Address Economic Impacts

- The "Theme Identifier" and "Master Matrix Identifier" line up with Columns A and B in the Master Matrix tab. Please refer to that tab for additional details for each Program.

- The "Ranking column" should be used to identify your top three (3) choices from this tab. This column is set up with drop down boxes and we ask that you only identify your top 3 choices in this entire tab and not for each individual category listed below.

Small Business and Non Profit Assistance

Program Description	Inherently Eligible	Theme Identifier	Master Matrix Identifier	Ranking
WEDC Grants for small businesses and non profits	**Yes**	**A1**	**1**	
Downtown MERCHANTS Association Seed Money 501c Articles - See Independent Request 1 below	**Yes**	**A1**	**2**	
START, Essentials Pantry, St. Vinnies, other non-profits / Small Business Assistance - See Independent Request 2 and 3 below	**Yes**	**A1**	**3 and 10**	
Offer aid to retail businesses, restaurants and bars to recover revenue lost during the pandemic through funding to support entry to online shopping systems, social media promotion and marketing services, and delivery services.	**Yes**	**A1**	**4**	
New/start up business funds/assistance	**Unsure**	**A1**	**5**	
Financial assistance for structural and/or expansion improvements for existing businesses	**Unsure**	**A1**	**6**	
Financial assistance to Stoughton Village Players	**Yes**	**A1**	**7**	
Service Club Revenue Loss Recovery	**Yes**	**A1**	**8**	
Refunding certain licenses and fees	**Unsure**	**A1**	**9**	

Independent Request 1.pdf

Independent Request 2.pdf

Independent Request 3.pdf

Main Street Bounceback Grants | WEDC

Address Economic Impacts

Innovation Center Assistance

Program Description	Inherently Eligible	Theme Identifier	Master Matrix Identifier	Ranking
Innovation Center Initiative	Further Guidance Needed	A2	11	
Financial assistance for continued expansion of Innovation Center	Further Guidance Needed	A2	12	
Providing funding for services from Gary Becker related to Innovation Center Project Development - See link below	Further Guidance Needed	A2	13	

GWB Proposal Innovation Center.pdf

Hardest Hit Communities

Program Description	Inherently Eligible	Theme Identifier	Master Matrix Identifier	Ranking
Land acquisition for Affordable Housing	Further Guidance Needed	A3	14	
Money to establish a CDA	Further Guidance Needed	A3	15	
New family-focused, community-wide activities to ameliorate family stressors	Further Guidance Needed	A3	16	
Support for the school lunch programs	Further Guidance Needed	A3	44	

Revolving Loan Program Funding

Program Description	Inherently Eligible	Theme Identifier	Master Matrix Identifier	Ranking
Providing funding towards replicating Madison Development Corporation's (MDC) Venture Debt Fund on a regional level	Further Guidance Needed	A4	17	
Downtown Revolving Loan fund	Yes	A4	18	

Impacted Industries

Program Description	Inherently Eligible	Theme Identifier	Master Matrix Identifier	Ranking
Provide direct funding to Visitor Services	Yes	A5	19	
Tourism and hospitality losses caused by cancellation of the annual Syttende Mai celebration	Yes	A5	42	

Address Economic Impacts

Assistance to Households

Program Description	Inherently Eligible	Theme Identifier	Master Matrix Identifier	Ranking
Direct assistance to households for weatherization efforts	Yes	A6	45	