

**From:** Heather Smith <[heather.smith@wedc.org](mailto:heather.smith@wedc.org)>

**Sent:** Monday, June 1, 2020 10:04 AM

**Subject:** We're All In Small Business Grant

**Importance:** High

Dear Partners:

We are asking for your partnership assistance to make the new *We're All In* grant initiative a success. The program will provide \$2,500 grants to 30,000 small businesses. It is designed to help small businesses get back on their feet amid the COVID-19 pandemic while also encouraging them to adopt best practices to keep employees, customers and communities safe. Funded by the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act and announced by Governor Evers on May 18 [We're All In Announcement](#), the grants will help small businesses with the costs of business interruption or for health and safety improvements, wages and salaries, rent, mortgages and inventory. **Businesses can apply starting June 15, at 8 am - June 21 at 11:59pm.**

A business may apply for the **We're All In** Small Business Grant if it:

1. Was in business in February 2020. Businesses that started in 2020 are not eligible;
2. Is Wisconsin-based and for-profit;
3. Employs 20 or fewer full-time equivalent (FTE) employees, including the owner; and
4. Has more than \$0 but less than \$1 million in annual revenues.

Businesses will **not** be eligible for the grants if they are:

1. Part of a national chain, unless the business is a third-party franchise;
2. Industries covered by other Wisconsin CARES Act Coronavirus Relief Fund programs are ineligible for this program. These are:
  1. Crop Production
  2. Animal Production or Aquaculture
  3. Lessors of Residential Buildings and Dwellings  
(<https://doa.wi.gov/Pages/LocalGovtsGrants/COVID-Grants.aspx>)

To prepare for the online application process, businesses should be ready to upload the following documents to the WEDC application:

1. 2018 or 2019 federal tax return for business. (If you started your business in 2020, you are not eligible for this grant.)
1. Signed W-9 form available at [www.irs.gov](http://www.irs.gov)
2. An email or letter of acknowledgement from a community organization indicating your business was in operation in February 2020. Letters or emails can be from any of the following:
  1. Chamber of commerce
  2. Main Street or Connect Communities organization
  3. Local business improvement district
  4. Neighborhood economic development association
  5. Local economic development organization
  6. County economic development organization
  7. Municipality, including tribal government
  8. County
  9. Local bank, credit union or community development financial institution
  10. Regional UW Small Business Development Center
  11. U.S Export Assistance Center - Wisconsin

12. Regional economic development organization
13. Regional Planning Commission
14. Trade association

Sample text for a letter or email can be found at [wedc.org/WAI-Small-Business-Grant](https://wedc.org/WAI-Small-Business-Grant).

1. Three-digit North American Industry Classification System (NAICS) code that best fits their business. This information may be included in a business's tax return, or through the NAICS website: <https://www.naics.com/naics-code-description/>.

The application period for this grant will open in mid-June. More detailed information will be released on Monday, June 1. **The website with the program details will be live by Monday afternoon.** Please check back then at <https://wedc.org/programs-and-resources/wai-small-business-grant/>

**Heather C. Smith, EDFP, CPM**  
Regional Economic Development Director  
Wisconsin Economic Development Corporation  
312 S. Barstow St., Suite 2  
Eau Claire, WI 54701

Ph: 608.210.6758