



Below: Twisted Thread Quilting, Bounceback Grant Recipient in Fond du Lac, WI – (The Best Places, 2022)

An Analysis of the Main Street Bounceback Program in East Central Wisconsin

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Executive Summary

The Wisconsin Tomorrow Main Street Bounceback Program is a new program in Wisconsin intended to incentivize businesses to fill vacant commercial and industrial buildings. The State of Wisconsin invested \$50 million into the Main Street Bounceback Program hoping to fill vacant buildings, provide support for new and diverse businesses, and invest in Wisconsin's commercial properties. In this report, the impact of the Main Street Bounceback program is analyzed in the East Central Wisconsin region. Through the use of program application data and an analysis of program requirements, the Main Street Bounceback program is evaluated in the East Central Wisconsin region relative to the State of Wisconsin's aforementioned goals for the program.

Data analysis shows strong demand for the program and a prevalence of awards to new businesses as well as minority-owned and women-owned businesses. However, conclusions are inconclusive related to how effective the program is in regards to incentivizing vacancies to be filled and whether or not investments are made in commercial buildings. While the program appears to be popular, a clear definition of vacancy is required. In addition, mechanisms to verify vacancies are filled require establishment in order for the program to be successful at moving the needle to fill vacant commercial and industrial buildings in Wisconsin. Organizations looking to emulate the Wisconsin Main Street Bounceback Program should refine criteria related to vacancies to create more effective incentives to fill vacant buildings.

Introduction

On August 4, 2021, Secretary Missy Hughes of the Wisconsin Economic Development Corporation (WEDC) announced the creation and launch of the Wisconsin Tomorrow Main Street Bounceback Grants Program (WEDC Blog, 2021). The Main Street Bounceback Program (MSBB), made possible through federal funds from the American Rescue Plan Act, intends to provide an incentive for businesses to fill vacant commercial and industrial buildings. The initiative is part of Wisconsin's wider response to addressing the economic and community impacts of the COVID-19 pandemic. In an effort to fill vacant buildings, the program offers \$10,000 grants to businesses for each new location occupied in Wisconsin, provided businesses meet certain programs requirements.

To administer the Main Street Bounceback Program, WEDC contracted with nine regional planning commissions and economic development organizations throughout Wisconsin. The East Central Wisconsin Regional Planning Commission (ECWRPC or East Central) is one organization tasked with implementing the Main Street Bounceback Program on behalf of the State of Wisconsin.¹ ECWRPC currently administers the MSBB program for a 10-county region in East Central Wisconsin. The East Central region ranges from Menominee County in the north to Calumet and Fond du Lac counties in the southeast and Marquette County in the southwest. The region includes the Fox Cities, Oshkosh, and Fond du Lac metropolitan areas as well as smaller regional communities such as Shawano, Waupaca, and Wautoma. For the purposes of this report, the Main Street Bounceback Program will be examined solely for the East Central Wisconsin region.

The State of Wisconsin's investment of \$50 million in the Main Street Bounceback Program represents a historic and large-scale effort to entice businesses to fill vacant buildings in the state. As such, the program carries great significance to economic development and urban planning in Wisconsin. The program's primary stated goal is to fill vacant commercial and industrial buildings. However, program documentation and public discussion suggests other implicit goals for the program including support for new businesses, small businesses, and businesses with minority, women, veteran, disabled, or LGBT ownership. Additionally, the program aims to facilitate investments in Wisconsin's commercial building stock. In this report, the Main Street Bounceback Program will be analyzed for its effectiveness in filling vacant buildings, supporting new and small businesses, assisting businesses with diverse ownership, and facilitating property investment in the East Central region. The Main Street Bounceback Program's significance for planning in Wisconsin will also be touched upon.

¹ The author is the Deputy Director of the East Central Wisconsin Regional Planning Commission with direct oversight over the Main Street Bounceback Program for ECWRPC.

Background of the Main Street Bounceback Program

The Wisconsin Tomorrow Main Street Bounceback Program is funded through the American Rescue Plan Act (ARPA). The State of Wisconsin allocated \$50 million for the Main Street Bounceback Program, which while significant, is a relatively modest portion of the \$2.5 billion that Wisconsin received under their ARPA allocation. During program design in the summer of 2021, the Wisconsin Economic Development Corporation contracted with and distributed funding to nine regional entities in Wisconsin for administration of the program. Figure 1 depicts regional boundaries for administration of the Main Street Bounceback Program, and Table 1 lists each corresponding regional organization.

