



## OFFICE OF THE MAYOR

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For Immediate Release

### Waukesha Works Economic Recovery Grant

The City of Waukesha is pleased to announce the Waukesha Works Economic Recovery Grant. This program is designed to assist small businesses (20 or fewer Full Time Equivalent employees) located in the City who have been impacted by the COVID-19 Pandemic and the State of Wisconsin "Safer at Home" orders. As Mayor Reilly said, "The City of Waukesha has been working to support businesses in our community since the start of the pandemic. We are glad to be able to take this further step of direct monetary support for our local small businesses."

The grant program was created based on data the City received through a small business survey. The program provides priority support for small businesses for items such as rent, mortgage, and utility bill assistance. Other items that may be taken into consideration include marketing, advertising, signage, special equipment, supplies, and a 50% match to fund capital improvement projects in business space or for addressing any outstanding code violations during the Safer at Home order.

"Small businesses make-up the majority of our Waukesha businesses and are vital to our economy," said Reilly. "Fifty percent of working age adults that live in the City work in the City with many working at small businesses." These funds will not only benefit the businesses who directly receive them but will also provide community wide benefits. The community wide benefits include helping small businesses continue to provide employment opportunities and services to the community, limiting vacant office/storefront space in the City, and helping to maintain commercial vibrancy for the community.

Grant funds are available for small businesses up to a \$10,000 maximum depending on project scope, demonstrated need, and fund availability. The application and criteria for applying is available on the City website (<https://waukesha-wi.gov/1910/Waukesha-Works-Economic-Recovery-Grant>). The deadline to apply for grant funding is Friday, May 15<sup>th</sup> at 4pm. The City will notify businesses of grant awards by Friday, May 22<sup>nd</sup>.

"I know that these are difficult times for everyone. I am glad that we can support and assist our business community during this crisis," said Reilly.

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