



PLANNING AND DEVELOPMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512

To: City of La Crosse Economic Development Commission

From: Planning and Development Staff

Date: November 24, 2020

Attachments: Business Plan

RE: #20-1675 Staff report for Minority Owned Business Program – Priya’s Spice Bazaar

Applicant Proposal Summary:

Equipment Purchase: \$10,251

Ask: \$5,000.00

Other funding sources:

\$5,251 Owner Equity

Overview of the Business

Priya's Indian Grocery and Kitchen is a family owned business owned by Priya and Kalyan Kolouju. Priya has a Master's Degree in Computer Application and passion towards cooking and serving the community. Kalyan has a Master's degree in Business Administration with knowledge in finance, technology and has experience in overseeing operations in an Indian restaurant. Kalyan also has great expertise in making Indian snack and sweet delicacies.

Review of the Current Project

The plan is to start small and grow based on the community needs. Priya's is currently leasing a suite in the Coulee Region Business Center, where they are operating an online store with orders ready for pick up Monday - Friday from 5pm-8pm, as well as all day Saturday and Sunday. The current expansion includes acquisition of a larger refrigerator and freezer so that they can provide a wider variety of vegetables and frozen entrees.

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TARA FITZGERALD, PROGRAM COORDINATOR
KEVIN CLEMENTS, HOUSING SPECIALIST
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The business owners will continue to monitor the strength of the business and incorporate community needs in their continued plans for expansion in the city of La Crosse. Future plans include catering, cooking classes and a brick and mortar grocery store. The business plan was created with assistance from the Small Business Development Center.

Current Project Eligible Costs: \$

Freezer Merchandiser	\$4,924
Refrigerated Merchandiser	\$4,327
Taxes, Fees & Shipping	\$1,000

Program Objectives

- Expansion or creation of a business
- Grows small business or number of small businesses
- Owned by disadvantaged demographic
- Business is meeting an emerging or untapped market or is a project with high growth

The business meets 4 of the 4 program objectives

Staff Recommendation

This project couldn't be any more perfect in meeting the spirit of this grant program. The business is a minority owned enterprise that provides healthy and diverse food options in a predominately low-income neighborhood. Staff recommends a grant of up to \$5000 to be issued on a reimbursement basis for the acquisition of needed equipment for expansion of good and services offered.



[Destination for Indian Grocery, Snacks, Fresh Vegetables, Halal Meat.](#)