



# LAUNCH LA CROSSE

## **For Immediate Release**

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## **Launch La Crosse Small Business Recovery Fund Awards Grants to Local Businesses**

(La Crosse, WI) Couleecap Inc., Downtown Mainstreet Inc., La Crosse County, the La Crosse Area Development Corporation, and North La Crosse Business Association partnered to create the Launch La Crosse Small Business Recovery Fund to assist small businesses in the central commercial districts of La Crosse County suffering due to the COVID-19 Pandemic. This grant fund, fueled by contributions from Wells Fargo, Dave and Barb Skogen, The Weber Group, Gail, Kristine and Sandra Cleary, State Bank Financial, Three Sixty Real Estate Solutions, Kwik Trip, and Associated Bank, was started to help address the significant and immediate financial need facing area small business owners amidst the growing public health concern, closing of businesses, and new market conditions brought about by COVID-19.

“Many small business owners operate on extremely thin margins under normal conditions, so we knew there would be an immense need for financial support,” said Couleecap Business and Income Developer, Aaron Reimler. “We’re extremely grateful for the donors who stepped up to help, allowing us get this program off the ground and start getting funds to small business owners as quickly as possible.”

In the month that has passed since beginning to accept applications, the fund has awarded grants to 24 local small businesses through June 30th, 2020.

## **Below is a list of businesses that have been awarded grants through June 30th, 2020:**

Amanda’s Academy of Dance  
Audiolust Records  
Cannabiz Depot  
David Reay’s  
Diggers  
Dublin Square  
Fat Porcupine  
Full Circle Supply  
Games People Play  
Generous Earth Pottery  
Handmade Natural Beauty  
La Crosse Escape Room  
Lovechild  
Lush Salon  
Marge’s On Rose

Mind Altering Tattoo  
Monet Floral  
Mueller Photography  
Pickermans  
Pla Mor Lanes  
Twisted Skull  
UnWine'd  
Weber Center for the Performing Arts  
Willow Boutique

The fund was launched with approximately \$100,000 in private donations. In order to continue to support this program and work towards expanding eligibility, these partner organizations are seeking private donations and funders to assist in continuing to support this fund. These funds are being mobilized locally to help respond to financial gaps and provide relief with a quick turnaround time.

“Due to the unprecedented and quickly evolving nature of the circumstances surrounding this pandemic, we’re going a little beyond our usual methods to help our community try and weather this storm,” said Reimler. “We recognize that the financial need for our small business community will continue to remain significant and that these local resources can provide a lifeline, which is why we are asking for the community’s help”, said, Downtown Mainstreet Executive Director, Robin Moses. “As a community we can make a difference in the future survival of our businesses.”

**For more information on the Launch La Crosse Small Business Recovery Fund,**

Go to [Couleecap.org/business-recovery](https://couleecap.org/business-recovery) and click “Give Now” to donate, or send a check to Couleecap Inc. at 201 Melby St., Westby, WI 54667 with “Launch La Crosse” written in the memo line.

**Interested individuals can also contact:**

Couleecap Business & Income Developer, Aaron Reimler, at (608) 797-5746 or [aaron.reimler@couleecap.org](mailto:aaron.reimler@couleecap.org), or Downtown Mainstreet Inc. Executive Director, Robin Moses, at (608) 784-0440 or [robin.moses@lacrossedowntown.com](mailto:robin.moses@lacrossedowntown.com).