

Dept. of Administration: DOA visit highlights \$4 million state investment for Main street businesses in Sun Prairie

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Secretary-designee Blumenfeld and Mayor Esser Tour Downtown Businesses
Supported by Grant Funds

Sun Prairie, Wis. - Today, Wisconsin Department of Administration (DOA) Secretary-designee Kathy Blumenfeld, met with Sun Prairie Mayor Paul Esser and Chamber of Commerce leaders to tour downtown Sun Prairie businesses, as part of a visit to highlight state investment. Governor Tony Evers made a combined \$15 million investment in Sun Prairie as part of overall pandemic relief efforts, with businesses receiving nearly \$4 million investment through American Rescue Plan Act (ARPA) funds, and over \$250,000 going to support local tourism.

“Main street businesses are the lifeblood of our communities, and today is all about seeing the strong recovery that’s possible when we work together across local and state government, to support our communities, businesses, and families,” said DOA Secretary-designee Kathy Blumenfeld. “It’s wonderful to see the results of Governor Evers’ targeted investments.”

“We are elated to host Secretary Blumenfeld and highlight some of the Sun Prairie organizations and businesses that have received support from the American Rescue Plan Act,” said Mayor Esser. “These funds will provide a significant opportunity for recovery to those heavily impacted by the pandemic.”

The Secretary participated in a walking tour of downtown businesses, including Beans n Cream Coffeehouse, the Cannery Wine Bar and Tasting Room, Eddie’s Alehouse & Eatery, and Sun Prairie Flowers by Hen & Chick, each of which received pandemic relief funding through the Wisconsin Tomorrow Small Business Recovery Grants, and “We’re All In” Grants administered by the Department of Revenue. The Sun Prairie Chamber of Commerce was also the recipient of \$187,000 in Tourism Capital Grant funds and over \$66,000 through the Destination Marketing Organization grant aimed to support the tourism industry.

“Grant funding has provided a major boost to Sun Prairie businesses, event venues and restaurants. Not only did the funds allow businesses to stay open during the pandemic, funding has allowed proprietors to bring their products and services to market. Plus, when an entrepreneur goes from a home-based business into a vacant retail location, it creates jobs, shop local opportunities, and funds continue to circulate throughout town,” said Sun Prairie Chamber of Commerce Executive Director Christina Williams. “The Chamber is honored to receive two grants to renovate our historic downtown building, rebrand Corn Fest and promote it as our largest community festival.”

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](#).