



# THE NORTHEAST WI RURAL MICROENTERPRISE RESILIENCY GRANT PROGRAM

The Northeast WI Rural Microenterprise Resiliency Grant Program is focused on existing businesses impacted by the COVID-19 pandemic located in the **City of New London**.

### Additional Details:

- Maximum of \$12,000.
- Grants can be used for assistance with but not limited to; payroll; past due rent, lease or mortgage payments; business supplies, inventory, business operating expenses. Ineligible uses include construction of interior or exterior property as well as other non-COVID related business debt.
- **Priority Period: July 14th - July 16th.** WWBIC will accept applications from all eligible applicants, but only process and fund priority group applications during priority period. Women owned, Veteran owned, socially disadvantaged individuals and economically disadvantaged individuals.

### Eligibility:

- Must be able to document how the business has been adversely impacted by the COVID-19 pandemic.
- Businesses must be for-profit, and needs to be in good standing with State of WI.
- The business is a micro business, 5 or fewer employees including the owner.
- LMI Qualifications below:

The business owner's **household** income is under 80% of Waupaca County Median.

**OR**

at least 51% of the **employees** of each applying micro business complete the self-certification form provided by WI DOA for the county in which the business is located, certifying the **employee** (as an individual) meets the LMI income requirements.

Family Size	80% of County Median Income
1	\$41,650
2	\$47,600
3	\$53,550
4	\$59,450

Please apply at [bit.ly/neresiliencygrants](https://bit.ly/neresiliencygrants). The application will be available on **Wednesday, July 14th at noon**. All applications will be reviewed in the order they are received (time stamped) and will be equitably considered. The application will remain open until noon on **Friday, July 30th**.

## Questions? Contact us:



Colleen Bies  
WWBIC Northeast Regional Project Director  
[cbies@wwbic.com](mailto:cbies@wwbic.com)

For additional resources, go to [wwbic.com](https://wwbic.com)