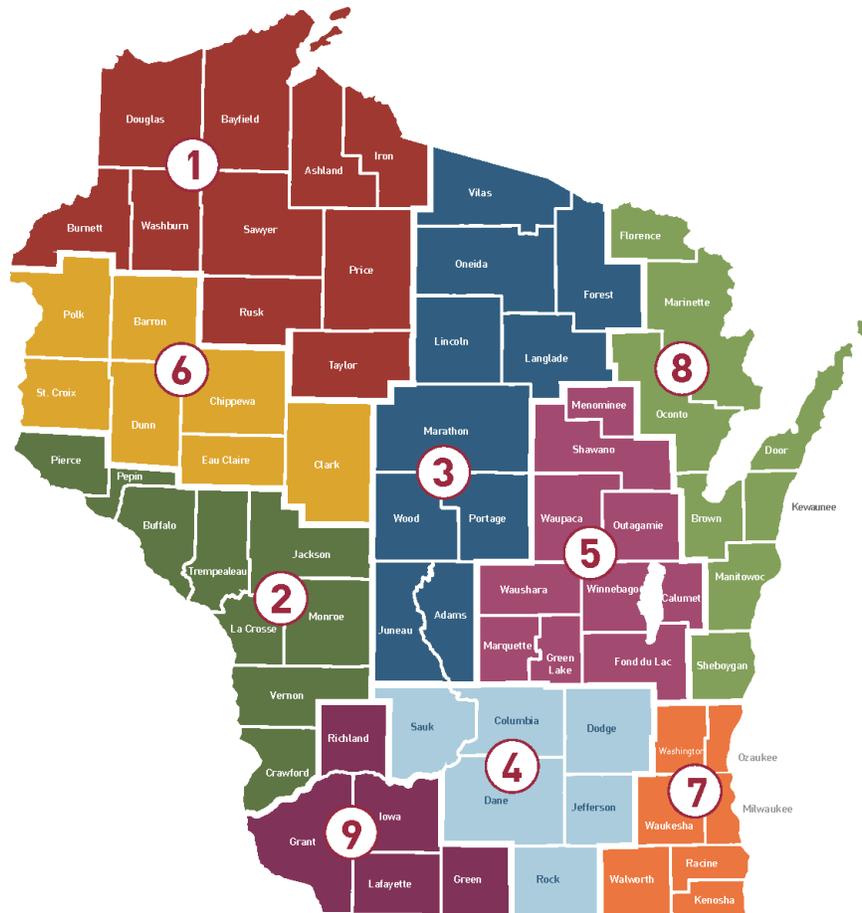


Figure 1. Main Street Bounceback Regional Organization Map
Source: Wisconsin Economic Development Corporation

Table 1. List of Main Street Bounceback Grants Program Regional Organizations
Source: Wisconsin Economic Development Corporation

1	Northwest Regional Planning Commission
2	Mississippi River Regional Planning Commission
3	North Central Regional Planning Commission
4	Madison Region Economic Partnership
5	East Central Wisconsin Regional Planning Commission
6	West Central Wisconsin Regional Planning Commission
7	Milwaukee Development Corporation
8	Bay-Lake Regional Planning Commission
9	Southwestern Wisconsin Regional Planning Commission

Under the terms of their contract with WEDC, regional organizations are required to provide all administrative tasks necessary to award grants within their respective regions based on the overall program criteria established by WEDC. These tasks include items such as fielding inquiries about the program, application intake and review, and award disbursement. To compensate regional organizations for administrative services, WEDC provided upfront funding of \$20,000 to each regional organization. Additionally, regional organizations retain an amount commensurate with 2.5% of each grant awarded in their regions for ongoing administration of the program. Regional organizations do not withhold the 2.5% administrative reimbursement from the \$10,000 grants businesses are awarded, but rather draw the reimbursement from the region’s overall funding allocation from WEDC (ECWRPC, 2021).

The Wisconsin Economic Development Corporation created all eligibility criteria for the program, application materials, and marketing products for the Main Street Bounceback Program during the summer of 2021. The program launched in August 2021 and is scheduled to close on June 30, 2022. Due to vast differences in population and economic activity, WEDC divided funding to the nine regional organizations based on their population and number of businesses registered within their region. WEDC allocated \$6 million in program funding to the East Central Wisconsin Regional Planning Commission, which is the third largest initial allocation in the state. After accounting for the 2.5% administrative reimbursement, East Central received enough funding to award 585 grants to businesses in the region (ECWRPC, 2021 and 2022).

Main Street Bounceback Program Eligibility Requirements

The Wisconsin Economic Development Corporation created several eligibility requirements for the Main Street Bounceback Program. To be eligible to receive a grant, businesses are required to move into a vacant commercial or industrial building after January 1, 2021 and before the program closure date of June 30, 2022. In addition, businesses must certify that they will not vacate a commercial or industrial space to become eligible to claim the grant. Beyond those requirements, certain business situations are deemed ineligible for the program. Table 2 lists criteria that render businesses ineligible for the Main Street Bounceback Program (WEDC, 2022).

