

# Dept. of Administration: Evers administration visit highlights close to \$5 million state investments for small businesses in Appleton

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**Appleton, Wis.** - Today, Wisconsin Department of Administration (DOA) Secretary-designee Kathy Blumenfeld and Deputy Secretary Chris Patton toured Main Street businesses with Department of Tourism Secretary-designee Anne Sayers, Mayor Jake Woodford, and Fox Cities Chamber of Commerce vice president Jon Turke, as part of a visit to highlight state investments. Governor Tony Evers made a nearly \$5 million investment in Appleton businesses, with nearly a \$30 million business investment in Outagamie County, and an overall investment of more than \$120 million to help families, businesses, and organizations in Outagamie County bounce back.

The officials visited three local recipients of the Main Street Bounceback grant, including Tiffani's Bridal, All Tied Up Floral Café, and X-Golf Appleton. Leaders from the Appleton and Fox Valley business communities joined the visits to hear about the impact of the \$10,000 grants and meet with business owners.

"Supporting our local communities starts on our Main Streets, which is why Governor Evers has made significant investments across the state to support local businesses," said DOA Secretary-designee Kathy Blumenfeld. "Making sure that our main streets can thrive, and that new businesses can start and flourish, is the first step to ensuring that our economy works for everyone."

"Tourism is both big fun and big business in Wisconsin," said Tourism Secretary-designee Anne Sayers. "I am so grateful to Governor Evers for his thoughtful

investment of recovery funds, which have helped many tourism businesses bounce back from the pandemic.”

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. More than 127 businesses in Appleton received the Main Street Bounceback grant.

“Main Street Bounceback grants have provided critical support for entrepreneurs across the City of Appleton,” said Appleton Mayor Jake Woodford. “From grocers, to mental healthcare providers, to home businesses, restaurants, and everything in between – these grants are making our community stronger and more vibrant every day.”

Visit [BadgerBounceback.wi.gov](https://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](#).