



**For Immediate Release**

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**The ‘Collective on Main’ Opens in Downtown La Crosse to Incubate Small Businesses**

The Collective on Main is a new retail boutique at 320 Main Street in La Crosse designed to start and incubate small businesses within the Coulee Region. The grand opening event will feature six businesses in addition to smaller pop-up showcases. Grand opening hours are Thursday and Friday 2:00 – 8:00 PM, Saturday 12:00 – 8:00 PM, and Sunday 12:00 – 4:00 PM.

The new storefront offers entrepreneurs the opportunity to launch their business in a popular shopping district alongside other business owners in a cooperative space.

The Collective on Main can host eight to ten small businesses and special pop-up events so new products are regularly featured for the public. The store 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 for space at [www.couleecap.org/retail.html](http://www.couleecap.org/retail.html).

Couleecap manages the site and provides wrap-around business planning and technical assistance. The WI Women’s Business Initiative Corporation, or WWBIC, is partnering with Couleecap to support businesses with onsite training for tenants.

“The store is unique because businesses 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,” says Crystal Noble, Couleecap Business and Income Manager.

The incubator has received financial support from Associated Bank, City of La Crosse, La Crosse Community Foundation, Three-Sixty Real Estate, WI Economic Development Corporation, and an Anonymous Donor.

“The Collective on Main gives new entrepreneurs a chance to open a storefront in the heart of downtown with support from Couleecap to help these new businesses thrive,” said Missy Hughes, Wisconsin Economic Development Corporation (WEDC) secretary and CEO. “Through WEDC’s Main Street Bounceback grants we’ve seen the power of adding small businesses to our communities and the life and vitality they bring to our downtowns. The Collective on Main will bring that spark to La Crosse.”

Regular store hours and special events can be found at <https://www.facebook.com/thecollectiveLaX>.

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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).