

About La Crosse County Community Development

La Crosse County continues to be a partner with area businesses to encourage growth and sustainability.

We manage the **Lakeview Business Park** in the Village of West Salem and can assist with other **business siting needs**.



We also have a variety of financial assistance programs. In addition to the micro loan fund, we offer:

- **Revolving Loan Fund** - providing affordable gap financing to help create jobs.
- **Micro Loan Fund** - to stimulate business start-ups and encourage growth in existing small businesses.

We look forward to working with you!



LA CROSSE COUNTY

La Crosse County
Community Development

212 6th Street N.
Room 1300
La Crosse, WI 54601

La Crosse County Community Development

Innovation & Diversification Grants

Grant funding to encourage businesses to diversify their products and markets, and to be innovative in their offerings.



For More Information:

www.lacrossecounty.org/communitydevelopment

La Crosse County wants to help your business grow!

Program Purpose

This program exists to provide financial resources to businesses that are poised for growth, and encourage them to be innovative in the development of new products and the establishment of new markets for their existing products.

- Expand product base through research, testing, and/or new product development;
- Expand market base through enhanced planning and marketing activities;
- Diversify market base by expanding into different markets;

Preference will be given to projects that increase sales outside the region and show minimal adverse impact on existing local businesses.

Program Eligibility

To be eligible, a business must:

- Be located or plan to locate in La Crosse County
- Have 250 or less employees

Grant Specifics

- \$1,000 to \$10,000 grant;
- Projects must begin after grant award agreement is signed and be completed within 12 months;
- Projects must include at least 100% cash match of County grant funds;
 - Applications with at least 50% cash match may be considered if other program goals are met;
 - At least 50% of cash match must come from applicant, and the remaining could come from a 3rd party;
- Applicants that show that they have used other non-profit entrepreneurial resources will receive preference;
- Applications must have clearly defined projects with clearly stated outcomes.



Process

Please visit www.lacrossecounty.org/communitydevelopment for a copy of our application and call the number on the back to schedule an initial meeting with County staff.

Completed applications should be returned to the address on the back.

Applications will be reviewed by the review team, which will make a recommendation to the La Crosse County Economic Development Fund (LCEDF) Board, which meets on the 1st Thursday of each month.

Applicants may be asked to make a presentation to the LCEDF Board.

Application review and consideration will generally take between 30 and 60 days.

This grant is a reimbursement grant, meaning that funds are not provided up front, but rather after proof of approved expenditures are provided.