



# CASTLE LA CROSSE

Billy Bergeron and Brandon Rigger had dreams of opening a Bed and Breakfast in a 130-year-old mansion, one of the largest homes in the La Crosse region. Preparing the historic home to go from single family home to a bed and breakfast while preserving the ornate details and architecture had a million moving parts and unique challenges. But remembering that their dream would benefit the entire city of La Crosse kept Billy and Brandon going. Getting off the ground, money was tight. After renovations, purchasing equipment and furnishings, launching a website and online presence, they were eager to open up for their first guests. They saw immediate growth upon opening in 2017...until the unexpected pandemic turned travel off like a lightswitch.



Support from WWBIC and a Kiva nanoloan helped provide needed funds to pay bills and supplies while a few guests trickled in through the door. Castle La Crosse was able to stay open for first responders and anyone else in need of a place to stay if the hotels were full. With travel increasing again, Billy and Brandon are quickly recovering from the pandemic. Looking to the future, they hope to hire additional staff members and update their technology systems.

**Owners:**  
Billy Bergeron &  
Brandon Rigger

**Business Location:**  
La Crosse

**Employees at Business:**  
2

**Total Investment:**  
\$25,000

**WWBIC Support:**  
Kiva Loan, Grants

“WWBIC came to our rescue when we had very few other options. They have kept in touch with us and helped keep us motivated during a very difficult time.”

“WWBIC and Kiva Wisconsin helped us stay afloat until we were able to figure out how to keep going. We will continue to reach out to WWBIC for help and support as we grow.”



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