Table 2. Ineligibility Criteria for the Main Street Bounceback Program
Source: Wisconsin Economic Development Corporation

1. Part of a national or regional chain, unless the business is an independently owned and operated franchise
2. A home-based business or property landlord, unless they are moving their business functions into the vacant commercial space
3. Real estate investment firms that intend to hold the property for investment purposes only
4. Any business engaged in any illegal activity under federal, state, or local law
5. Business who use the property for storage only
6. An applicant who uses the space for residential uses

To apply for the Main Street Bounceback Program, businesses are required to submit a standardized application created by WEDC, a letter of acknowledgement from a municipal or economic development organization, a proof of business, a W-9 Request for Taxpayer Identification form, and a copy of a fully executed deed, purchase contract, or 12-month lease for the property. The purpose of the acknowledgement letter is to obtain local review for the business application. A copy of the application is located in Appendix A of this report along with a template for an acknowledgement letter that applicants can use to provide to their municipality or local economic development organization.

Main Street Bounceback Program Goals and Data Approach

The primary and most explicit goal of the Main Street Bounceback is to fill vacant commercial and industrial buildings. Crucially, there is no established definition of vacancy for the purposes of the program. Rather, businesses only need to certify that they didn't vacate a building prior to moving into their new location or that they didn't move into their new location specifically to obtain a grant. In terms of program eligibility, therefore, businesses can claim the space they moved into was vacant whether it was empty for 10 years or 10 minutes.

As a result of the lack of a precise definition for vacancy, it may be difficult to measure whether the program advanced Wisconsin's goal of filling vacant spaces. However, other measurements readily available from program documentation may help shed light on whether the program is successful in filling commercial and industrial buildings. Namely, the rate of demand for the program over time in the East Central region will be examined. It is expected that grants awarded later in the program are more likely to act as an incentive for business location choices rather than initial awards. In addition, the geographical disbursement of grants will be analyzed to gain insight on whether funding reached urban and rural places throughout the East Central region.

The Main Street Bounceback application contains questions for businesses that suggest WEDC has other implicit goals for the program. The application requires businesses to record the date they were established, which in this analysis will be examined to determine if the funding went to established businesses or newer ventures. In addition, the application prompts businesses for organizational and location employment numbers and asks whether the ownership is diverse with respect to the following categories: minority, women, veteran, disabled, and LGBT. This data will be analyzed to uncover if the program supported small employers and/or businesses with diverse ownership in a meaningful way.

The Main Street Bounceback application prompts businesses to record how they intend to spend grant funds if awarded. While not required to spend their funds in any particular manner, WEDC officials have maintained that the program will help invest in vacant commercial properties. "These grants are designed to give entrepreneurs a helping hand in establishing their physical storefronts and reward small business owners for investing in empty commercial properties across the state," said Missy Hughes, Wisconsin Economic Development Corporation (WEDC) secretary and CEO. "The businesses that move into these spaces become integral parts of our communities, offering not only goods and services but spaces to gather and celebrate" (Tri-County News, 2022). Therefore, program data will be examined to see if recipients intend to invest their award money into building improvements.

The forthcoming analysis relies primarily on business application data, which has a few key limitations. Firstly, the data that will be examined is only from the East Central Wisconsin region. Experiences from the program likely varies from region to region in Wisconsin. In addition, much of the application data discussed above is not compulsory for businesses to provide to receive a grant and as a result a few applications were not fully completed. Some applicants also misinterpreted application prompts and answered questions incorrectly, which hinders the usefulness of their data and in certain cases will be omitted. These omissions are relatively minor in nature. Finally, due to the ongoing nature of the program at the time of this writing, only data from the first 300 grant awards will be analyzed from the East Central region. The data represents an investment of \$3 million, which is approximately half of the allocation WEDC made available for the program in the East Central Wisconsin region and 6% of the program's overall statewide funding. However, it may be difficult to draw final conclusions until the program eligibility period has passed and complete program data is available.

Data Analysis

Program Demand and Geographical Disbursement

Despite the lack of a specific definition for what constitutes a vacancy, demand for the Main Street Bounceback Program can help inform whether vacant buildings were actually filled in Wisconsin. Assuming most or even all applicants truly filled spaces that were vacant, weekly grant award data can provide insight into the strength of program demand and consequently vacancies filled. The first 300 grants awards in the East Central region were made over a period of 23 weeks. Figure 2 shows grant awards by week for the first tranche of grants in the East Central region.

