

REAP – Rural Enterprise Assistance Project

Fostering small business growth in rural areas

The Rural Enterprise Assistance Project (REAP), a program of the Center for Rural Affairs, is a small business development program. REAP includes three core components: **business management training**; a **loan fund**; and **technical assistance**. REAP services are delivered through regionally placed REAP Loan Specialists and are the vehicle for implementation of REAP services in each region of the state.

REAP is the largest full-service microenterprise development program in Nebraska and strives to serve all of the state's rural areas. REAP operates Nebraska's first REAP Women's Business Center and also reaches out to Hispanic entrepreneurs through the REAP Latino Business Center. REAP also staffs the Rural Investment Corporation (RIC). The RIC is a subsidiary corporation of the Center for Rural Affairs and is a **Certified** Community Development Finance Institution (CDFI) in Nebraska.

Technical Assistance

- REAP staff are available for one-on-one technical assistance with business owners or managers. Businesses may be existing or start-up businesses of all types.
 - ✓ Business planning assistance and trouble shooting consultations.
 - ✓ Cash flow and budget assistance.
 - ✓ Loan packaging assistance.

Micro and Small Business Fund Access

- **Direct Lending** - Participants are eligible for loans up to \$50,000.
- **REAP Online Lending System** – Applications for REAP Rapid Loans up to \$10,000 and loans up to \$20,000 can be completed online or the online application can be used for the pre-application for business loans from \$20,001 - \$50,000. www.cfra.org/reap/ols
- **Quick GROW Express Loans** – GROW Nebraska members are eligible for loans up to \$10,000 and can be completed online. www.cfra.org/reap/quickgrow-online
- **Small Business Lending** – Participants are eligible for small business loans up to \$150,000.
- **Additional loan products currently being piloted or soon to be piloted:**
 - ✓ Alice Integrity Loan Fund
 - ✓ REAP Business Plan Basics **Boost** Loan
 - ✓ REAP Step-Up **Credit Builder** Loan
- **New American Loan Fund**
- **All entrepreneurs may receive loan packaging assistance as needed.**

Business Training

- The REAP WBC collaborates with local economic development entities to host a REAP Business Plan Basics Training or other special small business trainings based on local interest.
- Regional workshops and Women's Business Center training activities are available periodically throughout Nebraska.

REAP is funded by the Small Business Administration (SBA Microloan Program and SBA Women's Business Center), United States Department of Agriculture, Nebraska Business and Innovation Act through the Nebraska Department of Economic Development, United States Department of Treasury, various foundations and from gracious donations from interested citizens.

Contact: Griselda Rendon, REAP Latino Loan Specialist
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"This institution is an Equal Opportunity Provider and Employer"



VALUES. WORTH. ACTION.

REAP

RURAL ENTERPRISE ASSISTANCE PROJECT
A program of the Center for Rural Affairs



LAST YEAR,
OUR LATINO BUSINESS CENTER
AWARDED **59 LOANS** TO
LATINO SMALL BUSINESSES
TOTALING \$1,032,295.



LAST YEAR, WE PLACED

124 LOANS

TOTALING \$2,541,952

EACH LOAN REPRESENTS A SMALL
BUSINESS DREAM COME TRUE.



69% WOMEN

THROUGH THE WOMEN'S BUSINESS CENTER,
WE PROVIDED **179 TRAINING SESSIONS**
WITH **1,285 PARTICIPANTS.**

1ST QUARTER, 2018: ▼



304 TRAINING CLIENTS

337

ONE-ON-ONE TECHNICAL ASSISTANCE CLIENTS

— INCLUDING **148 LATINO** AND **170 FEMALE**



\$368,700

PLACED IN
25 LOANS

POWERED BY



U.S. Small Business
Administration

REAP is funded in part through a cooperative agreement with the U.S. Small Business Administration. All REAP and Small Business Administration programs and services and Small Business Administration programs and services are open to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities and/or persons with limited English proficiency (LEP) will be made if requested in advance.



