WISCONSIN
ECONOMIC DEVELOPMENT

Small Business Technical Assistance Program

Frequently Asked Questions

WHEN CAN I APPLY FOR A SMALL BUSINESS TECHNICAL ASSISTANCE GRANT?

Small Business Technical Assistance Grants are awarded on a competitive basis, with applications selected and evaluated up to twice per WEDC Fiscal Year (typically once in the summer and once in the winter). The opening and closing dates for the application periods differ each year, so make sure to stay informed about the announcements of these dates. You may find these announcements on the Small Business Development Grant Program page on wedc.org.

HOW DO I APPLY FOR A SMALL BUSINESS TECHNICAL ASSISTANCE GRANT?

To begin the application process, you must first email a WEDC Diverse Business Development team member:

Seyoum Mengesha, **seyoum.mengesha@wedc.org**
Francisca Rodriguez, **francisca.rodriguez@wedc.org**
Nichole Crust, **nichole.crust@wedc.org**

Include:

- Name and address of entity applying
- Name and email to receive application
- You will receive an online application through Network Wisconsin
- Complete and submit online application by Oct. 2 @ 5:00pm

AS A PRIVATE BUSINESS (SUCH AS AN LLC OR A SOLE PROPRIETOR), CAN I APPLY FOR A SMALL BUSINESS TECHNICAL ASSISTANCE GRANT?

No. The applicant must be a nonprofit organization, municipality, or other government entity. Applicants' projects can include a private business partner, but the applicant must have a 501(c)3 status.

HOW IS MY APPLICATION EVALUATED? WHAT ARE THE JUDGES LOOKING FOR?

Your application is reviewed by a scoring committee that considers the following evaluation criteria:

- **Project alignment and feasibility:**
  - The extent to which the work plan is feasible, including project range, duration, and impact
  - The extent to which the applicant and project collaborators may have relevant experience and historical performance in project administration, including previous WEDC awards if applicable
- **Financial viability:**
  - The extent to which matching resources are available and utilized within the project budget
  - The project budget's balance of support for entrepreneurs and funding for operating costs, considered in the context of the project's overall intensity, duration, and rigor
- **Outcome and impact:**

LOOK FORWARD

  - The extent to which the applicant demonstrates and plans to track impact within measurable, feasible, and impactful project outcomes
  - The extent to which the applicant demonstrates a unique position to meet community need for the target population or location

- **Innovation and sustainability:**
  - The extent to which the project model can be replicated and/or sustained in other areas of Wisconsin
- **Additional considerations:**
  - Presence of partnering and collaborating organizations and extent of community support
  - Use of novel and innovative approaches to supporting individuals and/or companies
  - Alignment with WEDC priorities for industry sectors, local economic factors, geography, and target populations

WHAT IS THE START DATE/END DATE? HOW LONG SHOULD THE PROJECT RUN?

The project start date and project end date may vary dependent on your project and which grant round you are applying for. An eligible project should ideally have a duration of about 12 months.

ARE THERE ANY REPORTING REQUIREMENTS IF I AM AWARDED A SMALL BUSINESS TECHNICAL ASSISTANCE GRANT?

Yes. Organizations are expected to submit, at a minimum, annual performance reports. You will receive more information regarding the reporting schedule and any other reporting requirements if your organization receives a grant award.

HOW LONG WILL IT TAKE TO FIND OUT IF MY APPLICATION WAS SUCCESSFUL?

Notifications to awarded organizations are typically sent out two to three months after the application period ends.

WHAT QUALIFIES AS ELIGIBLE MATCHING FUNDING FOR MY PROJECT?

Both cash and in-kind donations can count toward match funding. To estimate the value of your in-kind match amount, use standard industry hourly rates for volunteers and their roles. An organization can use its operating budget as a match funding source. While you can use private or public funds for match funding, you will not be able to count other WEDC funds toward your match funding requirement.

WHAT QUALIFIES AS AN INELIGIBLE EXPENSE FOR MY PROJECT?

Pass through funding including but not limited to direct payments and stipends to businesses served by the grant, and Related Party or Person* transactions.

*Related Party or Person means a family member such as a brother, sister, parent, grandparent, child, grandchild, spouse, or in-laws, if that person has control, joint control, or significant influence over a corporation or entity or is a member of its key management personnel; or an entity related to the Recipient if, among other circumstances, it is a parent, subsidiary, fellow subsidiary, associate, or joint venture of the Recipient, or it is controlled, jointly controlled, or significantly influenced or managed by a person who is a related party or the Recipient itself.

WHAT IS THE ATTESTATION FOR ELIGIBILITY STATEMENT?

The Applicant certifies that neither its business operations nor the project or program for which assistance is sought uses any protected class as an eligibility criterion or factor in participation or evaluation. For purposes of this Certification, "protected class" includes

classifications recognized under the Equal Protection Clause of the Fourteenth Amendment, including: race, color, ethnicity, national origin, ancestry, sex (including pregnancy), and legitimacy, and, where applicable, alienage, religion, and disability.

ARE SMALL BUSINESS DEVELOPMENT CENTERS (SBDC'S) ALLOWED TO RECEIVE SBTA FUNDING?

Small Business Development Centers (SBDCs) are not eligible for SBTA Funds. Awarded entities cannot passthrough SBTA Funds to an SBDC.

MAY AN ENTITY APPLY FOR AN FY27 SBTA GRANT IF THEY RECEIVED AN SBTA GRANT IN FY26?

Yes, entities that received an SBTA Grant in a prior year are eligible to apply for an SBTA Grant this year. However, the FY27 application must be for a separate project and SBTA Funds cannot overlap with a prior years SBTA Funds.

For more information, visit the SBTA website at https://wedc.org/programs/small-business-technical-assistance-program/