

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

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Category of Request

 New Grant Grant Continuation

Previous Council File No. _____

 Change in Previously Approved Grant

Previous Council File No. _____

Project/Program Title: The Granville Connection / WEDC CDI GrantGrantor Agency: Wisconsin Economic Development Corporation (WEDC)Grant Application Date: 03/09/2021Anticipated Award Date: 03/27/2021

1. Description of Grant Project/Program (Include Target Locations and Populations):

The Granville Connection is a retail incubator. It will be the home to more than 40 minority entrepreneurs, many who have never established a permanent location and others who will be growing a business or expanding an existing business. All could not afford to do any of the options without an incubator that is offering leases as low as \$350/month all-inclusive to build a dream and a future.

The Granville Connection will boast an open-air, mall environment that will attract patrons for various reasons and create a consistent flow of foot traffic for the businesses located within the Market Place. The close proximity to I-43 and I-41/45 will allow people from surrounding areas to easily access the shopping center.

The Granville Connection offers:

- Low entry to market
- Reduced rents with all utilities, internet, marketing, technical assistance, and coaching included.
- Additional resources and marketing available through membership in the Granville Business Improvement District
- High traffic area on the Brown Deer Road corridor.
- Easy access to I-43 and I-41/45.
- Completely renovated building.
- Flexible leases available.
- Ongoing business training and mentorship.
- Easy access to Brown Deer Road, Good Hope Road, HWY 100, and 76th Streets.

More than 150 possible entrants applied to be in the Connection and dozens of others are inquiring. Selection will be based on creating the best mix that will draw customers, businesses that demonstrate desire and preparedness to take on the next step in their entrepreneurship journey, and people who can commit to the operating hours, are excited to grow their business in a hub and build on the energy of all the members of the entity, and business owners who understand the need to participate in all coaching and trainings.

Training sessions will be available 24/7 on demand. Each business will either be a mentor or mentee. And there will be on demand seminars and trainings on various topics different than the training modules.

In May, 2021 the new businesses in the Connection will be selected. In July leases will be signed and the group will have meetings on line and in person to build friendships and camaraderie prior to the scheduled September 21, 2021 opening.

The Connection is unique to the community because along with stores, there will be blues, R&B, gospel, and jazz concerts on weekends. The stage in the Connection will also be a place local arts group can perform. There will be classes in nutrition, cooking, wellness, arts, dance, fitness, and other topics as it evolves. We will have a full gym facility for group classes and trainings.

The 200 person gathering area will be a perfect spot for old and new friends from the community, the business community, and all over to meet and truly connection and find a new gem in Granville.

2. Relationship to City-Wide Strategic Goals and Departmental Objectives:

The City of Milwaukee, The State of Wisconsin, the United States, and the Granville BID have through many sources established and recognized the need for minority entrepreneurs to obtain a hand and assistance in building their businesses, obtaining business acumen, getting lower entry level costs to the marketplace, and growing through innovation, networking, marketing, and community building. This need is a policy for all the above and the mission of the Granville Connection aligns with the commitment to assist entrepreneurs while growing strong communities and opportunity for under-served groups. The lack of any establishments, markets, business networks, and trade locations for this community of entrepreneurs in the Granville area demonstrates this great need. Because the area is uniquely located near the border of three other counties the potential for the Granville Connection to rapidly become a regional destination while creating growth and wealth for our new entrepreneurs while establishing community engagement and pride is very large

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

The Granville Connection is being funded by the Granville Business Improvement District. The monies were allocated in both the FY2020 and FY2021 budgets for the Granville BID. The money is in place and in the BID's checking account.

The initial phase of the project including the construction of movable vendor walls and installation of the flooring has been completed. The BID has enough funds to complete the project without a complete kitchen buildout for the food vendors. As planned without the kitchen the vendors will be limited in the type and scope of items they can sell, which will limit the potential of the food vendors to provide a complete menu and showcase their culinary talents. The current budget as stands also limits the installation of led lighting and touchless restroom fixtures. The money for the grant

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would greatly enhance the buildout and truly make this establishment a phenomenal community/regional hub unlike anything in the region and showcase the commitment partners have established in believing in the community and the entrepreneurs.

4. Results Measurement/Progress Report (Applies only to Programs):

Projects must exceed required matches in eligible program expenses.

5. Grant Period, Timetable and Program Phase-Out Plan:
03/31/2020 to 04/30/2021

1. Architectural Design Approved in 2020.
2. Building Permit Approved in March 3, 2021.
3. Construction ready to begin.
4. Completion August, 2021.
5. Opening Sept. 21, 2021
6. None. We have a 10-year lease signed.
7. No financing.

6. Provide a list of Subgrantees:

Granville Business Improvement District #48
7817 West Brown Deer Road, Milwaukee, WI 53223

7. If Possible, complete Grant Budget Form and attach to back.
See attached