CENTER for RURAL AFFAIRS

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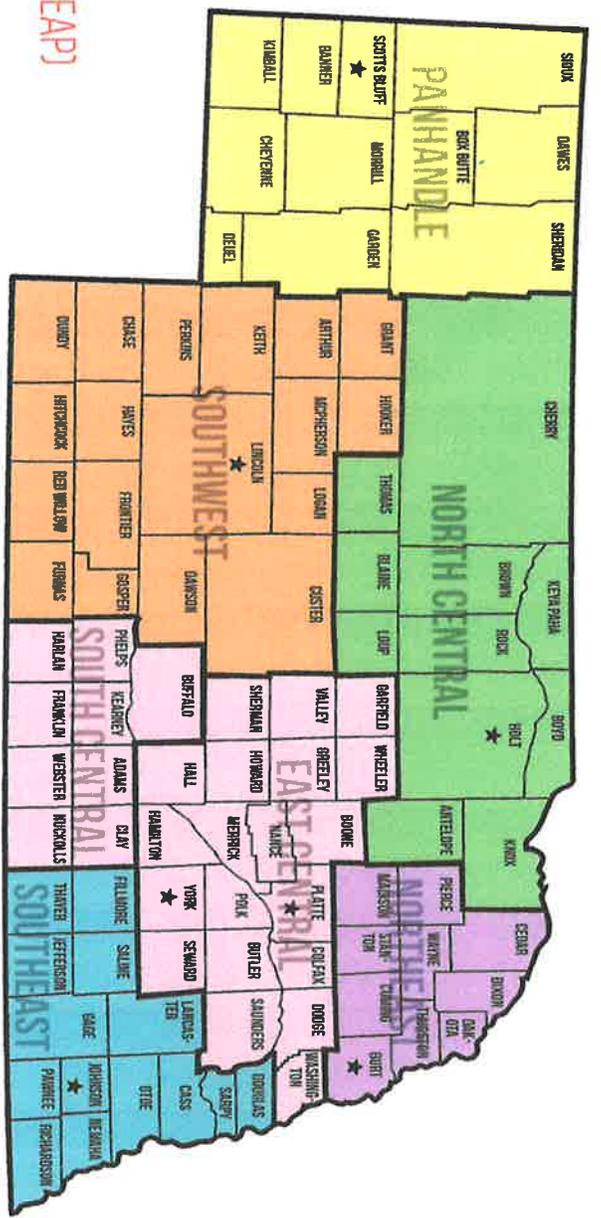
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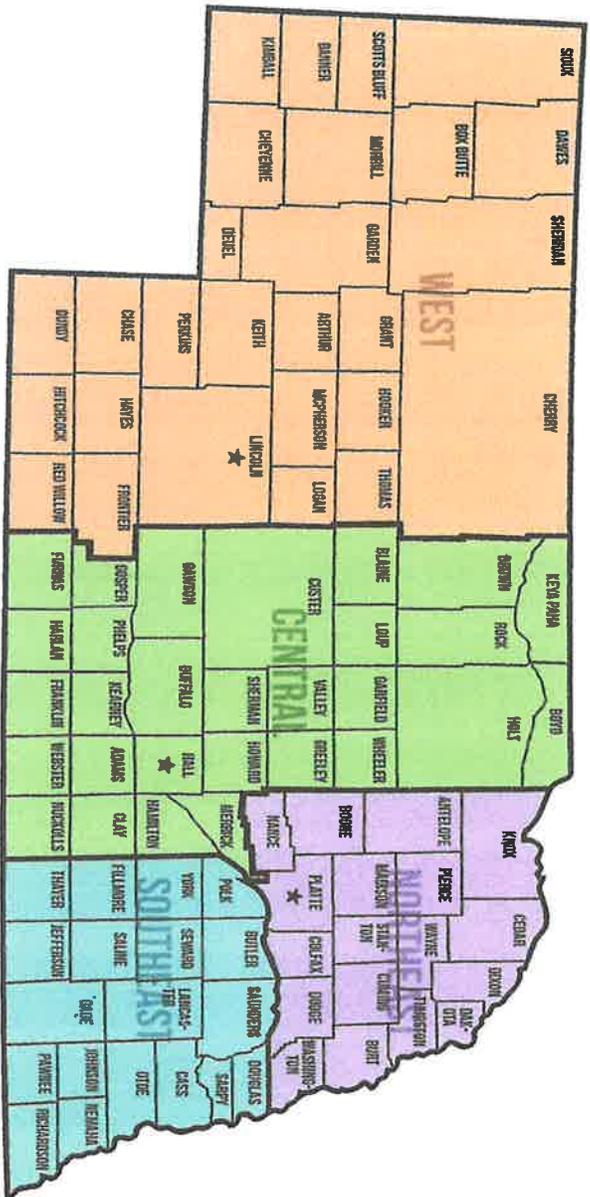
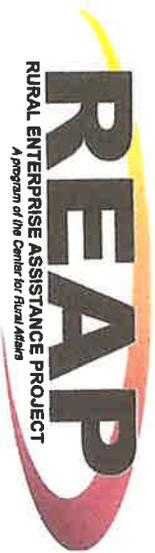
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