



The City of Fitchburg Community and Economic Development Authority's (CEDA) Forward Fitchburg Biz Boost Loan Program is available for local small businesses to utilize as they reopen from the COVID-19 crisis. Funds for this loan program are being provided from the City's existing Revolving Loan Program for this purpose. **The focus of this loan program is to help local businesses reopen after the COVID-19 "Safer at Home" order** in conjunction with the [WEDC Reopening Guidelines](#), Dane County Public Health and [Forward Dane Reopening Plan](#). The loan program prioritizes the small, local, non-essential categorized businesses who are able to reopen per Dane County Public Health.

For this Forward Fitchburg Biz Boost Loan Program, CEDA has made \$150,000 of funds available to support small businesses located within the City of Fitchburg with their operations and costs associated with reopening their businesses. The loan amounts will range from \$1,000 to \$10,000 and will depend on the number of applicants and funding requests.

Application Eligibility:

Program funds are limited. Eligible applications are due **Friday, June 12th by 4:30 pm** to Michael Zimmerman, Economic Development Director. Signed and completed applications can be dropped off at City Hall in the drop-box or can be emailed to Michael.Zimmerman@Fitchburgwi.gov Loan applications will be reviewed after June 12th. The number and amount of loans will be dependent on applications received, eligible applicants, the amounts requested, use of funds, and supporting documentation. This loan program is available to small businesses located in the City of Fitchburg that meet all of the following criteria:

- Experienced substantial financial impact due to COVID-19.
- Existing for-profit commercial business in the City of Fitchburg with a bricks and mortar presence (such as a retail store front or office), not a franchise.
- Employ 25 or fewer full-time equivalent (FTE) positions. (2,080 hours in one year = 1.0 FTE) **Preference will be given to those businesses employing 15 or fewer full-time equivalent (FTE) positions**
- Preference will be given to established businesses that were located in Fitchburg as of January 1, 2019.
- Managed a financially healthy business operation in 2019. (Cash flow revenue exceeds cash expenses without owner support)
- The business is not delinquent as it relates to property taxes, personal property taxes, municipal utility bills, fees, special assessments, sales tax, unemployment compensation taxes etc.
- Less than \$1 million in revenue in 2019.

Ineligible Business:

- Taverns and bars without food service
- Commission-based businesses
- Non-profits/Tax exempt
- Home-based businesses

Eligible Expenses:

The following items are eligible for the loan program funds if the expense occurred **May 15, 2020** or later and is consistent with the [WEDC Reopening Guidance and Guidelines](#) and [Forward Dane Reopening Plan](#):

- Wages/Salaries excluding payroll taxes
- Utilities
- Lease/Mortgage payments
- Uniforms
- Marketing or advertising
- Inventory or supplies
- Personal Protection Equipment
- Cleaning Supplies
- Space or business modifications necessary based upon the WEDC Reopening Guidance and Guidelines

Ineligible Expenses:

The following items are not eligible for the loan program funds:

- Fuel
- Past due leases, loan or utility payments, payroll, payroll taxes and employee benefits
- Vehicles and Vehicle maintenance
- Payment of Investors
- ATM Fees
- Personal or Business Distributions
- Loan payments (except for mortgage payments)
- Sales Tax Payments

Terms of Financing:

- Loan amount minimum of \$1,000, maximum of \$10,000
- Interest rate of one (1) percent per year beginning January 1st 2021 calculated monthly. No interest is accrued from the date the loan is finalized through the end of 2020.
- Payment period: Loan payments will be deferred for the remainder of 2020. First payment is due on or before the last day of each month beginning January 31st of 2021 and continue through December 31st of 2022. Businesses awarded a loan are responsible for making monthly payments to the City of Fitchburg Finance Department on time. No invoices will be sent.
- From approval date of the loan until December 31, 2020, payments will be accrued.
- Length of the loan: Two (2) years or twenty four (24) payments.
- Payments will be in equal amounts for each month and a payment schedule will be provided by the City when the loan is issued.
- Loan agreement will include specific provisions upon a missed payment, including interest rate increasing to 6% on the remaining balance of the loan and immediate repayment of full balance of the loan.
- Any default of the loan payment may result in the applicant (business or person) to be ineligible for any future financial assistance from the City of Fitchburg
- There will be no penalty for early repayment of the loan
- In the event that the borrower intends to sell or transfer the ownership of the business described above, the note is due in full, with interest if accrued, prior to the sale or ownership transfer. This loan is non-transferrable.
- **Final terms shall be set by the loan review committee**

