

# DOWNTOWN ENTREPRENEUR'S GRANT PROGRAM



## DOWNTOWN ANTIGO

### PROGRAM OBJECTIVE

The Downtown Entrepreneur's Grant Program is designed to assist with the following:

- Enhancement of the overall economic vitality and character of downtown Antigo by attracting tenants to fill vacant commercial spaces.
- Be a catalyst for larger scale building improvements and developments.
- Promoting the continued success of downtown Antigo through the improvement and repair of historic and older downtown buildings that require maintenance and building/fire code updates.

### APPLICATION PROCESS

1. Applications must be submitted and approved prior to the start of the project. Applications must be submitted to the Langlade County Economic Development Director.
2. Applications are available at the Langlade County Economic Development Office or online at [www.langladecountyedc.org](http://www.langladecountyedc.org).
3. The applications will be reviewed by the City of Antigo Finance, Personnel & Legislative Committee for approval to be forward to the City Council and Langlade County Economic Development board for final approval.
4. Once approved, the applicant may begin the project.
5. Qualified costs will be reimbursed after the business is open to the public and project is completed.

*The purpose of the program is to encourage entrepreneurs to open their business in the City of Antigo Downtown Business District with the goal of assuring that the properties are filled with sustainable and profitable year-round businesses.*

### PROJECT GUIDELINES

- Business must be located within the Downtown Business District (defined as along Fifth Avenue from Field Street to Lincoln Street to include the side streets in the area from Fourth Avenue to Sixth Avenue).
- Type of business must be compatible with what the City Council deems appropriate for the downtown area.
- The program is based on a reimbursement system at a rate of 25% of eligible expenses up to a grant max of \$25,000.00 if the building is being purchased or up to \$10,000 if the building is being rented/leased.
- Reimbursements will not be made until the business is open to the public. Business must show paid receipts for eligible expenses.

### ELIGIBLE EXPENSES

Eligible expenses to the business owner are expenses incurred while making the property fit for the business to open such as start-up costs including improvements to the property.

### INELIGIBLE EXPENSES

Businesses relocating from within the district are not eligible!

Ineligible expenses included, but are not limited to:

- Rent payments
- Security Deposits
- Inventory Costs
- Property Financing Costs
- Labor costs will only be reimbursed if performed by a qualified third party contractor. Labor hours by the property owner are not eligible for reimbursement.

**Buy Local**

Whenever possible, Applicants are strongly encouraged to use local contractors to complete all tasks associated with their renovation. This will not only help garner support to continue this program, but more importantly help boost our local economy.

**ENTREPRENEUR'S GRANT PROGRAM APPLICATION**

Applicant: \_\_\_\_\_

Phone: \_\_\_\_\_

Business Name: \_\_\_\_\_

Email: \_\_\_\_\_

Business Address: \_\_\_\_\_

Property Owner: \_\_\_\_\_

Property Owner Address: \_\_\_\_\_

**PROVIDE THE FOLLOWING DOCUMENTATION**

- **BUSINESS PLAN:** See Attached Business Plan Outline
- **PROJECT BUDGET:** See Attached Example

**THE FOLLOWING EXHIBITS MUST BE COMPLETED WHERE APPLICABLE. ALL QUESTIONS ANSWERED ARE MADE A PART OF THE APPLICATION.**

1. Do you or your spouse or any member of your household work for the Community or hold an official position within the Community?

Yes \_\_\_\_ No \_\_\_\_

if so, please provide that person's name and address of and what department employed.

Employee Name & Address:

\_\_\_\_\_

Date: \_\_\_\_\_

2. Does your business, its owners or majority stockholders own or have a controlled interest in other businesses? Yes \_\_\_\_ No \_\_\_\_ if yes, please provide their names and relationship with your company.

Name of

Business: \_\_\_\_\_

Relationship to Applicant: \_\_\_\_\_

## ACKNOWLEDGEMENT

1. I/We acknowledge that the following supporting documents must accompany this application for consideration and that I/We must supply the following:

### REQUIRED ATTACHMENTS

- i. Photographs of project to be improved
- ii. Project Budget
- iii. Copy of lease, land contract, deed, or current tax bill or proof of entering into an agreement
- iv. Written authorization from landowner if tenant is the applicant

Photographs required once project is completed.

Further documentations such as bids, estimates, contracts and design drawings may be requested

2. I/We hereby acknowledge that the Langlade County Economic Development Corporation is hereby authorized to verify and discuss all matters pertaining to this application with all, including those providing assistance in the preparation of this application or supporting documents and exhibits accompanying the same. Including, but not limited to, applicant's legal, accounting or other consultants.
3. I/We shall not discriminate upon the basis of sex, race, creed, color, class, national origin or ancestry in any employment or construction activity.
4. At the completion of the project, we agree to cooperate with Economic Development Corporation in preparation of a press release detailing non-confidential information.

