



**Wisconsin Economic Development Corporation
Program Guidelines for Fiscal Year 2021**

Program Name: Capacity Building Grant
Program Inception: WEDC FY13
Lead Division: Business and Community Development
 New **Revised**
 Aid **Pass-thru Aid** **Technical Assistance**

Program Goal:

The goal of the Capacity Building Program is to support local and regional economic development efforts in the state of Wisconsin.

Projects receiving Capacity Building funding must support one of WEDC’s Strategic Pillars and Focus Areas.

Program Description:

The program provides funds to assist local, regional, and state-wide nonprofit organizations to further the goals of WEDC in its efforts to foster an advanced economic development network within the state of Wisconsin.

Eligibility Requirements:

Recipients may use the funds for purposes that support one of WEDC’s Strategic Pillars. Eligible projects include, but are not limited to:

- Planning initiatives or assessments of the economic competitiveness of the area (e.g. workforce, infrastructure, sustainability, export capacity).
- Initiatives that will assist or enhance an organization’s ability to develop or deliver economic development programming that helps to identify or address issues or challenges of an area or the state.
- Implementation or replication of successful pilot programs or economic development best practices.
- Marketing by regional economic development organizations. Regional economic development organizations may receive grants not to exceed \$100,000 or the amount of matching funds the organization obtains from sources other than WEDC or the state, whichever is less, to fund marketing activities.¹
- Match funding for projects receiving EDA Cares Act funding
- Delivery of resources and services to Wisconsin entrepreneurs through the Entrepreneurship Support grant.

Capacity Building funding may not be used for past costs, nor may past costs incurred prior to application be considered for matching funds, if applicable.

WEDC may take the following into account when evaluating Capacity Building applications:

¹ Wis. Stat. §238.135.



- The likelihood the proposed effort will result in long-term benefits to the organization, its members, the region or state, or its clients
- The degree to which the organization can influence state or regional economic conditions (e.g. number of localities served, geography, membership size)
- The extent to which the problem has been approached through regional collaboration with other economic development groups and other local jurisdictions
- The extent to which the project will provide an impact to smaller communities or rural areas of Wisconsin
- The financial need demonstrated by the applicant
- The extent to which the proposed effort can be replicated throughout Wisconsin

WEDC may require matching funds depending on the project's attributes.

Capacity Building – Entrepreneurship Support

The Entrepreneurship Support grant provides funds awarded through a competitive application process for the implementation of entrepreneurship programs. Wisconsin organizations may use the funds for the following purposes:

- Promotion of entrepreneurship
- Entrepreneurial education, mentorship or training programs
- Facilitation of business development or financial services

Entrepreneurship Support funding is not available for activities that are otherwise eligible to be funded through other programs offered by WEDC or its partners. Applicants are limited to one grant in any application year.

Incentives and Available Funding (FY21):

Capacity Building: \$1,200,000

The amount of funding per project will generally be up to \$50,000. Projects related to COVID-19 recovery with a state-wide impact may receive up to \$250,000.

Capacity Building – Entrepreneurship Support: \$750,000

The amount of funding per project will generally be between \$10,000 and maximum of \$100,000. Funds will be awarded through a competitive application process. Organizations applying for Entrepreneurship Support funds must demonstrate a commitment of a minimum 1:1 match of WEDC funds requested. Matching funds may include in-kind support of no more than 50% of the total match required. Match should be calculated as a percentage of the cost of the entire project identified in the application.

Activities and Expected Outcomes:

Capacity Building

Assist 15 organizations



Capacity Building – Entrepreneurship Support

Assist 15 organizations and 400 businesses

Performance Reporting:

Recipients will be required to periodically submit a performance report documenting specific project activities, as well as any other contract deliverables.

WEDC annually selects awards on a sample basis for an audit. All backup documentation to the performance report is required to be maintained for the life of the award.

WEDC may impose additional reporting requirements to evaluate project performance and to ensure compliance with contract deliverables.

Application and Awards Process:

Capacity Building

The Capacity Building program has a continuous application process. Applicants for a Capacity Building Grant should complete an application through an Account Manager. The completed application will be assigned to an underwriter and go through the award review process.

Capacity Building – Entrepreneurship Support

The Capacity Building – Entrepreneurship Support program has a competitive application process. Applicants for a Capacity Building – Entrepreneurship Support grant should complete an application through an Account Manager. The completed applications will be assigned to a committee for review and recommendation. An underwriter will be assigned to review each recommended award and go through the award review process.

For more information on application review, internal process, and award distribution, please refer to WEDC’s award administration policies and procedures.

Revision History:

Effective Date	Description of Change
7/1/2017	Eliminated pilot status for Entrepreneurship Support track
7/1/2019	Clarified performance reporting requirements; standardized application and awards process
7/1/2020	Expanded eligibility and funding for COVID-19 recovery initiatives



PROGRAM REVIEW:

This document has been reviewed by the following parties (Check all that apply):

- Chief Operating Officer
- Chief Legal Officer
- Chief Financial Officer
- Other _____

Senior Director of Public Policy: _____

Date _____

Division Vice President: _____

Date _____

AUTHORIZED APPROVAL:

CEO or Designee: _____

Date _____