



**For Immediate Release**

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**New Business Incubator in Downtown La Crosse Shopping District Seeks Retailers**

A new retail incubator in the heart of downtown La Crosse is seeking people who wish to start or expand their business. Couleecap is opening the site, which will host eight to ten small businesses as well as weekend and special pop-up events so new products are regularly featured for the public.

The new store, located at 320 Main Street in La Crosse, will open this holiday season. Businesses operating in the site will receive flexible lease terms with escalating rent starting as low as zero rent for the first three months, business planning assistance, onsite workshops, and other support to help ensure a successful venture.

“The incubator is meant to be collaborative in every way,” says Crystal Noble, Couleecap Business and Income Manager. “Business owners can test products and learn various aspects of managing a retail space but without the risk of doing it alone.”

The incubator is an ideal space for business owners who currently sell online or at other venues but wish to expand to a downtown retail setting. Couleecap especially encourages businesses owned by women, veterans, or Black, Indigenous, or People of the Global Majority to apply.

Those wishing to learn more or apply can visit [www.couleecap.org/retail.html](http://www.couleecap.org/retail.html).

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**About Couleecap**

Couleecap, Inc. is a private non-profit 501c3 charitable organization. Couleecap helps people in need with housing, food, transportation, and more. Created in 1966, we are a community action program that fights poverty and promotes self-sufficiency in Crawford, La Crosse, Monroe, and Vernon counties. Couleecap is a member of the Community Action Network, originally created in 1964. Learn more at [couleecap.org](http://couleecap.org).