

Downtown Ripon Update:

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We're All In Small Business Grants – Phase 2

Below is information regarding the **We're All In Grant Phase 2** program. Applications will be accepted beginning at 8:00 am on Monday, October 19. Applicants should familiarize themselves with the eligibility requirements and limitations of the Phase 2 program, as well as the information and documentation required to apply, all of which can be found along with the grant application at <https://www.revenue.wi.gov>. If you are not to apply online, you may request assistance by calling the Wisconsin Department of Revenue at 608.266.2772.

Feel free to call the Ripon Main Street office (920-748-7466) if you need assistance and we will do our best to help. Please let us know if you need a letter of support/acknowledgement from Ripon Main Street.



SMALL BUSINESS GRANTS – PHASE 2

The Wisconsin Economic Development Corporation's (WEDC's) **We're All In** Small Business Grant Program provided much-needed financial assistance to thousands of Wisconsin small businesses affected by COVID-19. Despite the infusion of federal Coronavirus Aid, Relieve, and Economic Security (CARES) Act funds administered by WEDC throughout the summer, many Wisconsin small businesses continue to struggle. That is why WEDC is opening up a second phase of **We're All In** Small Business Grants, making available more than \$50 million of additional CARES Act funding to Wisconsin businesses hard hit by the pandemic.

HOW IT WORKS

We're All In Small Business Grant – Phase 2 makes CARES Act funding available to Wisconsin small businesses that were unable to apply for Phase 1 of the program. And, it makes additional funds available to companies that were awarded Phase 1 grants.

Phase 2 grants of \$5,000 will be awarded based upon the business's annual revenue. Businesses with more than \$0 but less than \$1 million in annual revenues (gross receipts less returns and allowances) and one to 50 full-time equivalent employees (FTEs) in 2019 are eligible to apply. Priority will be given to businesses that did not receive a grant from WEDC in Phase 1, have ethnic minority ownership, and are in an industry with the greatest negative impact from the COVID-19 pandemic.

APPLICATION PERIOD

Applications will be accepted from 8 a.m., Monday, Oct. 19, 2020, to 11:59 p.m., Monday, November 2, 2020.

Applicants are encouraged to gather the necessary information and documents before the application window opens but should note that the timing of their application does not affect their chances of receiving a grant. Grants are not awarded on a first-come-first-served basis.

GRANT ADMINISTRATION

Phase 1 of the **We're All In** Small Business Grant was designed, marketed and administered by WEDC. Phase 2 of the program is receiving administrative assistance from the Wisconsin Department of Revenue.

BE PREPARED

Applicants should familiarize themselves with the eligibility requirements and limitations of the Phase 2 **We're All In** Small Business Grant Program as well as the information and documentation required to apply, all of which can be found along with the grant application at [revenue.wi.gov](https://www.revenue.wi.gov). If you cannot apply online, you may request assistance by calling the Wisconsin Department of Revenue at 608.266.2772.

Main Street planning Fall LIVE virtual shopping event

To help businesses in a time of need, [Ripon Main Street, Inc.](#) is organizing another live virtual shopping event to promote small business. "Previous Shop Small LIVE events have gone well so we have decided to host another event to support holiday sales" said Craig Tebon, Ripon's Downtown Manager. Ripon's **Shop Small LIVE – Fall Edition** will take place on Saturday, October 24 from 8:00 to 10:00 am.

The Ripon format will once again include a schedule featuring 5-7 minute LIVE promo videos from participating businesses. Please let us know as soon as possible if you are interested in showcasing your business and products as a LIVE participant. In addition, help us promote the event by liking and sharing the info with your friends, and posting to your business pages (Facebook & Instagram). Feel free to call if you have questions.

Shop Small Live — Fall Edition

Saturday, October 24 – 8:00 to 10:00 am

<https://www.facebook.com/events/1273051436414309>



Kiva Micro Business Loans

Kiva is a crowd-lending platform that provides 0% loans to small businesses through a platform of online lenders (local and global). Effective immediately, U.S. applicants for a Kiva loan will have access to the following expanded lending options in response to the pandemic:

- Expanded eligibility: More businesses will be eligible for a Kiva loan.
- Larger loans: The maximum loan on the Kiva platform will increase from \$10,000 to \$15,000.
- Grace period: Applicants may receive a grace period of up to six months for greater financial flexibility.



Women, minority and veteran-owned businesses may also have access to a 50% match, up to \$5,000, from WEDC. To apply for a loan or sign up to be a lender yourself, visit kiva.org. [Link](#)

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