Submission Instructions

1. Deadline for application, financial materials and affidavit must be submitted to Michael Zimmerman on or before **Friday, June 12, 2020 at 4:30 pm.**
2. Application and financial materials can be delivered to the Fitchburg City Hall, 5520 Lacy Road and placed in the drop box in the vestibule or emailed to Michael.Zimmerman@Fitchburgwi.gov

Notification to Recipients

- Applicants will be formally notified by email as to the loan approval or denial
- Award notifications are expected to be completed by the end of June 2020

Disclaimer

- The loan review committee has the right to request additional information based upon its review of the businesses application



Forward Fitchburg Biz Boost Loan
Application

Applicant Information

Name of Applicant(s): _____

Address: _____ City, State, Zip Code: _____

Phone Numbers: _____

Email Address: _____

Role of Applicant: Owner ____ Partner ____ Manager ____ Accountant ____ Other _____

Information About The Business

Name of Business: _____

Address of Business: _____ City, State, Zip Code: _____

Phone Numbers: _____

Email Address: _____

Type of Business: _____ Employer ID Number: _____

Products or Services The Business Provides: _____

Year Business Established in Fitchburg: _____

Number of Employees: Full-time: _____ Part-time: _____ FTE: _____

Business Type: Corporation LLC Partnership Sole Proprietor Other _____

Is this business owned by: women minority veteran

Business website: _____

1. Describe the impact this loan will have in terms of employee retention, business continuation, and financial hardship mitigation:

Financial Impact

Month	Gross Revenue	2019 Gross Revenue	Notes (if applicable)
January-20	\$		
February-20	\$		
March-20	\$		
April-20	\$		
May 2020 (to date)	\$		

Biz Boost Funding Request

Expense Category	Amount Requested
Wages/Salaries	\$
Utilities	\$
Lease/Mortgage Payments	\$
Uniforms	\$
Marketing	\$
Inventory or Supplies	\$
Personal Protective Equipment	\$
Cleaning Supplies	\$
Space/Business Modifications per WEDC Guidelines or Forward Dane	\$
Total Amount Requested (Max \$10,000)	\$

**PLEASE SUBMIT THE FOLLOWING
DOCUMENTATION WITH THIS
APPLICATION**

- ✓ 2018 and 2019 income tax returns, if 2019 have not been submitted, include 2017
- ✓ Balance Sheet for current year
- ✓ Profit/Loss Statement for current year
- ✓ Current and completed IRS W-9 form
- ✓ Signed copy of loan application acknowledgement and affidavit of certification

Business Name: _____

Business Address: _____

Note: Staff may follow-up with applicants for additional information and documents, as necessary

FOR OFFICE USE ONLY

Date Request Received: _____
Amount Requested: _____
Application, Financial & Affidavit Received: Y OR N
Approved: _____ OR Denied: _____
Date Notified: _____
Loan Amount Approved: _____



**City of Fitchburg Forward Fitchburg
Biz Boost Loan Program**

Business Name: _____

Business Address: _____

In order to participate in the City of Fitchburg Forward Fitchburg Biz Boost Loan Program ("Program") and receive loan funds, the City of Fitchburg ("City") requires that you ("Business") certify the following items below:

- You own or are authorized to represent the small business named above.
- Your small business has experienced substantial financial impact due to COVID-19.
- Your existing for-profit business in the City of Fitchburg has a bricks and mortar presence.
- Your small business employs 25 or fewer full-time equivalent (FTE) positions, however, preference will be made to those employing 15 or fewer full-time equivalent (FTE).
- Your small business has been in operation on or before January 1, 2019 and is currently located in the City of Fitchburg.
- Your small business was a financially healthy business operation in 2019. (Cash flow revenue exceeds cash expenses without owner support)
- The Business is not delinquent as it relates to property taxes, personal property taxes, municipal utility bills, fees, special assessments, sales tax, unemployment compensation taxes etc.
- Your Business had less than \$1 million in revenue in 2019.

A materially false statement willfully or fraudulently made in connection with this affirmation shall result in rendering the submitting company ineligible with respect to the program, and, in addition, may subject the person making the false statement to criminal charges.

Notwithstanding any other rights of the City under other sections of this Affirmation or applicable law, if the Business violates any of the terms, covenants, or provisions of the Affirmation, or if any representation or warranty made by the Business in this Affirmation or in any document or application submitted in connection with this Affirmation or the Program shall prove false or misleading, or if, in the sole judgment of the City, the conduct of the Business is such that the interests of the City have been or are likely to be impaired or prejudiced, the City shall thereupon have the right to (1) terminate any funding or withhold payments due to the Business under the Program and/or (2) demand and obtain the return of payments already made to the extent of damages the City may have already suffered due to a breach by the Business. Any such action

by the City shall not give rise to any claim for damages against the City.

