (salons, fitness, etc.)	25
Restaurant/Bar	24
Retail	22
Construction & home improvement	11
Industrial, warehousing, Manufacturing	9
Medical & home health	9
Education (private)	8
Retail Food/Beverage	5
Non-profit - community services	5
Recreation	4
Art (photography & performing arts)	4
Auto Repair	3
Bank/Credit Union	2
Sales	2
Travel & event planning	2
Lawn care & landscaping service & equipment sales	2
Catering	2
Media	1
Car sales	1
Non-profit trade group	1
Pet Grooming	1

Business Survey

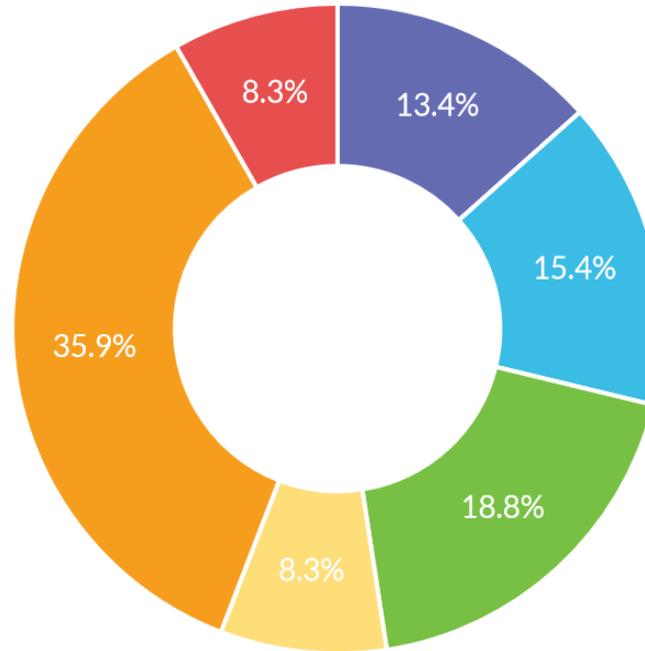
- Impact of Safer @ Home Order



Choice	Total
● We had to close completely	64
● We had to scale back our operations (such as carryout/curbside service, online only retail sales, etc)	81
● We have not had to close or reduce service	26

Business Survey

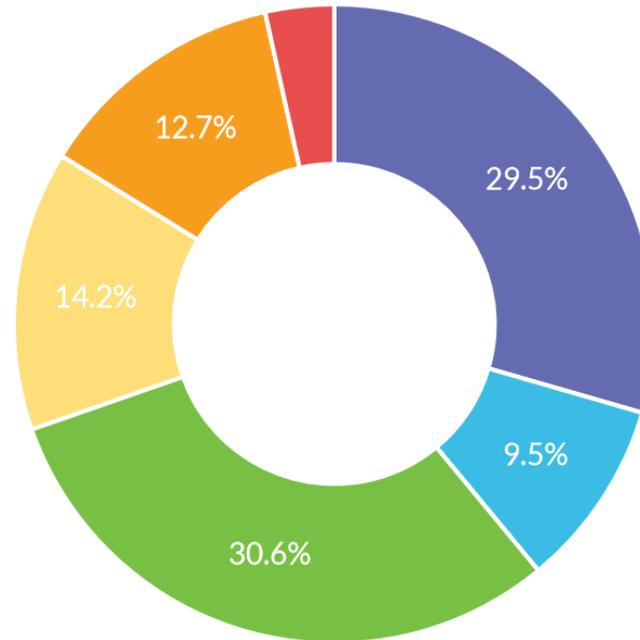
- Help during Safer @ Home Order



costs and fees charged by delivery services such as Grubhub, Uber Eats, etc.	
Grants or loans to assist you in doing capital improvement projects to your business (interior renovations, repairs, painting, etc)	54
Marketing and advertising grants or other assistance.	66
Temporary sign grants.	29
Rent, mortgage, utility, and other payment assistance.	126
Other (please offer any other programs you think would be of assistance during the safer at home order.)	29

