

2010 Racine County Minority Matching Grant Program Guidelines

The Minority Matching Grant program provides grants for small and medium-sized Racine County-based minority-owned firms with fewer than 200 employees. Qualifying Racine County businesses can apply for grants to be used to help underwrite investments in employee skills training, technology implementation projects or consulting services. The program's objective is to help participating companies stay in business and continue to retain or create jobs for Racine County residents.

These are 50% matching grants. This means they will reimburse a business for 50% of allowable expenses, up to a maximum of \$2,500. For example, a business with \$4,000 in allowable expenses will receive \$2,000; a business with \$5,000 in allowable expenses will receive \$2,500; and a business with \$6,000 in allowable expenses will receive \$2,500.

Eligibility Requirements:

- 51% racial or ethnic minority ownership
- Must be a for-profit business
- Small to medium size business located in Racine County:
 - Number of employees must be no more than 200
 - Business cannot exceed \$5 million in gross sales averaged over the last 3 fiscal years.
- No more than one grant award per year.
- Presentation of invoices and paid receipts (i.e. cancelled check, credit card statement, etc.) required within 90 days of approval.
- Application must be submitted prior to purchase of goods/services.

Eligible project costs include services and, in certain cases, associated products, such as the following:

- **Training and/or Consulting Services** that will support the company's process or marketing growth strategies.
- **Financial Services**, which may include implementing or updating accounting systems; in some cases, the grant may be used for computer systems and/or software appropriate to the type of business (e.g., Quickbooks, Procure or similar software).
- **Marketing Services**, which may include creating a comprehensive marketing initiative or developing marketing materials such as a website.
- **Business Operation Services**, which may include assessing internal business processes and procedures.
- **Legal Services**, which may include services related to setting up a business structure, merging businesses, or other legal issues pertaining to expanding the business. Filing or otherwise pursuing an action in bankruptcy is not an acceptable use of funds.
- **Information Technology**, which may include services such as database creation or management and office networking and, in some cases, consultant-recommended software.
- **Computer system** – Subject to pre-approval from the Committee, a computer system appropriate to the business may be acquired with grant funds, if acquired through an authorized vendor.

If your business meets the criteria and you are interested, please complete the attached Application Form and submit it to the UW-Parkside Small Business Development Center at the address on the final page of the form.

Company Name	Name and Title	Date

2010 Racine County Minority Matching Grant Program Application Form

Please print clearly or type your information in the lines provided.

1. Business Name	2. Federal Tax Identification Number
3. Address	4. City, State, Zip Code
5. Name of Contact Person:	6. Phone and Fax Numbers
7. What goods or services do you provide?	8. Is this a for-profit business?
9. How long have you been in business?	10. Who are your customers?
11. Number of Employees	12. Average annual sales over last 3 years
13. Grant Amount Requested (\$100- \$2,500)	
14. How did you hear about this program?	

15. **REQUIRED:** Describe how your company intends to use these funds.
Attach additional sheets if necessary

16. Expected Results (Example: To increase revenue and/or reduce the costs of sales)
Attach additional sheets if necessary

17. Timing

NOTE: Funds will be released upon receipt of copies of detailed invoices and proof of payment (i.e. cancelled checks, credit card statements, etc.) In addition, information may be requested to verify the credentials of the supplier of goods/services.

Invoices (to be reimbursed by grant)	Matching invoices copy date	
Submission Date(s)	(Must be at least equal to reimbursed invoice amounts)	Date of Result Summary

18. Outcome / Results Summary (To be completed at the end of the engagement)

NOTE: Must correspond to expected results (#16)

Attached additional sheet(s) if necessary

Grant Signature Page

PLEASE READ:

1. **Grants may not be used to purchase equipment.** Exceptions may be made for computers and related equipment, but **only on a case-by-case basis and only with prior authorization from UW-Parkside Small Business Development Center.**
2. **This is a 50% matching grant. This means that the grant will reimburse your business for 50% of allowable expenses, with a maximum reimbursement of \$2,500. (For example, if you have \$4,000 in allowable expenses, you will receive \$2,000; if you have \$5,000 in allowable expenses, you will receive \$2,500; if you have \$6,000 in allowable expenses, you will receive \$2,500.)**
3. You may receive only one grant per year, and grants are not renewable. This means that, if you want to apply for another grant next year, the grant must be for a different purpose.
4. Grants should be approved prior to the purchase of eligible goods/services.
5. Money received through the grant program can be used to fund SBDC Business Plan Development Classes.

In signing this application on behalf of the requesting business, I hereby certify:

- a) that all information is complete and correct;
- b) that this business is a **for-profit** entity and that it meets all other eligibility requirements for this grant program;
- c) that this business is required to submit a one page summary outlining the impact of the grant program on it;
- d) that all invoices and payment records will be submitted within 90 days of initial approval of this grant application, or the grant application will no longer be approved;
- e) that I have read the Guidelines on page one of this packet.
- f) **DEADLINE:** The Application must be received by **November 30th 2010.**

Signature	Name and Title	Date

Send all application information to:

UW Parkside Small Business Development Center
Attention: Matt Wagner, Executive Director SBDC/CATI
2320 Renaissance Blvd.
Sturtevant, WI 53177
Phone: 262.898.7512
Fax: 262.898.7401