

Bill Will Boost Wisconsin Businesses

Written by Wisconsin Senate, Kate Constalie

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New state website seeks to provide a one-stop shop for start-up assistance.

MADISON, WI – In an effort to boost main-street businesses and small family start-ups, Senator Jennifer Shilling (D-La Crosse) and Representative Robyn Vining (D-Wauwatosa) are introducing LRB-2980 that would establish a one-stop shop state website that will publish relevant information for small businesses.

On the portal, business owners will be able to access information on bidding opportunities, economic development programs, educational and networking opportunities, licensing or permit requirements, and financial information associated with their businesses.



“The Driftless Region is fortunate to have an abundance of innovative entrepreneurs and unique small businesses that make our area a popular destination for bringing locals and visitors together,” said Senator Jennifer Shilling (D-La Crosse). “These main-street businesses and small family start-ups are the backbone of our communities and play a critical role in our local economy. This legislation will support small business development and help local entrepreneurs successfully turn their dreams into a reality.”

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Currently, many state agencies work to help small businesses in different ways. However, much of this information is disconnected, and the effort is not coordinated to best fit the business owner's needs. This bill requires all the agencies to work together and merge information to an easy to use one-stop shop website. According to the Wisconsin Economic Development Corporation, downtown district businesses account for 14 percent of total retail sales and 22 percent of restaurant sales in Wisconsin main-street communities. Despite the success of these main-street businesses, Wisconsin has struggled to keep up nationally with small business creation and growth.