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**FOR IMMEDIATE RELEASE**

**Brew City Match works to retain neighborhood-based businesses with support from the Greater Milwaukee Foundation**

The Brew City Match collaborative, led by LISC Milwaukee, moved quickly to announce small business grants and zero percent interest loans for area businesses in response to the COVID-19 epidemic in early April. The Emergency Relief program has received a significant boost through a \$100,000 donation from the Greater Milwaukee Foundation. These additional funds will provide access to grant and loan capital to another 45 existing businesses within the Brew City Match neighborhoods.

“For so many people in Milwaukee, small businesses are a source of livelihood and personal fulfillment. For our economy to recover and community to thrive, we need to come together to ensure local businesses have the resources needed to sustain operations and create jobs,” said Ellen Gilligan, president and CEO of the Greater Milwaukee Foundation. “By supporting LISC Milwaukee’s Brew City Match, the Greater Milwaukee Foundation is able to put philanthropic dollars to work on an issue that affects us all.”

Triciclo Peru, located at 38<sup>th</sup> & Vliet, received an emergency grant and small business loan through the program. They are one of many minority and women owned businesses that has benefited from Brew City Match’s COVID-19 response program. Over the past two months, the collaborative has distributed \$50,000 in small business grants, and \$20,000 in loan capital, made available through JPMorgan Chase’s PRONeighborhoods grant program. These funds have assisted 44 existing businesses to pay for basic operating expenses during the COVID-19 shutdown.

Business owners Mario Diaz Herrera and Amy Narr opened Triciclo Peru in December 2019, as a labor of love. They could not have anticipated that, just a few months later, COVID-19 would amplify the risk they had taken to open a restaurant on Milwaukee’s Near West Side. “As a new business, cash flow had become incredibly tight. We weren’t able to rely on a full bar of people every weekend, which was ensuring that our business was able to keep operating and growing,” Amy shared.

Amy and Mario learned about the Brew City Match emergency relief program through the Near West Side Partners, and immediately applied. Amy shared that they have been working to navigate the many resources available to small businesses in order to sustain their business. “Programs like Brew City Match have been amazing- the process was easy, quick, and efficient. This was great because we are working to understand how we can adapt our business while also trying to apply for support. The grant was essential, and the loan process was incredibly easy. It felt good to know that people are fighting for us.” Triciclo Peru was able to use the funds to purchase supplies to serve a growing demand for curbside delivery, and were able to bring a couple of their staff members back onto the payroll.

For more information about the Brew City Match COVID-19 relief programs visit the [website](#). Any existing small business within the program area are eligible to apply. To determine if you are in the program area visit [www.brewcitymatch.com/resources](http://www.brewcitymatch.com/resources) and review the map.

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**About Brew City Match:**

Brew City Match is an innovative collaboration that will fuel commercial corridor revival and the resurgence of entrepreneurship in Milwaukee. The program was launched within the Historic King Drive, North Avenue & Fond du Lac, Near West Side and Cesar Chavez Drive corridors.

JPMorgan Chase & Co. awarded a \$3.5 million ProNeighborhoods grant to Brew City Match, an economic development effort led by Local Initiative Support Corporation (LISC), in partnership with the City of Milwaukee's Department of City Development, Hmong Wisconsin Chamber of Commerce, Columbia Savings & Loan, MEDC, Wisconsin Women's Business Initiative Corporation (WWBIC), and the Greater Milwaukee Committee's MKE United Initiative. Neighborhood partners include Historic King Drive BID, Marketplace BID #32, Near West Side Partners, and the Clarke Square Neighborhood Initiative.

**About LISC Milwaukee:**

Local Initiatives Support Corporation (LISC) is the recognized leader in neighborhood development. Since 1980, LISC has marshaled over 10 billion dollars from investors, lenders and donors to foster the revitalization of more than urban neighborhoods and rural communities. Since 1995, LISC Milwaukee has invested \$143 million in the central city by mobilizing resources for neighborhood revitalization and investing these funds through grants, loans and technical assistance to neighborhood-based community development efforts. More information is available at [www.lisc.org](http://www.lisc.org) or [www.lisc.org/milwaukee](http://www.lisc.org/milwaukee). LISC Milwaukee serves as the project manager for Brew City Match.