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WISCAP RECEIVES USDA GRANT TO CREATE 23 RURAL WISCONSIN JOBS

The Wisconsin Community Action Program Association (WISCAP) has been awarded a one year Rural Business Development Grant from the United States Department of Agriculture to provide business development assistance to start up or expand 10 small or emerging businesses and create at least 23 full-time year-round jobs in rural communities.

WISCAP, through a partnership with six of its member Community Action Agencies (CAA), will provide no-cost, customized, business development assistance to entrepreneurs in 34 Wisconsin counties. Partnering agencies include ADVOCAP (Fond du Lac), CAP Services (Stevens Point), Central Wisconsin CAC (Wisconsin Dells), Couleecap (Westby), NEWCAP (Oconto) and Western Dairyland (Independence). In addition, Indianhead CAA (Ladysmith), another WISCAP member agency, received a USDA Rural Development grant to provide technical assistance to small businesses in northern Wisconsin counties.

The \$229,700 project will enable CAA staff to assist entrepreneurs with customized business consulting, including feasibility studies, business plans, financial plans & analysis, marketing strategies, implementation planning, loan search, and application.

“Despite the overall healthy economy and low unemployment, economic development in rural Wisconsin lags behind urban and suburban areas” said Brad Paul, WISCAP’s Executive Director. “This grant will provide support for business start-up and expansion to create jobs in rural communities. There’s no better anti-poverty initiative than access to good jobs”.

The USDA grant builds on 30 years of WISCAP’s successful Job & Business Development program that has provided low-income entrepreneurs with technical assistance to start or expand small businesses. Since 1989 JBD has launched over 2,200 small businesses and created over 6,000 Wisconsin jobs.

If you would like more information about this specific program, please contact Jonathan Bader at 608-244-4422 or email at jbader@wiscap.org.