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KHALIF J. RAINEY
ALDERMAN, 7TH DISTRICT



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Milwaukee Business Restart Program 2.0 Now Underway

The City of Milwaukee has launched a second round of the Milwaukee Business Restart Program - using federal relief funds to assist established city businesses as they move to recover from setbacks related to the COVID-19 pandemic.

The program will have up to \$10 million available to businesses as they strive to adapt and operate during difficult times, Alderman Khalif J. Rainey said.

“It’s well documented how small businesses have been hit extremely hard by the COVID-19 pandemic,” Alderman Rainey said. “The Restart program will help businesses survive as we continue to do what we can to reduce the spread of the virus and to keep Milwaukee residents safe.”

New details of the program are posted on the www.city.Milwaukee.gov/restart website. Applications are being accepted until October 8, 2020.

Established City of Milwaukee businesses with 20 or fewer Full Time Equivalent employees and annual revenue of more than \$0 and less than \$2 million will be eligible to participate. Businesses that previously received Restart grants are invited to apply again, but no business can receive a combined total of more than \$25,000.

In addition to grants for personal protective equipment, restocking perishable inventory, and physical improvements to reduce COVID-19 spread, grantees can use money from this round of Restart for some rent and utility payments and winterizing outdoor spaces.

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In this round of the Restart program, several new categories of businesses can apply including home-based businesses, food trucks, licensed day cares and state licensed group homes.

City government is working collaboratively with the Milwaukee Economic Development Corp. on Restart 2.0. Additionally, the City has engaged the Latino Entrepreneurial Network, the Milwaukee Urban League, and the Wisconsin Women's Business Initiative Corporation to assist small businesses in preparing for the online application. The partnership aims to make the online application more accessible to businesses that have technological needs.

Applicants will also be able to fill out their applications at the sites during the application period. See the www.city.Milwaukee.gov/restart website for contact information and hours the organizations will be available.

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