Business Survey

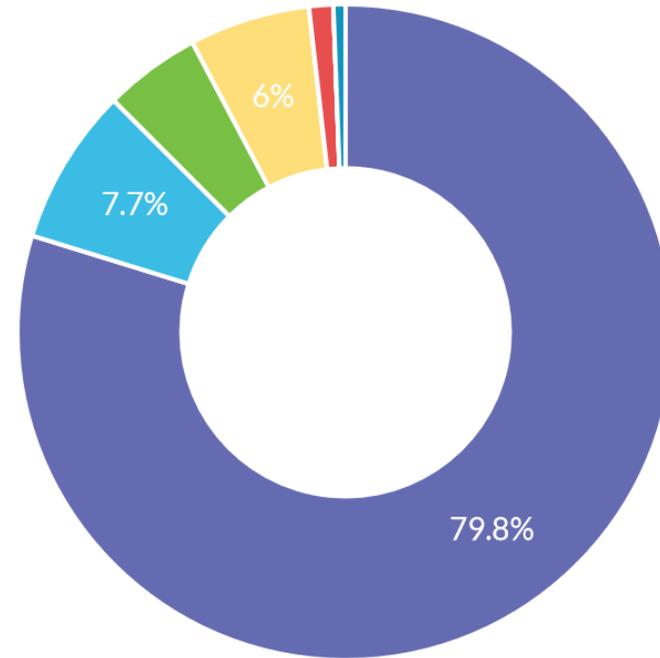
- Help after Safer @ Home Order



Choice	Total
Marketing grants to promote/advertise that you are back open for business	102
Temporary sign grants	33
Rent, mortgage, or utility bill assistance	106
Capital improvement grants to fix the interior or exterior of your business.	49
Grants to assist with modifying your business model (such as creating online stores, online food ordering, etc.	44
Please list any other ideas for grants or programs to assist after the Safer at	12

Business Survey

- Will you reopen?



Choice	Total
Yes	134
Verly likely	13
Somewhat likely	8
Unsure	10
Somewhat unlikely	0
Very unlikely	2
No	0
__archived__	1

*Waukesha
Works
Economic
Recovery Grant*

Target Businesses

Small businesses that have limited access to credit/capital

*Waukesha
Works
Economic
Recovery
Grant*

Eligibility

**Must have a physical location
in City of Waukesha**

**Business had to close or
severely modify operations
based on Safer @ Home Order**

*Waukesha
Works
Economic
Recovery
Grant*

Eligibility

20 or fewer FTE employees (no franchises, national or regional chains) – **89%** of small businesses have 20 or fewer employees

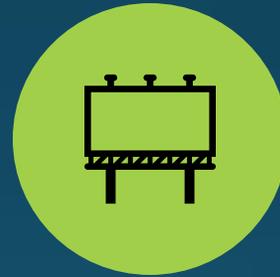
Local non-profits (no national or regional non-profits)

Waukesha Works Economic Recovery Grant

Uses



Rent, mortgage and/or utilities for April, May & June



Marketing, advertising, signage and special equipment to modify business during Safer @ Home Order



Physical improvements to business space (50% match)



Correcting outstanding code violations

Waukesha Works Economic Recovery Grant

Uses



Grant money dispersed directly to vendors



Grant money dispersed as reimbursement to applicant upon verification of payment of eligible costs

