



MEMO

DATE: June 15, 2022
TO: Eau Claire County Board of Supervisors
FROM: Lynn Nelson and Tobi LeMahieu – West Central Wisconsin Regional Planning Commission (WCWRPC)
RE: Eau Claire County American Rescue Plan Act (ARPA) Small Business and Nonprofit Grant Program Update

Background

The Eau Claire County ARPA Committee was established by Eau Claire County and is tasked with providing oversight and community awareness to the administration of regranteeing a portion of the County ARPA funds, specifically \$2 million in funds targeted to small business and nonprofit entities. Eau Claire County hired the West Central Wisconsin Regional Planning Commission (WCWRPC) as the third-party administrator of the funds. WCWRPC was charged with facilitating the Committee's discussions on developing and finalizing the requirements of the grant program and grant administration.

At its February 28, 2022, meeting, the Eau Claire County ARPA Committee reviewed and agreed upon the final version of Eau Claire County's American Rescue Plan Act (ARPA) Recovery Assistance Grant Program – inclusive of Components #1 and #2. An allocation of \$1 million per Component was approved.

In addition, the Eau Claire County ARPA Committee established a subcommittee – the Eau Claire County ARPA Application Review Committee – to assist with review and final approval of the Eau Claire County ARPA Recovery Assistance Grant Program Component #1 and #2 applicants.

Component #1 Eligibility Criteria

Under Component 1, small businesses and nonprofit organizations could apply for \$5,000 grants to help mitigate the impacts of the pandemic and assist with recovery. To be eligible, a business or nonprofit needed to satisfy all criteria listed below:

- Be located within Eau Claire County;
- Have been in operation in Eau Claire County on or before March 25, 2020, and still in operation; and,
- Have suffered an economic loss because of the COVID-19 pandemic and provide documentation of COVID-19 pandemic impact.

Businesses needed to employ less than twenty (20) employees, including the owner(s); and the business could not be a lessor of real estate (landlord); property management company; or a political organization.

Nonprofit organizations needed to have a 501(c)(3) charitable status and operate within one of the following categories:

- Affordable Housing and Homelessness
- Animal / Environmental
- Arts, Culture, and Humanities
- Early Childhood Education / Education
- Health
- Family, Children, and Human Services
- Low Income
- Mental Health and Addiction
- Underrepresented Populations / Minority Persons

Component #1 was organized to provide priority for applicants who had not received any previous pandemic relief assistance with secondary priority given to businesses or nonprofits with the largest loss in sales or revenue compared to pre-pandemic levels.

Component #1 Application Process

The following process steps were used for Component #1:

- 1) Program was advertised over an approximately four-week period which included:
 - a. Press release to media sources throughout the County.
 - b. Social media (Facebook, LinkedIn) posts with reposting by other organizations.
 - c. Mailing to Eau Claire County and municipal (Town, Village, City) elected officials and County Board members.
 - d. MailChimp newsletter to WCWRPC contacts located in Eau Claire County.
 - e. Emails to Eau Claire County Chambers of Commerce and other organizations.
 - f. Communication to County organizations, such as the Chippewa Valley COVID-19 Economic Recovery Task Force, Chippewa Valley Equality Initiative, and Eau Claire Area Economic Development Corporation, to get information in appropriate newsletters.
- 2) WCWRPC was available to answer program and application questions.
- 3) Two WCWRPC staff separately reviewed each application and the required attachments to determine eligibility. A checklist was completed for each applicant. A third staff member reviewed the information for accuracy of inputted information.
- 4) WCWRPC contacted any incomplete applicant at least two times (via email and phone) to request additional information.
- 5) A spreadsheet of application submissions was prepared.

Approved Applications

Component 1 application submissions were due by 5:00 p.m. on April 26, 2022. A total of 96 Component 1 applications were submitted. At a May 19, 2022 Application Review Committee meeting, 89 of the 96 submitted applications were deemed eligible and approved. Following the meeting it was determined that while two of the applicants are in the City of Eau Claire, and applications indicated they were located in Eau Claire County, they are in fact located in Chippewa County, making them ineligible for this grant program. Other ineligible applications did not meet the previously mentioned program criteria. Because of the lower than anticipated number of submissions, applications did not need to be prioritized for funding.

