

Sheboygan County RLF Application Checklist

Sheboygan County Economic Development Corporation

Please include the following documentation with your loan application. All information should be signed and dated. Address all questions and return completed application materials to:

Dane Checolinski, Director

Sheboygan County Economic Development Corporation (SCEDC)

508 New York Avenue – Room 209

Sheboygan, WI 53081

(920) 459-2479

Checolinski@SheboyganCountyEDC.com

Loan Application

Business Plan

This plan should include:

- a. Brief overview of the existing or proposed business including when it started or will start, business location, primary business objective, type of business, market area, etc.,.
- b. Ownership including type of legal entity, ownership and percentage of ownership by owner.
- c. Management team and resumes.
- d. Marketing strategy including identification of key customers; identification of major competitors; market niche, pricing structure; promotional strategy, etc.
- e. A discussion of projected sales growth, break-evens sales and what is required to achieve this growth.
- f. A description of the debt structure of the business.
- g. Financial statements, including balance sheets, profit and loss statements and cash flow statements for the past three years for an existing business. Also include an aging report of accounts receivable and payable.
- h. Three years of financial projections (balance sheet, profit and loss and a monthly cash flow statement for the first 12 months of operations). Include all assumptions.

Project Description

Describe how the business plans to use the requested loan. This should include a break down of all items to be purchased, copies of specifications, equipment description and detailed cost estimates for all items to be included in the total loan package.

Personal Financial Statements

These are required for each owner of the business who owns more than 20% as well as his/her spouse.

Commitments from Private Sources

A commitment of at least 50% of project costs must be secured or contingent upon a successful application. Please provide a description of private funding as well as any commitment letters for these sources.

Miscellaneous Information

Invoices, contracts, permits, licenses, maps, floor plans, promotional materials, etc. Provide anything that may enhance the understanding of your business and the project you are seeking to fund.