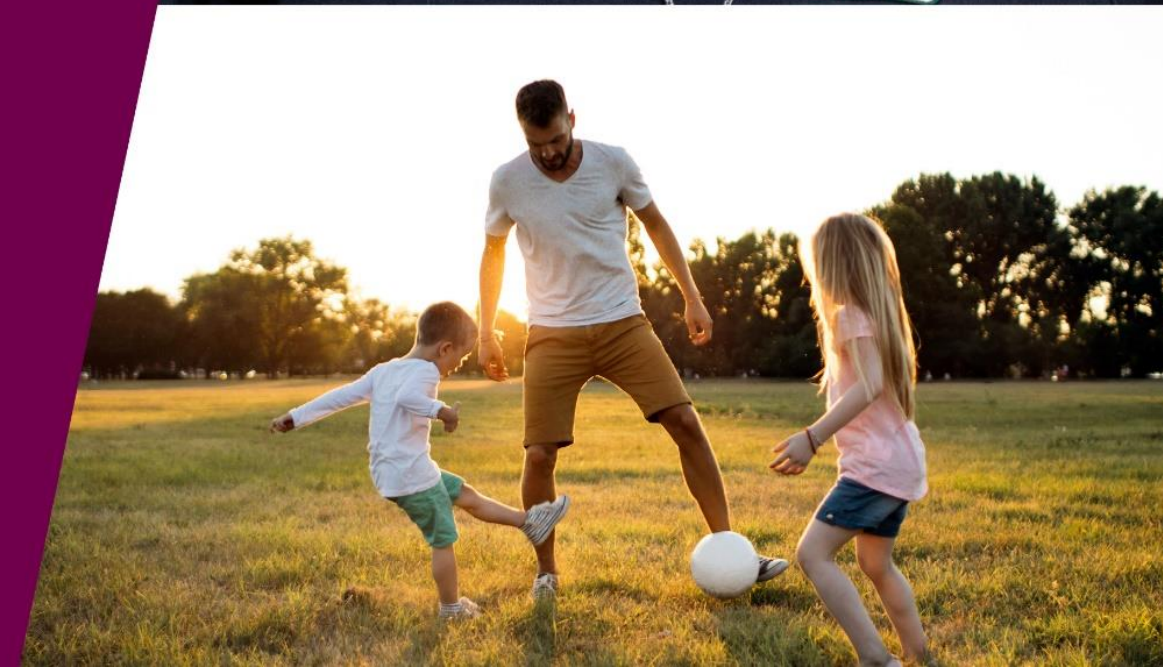


***CREATING AN  
ECONOMY FOR ALL,  
WHERE EVERY WISCONSINITE HAS  
THE OPPORTUNITY TO THRIVE***





# Agenda

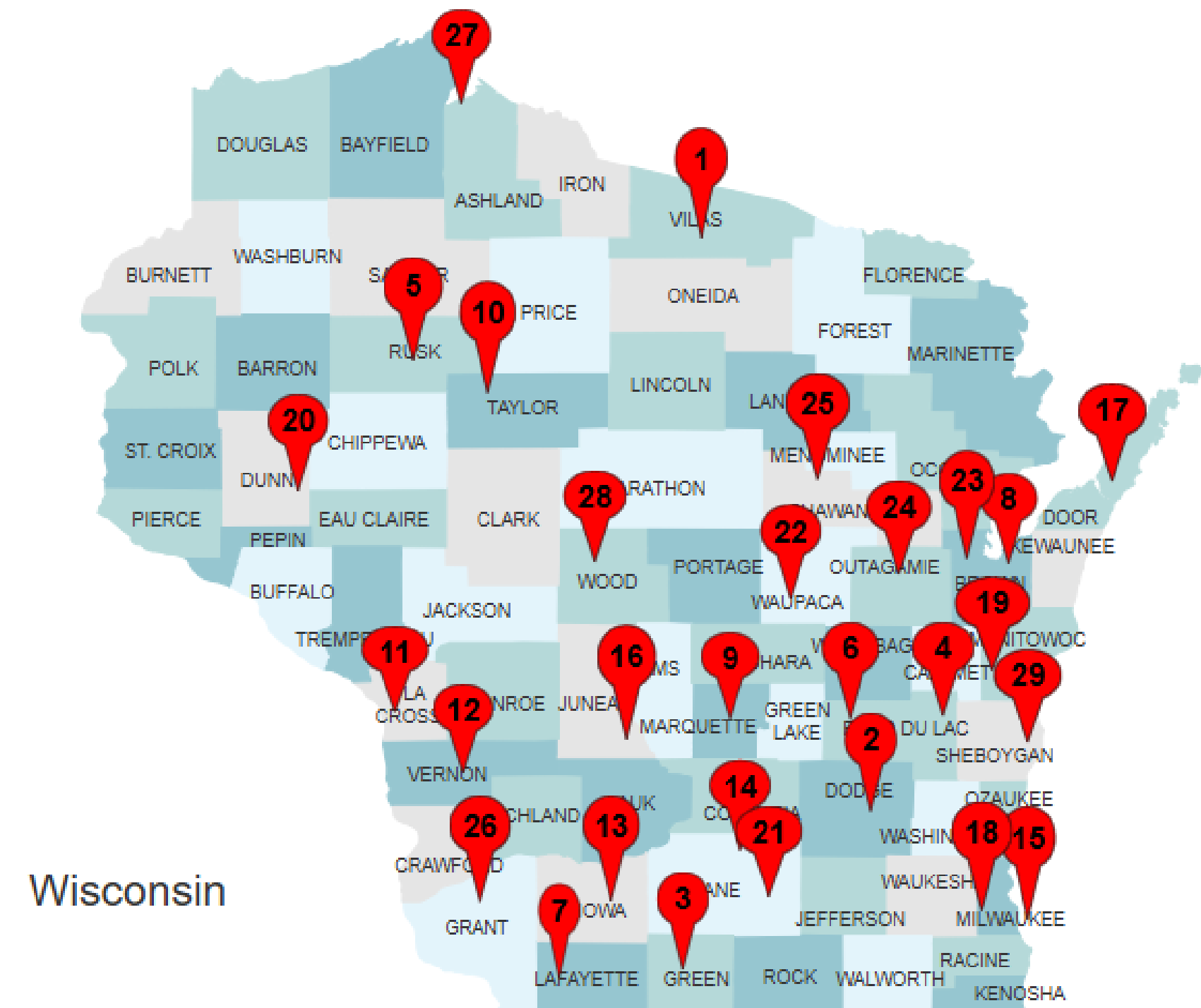
- Program history (Tim)
- Program basics and eligibility (Tim)
- Application details and scoring (Dana)
- Timeline and considerations (Dana)
- Small Business Technical Assistance Grant (Nichole)
- Q&A





# WEDC SBDG history

- Main Street Bounceback Grant
  - Funded by ARPA in response to COVID
  - Spur small business creation and decrease vacant spaces
  - 9,423 \$10,000 grants to small businesses
- Continued need for access to capital amongst small businesses
- Created the Small Business Development Grant
  - Piloted in FY25 with \$2 million
- 83 applications requested
- 70 applications submitted
  - \$11,631,073 funds requested
- Awarded 29 grants totaling \$4.69M in FY25



# SBDG purpose and funding

- Support small businesses and small business creation
- Increase access to capital
- Encourage innovation
- \$1.5 million for FY26
- Grants of \$50,000-\$250,000
- **Targeting small businesses with less than 25 full-time employees**





# The basics

- 100% pass-through
- Funds cannot pay for:
  - The provision of technical assistance
  - Administrative costs
  - Past costs
  - Costs related to completing a Schedule of Expenditures
- Competitive grant
  - Applications will be scored by a panel
- WEDC aims to be open-minded on proposed project ideas





