

Main Street Alliance: Celebrates Main Street Bounceback announcement by Gov. Tony Evers

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MADISON— The Main Street Alliance Wisconsin Chapter and our 450+ member businesses are thrilled with the news that Governor Evers is extending the hugely successful Main Street Bounceback program with an additional \$25 million in funding and 2,500 more small businesses receiving support.

Already 4,200 small businesses and non profits have received help from this innovative, forward looking program which provides capital to help small businesses get started or move locations.

“As I’ve traveled across the state I’ve heard time and again that this program made a huge difference in downtowns, from Richland Center to Viroqua, Appleton to Ladysmith. Grant programs to help businesses recover from the impact of the pandemic were badly needed but we also need to lay a strong foundation for the future as well. This program has helped do this and has produced amazing results. Thank you, Governor Evers!,” said Shawn Phetteplace, Midwest Regional Manager for the Main Street Alliance.

Ben Cadman, Owner of Voyageurs Bakehouse, Green Bay and Appleton:

“The main street bounce back grant that we received in 2021 gave us that added boost to open our new Bakehouse with extra confidence and security. When you open main street businesses you are putting everything on the line, personal finances which impact family life. Government grants are a huge help to getting more entrepreneurs to take the step in realizing a dream. The pandemic might of started this grant program and I hope it continues as we all want exciting new

businesses to fill our main streets and communities in Wisconsin.”

Mara Keyes, Regional Project Director for WWBIC, La Crosse:

“The Bounceback Grant has been instrumental in re-energizing downtowns across Wisconsin, including here in the Driftless region. This program has enabled many existing businesses to expand and new businesses to find space in the local community. Thank you to the administration and planning commissions for their essential work getting these dollars out throughout Wisconsin!”

Anna Ringstad, Main Street Alliance member and Business Development Manager for Indianhead Community Action Agency, Ladysmith:

“The bounceback program has been a critical part of northwestern Wisconsin’s recovery from the pandemic. There’s been a renewed interest in small business start-ups and expansions because of this equitable access to capital. You can literally feel rural communities coming back to life.”

Rowan Childs, Economic Development Director for the Village of Mt. Horeb

“The bounce-back program made a huge difference in Mount Horeb. The funds helped entrepreneurs move into new spaces, set up new shops, and give them that extra push and money to make it happen. We are thrilled to help fill our Main Street with new businesses due to this funding.”

[Wondering if you’re eligible? Read more about the program here.](#)

If you would like to talk with anyone quoted here respond to this email and we’d be happy to connect you.