29% of approved applications were from 501(c)(3) nonprofit organizations, with the majority (71%) from businesses.

Business Entity Type	
Business	62
Nonprofit 501(c)(3)	25

The majority of small business awardees have 10 or fewer employees. Breakdown of the 62 small business awardees, by number of employees, is as follows:

Business Size - # of employees, including owners	
1	29
2-5	15
6-10	12
11-15	2
16-20	4

Of the small business grant recipients, 5 owners identified as being a veteran, 41 owners identified as being a woman, and 9 owners identified as a minority.

The 25 nonprofit awardees operate in a variety of program areas within the County. Breakdown of the nonprofit grant recipients, by area of organization, is as follows:

Nonprofit Area of Organization	
Animal / Environmental	3
Arts, Culture, and Humanities	11
Early Childhood Education / Education	5
Family, Children, and Human Services	3
Health	1
Underrepresented Populations / Minority Persons	2

While the program was eligible countywide, the majority of awardees were from the City of Eau Claire.

Community	
City of Altoona	3
City of Augusta	2
City of Eau Claire	62
Town of Bridge Creek	3
Town of Brunswick	1
Town of Clear Creek	1
Town of Drammen	3
Town of Lincoln	1
Town of Otter Creek	2
Town of Seymour	3
Town of Union	1
Village of Fairchild	1
Village of Fall Creek	4

The 87 grant awardees provide a variety of services throughout Eau Claire County, as can be seen through a breakdown of the industry type.

Industry Type	
Administration of Conservation Programs	1
All Other Miscellaneous Store Retailers	1
All Other Personal Services, Other Personal Care Services	4
Apple Orchards	1
Automotive Body, Paint, and Interior Repair and Maintenance	1
Barber Shop / Beauty Salon	10
Farming (Beef / Dairy)	4
Brewery	1
Carpet & Upholstery Cleaning Services	1
Child and Youth Services; Child Day Care Services	5
Civic and Social Organizations, Social Advocacy Organizations	3
Coffee and Tea Manufacturing	1
Cosmetology and Barber School	1
Convenience Store	1
Drinking Places	1
Environment, Conservation, and Wildlife Organizations	1
Exam Preparation and Tutoring	1
Family Clothing Stores	1
Fine Art Schools	1
Florist	1
Furniture Stores	1
General Freight Trucking, Long-Distance, Truckload	1
Gift, Novelty, and Souvenir Stores	1
Independent Artists, Writers, and Performers	3
Insurance Agencies and Brokerages	3
Jewelry and Silverware Manufacturing	1
Landscaping Services	1
Marketing Consulting Services	1
Miscellaneous Durable Goods Merchant Wholesalers	1
Motor Vehicle Parts (Used) Merchant Wholesalers	1
Museums	3
Musical Groups and Artists	4
Nail Salons	1
Office of Real Estate Agents and Brokers	1
Offices of Chiropractors, Offices of Physical Therapists	3
Other Individual and Family Services	1
Other Scientific and Technical Consulting	1
Promoters of Performing Arts, Sports, and Similar Events without Facilities	1
Residential Remodelers	1
Restaurant	7
RV Parks and Campgrounds	1

Industry Type	
Services for the Elderly and Persons with Disabilities	2
Snack and Nonalcoholic Beverage Bars, Special Food Services	2
Sports Teams and Clubs	1
Theater Companies and Dinner Theaters, Other Performing Arts Companies	3

A list of the Component 1 awardees is attached followed by a summary sheet of email responses received from awardees upon email notification of the awards. Checks to Component 1 applications will be distributed by Eau Claire County in late June.

Component 1 Award Recipients under the Eau Claire County ARPA Small Business and Nonprofit Grant Program

