



ALEX JOERS

WISCONSIN STATE REPRESENTATIVE
79TH ASSEMBLY DISTRICT

FOR IMMEDIATE RELEASE

Date: February 14, 2024

Contact: (608) 237-9179

Rep. Joers' Main Street Bounceback Legislation Receives Public Hearing

MADISON – Today, the Assembly Committee on Tourism held a public hearing on Assembly Bill 963. This legislation would reestablish the Main Street Bounceback program, a popular economic development grant for capital costs for small businesses, with a permanent \$25 million appropriation.

Since its creation in 2021, the program has provided more than 9,400 grants, helping small businesses across all 72 counties in Wisconsin. Many business owners joined the hearing to testify on the impact the program had in their local communities. This legislation was authored by Representative Alex Joers (D-Middleton), who released the following statement:

“These grants provide a direct investment into our communities, helping to bolster businesses that are looking to occupy or expand into vacant commercial space. The revitalization accomplished through this program has led to benefits in every corner of the state and many business owners have felt the impact of the financial support this program granted them to grow their businesses.

“We hope to continue providing the benefits this program has brought to Wisconsin by making this investment permanent. The Main Street Bounceback Program will ultimately aid in restoring business occupancy in currently underutilized storefronts, improving our local economies. This will also lead to improved odds of a business remaining open long-term. We need to continue to prioritize investment in our communities across the state by supporting our main streets and uplifting the local businesses that occupy these spaces.”

###