



For Immediate Release

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**Couleecap and Partners Seek Participation in La Crosse and Bangor
Pop-Up Shop Program**

(La Crosse, WI) Couleecap is offering small business entrepreneurs in La Crosse County a low-risk opportunity to make their vision a reality and test the market for their business idea. Utilizing grant funds awarded by the Wisconsin Economic Development Corporation, and in partnership with the Viroqua Chamber Main Street, Couleecap is working with several other organizations to offer Pop-Up Shop opportunities to entrepreneurs in La Crosse and Bangor. Partners include La Crosse County, the City of La Crosse, La Crosse Downtown Main Street, The North La Crosse Business Association, the Village of Bangor, and other Launch La Crosse Partners. They have been working to replicate a Pop-Up Shop Model implemented with remarkable success in Viroqua, Wisconsin.

Pop-Up Shops can be a great opportunity for a new business to get started or for an existing small business to test a new market for expansion. Entrepreneurs will have the opportunity to operate their business in a store front located in a central commercial district for three months, rent free. This allows retailers to test their business in a store front without making any initial long-term commitments. Retailers can remain in the space after the three-month period by signing a lease.

The goals of this program are to create small businesses and fill vacant commercial spaces. Retailers get to enjoy the benefits of a store front in a commercially viable area; landlords will see increased foot traffic into the formally-vacant space; and existing businesses benefit from new activity and excitement.

Applicants will be expected to have regular store hours, maintain the interior and exterior of the building, and proactively market their business. Throughout the process, they will also have the opportunity for consultation with other small businesses and economic development professionals, who can provide other resources to help them succeed.

Applicants, and landlords wanting to host a pop-up shop, can contact Aaron Reimler, Business and Income Developer for Couleecap Inc., directly for details, and to apply.

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About Couleecap, Inc.

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 couleecap.org, [Facebook](#), [Twitter](#), and [YouTube](#).



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