LEGAL NAME	PHYSICAL ADDRESS	CITY	STATE	ZIP
Allserv Carpet Cleaning and More LLC	2636 Starr Avenue	Eau Claire	WI	54703
Chapin Turner dba Chip's Barbershop	416 Water Street	Eau Claire	WI	54703
Lazy Monk Brewing LLC	97 W Madison St	Eau Claire	WI	54703
Ski Sprites Water Ski, Inc	415 Dewey Street	Eau Claire	WI	54703
Evetta Palmer Realtor	703 9th St. W.	Altoona	WI	54720
Kristen White	2817 Mall Drive, Suite 102	Eau Claire	WI	54701
Boys and Girls Clubs of the Greater Chippewa Valley	1005 Oxford Avenue	Eau Claire	WI	54703
Chippewa Valley Council, Boy Scouts of America	710 S. Hastings Way	Eau Claire	WI	54701
Happy Nails, LLC	2406 London Rd	Eau Claire	WI	54701
Trubrit Collision Center - Altoona, LLC	1704 Spooner Avenue	Altoona	WI	54720
C Pickers Inc	4800 Golf Road	Eau Claire	WI	54701
Gerald Fenske dba Be Grateful Marketing	1227 Menomonie Street, Suite E	Eau Claire	WI	54703
Fairchild Area Historical Society, Inc.	PO Box 199	Fairchild	WI	54741
Melissa Swatzina - Shear Serenity Salon LLC	2740 Mall Drive, Unit B	Eau Claire	WI	54701
CV Enterprises LLC	W3035 Hemlock Road	Eau Claire	WI	54701
Regional Enterprises for Adults and Children, Inc.	2205 Heimstead Road	Eau Claire	WI	54701
James Leffel dba Leffel Roots, LLC	W2369 Maple Road	Eau Claire	WI	54701
Debbie Kitchen dba Creative Touch Floral	148 W Lincoln St.	Augusta	WI	54722
Two Rivers Chiropractic LLC	3610 Oakwood Mall Drive, Suite 103	Eau Claire	WI	54701
Raggedy Man, LLC	215 N. Barstow St.	Eau Claire	WI	54703
Studio 22 LLP	3037 North Hastings Way	Eau Claire	WI	54703
Kristis Sweets and Treats LLC	129 E Lincoln Avenue, PO Box 304	Fall Creek	WI	54742
Susan Helene Orfield	1710 Menomonie St., Apt. 4	Eau Claire	WI	54703
Sheila Joles dba Luxe Boutique LLC dba Reign & Co LLC	1738 Brackett Avenue	Eau Claire	WI	54701
New York Pizza Cafe & Restaurant LLC dba Gyro King	390 Water Street	Eau Claire	WI	54701
Literacy Chippewa Valley	510 S. Farwell St.	Eau Claire	WI	54701
ChiroSource, LLC	2725 Morningside Drive	Eau Claire	WI	54703
Swan Lake Ballet Studio, LLC	1130 Bauer Avenue	Eau Claire	WI	54703
Eau Claire Business Interiors, Inc.	2224 Mercantile Drive	Eau Claire	WI	54703
Steven Strey	S13851 Finch Dr.	Osseo	WI	54758
Eau Claire Children's Theatre, Inc.	1814 Oxford Avenue	Eau Claire	WI	54703
MP Consulting	3503 McElroy St.	Eau Claire	WI	54701
Cleyre Creative LLC	225 E Madison St #2081	Eau Claire	WI	54703
Best Sound and Light Show, LLC	1516 Taft Avenue	Eau Claire	WI	54701

Component 1 Award Recipients under the Eau Claire County ARPA Small Business and Nonprofit Grant Program