## APPLICANT'S CERTIFICATION

The Applicant certifies that all information in this application and all information furnished in support of this application is given for the purpose of obtaining a grant under the City of Antigo Entrepreneur Grant Program and is true and complete to the best of the applicant's knowledge and belief.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please send this completed application and accompanying materials to:

The Economic Development Corporation

Attn: Angie Close

312 Forrest Avenue, Antigo WI 54409

715-623-5123 (p)

[aclose@co.langlade.wi.us](mailto:aclose@co.langlade.wi.us) [www.langladecountyedc.org](http://www.langladecountyedc.org)

# Business Plan Outline

## I. EXECUTIVE SUMMARY

1-3 page overview of the entire plan (typically written last)

## II. PERSONAL BACKGROUND INFORMATION

Personal Profile of Skills and Experience

## III. BUSINESS CONCEPT

General Description of the Business

Business Goals and Objectives

Industry Information: *Industry Background • Current and Future Trends • Business "Fit" in the Industry*

## IV. BUSINESS ORGANIZATION

Ownership, Regulations and Taxes

Management Issues: *Managing People • Managing Risk • Technology*

Managing the Books and Records

## V. THE MARKETING PLAN

Products/Services: *Description • Features/Benefits*

The Market Analysis: *Customer Analysis • Competitive Analysis • Market Potential*

Marketing Strategies: *Product or Service Lines • Positioning • Packaging • Pricing Structure • Distribution • Promotional Strategies • Customer Service and Sales*

## VI. THE FINANCIAL PLAN:

Investment Required for Start-Up: *Start-up Costs/Needs • Investment Required—Bank Loan/Self*

Cash Flow Projections: *One year projections and explanations*

Additional Financial Information:

- *3 years profit & loss projections*
- *3 years balance sheet projections*
- *Explanations and assumptions Historical financial statements (for an existing business)*
- *Personal Financial Statement*
- *Who will be responsible for implementing financial plan?*

## VII. ATTACHMENTS

Résumé

Credit references

Letters of intent to purchase *(or copies of contracts)*

Copies of legal documents

Photos, maps, floor plans, samples, promotional materials, etc.

Organization chart, job descriptions

Other...



[Business Name]

## Business Startup Costs

FUNDING	Estimated	Actual	Under/(Over)
<b>Investor Funding</b>			
Owner 1			
Owner 2			
Other			
<b>Total Investment</b>	-	-	-
<b>Loans</b>			
Bank Loan 1			
Bank Loan 2			
Non Bank Loan 1			
<b>Total Loans</b>	-	-	-
<b>Other Funding</b>			
Grant 1			
Other			
<b>Total Other Funding</b>	-	-	-
<b>Total FUNDING</b>	-	-	-

COSTS	Estimated	Actual	Under/(Over)
<b>Fixed Costs</b>			
Advertising for Opening			
Basic Website			
Brand Development			
Building Down Payment			
Building Improvements/Remodeling			
Business Cards/Stationery			
Business Entity			
Business Licenses/Permits			
Computer Hardware/Software			
Decorating			
Franchise Start Up Fees			
Internet Setup Deposit			
Lease Security Deposit			
Legal/Professional Fees			
Machines & Equipment			
Office Furniture/Fixtures			
Operating Cash (Working Capital)			
Point of Sale Hardware/Software			
Prepaid Insurance			
Public Utilities Deposits			
Reserve for Contingencies			
Security System Installation			
Setup, installation and consulting fees			
Signage			
Starting Inventory			
Telephone			

Tools & Supplies			
Travel			
Truck & Vehicle			
Other 1 (specify)			
Other 2 (specify)			
<b>Total Fixed Costs</b>	-	-	-

### Average Monthly Costs

Advertising (print, broadcast and Internet)			
Business Insurance			
Business Vehicle Insurance			
Employee Salaries and Commissions			
Equipment Lease Payments			
Inventory, raw materials, parts			
Franchise Fee			
Health Insurance			
Internet Connection			
Loan and Credit Card Interest & Principal			
Legal/Accounting Fees			
Merchant Account Fees			
Miscellaneous Expenses			
Mortgage Payments			
Lease Payment			
Owner Salary			
Payroll taxes or Self-employment tax			
Postage/Shipping Costs			
Security System Monthly Payment			
Supplies			
Telephone			
Travel			
Public Utilities			
Website Hosting/Maintenance			
Other 1 (specify)			
Other 2 (specify)			
<b>Total Average Monthly Costs</b>	-	-	-
<b>x Number of Months</b>	6		
<b>Total Monthly Costs</b>	-	-	-

<b>Total COSTS</b>	-	-	-
<b>SURPLUS/(DEFICIT)</b>	-	-	-



An aerial photograph of downtown Antigo, Wisconsin, with street names labeled in red text. A blue line highlights a specific area in the center of the map, roughly bounded by Lincoln St. to the west, Superior St. to the east, 4th Ave. to the north, and 6th Ave. to the south. A white box with a black border is centered at the top of the map, containing the title. A small black and white icon of a house with a circle and a diagonal line through it is located on 4th Ave. between Lincoln St. and Superior St.

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