

For Immediate Release

Date: August 9, 2021

Contact: Jessica Jane Spayde, Community Development Educator, Extension Crawford County, 608-326-0223, spayde@wisc.edu

Or

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Couleecap and Partners Seek Entrepreneurs for 2021 Pop-Up Shop Program

(Prairie du Chien, WI) Couleecap, Extension Crawford County, Driftless Development INC, and Prairie Du Chien Main Street are offering a great, low-risk opportunity for small business owners and entrepreneurs across the region to make their vision a reality and test their ideas in a retail market setting. Using grant funds awarded by the Wisconsin Economic Development Corporation, Couleecap has partnered with several other organizations throughout the South West Wisconsin area to bring Pop-Up Shop opportunities to entrepreneurs in Prairie Du Chien and surrounding areas.

Pop-Up Shops here in Crawford County and in other communities have shown impressive results. The Sweet Tooth, in downtown Prairie du Chien was a 2019 Pop-Up Shop business, who has experienced remarkable success.

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 two to three months, RENT FREE. This will allow retailers to test their business in a store front without making any initial long term commitments. If retailers wish to remain in the space after the Pop Up period ends, they must assume full responsibility and costs of the lease. The goals of this program are two fold; create businesses, and fill vacant commercial spaces. Retailers get to enjoy the benefits of a storefront in a commercially viable area; landlords will see increased

foot- traffic in their previously empty space and a greatly increased chance at finding a long-term tenant; and the existing businesses in the area will 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. However, through this 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.

Deadline for Application is August 31, 2021, and Notification will be sent to Applicants by email or telephone by September 15, 2021. Because of limited funds, any applications received after the deadline will not be accepted. Applications will be accepted via email, hand delivery, or US mail. **Email to:** spayde@wisc.edu and driftlessdevelopment.carol@gmail.com, with the

Subject line “Pop-Up Shop Application.” ***Mail or Hand-deliver to:*** Jessica Jane Spayde, Community Development Educator, Crawford County Extension Office, 225 N. Beaumont Rd., Prairie du Chien, WI 53821.

Applications can be found at <https://crawford.extension.wisc.edu/cd/popup/>. Interested entrepreneurs can also contact Amanda Warthensen, Business and Income Developer for Couleecap Inc (amanda.warthesen@couleecap.org), Jessica Jane Spayde, Community Development Educator, Extension Crawford County (spayde@wisc.edu, 608-326-0223), or Carol Roth, Executive Director of Driftless Development INC (driftlessdevelopment.carol@gmail.com, 608-279-2293).

About Couleecap: 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 www.couleecap.org.

About Extension Crawford County: A Division of UW-Madison, your local Extension office’s mission is to: Teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities. Learn more at <https://crawford.extension.wisc.edu/cd/popup/>.

About Driftless Development INC: DDI is a non-profit, Economic Development Organization for Crawford County, Wisconsin, with a commitment to creating a business-friendly environment to sustaining and growing Crawford County businesses, large and small, while attracting new business. Learn more at: www.driftlessdevelopment.org.

About Prairie du Chien Main Street: The PdC Main Street Program is a non-profit and volunteer-run organization with the mission to re-establish our downtown as the heart of our community. Learn more at <https://www.facebook.com/mainstreetpdc/>.

OPTIONAL IMAGES:



CRAWFORD COUNTY, WI

POP-UP SHOP

Downtown Retail Program



DRIFTLESS
DEVELOPMENT INC



Extension

UNIVERSITY OF WISCONSIN-MADISON
CRAWFORD COUNTY

Prairie du Chien
MAIN STREET

Couleecap
your local community *action* program