LEGAL NAME	PHYSICAL ADDRESS	CITY	STATE	ZIP
Eau Claire Musical Arts Society, LTD dba The Master Singers	PO Box 3194	Eau Claire	WI	54701
River Country Resource Conservation & Development Council, Inc.	2115 E Clairemont Ave, Suite 2A	Eau Claire	WI	54701
S.A. Hoyer LLC	227 Country Club Lane	Altoona	WI	54720
Wisconsin Logging Museum	1110 E Halfmoon Dr	Eau Claire	WI	54702
Honest Roast Coffee, LLC	1106 Mondovi Road, Suite # 124	Eau Claire	WI	54701
Momentum Motors Xpress LLC	141 N Willson Drive	Altoona	WI	54720
Dutter Farms II LLC	S15918 Dutter Rd	Eleva	WI	54738
Silly Serrano Mexican Restaurant LLC	329 Riverfront Terrace	Eau Claire	WI	54703
Disaster Ready Chippewa Valley, LLC	800 Wisconsin Street, Banbury Place, B	Eau Claire	WI	54703
Richard P & Donna M Gollisch - Smart Sign & Graphic	434 E Roosevelt Ave	Fall Creek	WI	54742
My Salon, LLC	105 Plum St.	Fall Creek	WI	54742
Children's House Montessori School	415 E. Lake Street	Eau Claire	WI	54701
Forage EC, LLC	403 S Barstow St	Eau Claire	WI	54701
Dustin Barnett Insurance Agency LLC	2104 Cameron St	Eau Claire	WI	54703
Northwest Reading Clinic Ltd	2600 Stein Blvd	Eau Claire	WI	54701
Hair by SammieT dba Wildflower Beauty	2749 London Road	Eau Claire	WI	54701
Unitarian Universalist Congregation	421 S. Farwell Street	Eau Claire	WI	54701
Chippewa Valley Blues Society	PO Box 803	Eau Claire	WI	54702
Blown Away at Artboxx Salon	419 S Barstow St.	Eau Claire	WI	54703
Ramone's Ice Cream Parlor LLC	503 Galloway St.	Eau Claire	WI	54703
Tiffany Lawler dba Indulge Beauty and Wellness	2737 London Rd.	Eau Claire	WI	54703
Shift Collective LLC	615 Graham Avenue	Eau Claire	WI	54701
Jason Emmer	3348 Gerrard Ave	Eau Claire	WI	54701
Claire Waters Bar & Restaurant, LLC	2106 N. Clairemont Ave.	Eau Claire	WI	54703
Christa Marie Ball dba Gloss Beautique LLC	4770 Keystone Crossing, Suite B & C	Eau Claire	WI	54701
Boardwalk Construction, LLC	4733 Tower Dr	Eau Claire	WI	54703
Joseph L Becker	W4895 Cty Rd W	Eleva	WI	54738
Randy's Auto Sales & Salvage LLC	10027 Curvue Rd	Eau Claire	WI	54703
Optimum Therapies, LLC	517 E Clairemont Ave	Eau Claire	WI	54701
Girls on the Run of the Chippewa Valley Inc	1005 Oxford Avenue	Eau Claire	WI	54701
L.E. Phillips Senior Center Inc.	1616 Bellinger	Eau Claire	WI	54703
Eau Claire Area Hmong Mutual Assistance Association, Inc.	1320 W. Clairemont Ave.	Eau Claire	WI	54701
Chippewa Valley Theater Guild	102 West Grand Ave	Eau Claire	WI	54703
Badgerland Strength and Conditioning	2626 Edgewood Lane	Eau Claire	WI	54703

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LEGAL NAME	PHYSICAL ADDRESS	CITY	STATE	ZIP
Kennedy Lawn Care and Services	506 Pitt St.	Eau Claire	WI	54703
Casual Ore Formal	1106 Mondovi Road, Ste 224	Eau Claire	WI	54701
Friends of Beaver Creek Reserve, Inc	S1 County Rd K	Fall Creek	WI	54742
Chippewa Off Road Bike Association, Inc.	2809 E. Hamilton Avenue #127	Eau Claire	WI	54701
Pizza Plus LLC	208 S Barstow St.	Eau Claire	WI	54701
Eau Claire Babe Ruth League Inc	Mt. Simon Park	Eau Claire	WI	54703
Mosk and Ray LLC	2839 Mall Dr. Suite 7	Eau Claire	WI	54701
Chippewa Valley Symphony, Ltd.	402 Graham Ave. Suite 205	Eau Claire	WI	54701
Chippewa Valley Concert Band Inc.	724 Eddy Lane	Eau Claire	WI	54703
Chippewa Valley Museum	1204 East half Moon Drive	Eau Claire	WI	54703
Eileen B. Lane	14855 Oak Knoll Drive	Cadott	WI	54727
Missy's Quick Snips	16140 Barka Road	Augusta	WI	54722
Daniel Luedtke	S 9205 Bartig Road	Augusta	WI	54722
Quick Snips	E 16140 Barka Road	Augusta	WI	54722
Tuggers Sweet Shop	123 W Lincoln Street	Augusta	WI	54722
Mike's Buckhorn Bar & Campground LLC	S 6604 State Road 27	Augusta	WI	54722
LeMere Campground LLC	S 8095 Bartig Road	Augusta	WI	54722
JN Food Mart LLC	3019 N. Hastings Way	Eau Claire	WI	54703
The Eau Claire Male Chorus	PO Box 773	Eau Claire	WI	54702

**COMPONENT #1 EAU CLAIRE COUNTY AMERICAN RESCUE PLAN ACT (ARPA)
RECOVERY ASSISTANCE GRANT PROGRAM
THANK YOU MESSAGES FROM GRANT RECIPIENTS**

Below is a sample of thank you messages that the West Central Wisconsin Regional Planning Commission received from small businesses and nonprofits who were awarded a \$5,000 Component #1 Eau Claire County ARPA Grant.

