

Opportunity Wisconsin: U.S. Rep. Kind Joins Small Businesses to Celebrate American Rescue Plan

Posted on Thursday, Apr 8, 2021

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

PRESS CONTACT: press@opportunitywisconsin.org

LA CROSSE, Wis.— As Wisconsin's small businesses begin the long road to recovery, a few of them were joined yesterday by U.S. Representative Ron Kind for a conversation about how the [American Rescue Plan](#) is providing critical relief for small businesses across the Badger State.

"This has been an incredibly hard year, especially for those in the service industry, whether it's the Smokehouse or Pearl Street Brewery, they've been devastated from all of this," said Rep. Kind. "And the CARES Act last year that we passed, now the American Rescue Plan was again meant to provide some short-term assistance to the small businesses to keep their operations going until we can get this economy fully firing again."

"When I heard about the American Rescue Plan, more specifically the Restaurant Revitalization Fund, that's taking a massive step into funneling funds to the hospitality industry, which has been so heavily impacted that it will take many, many years to recover. I'm really excited about what this is going to bring," said Tami Plourde, co-owner of Pearl Street Brewery in La Crosse.

"We have a plan now. We're not out of the woods yet, but it looks much brighter now than it did a year ago, even six months ago. We're experiencing an uptick in our numbers as far as customers coming back, due to vaccinations that are taking place. It's an exciting time," said [Darren Price](#), owner of BP Smokehouse in Tomah and Opportunity Wisconsin steering committee member.

EVENT COVERAGE:

[Local small businesses feeling hopeful with incoming federal relief during Rep. Kind visit](#)

Olivia Herken, La Crosse Tribune

[Rep. Ron Kind discusses American Rescue Plan and the benefits for small businesses in the La Crosse area](#)

Rylie Kyhn, WXOW

[Service industry owners praise Rep. Kind for boosts throughout the pandemic](#)

Isabella Hulsizer, WKBT

[Bars and restaurants hopeful about federal rescue plan](#)

Brad Williams, WIZM

Members of the media unable to attend, but wishing to speak with event participants, should email press@opportunitywisconsin.org to arrange interviews.

Last week, Governor Tony Evers [announced a plan to utilize \\$3.2 billion in federal funding](#) from the American Rescue Plan to help businesses and families affected by the coronavirus pandemic, with over \$600 million dedicated specifically to small businesses.

Since the beginning of this pandemic, 400,000 small businesses across the country have closed and millions more are hanging by a thread. The American Rescue Plan provides emergency grants, lending, and investment to hard-hit small businesses so they can rehire and retain workers and purchase the health and sanitation equipment they need to keep workers safe.

The American Rescue Plan Act includes more funding and support for Wisconsin small businesses:

- Establishes a \$28 billion Restaurant Revitalization Fund, which will provide grants to help local restaurants keep their doors open and keep their workers employed.
- Adds \$15 billion for the Targeted Economic Injury Disaster Loan (EIDL) Advance program to help the hardest-hit small businesses.
- Reauthorizes the State Small Business Credit Initiative, providing \$10 billion in new funding for the program to help small businesses grow and create jobs.
- Provides an additional \$7.25 billion for the Paycheck Protection Program (PPP) and expands eligibility for nonprofits and digital news outlets.
- Provides an additional \$1.25 billion for the Shuttered Venue Operators Grant Program to support live entertainment venues.
- Allows businesses that received PPP loans in 2021 to be eligible for the Shuttered Venue Operator Grant Program.
- Establishes the Community Navigator pilot program to improve access to COVID-19 relief, especially for underserved communities.

[Read more here](#) about how the American Rescue Plan is working for Wisconsin.