Date	Grants Awarded
8/30/2021	9
9/7/2021	15
9/13/2021	15
9/20/2021	22
9/27/2021	21
10/4/2021	12
10/11/2021	13
10/18/2021	10
10/25/2021	11
11/2/2021	7
11/9/2021	15
11/15/2021	14
11/22/2021	15
11/30/2021	10
12/6/2021	7
12/13/2021	9
12/20/2021	13
1/3/2022	14
1/18/2022	15
1/24/2022	11
1/31/2022	12
2/7/2022	16
2/14/2022	14

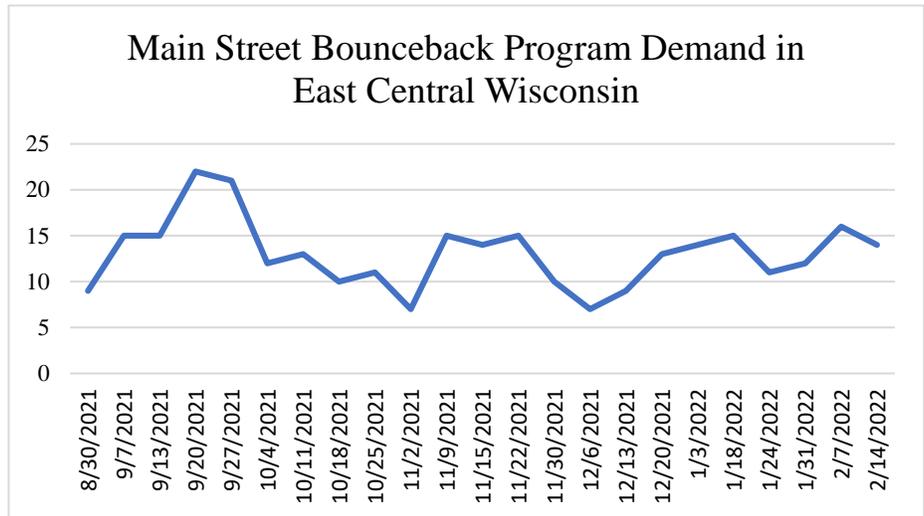


Figure 2. Weekly Grant Awards in the East Central Wisconsin Region
Source: East Central Wisconsin Regional Planning Commission

Based on the data in Figure 2, it appears that application awards in the region were relatively consistent from week to week. The highest level of demand for the program based on the number of weekly grant awards occurred in the 4th and 5th weeks. Program demand diminished thereafter before picking up in 2022. It is worth noting that the program launched in August 2021, but the beginning of the eligibility period was set at January 1, 2021. Therefore, at program launch many businesses were already eligible for the program. Given the need for knowledge of the grant program to spread, the early peak of applications is probably best explained by the fact that many businesses were eligible right away and applied shortly thereafter.

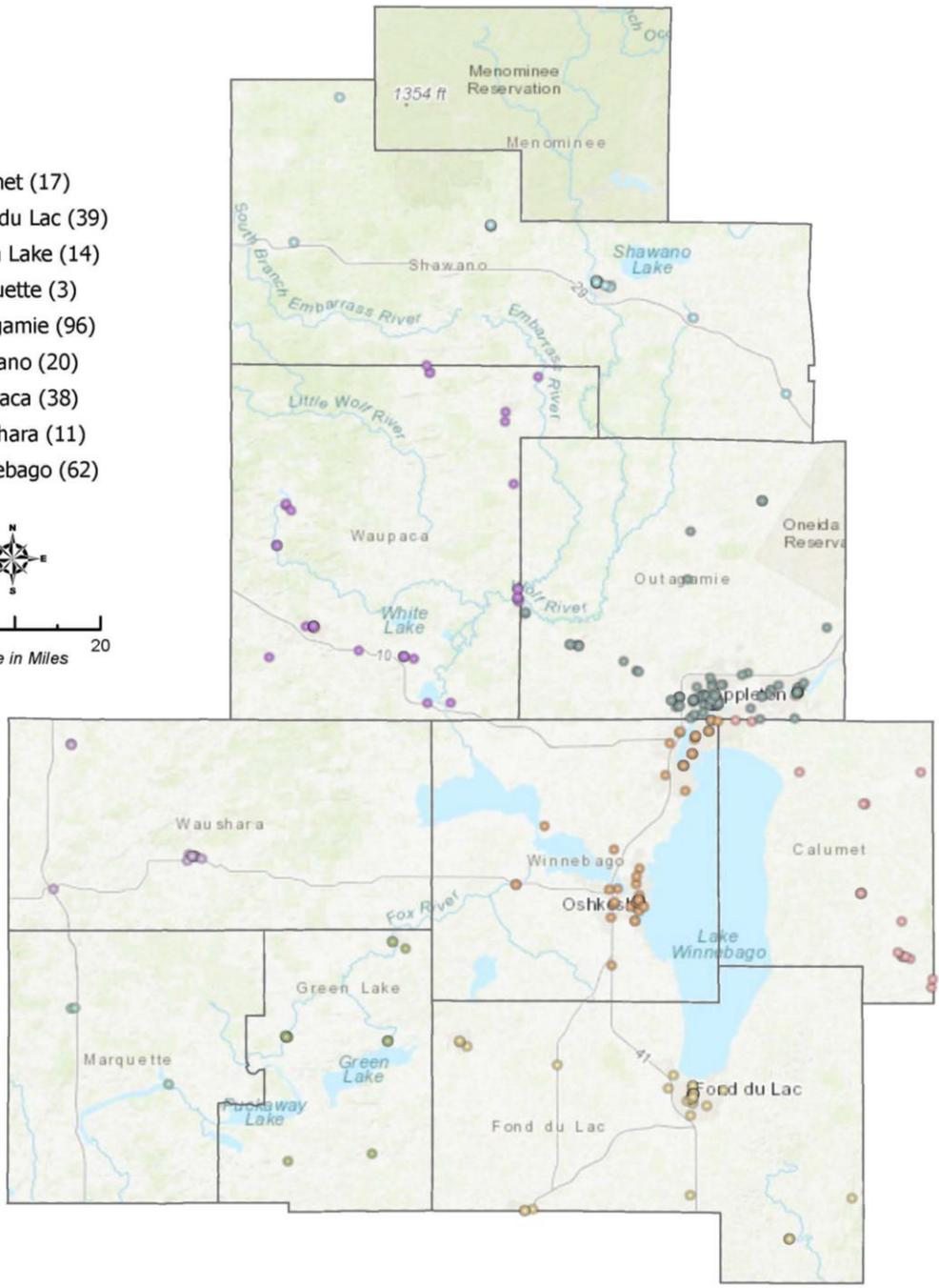
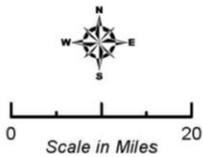
Demand for the program remained relatively steady through the end of 2021 and into mid-February of 2022. The higher number of grants awarded in January and February of 2022 suggests the program may be successful in incentivizing businesses to fill vacant spaces.

