

Dept. of Administration: Visit highlights \$8.5 million state investment for La Crosse businesses

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La Crosse, Wis. - Today, Wisconsin Department of Administration (DOA) Secretary-designee Kathy Blumenfeld joined representatives from Downtown Mainstreet, Inc., the La Crosse Area Chamber of Commerce, and the city and county of La Crosse to tour downtown businesses and highlight state investments. Governor Tony Evers made a combined \$8.5 million investment in City of La Crosse businesses as part of overall pandemic relief efforts, and La Crosse County received an overall \$74 million investment.

“Support for small businesses and local communities has been a pillar of Governor Evers’ pandemic recovery efforts, and we are seeing the fruits of those investments today,” Secretary-designee Blumenfeld said. “Programs like the Main Street Bounceback grants have helped transform downtowns; facilitate creativity, innovation, and entrepreneurship; and power a strong recovery across Wisconsin.”

The Secretary-designee toured several La Crosse businesses that were recipients of \$10,000 Main Street Bounceback grants, including the Wisconsin Clothing Company, Mexcal Mexican Restaurant, and White Buffalo Thriftery.

“The Bounceback Grant has made a significant impact on downtown La Crosse,” said Terry Bauer, executive director of Downtown Mainstreet in La Crosse. “It has enabled new entrepreneurs to open their dream business in a robust, vibrant downtown business district. We are pleased to know the Governor continues to support small business, the backbone of our communities.”

“It is fantastic to have representatives from the Wisconsin Department of

Administration visiting this side of the state and the La Crosse area,” said Neal Zygarlicke, chief executive officer of the La Crosse Area Chamber of Commerce. “Their work on establishing and implementing the Bounceback Grant Program has been immensely helpful to businesses, filling vacant buildings and offices in downtown and throughout all of the La Crosse Region. We are appreciative of the State’s work on this program, and the businesses who have received grant dollars are utilizing it well to ensure their business starts off on the right foot or continues to grow.”

Governor Tony Evers announced the [Main Street Bounceback grant program](#) 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. Earlier this week, Governor Evers announced state will [provide an additional \\$25 million investment](#) into the program.

Visit BadgerBounceback.wi.gov to view pandemic-related assistance 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](#).