



ALLOWING ASPIRING ENTREPRENEURS TO DREAM BIG!

Couleecap's Pop Up Shop program allows entrepreneurs the chance to test their business in a retail storefront before making any long-term commitments. For Crystal Priebe, the program offered her just the push she needed to make her dream a reality.

Crystal has always loved candy, Willie Wonka, and the magic that a sweet treat can bring to people young and old. Her mom taught her candy making, and for years she grew that skill into a side business that earned her family extra income. But Crystal's big dream was to open a candy store and historic downtown Prairie du Chien was the perfect place to launch her future. In December 2019, The Sweet Tooth Pop Up Shop opened at 127 West Blackhawk Avenue. For Crystal, it is an opportunity to bring her skills and her love of candy to everyone. Crystal wants to give memories to families. She loves watching children's reactions when they walk in the door or when people say 'I remember this from when I was a kid.'

Crystal says being a business owner is starting to feel more real, and she is overwhelmed by the support and warm welcome she has received from the community. The Pop Up Shop program provided rental assistance, business planning assistance, and technical support to help her get started. "The emotional help of people saying 'go for it, you know we are behind you,' that has helped tremendously," Crystal states. "I really needed that, it helped me to keep going."

Couleecap programs, such as our Pop Up Shop program, serve thousands of people in the Coulee Region each year. These programs are possible because of the financial support we receive from the community. Your support has given Crystal the foundation she needed to follow her dream. "Thank you from the bottom of my heart, I appreciate it! You can have any kind of candy you want if you come in," Crystal says. A sweet offer not to be missed.

"I think the [Pop Up Shop] program gave me the push I needed to follow my dream."

-Crystal Priebe



Couleecap
your local community *action* program



A United Way member agency

A equal opportunity employer and service provider.
Auxiliary aids and services available upon request.

Our Mission

Couleecap fights poverty and promotes self-sufficiency, economic development, and social justice. We are **People Helping People**, and every day our actions make a difference in the lives of people and families throughout the Coulee Region.