



PLANNING AND DEVELOPMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512 | F: (608) 789-7318

To: Economic Development Committee

From: Annie Maloney

11/24/2020

Narratives from SBRG Recipients
As of November 20th

Businesses that received a Small Business Relief Grant from the City were asked to submit a narrative detailing their current business operations and their employee's statuses. We currently have 40 narratives and all responses have been positive and grateful with many businesses citing this grant as a key factor in their business remaining operational. This is 15 more submissions than we had on November 10th. We are still waiting for 45 more narrative reports. A list of businesses that have not submitted their reports is at the end of this memo.

The narratives describe businesses using these grants to retain and pay their employees, buy inventory and PPE, and pay their rent and utilities. These uses, helped businesses stay open and focus on increasing their revenue.

The Small Business Relief Grants that were awarded to these businesses helped them immensely. While these businesses are still open, they still voiced concerns for the future. Business has slowed for almost all grant recipients, and while some are bouncing back, the pandemic will still be an obstacle in the coming months. Restaurants, specifically, are citing the projected loss they face as outdoor dining closes and the 25% capacity order went into place.

Another thing I want to highlight is the resiliency and a willingness to adapt and change shown by these businesses. This pandemic is the definition of unprecedented times and La Crosse businesses are working hard to stay operational.



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List businesses that have not submitted narratives as of 11/20/20:

1. Arterial
2. Balanced Bodywork Massage
3. Decker Design
4. Driftless Axe
5. Great Escape
6. King Street Kitchen
7. Rosie's Café
8. AmericINN Moxies
9. Antique Center of La Crosse
10. Bodega
11. Bottom's Up
12. Campus Studio
13. Country Inn & Suites
14. Crescent Jewelers
15. Dale's Clothing
16. Econolodge
17. Eric's Moving and Delivery
18. Fairfield Inn and Suites
19. Golden Coulee
20. Handmade Natural Beauty
21. Hobbit Travel
22. Jimmy's North Star
23. John's Bar
24. Lax print
25. Metropolitan
26. Michaels Energy
27. North Country Steak Buffet
28. Northland Gold and Ski
29. Neuie's Vogue
30. On three Printing
31. Pearl Street Brewery
32. Performance Elite Gymnastics
33. Pizza Doctors
34. Preferred Insurance
35. Premier Fitness
36. Prestige Furniture
37. Quality Inn
38. Salon Inspired by Cindi
39. Snap Fitness
40. Sunshine Home Services
41. The Damn Tasty
42. The Mac Guys
43. Top Hat
44. Trim Design of La Crosse
45. Wise Owl