



## **News Release**

**FOR IMMEDIATE RELEASE**

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La Crosse, WI 54601

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### **La Crosse announces \$168,200 in grants in second round of Small Business Relief Grants**

The City of La Crosse awarded 42 businesses a total of \$168,200 in emergency relief grants earlier this week. According to the applicants, this will help the businesses sustain 372 jobs.

These applicants had applied for the City's Small Business Relief Program on April 24<sup>th</sup>, but were not funded during the City's first round of applications due to lack of funds. With news of the City's grant award of CDBG funds through the CARES Act and Common Council action Thursday, May 14, the City was able to fund more small businesses.

When James Powell, owner of Jimmy's North Star neighborhood bar and restaurant at 1732 George St, heard the news, he was really happy. "I am excited to be able to put some of our employees back to work. Without this grant, we could not do that."

Before COVID-19, Jimmy's North Star had just finished a complete remodel of the interior of the bar and created an outdoor beer garden. The pandemic and closures of the bar and restaurant put their business in limbo. Now, with the City's grant and the re-opening of businesses, they have plans to seat patrons outdoors with 6 feet of distancing and have implemented many other safety precautions like disposable menus and straws and masks for all employees.

Dale Berg of Dale's Clothing was another recipient of the City's relief grant program. His response to the news was, "Fantastic, I can pay another bill."

In reading the applications, it was clear that many small business owners are struggling to pay their bills and the relief grant will help them.

Senator Tammy Baldwin was a key advocate for including the Community Development Block Grant funding that the City of La Crosse received in the CARES Act.

"Our small businesses in Wisconsin are struggling and need resources to get through the public health and economic challenges we are facing. That's why I worked to secure federal support that will help local communities assist our small businesses as we quickly respond to the COVID-19 pandemic," said Senator Baldwin.

"I've seen firsthand how Community Development Block Grants help people in La Crosse and throughout our state. I'm proud La Crosse is using emergency CDBG funding to provide much-needed support to our small businesses. We're all in this together, so we need to continue working together to get through this public health crisis and move our state forward."

Mayor Tim Kabat is hopeful that La Crosse businesses can continue to weather the pandemic and its effects on the local economy, with help from these grants.

He said, “This round of awards combined with the earlier round brings the total amount of grants to more than \$518,000 of City funds. We know our small businesses are the cornerstone for our downtown and larger economy and this shows our support for those entrepreneurs.”

### **City of La Crosse Awards**

Abts Computer  
Antique Center of La Crosse LTD  
BB Graphics LLC  
Bee Cab  
Bottoms Up  
Caledonia Street Antique Mall  
Carbon Cannabis, LLC  
Craig's Towing  
Dale's Clothing  
Decker Design, Inc.  
Eric's Moving and Delivery Service  
Eupraxia LLC  
Family Vision Center  
Fred's Brake & Alignment  
Golden Coulee, LLC  
Handmade Natural Beauty LCC  
Hmong Kashia Daycare  
Hobbit's Travel Friedmans  
Jimmy's North Star Inc.  
John's Bar  
Journey Active  
M&K Grinding Service LLC  
Michaels Energy, Inc  
Mueller Photography, LLC  
Neuie's Vogue LLC  
Northland Golf & Ski  
ON THREE PRINTING & DESIGN  
Preferred Insurance  
Premier Fitness & Wellness  
Prestige Furniture  
Pro Contractor Solutions LLC  
Reggie Rabb INS Agency  
Salon Inspired  
Salon on George  
Satori Arts  
Sprout Childcare  
The Campus Studio  
The Court Above Main  
Unity Fitness  
Valley Cafe Inc. (Gloria Jeans Coffee)  
Vision Therapy Academy  
Wisco Well & Goods