Another way to view program demand is through a location analysis of grants made in the East Central region. Given the density of businesses and number of commercial and industrial buildings, it is expected that more grants be awarded in urban areas such as the Fox Cities and Oshkosh metros rather than rural areas. Nevertheless, rural areas typically have commercial building vacancies as well. Figure 3 shows locations of grants awarded in the East Central region and lists grant awards by county.

Main Street Bounceback Grant Award Locations - February 2022



- Calumet (17)
- Fond du Lac (39)
- Green Lake (14)
- Marquette (3)
- Outagamie (96)
- Shawano (20)
- Waupaca (38)
- Waushara (11)
- Winnebago (62)



This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information Systems. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

Prepared March 2022 by:
 East Central Wisconsin
 Regional Planning Commission
ECWRPC

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Figure 3. Map of Main Street Bounceback Grant Awards in the East Central Region
 Source: East Central Wisconsin Regional Planning Commission

Figure 3 demonstrates that ECWRPC issued the most grant awards in Outagamie and Winnebago Counties. 96 grants, or 32% of the total number of grants, were issued to businesses in Outagamie County. Businesses in Winnebago County received 62 grants, or approximately 21% of the total. Upon examination of the geographical location of awards, it is apparent that most awards went to the Fox Cities in Outagamie and Winnebago Counties, followed by a strong cluster of grants in the Oshkosh area in Winnebago County as well. These findings are expected given the large amount of economic activity in these metros.

The map of grant awards in the East Central region also shows that many grants were made in rural places. Small clusters of grants were made in Wautoma, Shawano, and Waupaca. These cities are rural centers, which typically draw tourism-related businesses. Outside of these areas, ECWRPC made several awards in rural areas throughout the region. Communities such as Marion, Montello, Coloma, and like communities are well-represented in the award data. Therefore, it appears the grant program has appeal in rural places as well as urban centers.

Business Age and Ownership Characteristics

Program demand and geographical disbursement show that the Main Street Bounceback Program has been relatively successful to date. However, the types of businesses that receive grants also matter to gauge the overall success of the program. Specifically, the degree to which well-established businesses have received grants vs. newer businesses will be examined as well as diversity in business ownership. Figure 4 depicts the share of businesses who were awarded grants in the East Central region by the date they were established. Figure 5 illustrates the percentages of businesses receiving awards with diverse ownership by category listed on the Main Street Bounceback Grant application.

