



# News Release

## FOR IMMEDIATE RELEASE

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La Crosse, WI 54601

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### **La Crosse small businesses receiving \$366,200 in relief grants**

The City of La Crosse notified 59 businesses that they would receive a total of \$366,200 in emergency relief grants earlier this week. According to the applicants, this will help the businesses sustain 948 jobs.

When Jennifer Walker of Charlotte's Bridal and Formal Wear heard the news, she was thrilled. "These funds will help ensure that I can keep my staff. They are the lifeblood of my business. They are my greatest asset. I don't want to lose them. "

The City received 114 applications, all reporting a range of immediate needs for assistance. Restaurant owners wrote of the dilemma having to throw out spoiled inventory that they could no longer sell due to lack of business and retail business owners described the mounting bills on their desk, such as rent and electricity, with no incoming revenues to pay for them.

Mayor Tim Kabat was proud of how rapidly City staff were able to organize and award funding to suffering small businesses, who often run on very tight margins.

"We cannot imagine how difficult these past weeks have been for our retailers, restaurants and taverns, hotels, salons, service providers and more. The list of businesses we are able to assist is a who's who of La Crosse. These businesses and their staff represent so much good in our community including incredible customer service and products, hospitality and more. These businesses and their people also support our community in many ways including help to non-profits, schools and charities. We are pleased to offer the small business relief program during this time of need."

The Common Council approved \$350,000 in funding to launch the Small Business Relief Grant Program, which included \$150,000 in HUD Community Development Block Grant (CDBG) funds. Couleecap, a local economic development partner of the City, contributed \$18,600 in addition to the Council-approved funds.

"Small businesses are the bedrock of our community. During this unprecedented time, it's clear how resilient our small businesses are," said Representative Ron Kind, who supported the CDBG funding. "Although times are tough, they have continued to find innovative ways to lend a helping hand to those around them and support their community throughout the ongoing pandemic. Just as we've seen small businesses support our community, I'm glad to see them receive the support they need as well."

Coulecap was able to provide its support for the Small Business Relief Grant recipients thanks to the support of the Wisconsin Economic Development Corporation, Associated Bank, Wells Fargo, and private donors. “Coulecap is proud of our long history of working alongside the city to support small businesses and create an economically equitable community.” said Hetti Brown, Coulecap Executive Director. “We commend the City for their quick response to the needs of local businesses and are glad we can help in a small way.”

Since the City of La Crosse was unable to fund all eligible businesses that applied, the Common Council will consider whether or not to approve an additional \$174,000 in HUD CDBG funds from the CARES Act at their next meeting, Thursday, May 14. This will allow the City to fund additional applicants.

### **City of La Crosse Awards**

Amanda's Academy of Dance  
AmericInn Riverfront/Moxies  
Applause Dance Academy  
Arterial Bar & Grill  
Balanced Bodywork Massage  
Bean Juice  
Bodega Brew Pub Inc  
CannaBiz Depot  
Charlotte's Bridal and Formal Wear  
Coulee Family Dental, LLC  
Country Inn & Suites  
Crescent Jewelers Co., Inc  
Deaf Ear Records  
Driftless Axe & Arcade  
Dublin Square Irish Pub & Eatery  
Econolodge  
Fairfield Inn & Suites  
Fayze's Restaurant  
Games People Play  
Greengrass Café  
Wise Owl Auctions)  
Hmong Golden Egg Roll  
JavaVino  
King Street Kitchen  
La Crosse Dance Center  
LAX Print  
Leithold Music  
Meringue LLC  
Metropolitan Salon & Spa  
North Country Steak Buffet  
Pearl Street Brewery  
Performance Elite Gymnastics LLC  
Piggy's Restaurant and Blues Lounge  
Pizza Doctors  
Quality Inn  
River Town Dental  
Rod's Ride on Powersports  
Rosie's Cafe  
Snap Fitness

Stratton Cleaning Services  
Sunshine Home Services  
SUPER 8  
The Damn Tasty  
The Great Escape of La Crosse  
The Mac Guys  
The Rivoli Theatre and Pizzeria  
Top Hat Inc (CTS Taxi)  
Trim Design of La Crosse Inc.  
Uno Venti Pizzeria  
Vendi Advertising, LLC  
Yours Truly, Inc. (Wedding Tree)

**Coulecap Awards**

Jennifer H Johnson (Reflections Salon)  
Le Chateau  
Melanin Beauty Bar llc  
Rejuvenate Nail Waxing and Skin Care Studio LLC  
Rooster Andy's Catering  
Salon Inspired  
Su Casa Salon and Bridal Suite  
Task Karate