

# DIVERSE BUSINESS ASSISTANCE GRANT PROGRAM WEBINAR

DECEMBER 10, 2021



# DIVISION OF ENTERPRISE OPERATIONS GRANT ADMINISTRATION TEAM

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# FUNDING

- \$37.5 million available
- Source: Federal American Rescue Plan Act
- Administered by the Division of Enterprise Operations



# PROGRAM DATES

EVENT	DUE DATE
Grant Announcement Issue Date	Monday, November 29, 2021
Application Open	Monday, November 29, 2021
Webinar	Friday, December 10, 2021 at 12:30 PM CT
Questions Due	Monday, December 13, 2021 at 2:00 PM CT
Applications Due	Friday, January 21, 2022 at 2:00 PM CT
Notification of Award Issue Date	February 2022 (estimate)
Grant Agreement Execution	February 2022 (estimate)
Final Report	See section 1.8 of Grant Announcement





# PROGRAM SUMMARY

- Awards are made on a **competitive basis** (not first-come, first-served).
- Expenses must be incurred between **March 3, 2021, and December 31, 2024.**
- Payments will be made directly to eligible organizations.
- **Further details can be found in the Grant Announcement and Application.**



# ELIGIBLE APPLICANTS

Eligible applicants shall meet all of the following requirements:

1. Diverse Business Assistance organization as defined in Section 1.3.
2. If required, be registered with the Wisconsin Department of Financial Institutions and have one of the following statuses as of the Grant Announcement closing date: “restored to good standing”, “incorporated/qualified/registered”, “organized”, or “registered”
3. Have experience providing technical assistance services to Diverse Businesses.
4. In operation since at least January 1, 2020.
5. The applicant conducts operations and has an administrative presence in Wisconsin.



# INELIGIBLE APPLICANTS

1. For-profit organizations
2. Individuals
3. Lobbying organizations as defined by the IRS
4. Political organizations subject to tax under IRC section 527 such as political parties; campaign committees for candidates for federal, state or local office; and political action committees
5. Federal, state and local government agencies
6. Public, private, Tribal, or 501(c)(3) accredited institutions of higher education
7. Federally recognized Native American Tribal governments
8. Other organizations which are not explicitly eligible as defined in section 4.1 as determined by the Department



# EXAMPLES OF ELIGIBLE EXPENDITURES *(NOT EXHAUSTIVE)*

- Personnel (salary/wages, fringe benefits)
- Provision of technical assistance services to start-up and existing Diverse Businesses
- Grant programs to assist Diverse Business start-ups and/or existing Diverse Businesses
- Travel for provision of services (excluding meals and in compliance with state and local restrictions)
- Supplies (office resources, community outreach materials)
- Contractual services costs (staffing, awareness campaigns)
- Marketing of the program, including expanded outreach activities
- Translation and production/printing services







# EXAMPLES OF INELIGIBLE USES OF FUNDS

- Fees incurred submitting an application
- Taxes (except sales taxes on eligible expenses)
- Funding advocacy or lobbying efforts
- Other ineligible uses under the American Rescue Plan Act of 2021



# APPLICATION CHECKLIST

1. Application Form (required) – online, via DocuSign
2. Appendix A (required) – Form IRS W-9
3. Appendix B (optional) – Form DOA 3027 Designation of Confidential Information



# APPLICATION SECTIONS

## Section 1. Applicant Information

- Complete all required fields
- Ensures we have accurate organization and contact information for the applicant



# APPLICATION SECTIONS (CONT.)

## Section 2. Narrative

- Five questions. Answer questions fully. Do not exceed maximum character count.
- Question topics:
  - 2.1.1 Applicant Mission
  - 2.1.2 Organizational Experience
  - 2.1.3 How Services Will Increase Equity
  - 2.1.4 Targeted Populations
  - 2.1.5 Increasing Capacity



# APPLICATION SECTIONS (CONT.)

## Section 3. Budget

- Identify eligible expenses for which funding is requested
  - Group similar expenses in the “Expense Description” field
- Include anticipated date, description, and amount



# APPLICATION SECTIONS (CONT.)

## Section 4. Attestations and Required Signature

- Eligible applicants must certify compliance with all statements
- Signature of the organization's Grant Preparer is required, as well as date and contact information



# APPLICATION DEMO

Walk through of Application and Instructions



# ADDITIONAL NOTES

- The organization is solely responsible for demonstrating that payments it receives under the Program meet the eligibility requirements set forth under this document, state law, federal law, and federal guidance.
- Ineligible cost determinations made by State or federal audits must be repaid to the State or the federal government.
- Organizations must keep records of eligible costs for 5 years.
- Withdrawal and resubmittal of applications allowed until deadline.
  - Contact Program email to withdraw an application.





# NEXT STEPS

- Applications due 2:00PM CT, Tuesday, January 21, 2022
- Award Announcement February 2022 (estimate)
- Successful applicants will complete a grant agreement prior to receiving funds
- Reports summarizing the use of funds and describing the impact on the grantee and the individuals it serves will be due annually (DOA will supply reporting document and due dates)
- Sign up for email distribution list at <https://doa.wi.gov/pages/DiverseBusinessAssistance.aspx>



**Q & A** Enter questions in the Q&A dialog box.

Q&A document will be published on the program website with additional questions and answers

## CONTACT

[DiverseBusinessAssistance@wisconsin.gov](mailto:DiverseBusinessAssistance@wisconsin.gov)