I _____, (name of business owner) hereby certify, represent, and covenant to and with the City as of the date of this affirmation the following:

1. My business (the "Business"), has a bricks and mortar presence in the City of Fitchburg, has been in operation on or before January 1, 2019, employs 25 or less full-time equivalent positions, and the information contained herein is, to the best of my knowledge, information and belief, accurate and complete.
2. The Business has experienced a significant decline in revenues due to the impacts of COVID-19 and the Business will use Program funds to cover allowable business expenses impacted by COVID-19 as outlined in the Program Overview.
3. The Business was financially healthy business operation in 2019. (Cash flow revenue exceeds cash expenses without owner support)
4. The Business will comply with all laws and rules applicable to the program, including city, state and federal laws. This certification shall be deemed executed in the City of Fitchburg, State of Wisconsin, and shall be governed and construed in accordance with the laws of the State of Wisconsin and the laws of the United States.
5. The Business is not delinquent as it relates to property taxes, personal property taxes, municipal utility bills, fees, special assessments, sales tax, unemployment compensation taxes etc.
6. The Business had less than \$1 million in revenue in 2019.
7. I am authorized to complete and submit this certification on behalf of the Business. I verify that the statements and information contained herein are true and correct and that the Business has not misrepresented its eligibility for the City of Fitchburg Forward Fitchburg Biz Boost Loan Program.
8. Willful or fraudulent submission of a materially false statement in connection with this certification may result in the Business being ineligible for the Program reimbursements and may subject the Business or the person making false statements to criminal charges.

By signing below, I certify that the above statements are true and correct to the best of my knowledge. I understand that a false statement may disqualify me from benefits.

Business Owner Name (Please Print)

Business Owner Signature

Date

Business Name

Mayor Richardson
Introduced by

Economic Development
Prepared by

¹
Referred to: CEDA, Finance

May 26, 2020
Date

RESOLUTION R-108-20

AUTHORIZING A BUDGET AMENDMENT TO TRANSFER \$150,000 FROM FITCHBURG'S REVOLVING LOAN FUND TO CAPITALIZE THE FORWARD FITCHBURG BIZ BOOST LOAN PROGRAM AND GUIDELINES

WHEREAS, the Fitchburg Revolving Loan Fund (RLF) was established in 1999 with Resolution R-13-99 with a \$375,000 allocation from the City of Fitchburg tax increment district # 3 to the Fitchburg Community Economic Development Authority (CEDA) to capitalize a loan fund and establish RLF program guidelines; and

WHEREAS, in 2010 Resolution R-06-10 authorized revisions and updates to the Fitchburg Revolving Loan Fund Guidelines; and

WHEREAS, Fitchburg small businesses have been significantly and negatively impacted in 2020 by the COVID-19 health and economic crisis; and

WHEREAS, the Fitchburg RLF Program has funds available but the existing guidelines do not meet the needs of Fitchburg's small businesses impacted by the COVID-19 public health and economic crisis; and

WHEREAS, the City of Fitchburg and CEDA are intent on supporting Fitchburg small businesses in need of assistance as they prepare to re-open their businesses per Forward Dane metrics and the Dane County Public Health protocols issued on May 18, 2020 and the WEDC Re-Opening Guidelines per their industry; and

WHEREAS, by authorizing a budget amendment to transfer \$150,000 from Fitchburg's revolving loan fund program to capitalize the Forward Fitchburg Biz Boost Loan Program and Guidelines that would provide financial assistance to Fitchburg small businesses to re-open their businesses boosting employment, our local economy and the quality of life of Fitchburg residents and;

WHEREAS, only one round of loans will be issued and once repaid, the funding will return to the traditional Fitchburg Revolving Loan Fund;

NOW BET IT HEREBY RESOLVED, by the Fitchburg Common Council, that it amends the City's 2020 CEDA budget by \$150,000 to create the Forward Fitchburg Biz Boost Loan Program from the funds unallocated within the CEDA RLF program; and

BE IT FURTHER RESOLVED, by the Fitchburg Common Council, that it adopts the Forward Fitchburg Biz Boost Loan Program Guidelines as attached.

Adopted this 26th day of May, 2020.

Aaron Richardson, Mayor

Tracy Oldenburg, City Clerk