



News Release

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La Crosse announces \$168,200 in grants in second round of Small Business Relief Grants

The City of La Crosse awarded 42 businesses a total of \$168,200 in emergency relief grants earlier this week. According to the applicants, this will help the businesses sustain 372 jobs.

These applicants had applied for the City's Small Business Relief Program on April 24th, but were not funded during the City's first round of applications due to lack of funds. With news of the City's grant award of CDBG funds through the CARES Act and Common Council action Thursday, May 14, the City was able to fund more small businesses.

When James Powell, owner of Jimmy's North Star neighborhood bar and restaurant at 1732 George St, heard the news, he was really happy. "I am excited to be able to put some of our employees back to work. Without this grant, we could not do that."

Before COVID-19, Jimmy's North Star had just finished a complete remodel of the interior of the bar and created an outdoor beer garden. The pandemic and closures of the bar and restaurant put their business in limbo. Now, with the City's grant and the re-opening of businesses, they have plans to seat patrons outdoors with 6 feet of distancing and have implemented many other safety precautions like disposable menus and straws and masks for all employees.

Dale Berg of Dale's Clothing was another recipient of the City's relief grant program. His response to the news was, "Fantastic, I can pay another bill."

In reading the applications, it was clear that many small business owners are struggling to pay their bills and the relief grant will help them.

Senator Tammy Baldwin was a key advocate for including the Community Development Block Grant funding that the City of La Crosse received in the CARES Act.

"Our small businesses in Wisconsin are struggling and need resources to get through the public health and economic challenges we are facing. That's why I worked to secure federal support that will help local communities assist our small businesses as we quickly respond to the COVID-19 pandemic," said Senator Baldwin.

"I've seen firsthand how Community Development Block Grants help people in La Crosse and throughout our state. I'm proud La Crosse is using emergency CDBG funding to provide much-needed support to our small businesses. We're all in this together, so we need to continue working together to get through this public health crisis and move our state forward."

Mayor Tim Kabat is hopeful that La Crosse businesses can continue to weather the pandemic and its effects on the local economy, with help from these grants.

He said, “This round of awards combined with the earlier round brings the total amount of grants to more than \$518,000 of City funds. We know our small businesses are the cornerstone for our downtown and larger economy and this shows our support for those entrepreneurs.”

City of La Crosse Awards

Abts Computer
Antique Center of La Crosse LTD
BB Graphics LLC
Bee Cab
Bottoms Up
Caledonia Street Antique Mall
Carbon Cannabis, LLC
Craig's Towing
Dale's Clothing
Decker Design, Inc.
Eric's Moving and Delivery Service
Eupraxia LLC
Family Vision Center
Fred's Brake & Alignment
Golden Coulee, LLC
Handmade Natural Beauty LCC
Hmong Kashia Daycare
Hobbit's Travel Friedmans
Jimmy's North Star Inc.
John's Bar
Journey Active
M&K Grinding Service LLC
Michaels Energy, Inc
Mueller Photography, LLC
Neuie's Vogue LLC
Northland Golf & Ski
ON THREE PRINTING & DESIGN
Preferred Insurance
Premier Fitness & Wellness
Prestige Furniture
Pro Contractor Solutions LLC
Reggie Rabb INS Agency
Salon Inspired
Salon on George
Satori Arts
Sprout Childcare
The Campus Studio
The Court Above Main
Unity Fitness
Valley Cafe Inc. (Gloria Jeans Coffee)
Vision Therapy Academy
Wisco Well & Goods