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Dept. of Administration: DOA visit highlights nearly $2 million investment for village of Mount Horeb small businesses

Posted on Tuesday, Nov 1, 2022

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Mount Horeb, Wis. – Today, Wisconsin Department of Administration (DOA) Secretary-designee Kathy Blumenfeld toured Main Street businesses in the Village of Mount Horeb with Mount Horeb Village Trustee Brett Halverson and Mount Horeb Chamber Executive Director Rachel La Casse-Ford as part of a visit to highlight state investments. Governor Tony Evers made a $1.95 million investment in Mount Horeb businesses.

The Secretary-designee and Village of Mount Horeb officials met with business owners from Sugar Troll, Yoga Space, and the Skal Public House, each of which received a $10,000 Main Street Bounceback Grant.

“Mount Horeb is a gem, and I’m proud to see the small business investments from Governor Evers that helped Mount Horeb to continue to shine,” said DOA Secretary-designee Kathy Blumenfeld. “It’s wonderful to hear about local entrepreneurs innovating, expanding their businesses, and improving their community. We’re hearing similar stories across the state as our small businesses continue to bounce back stronger.”

Governor Evers made more than $1 billion in investments statewide in support of small businesses. The Main Street Bounceback Grant program was announced in the spring of 2021 with the first grants made in August 2021, using $75 million in federal American Rescue Plan Act funds, to help small businesses and communities grow by populating vacant storefronts with new businesses and nonprofits. The

Governor recently announced an additional $25 million investment into the program, for a total investment of $100 million to help over 6,600 entrepreneurs open new businesses or expand their existing operations.

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.