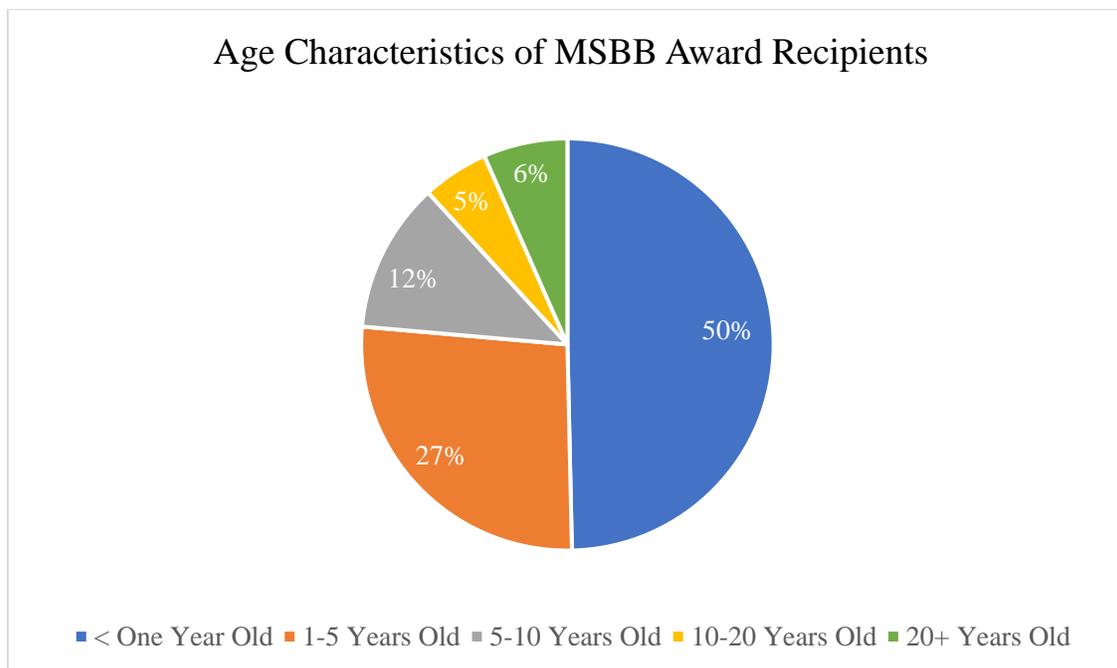


Figure 4. Age of Businesses Receiving MSBB Awards in the East Central Region
Source: East Central Wisconsin Regional Planning Commission

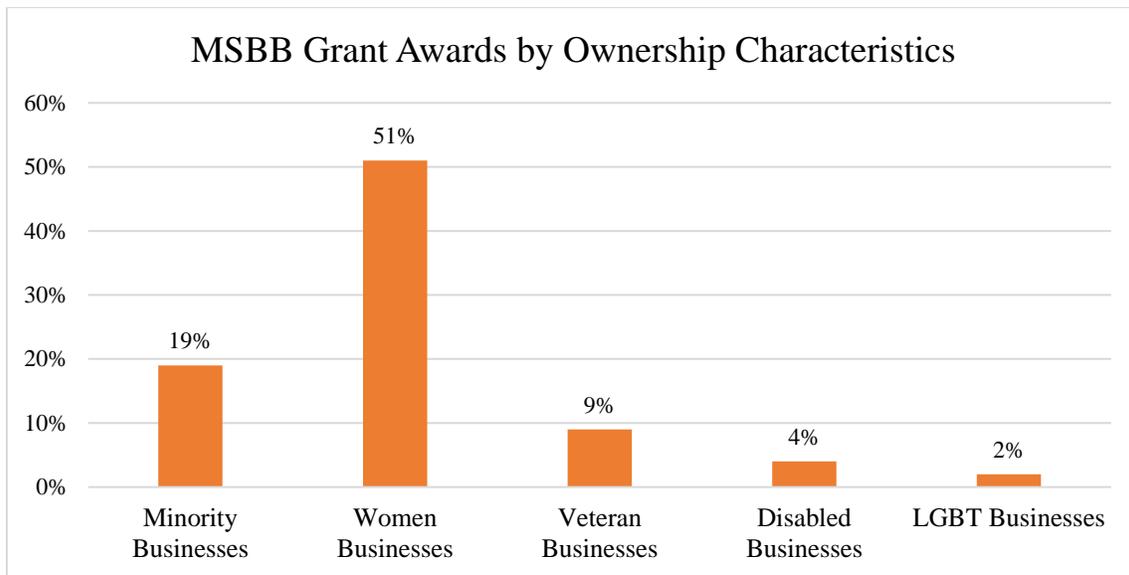


Figure 5. Ownership Characteristics of MSBB Award Recipients in the East Central Region
Source: East Central Wisconsin Regional Planning Commission

Program data demonstrates that approximately half of business who have received Main Street Bounceback grants to date formed within the last year (based on program start date). Another quarter of grant recipients are businesses created within one to five years with the rest being more established entities. Ownership data shows slightly over half of businesses receiving Main Street Bounceback awards are women-owned ventures. Additionally, 19% of business report having minority ownership. The other three categories of veteran-owned, disabled-owned, and LGBT-owned businesses each represent less than 10% of grant awardees.

According to the Small Business Administration, in 2019 only 13% of businesses in Wisconsin reported being minority-owned (Gallagher, 2020). Therefore, minority-owned businesses appear to be receiving grants in a higher amount than expected. Additionally, in the 2018 Annual Business Survey from the US Census, only 19.9% of firms reported having women-ownership. This suggests that women-owned businesses are receiving Main Street Bounceback grants to a significantly higher degree than their ownership rate would suggest.

