

Dept. of Administration: DOA visit highlights \$20 Million state investment for main street businesses in Green Bay

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Green Bay, Wis. - Today, Wisconsin Department of Administration (DOA) Secretary-designee Kathy Blumenfeld met with Green Bay Mayor Eric Genrich and On Broadway Inc. leadership to tour local businesses in the Broadway District, as part of a visit to highlight state investment. Governor Tony Evers made a combined \$121 million investment in Green Bay as part of overall pandemic relief efforts, with businesses receiving over \$20 million investment through American Rescue Plan Act (ARPA) funds, and over \$1.05 million going to support local tourism.

“Governor Evers made targeted investments to support our communities, businesses, and families, and today’s visits demonstrate that not only are these investments working, but our local economies are bouncing back stronger than ever,” said DOA Secretary-designee Kathy Blumenfeld.

“So many of our local businesses took a hit during the pandemic,” said Green Bay Mayor Eric Genrich. “Focused local, state, and federal relief on the hardest hit is why our local economy is coming back to life. These success stories are examples of our local values amplified by state and federal resources.”

The Secretary-designee participated in a walking tour of Broadway District businesses, including Copper State Brewery and Voyageurs Bakehouse, each of which received pandemic relief funding through the Wisconsin Tomorrow Small Business Recovery and “We’re All In” Grants. Cultivate Taste Tea was a Main Street Bounceback grant recipient, one of several businesses that have recently opened in

the Broadway District. On Broadway Inc. was also the recipient of \$46,800 through the Destination Marketing Organization grant aimed to support the tourism industry.

“We’re grateful for the investment the State of Wisconsin has made in our small business community,” said Brian Johnson, executive director, On Broadway, Inc. “The impact of the pandemic was devastating to so many small businesses and the State was able to meet many of those different needs. Our small businesses are excited to share their stories of recovery and how they’re thriving in this new economy.”

Visit BadgerBounceback.wi.gov to view pandemic-related assistance information, as well as the latest data and success stories about how COVID-relief investments are making a difference across the state. For updates on other recovery-related grant opportunities, sign up for the [Badger Bounceback update list](#).