# Eligibility

## Applicants

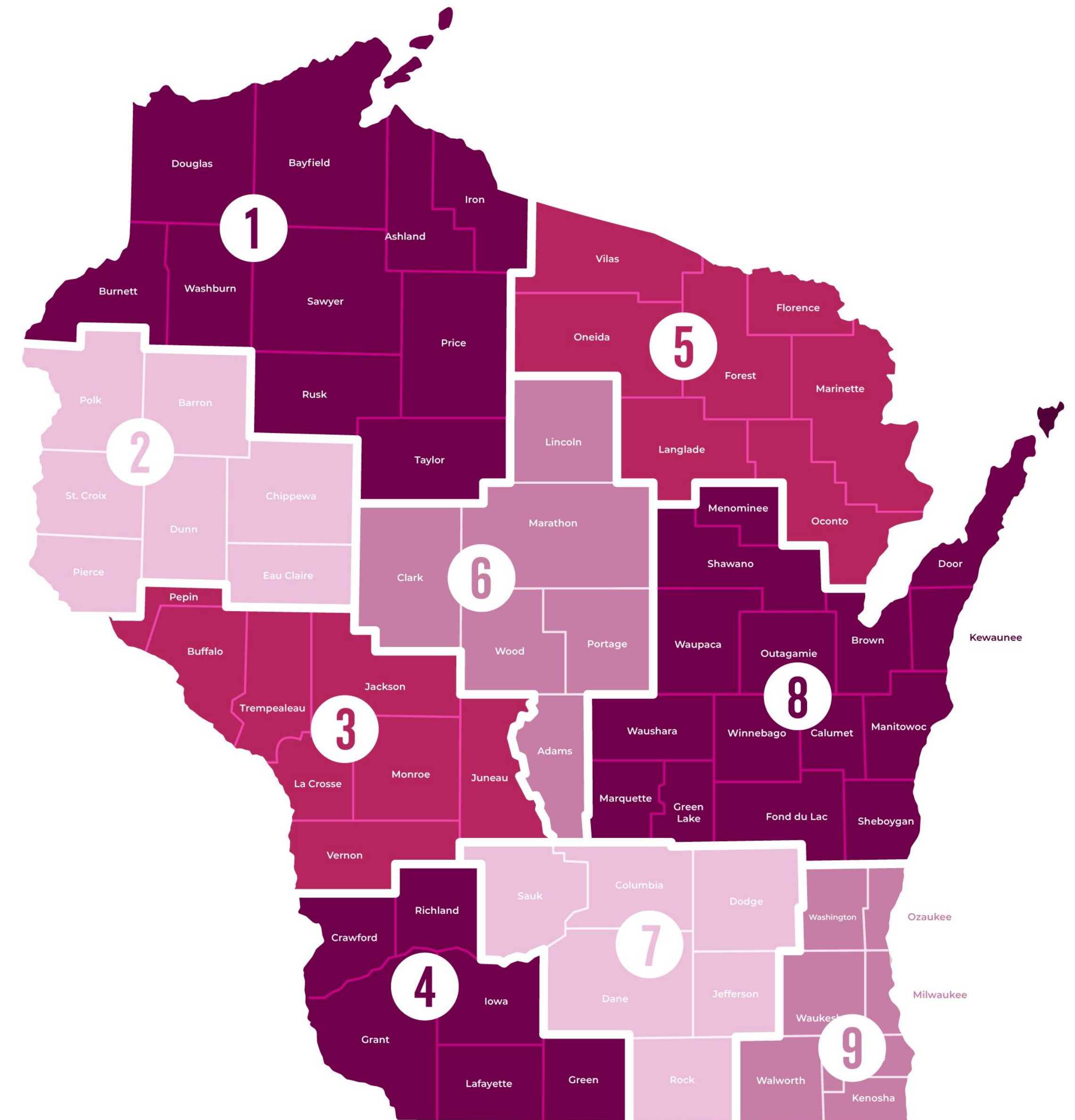
- Eligible applicants
  - Economic development organizations, including membership-based orgs
  - Municipalities
  - Tribal governments
  - Counties
- Past awardees can apply
  - \*Is considered in scoring

## Use of funds

- Examples of eligible use of funds
  - Grant programs
    - Façade
    - Expansion
    - Startup
  - Small business financing
    - Revolving loan funds
    - Loan guarantees
- Matching funds not required
  - \*Is considered in scoring

# How to apply

- Determine applicant and project eligibility
- Connect with a WEDC regional economic development director (REDD) or directly with Dana N ([dana.nielsen@wedc.org](mailto:dana.nielsen@wedc.org))
  - Include:
    - Name of entity applying
    - Name/Email to receive application
- Dana N will send an online application through Network Wisconsin
- Complete and submit online application by Sept. 15 @ 11:59pm





# Application: What's needed?

- Online application
- Supporting documents
  - W9
  - Charting document (if applicable)
  - Nonprofit credentials (if applicable)
  - Detailed project description
  - Organizational leadership and project lead information
  - Sample application
  - Letters of support
  - Project budget
  - Three years of financial statements





# Application highlight

\* Is the applicant considered a non-profit entity? ⓘ

If the applicant is a non-profit, select yes. If the applicant is a business or organization other than a non-profit, select no.

Yes▼

\* Non-profit Credentials ⓘ

Provide the non-profit credentials for the organization.

Choose File(s)

\* Non-profit Description ⓘ

Provide a description of non-profit credentials for the organization.



# Application highlight

Collaborative Partner ⓘ

Check the box if the applicant is collaborating or partnering with any other entities to manage this project? (e.g. Chambers of Commerce, Economic Development Organizations, Nonprofits, or local private companies)



\* Collaborative Partner Information ⓘ

Please provide the name, address, and a brief description of the entity/entities collaborating with the applicant.

