

---

FOR IMMEDIATE RELEASE

---



---

FOR INFORMATION CALL

---

June 11, 2020

Ald. Scott Spiker  
(414) 286-2883

## Resources available to assist Garden District business owners

13<sup>th</sup> District **Alderman Scott Spiker** is encouraging local business owners to take advantage of the funding opportunities available to them as reopening continues to occur throughout Milwaukee. Among those resources are the City of Milwaukee’s Business Restart Grants, the Gateway to Milwaukee’s Safe Start Program, and Historic Highway 41’s assistance programs.

“I empathize with business owners who have had to go through a variety of hurdles while navigating the impact of COVID-19, and now as things continue to reopen I want to make sure businesses have all the tools and resources necessary to be successful out of the gate,” said Alderman Spiker. “I applaud the Gateway to Milwaukee and Historic Highway 41 for their leadership and partnership with the City. Thanks to the actions of these groups, local business will be well positioned to reopen in a way that protects their employees and customers, while getting Milwaukee back to work.”

The City’s Business Restart Grants are available to small businesses established before the end of 2019 with annualized revenue of less than \$2 million and 20 or fewer full-time employees. Grant awards can be up to \$15,000 and used for: The purchase of personal protective equipment for employees, investment in modifications to business spaces and operations that reduce the spread of COVID-19 and/or restocking perishable inventory. The application deadline is 5 p.m. TOMORROW – Friday, June 12. For more information visit [Milwaukee.gov/restart](https://www.milwaukee.gov/restart).

-More-

## **Business Resources/ADD ONE**

Business owners in the 13<sup>th</sup> Aldermanic District also have resources available to them thanks to the Gateway to Milwaukee and Historic Highway 41. Gateway to Milwaukee is allocating \$50,000 worth of funding to support businesses within their boundaries in three distinct areas:

- Rapid Response Marketing & Promotions – A 50% matching reimbursement of marketing, advertising and promotional related expenses (max of \$500 per business).
- PPE Direct: Access to a variety of free personal protective equipment and products based on number of employees, business capacity and other factors.
- Safe-Start Facility Improvement: 50% matching reimbursement of expenses relating to facility safety upgrades (max of \$1,000 per business).

Additional information and application instructions can be found at [www.gatewaytomilwaukee.com](http://www.gatewaytomilwaukee.com).

Historic Highway 41 is offering similar support to businesses along S. 27<sup>th</sup> St. The association has \$20,000 allocated toward the Marketing Now non-matching grant program that will assist businesses with up to \$1,000 to market their businesses and begin to invite back their consumer bases. Additionally, the association has an annual matching grant program that can be utilized for COVID-19 related facility improvements. Funds for this grant will be matched up to \$1,000. More information can be found at [www.hh41.org](http://www.hh41.org).