Waukesha Works Economic Recovery Grant

Grants



Maximum
\$10,000



Documentation
required



Application
Period – 2 weeks



Review and
approval – 1 week

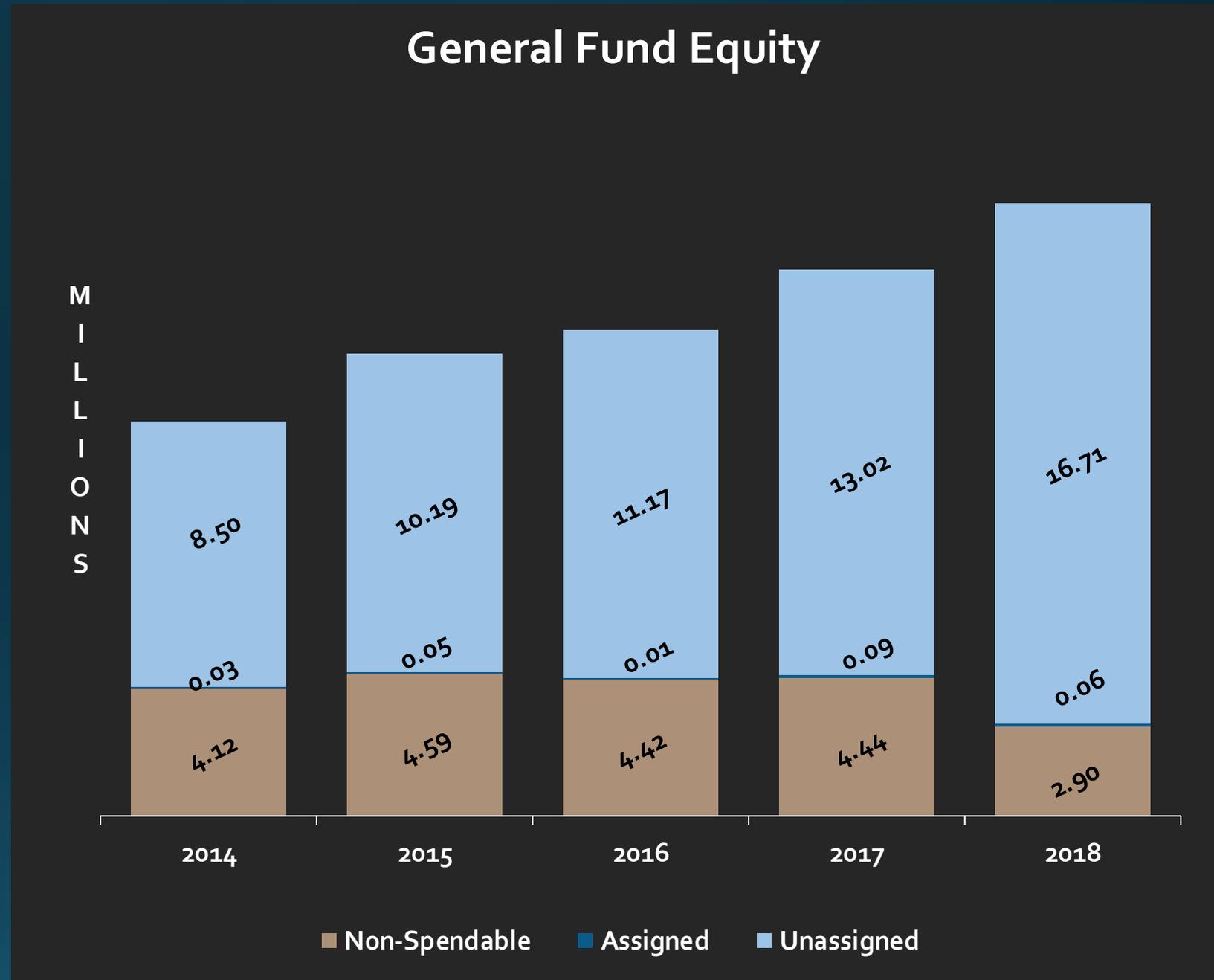
Waukesha Works Economic Recovery Grant

Funding Source

Unassigned Fund Balance - \$500,000

*Waukesha
Works
Economic
Recovery
Grant*

Funding
Source



*Waukesha
Works
Economic
Recovery
Grant*

Approval
Process

**Two week application
period**

**Community Development
reviews applications for
completeness & eligibility**

*Waukesha
Works
Economic
Recovery
Grant*

Approval
Process

Draft Application

Gathers basic information about the business and the grant amount requested.

Gather information about other stimulus programs companies have used.

Requires the owner to sign and attest to the accuracy of the application.

Provide documentation as part of the application. Staff/committee may require additional information during application review.

Grant Committee Review

Waukesha Works Economic Recovery Grant

Approval Process

Mayor Reilly

Aldersperson Cassie Rodriguez, Common Council
President

Aldersperson Joe Pieper, Finance Committee Chair

Waukesha Business Alliance Representative

Waukesha Center for Growth Representative

Kevin Lahner, City Administrator

Jennifer Andrews, Community Development Director

Jeff Fortin, Senior Planner

Award Prioritization

Committee will create a scoring method that makes awards based on need

Committee will review the scored applications and make a decision to provide a grant or not and at what level.

*Waukesha
Works
Economic
Recovery
Grant*

Approval
Process

Grant Awards Announced by Mayor

Business will sign grant agreement/contract

Community Development processes grant request and distributes funds.

Report back to Common Council on recipients of Grant Dollars