WOMEN'S ENTREPRENEUER GRANT OPPORTUNITY

APPLICATION

FAIRFAX CITY
ECONOMIC DEVELOPMENT

The Women's Entrepreneur Grant Opportunity (WEGO) is dedicated to providing consultation and capacity-building services for women-owned businesses in Fairfax City. This program will award five grants of $5,000 each, for a total of $25,000, allowing businesses to procure consulting services aimed at enhancing their capabilities. These services connect businesses with local industry experts, equipping them with essential tools and support to remain competitive.

PURPOSE

To provide women-owned businesses in Fairfax City with consultation and capacity-building services which facilitate their growth, expansion, and development.

HOW IT WORKS

- **Eligibility Verification:** Businesses ensure they meet the eligibility requirements.
- **Application Submission:** Complete and submit the fillable application form along with attachments to Fairfax City Economic Development (FCED).
- **Service Identification:** Identify the consulting or capacity-building services needed and select the intended consultant.
- **Quote Procurement:** Obtain a quote from the chosen consultant(s).
- **Application Review:** Applications are reviewed and selected based on merit.
- **Additional Information:** Businesses may need to provide additional information upon request.
- **Service Reception:** Businesses receive capacity-building services valued at up to $5,000 each.
- **Award Notification:** Grant funds will be awarded upfront, and awardees will be notified no later than September 20, 2024.
- **Award Ceremony:** Grant Recipients will be recognized at this year's FCED event, the Women's Entrepreneur Empowerment Luncheon on September 25, 2024, at 11:30 am.

ELIGIBILITY CRITERIA

Business Requirements:

- Must be Women-Owned (Must be at least 51% owned and controlled by women.)
- Must be licensed within Fairfax City
- Non-profits are not eligible (See Neighborhood Connected Grant for NPO opportunities)
- Home-based businesses are eligible
- Must have one or more locations in Fairfax City
- Start-ups or expanding businesses are eligible

EXAMPLES OF ELIGIBLE SERVICES (NOT LIMITED TO)

- Marketing
- Operations
- Accounting
- Finance
- Public Relations
- Research and Development
- Leadership Coaching
- Business Planning

HOW TO APPLY

- Download and complete the fillable application form available on the FCED website.
- Email the completed application to tara.borwey@fairfaxcityecondev.org.

AWARD TIMELINE

- Applications will be accepted until all five grants are awarded.
- Grants will be awarded based on scoring criteria.

APPLICATION SCORING CRITERIA

Business Need and Impact (30 points)

- Clearly identified consulting/capacity-building service needs (10 points)
- Potential impact of the grant on business growth and expansion (10 points)
- Alignment of consulting/capacity-building services with business goals (10 points)

Services Selection (30 points)

- Relevance of the selected services to the identified needs (10 points)
- Quality and experience of the service provider (10 points)
- Services provided by a business located in Fairfax City (5 points)
- Services provided by a women-owned business (5 points)

Project Timeline and Feasibility (20 points)

- Clear and realistic project timeline (10 points)
- Feasibility of the proposed capacity-building/consultant project (10 points)

Budget and Cost Effectiveness (20 points)

- Detailed and reasonable quote for the services (10 points)
- Cost-effectiveness of the proposed services (10 points)

Total: 100 points