



FOR IMMEDIATE RELEASE

Media Contact:
Maggie Christian, Operations Director
maggie@lacrossechamber.com; 608-784-4880

La Crosse Area Chamber and Area Businesses Announce Building Community Grant Fund

LA CROSSE, DECEMBER 15, 2020 – The La Crosse Area Chamber of Commerce announced the creation of the Building Community Grant Fund offered in partnership with DBS Group, Fowler & Hammer, Inc., Interstate Roofing & Waterproofing, Inc., J.F. Brennan Company, Kish & Sons Electric, Market & Johnson, Mathy Construction Company, Schneider Heating & Air Conditioning, Wieser Brothers General Contractor, Inc., and La Crosse County.

The fund provides critical support for small businesses to increase resiliency and sustainability and to help them navigate current and future market conditions which have developed from the COVID-19 pandemic. The fund has raised \$225,000 at this time and welcomes additional donations from interested businesses or individuals.

The fund developed when businesses in the construction industry joined forces to help our community's businesses outlast the pandemic. Even with the good news of COVID-19 vaccines on the horizon, these businesses recognize that a sustained need for funding remains for many area organizations.

Neal Zygarlicke, CEO of the La Crosse Area Chamber of Commerce, stated:

“This is why the La Crosse area is such a special place. When families and businesses are in need, groups of people work together to make a positive impact. This program will bring funding to area small businesses in a very timely fashion when revenue tends to slow after the Holidays. What is so special about this program is that medium and large businesses are directly helping the small businesses. It is inspiring to see all of the co-sponsors, the County of La Crosse, and the Chamber collaborating to do what is right and lead the charge in helping those struggling small businesses.”

Eligible businesses must be located in the La Crosse Area with 1-50 employees. The grant application period runs from December 15, 2020, to January 15, 2021. For complete eligibility requirements or to apply online, visit the Building Community Fund website at lacrossechamber.com/building-community/.

The La Crosse Area Chamber of Commerce unites more than 600 businesses to offer programs and services to grow Greater La Crosse and enhance quality of life.

###