

Grant Brief: USDA Rural Business Development Grant (RBDG)

For-profit small business grant · Federal

\$10,000 –

\$500,000

AWARD AMOUNT

Federal

SCOPE

**Annual NOFA (typically
spring)**

DEADLINE

Funder

USDA Rural Development

Eligibility

Public bodies, nonprofits, tribes — that pass through funding to small for-profit rural businesses (towns <50,000).

Summary

Indirect grant — apply through a partner public/nonprofit entity to fund equipment, training, or facility upgrades.

Key Details & Fit for WOW

- Little Elm is borderline; nearby Denton County rural areas qualify outright.
- Funds can cover equipment, training, feasibility studies.
- Partner with a rural EDC or community college to apply on your behalf.

Application Strategy

1. **Confirm current cycle** on the funder's site: <https://www.rd.usda.gov/programs-services/business-programs/rural-business-development-grants>
2. **Tailor the narrative** — lead with WOW's role as a kid-favorite Texas event brand and operator-licensing model.
3. **Attach assets** — pitch deck, business plan, and 2–3 hero photos of the product.
4. **Submit before deadline**; calendar a follow-up 14 days later.

Reminder: grant programs change. Always verify deadline, amount, and eligibility on the funder's official page before applying.

Open funder website ↗