

SMALL BUSINESS TECHNICAL ASSISTANCE PROGRAM



STRENGTHENING THE ORGANIZATIONS THAT SUPPORT SMALL BUSINESS

By funding organizations that provide business training, community building, mentorship, and connections to networking, the **Small Business Technical Assistance Program** from the Wisconsin Economic Development Corporation (WEDC) seeks to increase traditional small business activity across Wisconsin.

How it works

This WEDC program provides grants to eligible nonprofits, units of government, educational institutions, community organizations, foundations, or Tribal entities so those organizations can, in turn, provide technical assistance to small businesses. The grant funds can be used for operational costs, training and events, or in-depth programs such as accelerators. The program operates on a competitive basis and will have up to two application cycles per WEDC fiscal year; individual grant rounds might have specific themes or focus areas.

Partner requirements

Applicants must provide matching funds (which can include in-kind contributions), matching the grant amount requested at a rate of 1:1. Successful applications will clearly identify how they will use the grant funds to support and enhance the capabilities of the local ecosystem of small business technical assistance organizations.

Selection criteria

Applicants will be evaluated on these criteria, among others:

- Feasibility of the project being proposed
- The level of demonstrated community support
- Use of a novel and innovative approach
- Alignment with WEDC strategic priorities
- Relevant experience and historical performance
- Plans for tracking measurable and impactful outcomes
- Potential for sustaining and/or replicating the project

APPLYING FOR SMALL BUSINESS TECHNICAL ASSISTANCE FUNDING

For more information, please contact:

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