\* Collaborative Description ⓘ

\* Collaborative Letter of Support ⓘ

Choose File(s)

External Collaborator

* Role ⓘ	* First Name	* Last Name	* Title	* Company	* Email	* Phone	* Street	* City	* State	* Zip Code
<div>Project Contact ▼</div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
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# Application highlight

SMALL BUSINESS DEVELOPMENT GRANT				
USES OF FUNDING	SOURCES AND AMOUNTS OF FUNDING (If multiple funding sources for one expense, use multiple lines)			TOTAL
	WEDC Amount	Match Source Name	Match Source Amount	
DIRECT FUNDING TO BUSINESSES				
Grants				
Façade Grant	\$ 25,000.00		\$ -	\$ 25,000.00
Start-Up Grant	\$ 25,000.00	Local Chamber of Commerce	\$ 10,000.00	\$ 35,000.00
	\$ -		\$ -	\$ -
	\$ -		\$ -	\$ -
	\$ -		\$ -	\$ -
Loans				
Revolving Loan Fund	\$ 50,000.00	Applicant Organization	\$ 25,000.00	\$ 75,000.00
	\$ -		\$ -	\$ -
	\$ -		\$ -	\$ -
	\$ -		\$ -	\$ -
	\$ -		\$ -	\$ -
TOTAL	\$ 100,000.00		\$ 35,000.00	\$ 135,000.00

\* Note that Match must be a cash contribution and cannot be in kind.

\*\* Though staff time may be consumed to achieve outcomes, it is not counted as an expense.

Enter any notes on budget here



# Scoring considerations

- Long-term benefits and supports business growth and entrepreneurship
  - Can influence state or regional economic conditions and is replicable
  - Addresses local economic challenges/goals through collaboration
  - Impacts distressed communities, rural areas, and historically underserved populations
  - Experience running loan/grant programs
  - Project budget is complete and project is ready to implement
  - Matching funds are secured (not required)
  - Overall application quality
  - Past SBDG support
- 
- Refer to program guidelines on SBDG webpage

Connecting small businesses with the capital they need to grow

The Wisconsin Economic Development Corporation's (WEDC's) Small Business Development Grant (SBDG) Program encourages communities and economic development partners to invest in their small businesses. The program offers financial incentives for these communities and organizations to develop innovative programs that directly support small businesses and small business creation. The program's goal is to support economic development programs that aim to broaden access to capital for small businesses in the state of Wisconsin.

[View PDF](#)

Want to know more?

View the current guidelines and information for this program.

[PROGRAM GUIDELINES](#)

[PROGRAM INFORMATION](#)



# Timeline

- Applications are open
- Applications due Sept. 15 @ 11:59pm
- Scoring period Sept. 22-29
- Winning applications contracted by Dec. 12
- Winning applications publicly announced in 2026
  - \*Must wait for WEDC to make announcement
  - \*\*For those that need board approval/municipal resolution, may need to act ASAP for Sept. 15 application deadline
- Project operating window: 1/1/26-12/31/27





# Other considerations

- Reporting requirements
- Schedule of Expenditures (SOE) requirement for awards of \$100,000+
- Awards made on disbursement basis
  - Separate bank account required
  - Up to two weeks for disbursement
- Again, funds are 100% pass-through
- Tip: type longer application answers in Word doc and save prior to adding them to the application portal just to be safe



# WEDC's Small Business Technical Assistance Program (SBTA)

- Competitive grant program– Note there will only be one round this year
- Applicants must be a non-profit
  - This includes municipalities and governments, Tribal entities, educational institutions, and community development organizations
  - Fiscal sponsorships are allowed
  - For-profit, businesses are not eligible to apply
- 1:1 matching funds
- Matching funds can be cash or in-kind
- Maximum award amount is \$200,000
- Eligible costs include operational and consulting
- <https://wedc.org/programs/small-business-technical-assistance-program/>
- Email Nichole Crust, Director of Entrepreneurship, [nichole.crust@wedc.org](mailto:nichole.crust@wedc.org) to request an application



# Frequently asked questions

## ➤ Can small businesses apply for SBDG?

- No, WEDC's SBDG Program is for communities/EDOs that will use funds to set up their own small business programs. Small businesses should reach out to their local governments and economic development organizations to encourage them to apply.

## ➤ Can awarded SBDG projects give funds to non-profits?

- No, SBDG dollars can only be passed on to for-profit small businesses with less than 25 full time employees.

## ➤ Can past SBDG awardees apply for SBDG this fiscal year?

- Yes, but our scoring process will give more points to entities that have not received SBDG funds in the past.

## ➤ Can an entity apply for both SBDG and SBTA?

- Yes, an entity can apply for both programs. However, SBDG and SBTA cannot be used to fund the same project.

# Questions?



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608.210.6772

**Dana Nielsen**

**Project Manager**

dana.nielsen@wedc.org

608.210.6704

**Thank you!**

