

Evers campaign: Says the catalyst for downtown explosion of new entrepreneurship is the Bounceback program

Posted on Tuesday, Nov 30, 2021

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MADISON, Wis. — Earlier this year, Gov. Tony Evers created the Main Street Bounceback program with the simple goal of supporting Wisconsin's main streets by helping small businesses fill previously vacant spaces. Since its creation, Gov. Evers' Main Street Bounceback program has delivered grants to [over 1,000 small businesses in every corner of the state.](#)

Because of Gov. Evers' bold and common sense solutions, Wisconsin's small businesses are continuing to bounce back from the pandemic and leading the state's vibrant economic recovery.

But don't just take it from us — here's what small business leaders across the state are saying about Gov. Evers' Main Street Bounceback:

In La Crosse:

Terry Bauer, the executive director of La Crosse's Downtown Mainstreet, [said](#) **"the catalyst for this downtown explosion of new entrepreneurship is the Governor's bounce back program."**

Joel Fawcett, store manager of the Wisconsin Clothing Company in La Crosse, [said](#) that Gov. Evers' Main Street Bounceback program has **"helped a lot with getting the space together and being able to employ."**

In Waunakee:

Kevin Abercrombie, a small brewery owner in Waunakee, [likened](#) Gov. Evers' Bounceback efforts to a **"set of jumper cables, it kind of got the car going again."**

In Washburn:

"The grant has been incredible," [said](#) artist John Hopkins, who opened an art gallery in Washburn. **"That is an engine of growth in a community that was essentially a drive-thru thru [sic] community. We have something wonderful here ... Washburn is more than anyone ever thought of us."**

"We had a lot of vacant buildings, a lot of empty space (before the grants)," [said](#) Melissa Martinez, the executive director of the Washburn Area Chamber of Commerce. **"It says a lot about our community that businesses are willing to open in such uncertain times."**

Gov. Evers' Main Street Bounceback program has helped artist and photographer Jamey Penney-Ritter move her studio from her basement to a previously vacant commercial space. The Milwaukee Independent [reported](#) that the **"Main Street Bounceback grant has allowed her to purchase new equipment for her business and prepay her rent."**

In Racine:

Gov. Evers' Main Street Bounceback has helped bring 30 new small businesses to downtown Racine. Kelly Kruse, executive director of Downtown Racine Corp., [said](#) that small business owners **"can cover rent with that, merchandise, whatever to get their feet on the ground (with) how fragile the first year of a small business can be. And then in addition, it's filling up our Downtown."**

Kruse also [said](#) that this **"grant will allow our downtown to become more dense and robust with businesses. It's thrilling to have the dollar amount be significant enough to truly inspire small businesses to open that brick-and-mortar store they always dreamed of."**

In Fond du Lac:

Katie Anhalt, owner of the Twisted Thread in downtown Fond du Lac, [said](#), **"It's fantastic. To have this support is wonderful, because it's super scary to**

start something new. I really wanted to be here so this is wonderful that it's happening. This is a dream come true."

In Milwaukee:

Dusty Weis, the founder of Podcamp Media, [opened](#) a new podcast studio in downtown Milwaukee with help from Gov. Evers' Main Street Bounceback. **"The renaissance taking place in downtown Milwaukee is something of which we're proud to be a part,"** said Weis.

In Prairie du Chien:

Crystal Priebe, owner of The Sweet Tooth in Prairie du Chien, [said](#) that she's grateful for Gov. Evers' Main Street Bounceback program. **"We're very very grateful for them for the support and the help that they've given us because there was a couple of times that we ran out of funds so without them we would not be here and we're very appreciative of them,"** said Priebe.