Planned Use of Funds

To further determine the impact of the Main Street Bounceback Program, businesses’ planned use of funds from their grant awards will be analyzed. The program application solicits use of funds information by providing five categories for applicants to select: lease payments, mortgage payments, business operating expenses, building repair and tenant improvements, and other. Business are able to select one or multiple categories for their planned use of funds. However, it is assumed that businesses do not select both mortgage payments and lease payments given their conflicting nature. Table 3 on the following page shows businesses’ planned use of funds for their Main Street Bounceback awards based on the categories established by WEDC in the application form.

Table 3. Businesses' Planned Use of Funds for Grant Awards
Source: East Central Wisconsin Regional Planning Commission

	Lease Payments	Mortgage Payments	Business Op Expenses	Repairs & Improvements	Other
Yes	214	33	239	185	70
Percent Yes	72%	11%	80%	62%	23%
No	85	266	60	114	229
Percent No	28%	89%	20%	38%	77%

Upon examination of the planned use of funds data, clear conclusions are difficult to make. Most businesses intend to use some or all of their grant funds on lease or mortgage payments. 72% of businesses selected lease payments, and 11% of businesses selected mortgage payments for their planned use of funds. Given the exclusivity of these two categories, combining the data suggests 247 or 82% of businesses intend to use program funds for property payments. However, most businesses also chose multiple categories for their planned use of funds, which makes for difficult interpretations of the data. 80% of firms selected businesses operating expenses as an intended use of grants funds and 62% of businesses chose repairs and improvements as well. This suggests businesses intend to spend their grants on a combination of different expenses, preventing any hard conclusions from being made about the use of Main Street Bounceback grant funds especially as it relates to property investments.

Summary of Findings

Findings from the data analysis above suggest mixed results for the Main Street Bounceback Program. Demand for the program is strong and awards appear to be relatively well-disbursed to both urban and rural areas. Ongoing demand for MSBB grants suggests the program may be working as intended to help fill vacant buildings. However, it is difficult to interpret from program data if the properties filled were truly vacant in light of ambiguity surrounding the lack of definition of vacancy.

Overall, it appears grant money made its way into the hands of newer or even start-up businesses to a greater degree than well-established businesses, which could help grow these businesses. Many grants were awarded to minority-owned businesses and women-owned business, two key demographics identified in program documentation, at rates higher than their demographics would suggest. Lastly, planned use of funds information is cloudy regarding whether grant funds will be invested into Wisconsin’s commercial and industrial building stock.

Conclusion

The Wisconsin Tomorrow Main Street Bounceback Program represents a new approach to filling vacant commercial and industrial buildings in Wisconsin. The program's goals, stated or implicit, are wide-ranging and ambitious. They include filling vacant buildings, supporting new businesses and businesses with diverse ownership, and making investments into Wisconsin's commercial building stock. Data from grant awards in the East Central region suggest that the program has strong demand and geographical distribution with businesses from both urban and rural places receiving grants. The award data also indicates that the program is supporting new businesses as well as minority and women-owned businesses.

With respect to other program goals, however, program data tells a mixed or incomplete story. Planned use of funds data is difficult to draw conclusions from, and more importantly, there is scant evidence either way to suggest that the program is incentivizing businesses to fill spaces that are vacant without leaving other buildings vacant in the process. Furthermore, there is little mechanism designed in the program to ensure vacant properties are being filled, and the program lacks a definition of what constitutes a vacancy. The gray area surrounding vacancies is the most significant shortcoming of the program. To improve the Main Street Bounceback program or similar programs in the future, a definition of vacancy should be established as well as tweaks to the program's design to verify vacancies are truly being filled.

The Main Street Bounceback Grant program is highly significant to urban planning in Wisconsin. Its goals, if fully realized, would provide significant support to businesses in communities throughout the state. It would provide an incentive to fill and reuse vacant buildings and make them more competitive and desirable compared with new construction. The program's impact on new, minority, and women-owned businesses also appears to be significant. The Main Street Bounceback Grants program is scheduled to close on June 30, 2022. After program closure, the state, communities, or organizations looking to create incentives to fill vacant buildings should further examine the impact and results of the Wisconsin Tomorrow Main Street Bounceback program to guide any future efforts.

