



For Immediate Release

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Bangor Pop-Up Shop Program Seeks Landlord Participation

(La Crosse, WI) The Village of Bangor has partnered with Couleecap, Inc. and La Crosse County to create a Pop-Up Shop Program in downtown Bangor. Modeled after the successful Viroqua Pop-Up Shop Program, the effort serves as a catalyst for local, small business development.

Through this program, participating landlords attract businesses into vacant store fronts for a period of three months. Rent for the space is supported by grant funding, which allows new businesses to operate in the space rent-free. The model provides new business owners an opportunity to test their ideas without the intimidation of long-term commitments, and existing businesses to test out new markets in different communities. All Pop-Up Shop participants receive at least one consulting session with a small business expert.

In a similar program in Viroqua, delivered in partnership with the Viroqua Chamber Main Street, many entrepreneurs participating in the Pop-Up Shop Program signed long-term leases at the end of the three-month grant period. “This is an effort to fill empty commercial spaces while developing small businesses,” says Aaron Reimler, Business and Income Developer at Couleecap. “With the prolonged exposure, and increase in activity, the program has filled vacant commercial spaces at a rate of 70% in the past.”

The Pop-Up Shop Program is made possible by funding from the Wisconsin Economic Development Corporation Entrepreneurial Support Grant Program. This is the second year Couleecap, Inc. has received the grant and is partnering with organizations across the region to support local small business development. “The Village of Bangor and the Bangor Area Business Organization is excited to team up with Couleecap and La Crosse County to assist in the efforts of revitalizing our downtown,” says Shelly Miller, Administrator for the Village of Bangor. “Great things are happening in Bangor.”

Landlords and businesses interested in participating or learning more about the program in Bangor can contact Aaron Reimler at 608-797-5746, or at aaron.reimler@couleecap.org. Couleecap also offers technical assistance to entrepreneurs including business planning, model building, market feasibility studies, and other business development services. For more information about entrepreneurial support programs offered by La Crosse County, please contact Brian Fukuda at 608-785-5792 or bfukuda@lacrossecounty.org.

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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. Learn more at www.couleecap.org.