

Amended Resolution approving an appropriation of the City's ARPA monies to go to the North La Crosse Business Association (NLBA).

RESOLUTION

WHEREAS, the City was awarded American Rescue Plan Act (ARPA) funding from the U.S. Treasury; and

WHEREAS, the City Council passed a Resolution on January 13, 2022 appropriating some of these ARPA funds addressing negative economic impacts caused by the public health emergency to small businesses and impacted industries; and

WHEREAS, multiple respected and impactful business support entities exist in the City with the purposed of providing targeting support to small businesses, particularly in addressing impacts resulting from the pandemic and economic changes overall; and

WHEREAS, the City Council passed a Resolution on March 9, 2023 further specifying the use of ARPA funds dedicated to small businesses, which included the release of an RFP to small business support entities providing targeted support to small businesses in the City of La Crosse; and

WHEREAS, the RFP's release was approved by the Economic and Community Development Commission, and proposals were reviewed and awards determined by the ECDC at the April 24, 2024 meeting and the NLBA's proposal was not one of the proposals selected; and

WHEREAS, ARPA guidelines emphasize Qualified Census Tracts (QCTs) in meeting compliance guidelines and the NLBA's service area does not fall within a QCT.

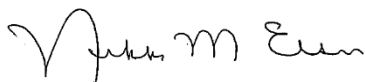
NOW, THEREFORE , BE IT RESOLVED the Common Council of the City of La Crosse approves ~~\$35,000~~ \$29,000 of lost revenue ARPA funds to be provided to NLBA in conjunction with the attached updated proposal dated 8-1-2024.

BE IT FURTHER RESOLVED that this work will be carried out in compliance with an agreement that will be drafted by staff and adheres to the parameters of this Resolution.

BE IT FURTHER RESOLVED that \$106.50 will come from remaining funds from Resolution 23-0176, floodplain garage vents; \$3,816 will come from the remaining funds from Resolution 22-1049, facilities assessment; \$24,103.75 will come the remaining funds from Resolution 23-0162; and ~~\$6,973.75~~ will come from 2023-2027 CIP allocation for Downtown Street Tree project.

BE IT FURTHER RESOLVED that the Mayor and Director of Planning, Development and Assessment are hereby authorized to take any and all steps necessary to effectuate this resolution.

I, Nikki M. Elsen, certify that this resolution was duly and officially adopted by the Common Council of the City of La Crosse on August 8, 2024.



*Nikki M. Elsen, WCMC, City Clerk
City of La Crosse, Wisconsin*