

Williamsport Retail Services Micro-Grant

Overview and purpose

The town of Williamsport and the Warren County Local Economic Development Organization (LEDO) announces a micro-grant for retail business growth. The purpose of the grant is to increase the retail offerings and experiences within the town that helps attract additional retail traffic. By increasing retail traffic to the town, all businesses can potentially grow.

Grant program overview:

1. The overall purpose of the micro-grant program:
 - a. Fund improvements in existing or new businesses that help attract traffic flow and increase retail spending in Williamsport.
2. The types of activities that are eligible and not eligible.
 - a. Eligible activities – Funds must be used toward physical improvements to the retail location or for equipment used for its operation.
 - b. Ineligible activities – staff salaries, debt payment, marketing, and other activities not directly toward physical improvements of the retail location or the equipment needed for its operation. Building envelope repairs (roof, masonry, etc) are not intended for this grant process.
3. The types of applicants who can and can't apply.
 - a. Must be a licensed Indiana business
 - b. Must be within Williamsport, Indiana town limits
 - c. Must be current on any taxes
 - d. Must be in operation or will be in operation within 3 months of award
 - e. Town board members or their immediate family members are not eligible. Application review team and their immediate family members are not eligible.
4. Funding information:
 - a. Up to \$5,000 can be requested by the applicant
 - b. One or more projects may be fully or partially funded and award amounts may vary
 - c. Funds would be available after 11/17/2022 and disbursed based upon completion steps.
5. Instructions for filling out and submitting the application form.
 - a. An online application process will be available for 30 days.
 - b. Complete the application form at the following link <https://www.warrenadvantage.com/wp-content/uploads/2022/09/Retail-Services-Grant-FILLABLE.pdf>
 - i. or secure a paper copy by visiting the Williamsport Town Hall located at 29 N. Monroe St. Williamsport IN
 - c. Submit applications by emailing form admin@warrenadvantage.com or by mailing to 31 N. Monroe St. Williamsport IN. 47993
 - d. Applications received after 10/28/22 will not be accepted

- e. Contact Ben Dispennett at ben@warrenadvantage.com or 765-762-6055 for any questions on the application
- 6. The application review process, including the review criteria.
 - a. All applications will be reviewed for completion. Incomplete applications will not be evaluated.
 - b. Completed applications will be reviewed and scored by a review committee.
 - c. The following application review criteria will be used:
 - i. The applicant's description on how the grant funding will achieve physical improvements to the retail location and its potential impact on the business.
 - ii. The project's perceived ability to improve attraction to the retail establishment and/or to the town of Williamsport.
 - iii. Matching funds. Preference given to submissions with applicant sharing in project expenses
 - iv. The applicant's description of project's ability to maintain completion schedule. Preference is given toward projects able to be completed within 6 months.
 - v. The project's use of local labor. Preference given toward Warren County businesses.
 - d. Applications advancing to the final review stage may be contacted for further information.
- 7. Any other information specific to your particular micro-grant program.
 - a. Funds will be disbursed upon completion of scheduled tasks. Once awarded, applicant and LEDO representative will determine schedule of disbursement.
- 8. Key dates:
 - a. Applications accepted 9-30-2022 to 10-28-2022
 - b. Application review 10-31-2022 to 11-16-2022
(Note- dates are subject to change if needed by review team)
 - c. Anticipated announcement of grant awards 11-17-2022
- 9. Contact person for questions on the micro-grant program or completing form:
 - a. Contact Ben Dispennett at ben@warrenadvantage.com or 765-762-6055