

Dept. of Administration: Evers administration visit highlights close to \$6 million state investment for small businesses in De Pere

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De Pere, Wis. - Today, Wisconsin Department of Administration (DOA) Secretary-designee Kathy Blumenfeld toured Main Street businesses with Department of Financial Institutions (DFI) Deputy Secretary Patti Epstein, City of De Pere Mayor James Boyd, and local business community leaders as part of a visit to highlight state investments. Governor Tony Evers made close to \$6 million investment in De Pere businesses. Over \$200 million investment was made for pandemic relief and economic recovery in Brown County.

The DOA Secretary-designee, DFI Deputy Secretary, Mayor, and representatives from the Chamber of Commerce and Definitely De Pere, met with business owners from newARTSpace, Redesign & Consign, and Lewis Rose Design, each of which received a \$10,000 Main Street Bounceback Grant. They also stopped by Alpha Delights Café which received \$2,500 in We're All In Grant funding.



(De Pere Chamber Board Chair Ryan Kraft, Mayor James Boyd, Definitely De Pere Executive Director Tina Quigley, DFI Deputy Secretary Patti Epstein, Redesign & Consign owner Lisa Van Remortel, DOA Secretary-designee Kathy Blumenfeld)

“Making it possible for business owners to keep their businesses going, and in many instances, start a new business, has been a hallmark of Governor Evers’ investments for communities across the state,” said DOA Secretary-designee Kathy Blumenfeld. “Today, we’re witnessing the downtown revival and recovery made possible by the Governor’s investments, right here in De Pere.”

“Governor Evers is focused on building a resilient economy that works for everyone, and these Main Street Bounceback Grants are part of that effort,” said DFI Deputy Secretary Patti Epstein. “These grants have helped assist businesses with costs associated with leases, mortgages, operational expenses, and other business costs related to businesses opening or expanding and remaining open long-term. It’s been exciting to see the results of these grants come to life in De Pere today.”

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 over 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.

“The Main Street Bounceback Grant Program, supported by Governor Evers and the Wisconsin Economic Development Corporation, has assisted 30 businesses in De Pere, including 26 in our downtown,” said Mayor James Boyd. “These grants keep store fronts from being vacant and aid in the overall vibrancy of our city. We have seen several unique new businesses open in our downtown that complement our current business climate, create additional traffic, and further promote our downtown as a destination for shoppers, diners, and visitors. The City of De Pere is very grateful for the assistance that our small businesses have received thus far and look forward to any additional opportunities that may be presented through this program.”

“The Main Street Bounceback Program has made an incredible impact on downtown De Pere. These local establishments have not only survived, but are thriving as a result of the program, and Definitely De Pere continues to support local businesses in applying for these grants.”

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](#).