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Appendix A: Wisconsin Main Street Bounceback Grant Application, Certification Statement, and Acknowledgement Letter Template

WI TOMORROW MAIN STREET BOUNCEBACK GRANT APPLICATION

SECTION I-APPLICANT INFORMATION

Legal Entity: <input type="checkbox"/> C Corp <input type="checkbox"/> S Corp <input type="checkbox"/> LLC <input type="checkbox"/> LLP <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Nonprofit	
Legal Name (as it appears on W-9 or IRS filings for non-profit):	
Trade Name:	
Mailing Address:	
City, State, Zip:	County:
FEIN: (Federal Employee Identification Number –Tax ID)	NAICS: NAICS Code Lookup
Date Established:	Primary Product or Service:
Website URL:	Phone:
Head of Organization:	Title:
Email:	
LOCATION INFORMATION	
Commercial Property Location: <input type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of:	
Physical Address:	
CONTACT	
Application Contact:	Title:
Email:	Company:
Phone:	Mailing Address:
City, State, Zip:	
DEMOGRAPHICS (51% or more ownership. Please check all that apply)	
Is the business/organization:	
Minority-Owned Business:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Woman-Owned Business:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Veteran-Owned Business:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Disabled-Owned Business:	<input type="checkbox"/> Yes <input type="checkbox"/> No

LGBT-Owned Business:	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Do not wish to disclose	<input type="checkbox"/> Yes <input type="checkbox"/> No	
SECTION II-EMPLOYMENT		
CURRENT FULL-TIME EQUIVALENT EMPLOYMENT		
One full-time equivalent (FTE) employee is one or more employees working a total of 40 hours a week		
Total Company FTE Employment:	Total Location FTE Employment:	
SECTION III-ATTACHMENTS		
Please include the following attachments:	Included	Attachment
	✓	#
1. Proof of Business a. Acceptable forms of business include but are not limited to: incorporation documents, government registration (federal, state, county, or city), permits, Doing Business As (or Fictitious Business Name, or Assumed Business Name), or business tax returns. b. Not accepted are Tax IDs/EINs as proof of business for sole proprietorships.	<input type="checkbox"/>	
2. Property Information a. Provide a copy of a fully executed 12-month lease with a term 12 months or greater reflecting the Applicant as the tenant or a Land Contract/Contract for Deed or Warranty Deed reflecting the Applicant as the purchaser. The lease/sale documents must also meet these conditions: i. Executed on or after 1/1/2021 and before or on 6/30/2022; ii. Contain the location of the commercial property. If it is not contained Applicant must provide additional documentation on the physical location for the property being leased/purchased by the Applicant	<input type="checkbox"/>	
3. Acknowledgement Letter (sample attached) a. Provide a letter from an economic development organization, including but not limited to: regional economic development organization, local municipality, Chamber of Commerce, Business Improvement District, Main Street or Connect Community organization, stating that the business occupant represents a new tenant/owner to the commercial space or an expansion of an existing tenant into additional commercial space, with lease/sale documents dated on or after 1/1/2021 and before or on 6/30/2022.	<input type="checkbox"/>	

4. Completed IRS form W-9	<input type="checkbox"/>	
SECTION IV-PLANNED USE OF GRANT FUNDS		
Please indicate how you intend to use the grant funds. Check all that apply.		
Lease Payments	<input type="checkbox"/>	
Mortgage Payments	<input type="checkbox"/>	
Business Operating Expenses	<input type="checkbox"/>	
Building Repair and Tenant Improvements	<input type="checkbox"/>	
Other:	<input type="checkbox"/>	

CERTIFICATION STATEMENT

THE APPLICANT CERTIFIES TO THE BEST OF ITS KNOWLEDGE:

1. Neither the owner(s) nor the business is listed on any of the following:
 1. [Wisconsin Department of Revenue Delinquent Taxpayer List](#)
 2. [Wisconsin Department of Transportation Debarred Contractors List](#)
 3. [Wisconsin Department of Administration Compliance Vendor Directory](#)
 4. [Wisconsin Department of Corrections Sex Offender Registry](#)
2. The business has not vacated a commercial space to become eligible to claim this grant.
3. The business is not part of a national chain, unless the business is a third-party franchise.
4. The business is not dead storage.
5. The business is not a governmental unit.
6. The business is not for residential use or a lessor of residential units/property (landlords), unless the business unit of the lessor is moving into a vacant commercial space to support functions of the business.
7. The business is not a real estate investment firm, when the real property will be held for investment purposes as opposed to otherwise eligible small business concerns for the purpose of occupying the real estate being acquired.
8. The business is not engaged in any illegal activity under federal, state, or local law.

Signature: _____ Date: _____

(Authorized Representative of Applicant Company)

Printed Name:

Title:

Applicant Company Name:

**Form Acknowledgment Letter
(WI Tomorrow Main Street Bounceback Grant Application)**

[Place on letterhead of regional economic development organization, local municipality,
Chamber of Commerce, Business Improvement District, Main Street or Connect
Community organization]

Date: _____

To: {Insert Name of Recipient Organization}

Re: WI Tomorrow Main Street Bounceback Grant Application

This letter shall confirm that _____ (“Business”) is a new tenant or owner of a previously vacant commercial space or has expanded the Business footprint into additional previously vacant commercial space.

The commercial space was previously vacant and is located at _____ {insert full mailing address}.

The lease or sales contract entered into by Business is dated _____.

Sincerely,

Name and title/position of authorized signer.