Thank you for the good news.

Thank you. This is great news!

Thanks so much!

Wonderful news! Thank you so much!

This is GREAT news! Thank you so much.

This is wonderful news. Thank you so much!

This is wonderful news, the grant will be a huge help to my business. Thank you so much!

Oh, thank you so very much. I can't tell you how much this is going to help me stay in business. Please convey our appreciation to all involved in making this grant possible. Ever since 2020 keeping our small business running has been challenging.

Thank you!

In the name of my small business, I extend my thanks and gratitude for the grant approval. It will be very helpful in relieving the financial stress we have been going through. Once again, thank you to Eau Claire County and the West Central Wisconsin Regional Planning Commission.

Thank you very much for this wonderful news! We are very grateful to be awarded this funding.

GREAT!!! Thank you so much!! This will be soooooo helpful!

This is AMAZING. Thank you so much. We very much appreciate this.

Thank you so much. God bless!!

Thank you! Thank you! Thank you! We will put this to good use.

Thank you so much. We are happy to be able to receive this money to assist the agency and the work that we do.

Thank you so much for letting us know and providing this opportunity!

I just wanted to reach out and say thank you! This program is really making a difference.

Component #2 Eligibility Criteria

Under Component 2, small businesses and nonprofit organizations could apply for grants between \$10,000 and \$100,000 for forward thinking and innovative projects, programs, or efforts that would assist the greater community in recovery from the pandemic. To be eligible, a business or nonprofit needed to be located in Eau Claire County.

Businesses needed to employ less than twenty (20) employees, including the owner(s); and the business could not be a lessor of real estate (landlord); property management company; or a political organization.

Nonprofit organizations needed to have a 501(c)(3) charitable status and operate within one of the following categories:

- Affordable Housing and Homelessness
- Animal / Environmental
- Arts, Culture, and Humanities
- Early Childhood Education / Education
- Health
- Family, Children, and Human Services
- Low Income
- Mental Health and Addiction
- Small Business Assistance
- Underrepresented Populations / Minority Persons

Applicants needed to answer six narrative questions as part of the application. The narrative needed to provide information on the problem to be addressed, the proposed project, a project timeline, staffing and partnerships, a budget, and disproportionately impacted communities or populations, if applicable.

Component #2 Application Process

The following process steps were followed for Component #2:

- 1) Program was advertised over an approximately six-week period which included:
 - a. Press release to media sources throughout the County.
 - b. Social media (Facebook, LinkedIn) posts with reposting by other organizations.
 - c. Mailing to Eau Claire County and municipal (Town, Village, City) elected officials and County Board members.
 - d. MailChimp newsletter to WCWRPC contacts located in Eau Claire County.
 - e. Emails to Eau Claire County Chambers of Commerce and other organizations.
 - f. Communication to County organizations, such as the Chippewa Valley COVID-19 Economic Recovery Task Force, Chippewa Valley Equality Initiative, and Eau Claire Area Economic Development Corporation, to get information in appropriate newsletters.
- 2) WCWRPC was available to answer program and application questions.
- 3) A WCWRPC staff member reviewed each application and required attachments to determine initial eligibility. A checklist was completed for each applicant.
- 4) WCWRPC contacted any incomplete applicant at least two times (via email and phone) to request additional information.
- 5) A spreadsheet of application submissions was prepared.
- 6) An application binder was prepared for use by the Application Review Committee for scoring purposes.

Next Steps

Component 2 applications were due by 5:00 p.m. on May 16, 2022. A total of 59 applications were submitted requesting approximately \$4.5 million. WCWRPC staff have reviewed the applications for completeness; the Application Review Committee will begin to review and score submitted applications following a June 24, 2022 training session. It is anticipated that awardees will be determined by late August.