

**GRANT ANALYSIS FORM
OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS**

Department/Division: Department of City Development

Contact Person & Phone No: Martha Brown, extension 5810

Category of Request

- ☒ New Grant
- ☐ Grant Continuation
- ☐ Change in Previously Approved Grant

Previous Council File No.

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Project/Program Title: U.S. Small Business Administration Startup in a Day Grant

Grantor Agency: U.S. Small Business Administration ("SBA")

Grant Application Date: 07/13/15

Anticipated Award Date: 08/04/15

Please provide the following information:

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

The grant will be used to create a web portal that helps entrepreneurs determine which local and state permits and licenses will be required to establish a new business in Milwaukee. The web portal, which may be named, "Milwaukee Business Navigator," will include short videos that provide simple-to-understand information and visual instructions.

2. Relationship to Citywide Strategic Goals and Departmental Objectives:

The grant supports commercial revitalization efforts to catalyze small businesses and improve neighborhood commercial corridors.

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

There will be no fiscal or operational impact on other City departments.

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

As Lead Agency, DCD will:

- Work with representative of the City Clerk's Office, Development Center, BOZA and ITMD to translate the information for the web portal, execute the web portal, subcontract the technical pieces, if necessary, and beta test the site.
- The SBA requires the portal to go-live on or before June, 2016.
- The SBA requires a project narrative report outlining the results of the portal on or before December 31, 2016.

5. Grant Period, Timetable and Program Phase-out Plan:

The Grant is from 10/1/2015 to 12/31/2016.

6. Provide a List of Subgrantees:

Not applicable.

7. If Possible, Complete Grant Budget Form and Attach to Back.