

2024

SUPPORT LOCAL PROPOSAL

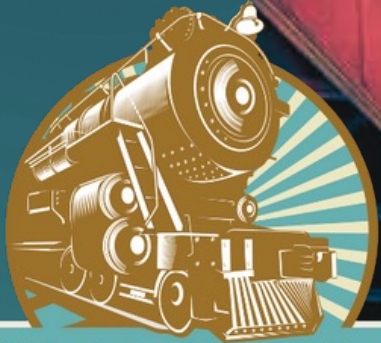
La Crosse's Northside thrives through small, locally owned companies:

- **Just under 89% of our businesses (529 of our 584 companies) have fewer than ten employees.**
- **The majority of our companies provide services to our friends and neighbors.**
- **Most closed and struggled to reopen after being deemed nonessential during the pandemic.**
- **Many lost customers to online shopping and services who are slow to returning.**

The NLBA knows that creating big changes on the Northside requires extra effort rallying more smaller companies to spark change-- from scholarships to security cameras, host Lights Over North La Crosse (tree lighting at Copeland Park), funding Moon Tunes Northside, and more. The NLBA rallies because our neighborhoods need strong businesses to thrive, and vice versa.

To date, the NLBA has not received any ARPA or other assistance to help drive people back to supporting local and keeping money in our economy. Recently, our organization learned that we could not help most of our Northside companies through the Economic & Community Development Commission' ARPA funding recently available. The Northside is not in a qualifying census tract.

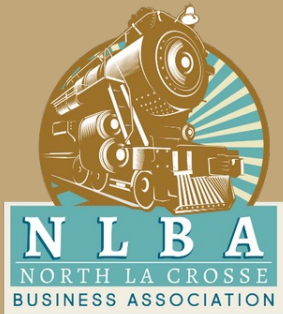
But we stand by the proposal we had prepared because it keeps money local, supports our small business, AND has a goal of being self-sustaining after startup cash from City funds. Furthermore, the NLBA would add \$3,500 of our own funding (from our \$15,000/year budget) . Our many small business owners need your approval for the seed/starting funding to begin our program.



N L B A
NORTH LA CROSSE
BUSINESS ASSOCIATION

SUPPORT LOCAL PROPOSAL 2024





WE ARE WHO ARPA MONEY SHOULD HAVE HELP

WE ARE SMALL.

We are locally owned.

HOWEVER we have not qualified for other ARPA funding available to other organizations due to not being in a qualified census tract.

THE nlba IS adding our own FUNDING TO show our support for this one-time ask.

WHO YOU ARE HELPING

We are proudly
**Small,
Locally-Owned
Businesses**

88.3%
of us have
fewer than 10
employees

**389 OF 584
NORTHSIDE
BUSINESSES**
have 1-4
employees

**ONLY
9 BUSINESSES**
in the 54603 zip
code have more
than 100
employees

**The small are
supporting our
neighborhoods
& schools**



N L B A
NORTH LA CROSSE
BUSINESS ASSOCIATION

We are predominantly
SERVICE
-Focused
Businesses

The pandemic closed us. We took out loans to survive. We lost our customers to online. Inflation is challenging us and making it tough to rebuild our cash for resiliency.

We need to rebuild our business base.

**Our #1 Largest Industry:
Service**

126 businesses

Supporting 1,840 Employees

Accommodations, Food Service, Retail, Repair, Personal Care (wellness, salons, etc.)

MOST closed with throttled reopening due to being
"Non-essential"

**#2 Largest Industry
Manufacturing**

878 Employees







The Nine largest businesses are not NLBA members

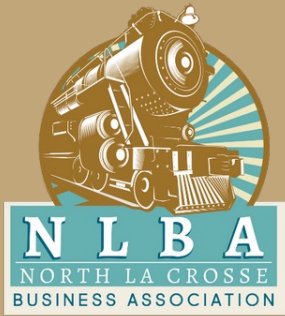


STRONG BUSINESSES = STRONG NEIGHBORHOODS

Our census tracts are still challenged.
Our Small & Locally Owned Businesses
Proudly Support Our Neighborhoods & Schools

Our 54603 Neighbors Compared to Others (per WEDC):

- Median Home Value  \$37,500
- Home ownership  4%
- Median Household Income  \$5,387
- Some college +  15%
- Households with Earnings > \$75  11%
- Racial Diversity  8%



STRONG BUSINESSES

=

STRONG NEIGHBORHOODS





NLBA

HOW WE HELP

- ✓ 80 Members
- ✓ Monthly Meeting & MeetUps
(connect members & with community speakers)
- ✓ Logan High Scholarships
- ✓ Moon Tunes Northside Partner
- ✓ Food to Northside Elementary
- ✓ Hwy 53 Plan Implementation
- ✓ Lights Over North La Crosse
(kickoff event with free food, fireworks, for lighting of Copeland Park)



We are asking for funds AND offering some of our own funds to LEVERAGE and make sustainable what we started.

During the Pandemic we raised \$65,000 to rally more than 10,000 people around supporting local businesses through “Get on Living Stronger (#GOLS)”. We kept individual emails and our social media following.

We’ve saved \$5,000. We will add this to City funds and re-engage our following for Northside businesses. We want to support local again.

WE ASKED

WHAT BUSINESSES
NEED

- ✓ Direct Money
- ✓ Drive people into their business
- ✓ Campaign to support local businesses

OUR PROPOSAL
**DOES ALL
THREE**

PLUS

OUR CAMPAIGN WILL

- ✓ Have a 2x ripple effect because local businesses support other local businesses. Love Local La Crosse
- ✓ Support schools, property taxes, police, fire, tourism by strengthening locally owned businesses. Love Local La Crosse.
- ✓ Support local charities & fundraisers because small business donate more than box stores. Love Local La Crosse.
- ✓ Support local jobs & families. Love Local La Crosse.



OUR PROPOSAL

LOVE LOCAL LA CROSSE

**Innovative.
Passionate.
Measureable.
Meets Business Needs.
Scaleable.**

We will involve all of the Northside to pilot the **Love Local La Crosse Campaign** that includes:

1. eGift Card Program
2. "BOGO" Incentives
3. Local App (businesses, events, attractions)
4. Love La Crosse Local Promotion

ABOUT EACH COMPONENT

EGIFT CARDS & INCENTIVES



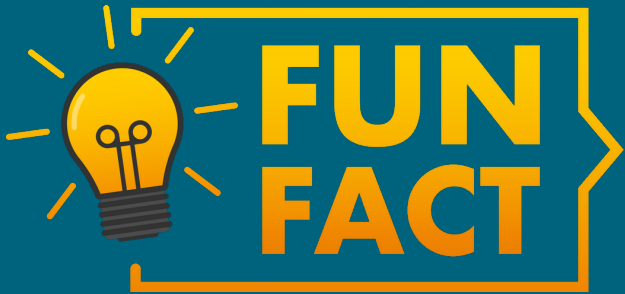
- First gift card program for the Northside
- First eGift Card Program for La Crosse
- AVAILABLE 24/7/365
- EMAILED & can be printed - low staffing costs
- WORKS LIKE A CREDIT CARD - no cash returned like paper certificates
- PROGRAMMABLE so card numbers can only can be used at locally stores
- MEASURABLE - we can see where they purchased and how much they spent

MORE THAN 500 COMMUNITIES ALREADY USE EGIFT CARDS & HAVE SUCCESS USING INCENTIVES

Using Your funds as Incentives (ex. buy \$50, get \$10):

- Benecia, CA turned \$10,000 in into \$100k in sales in 9 months
- South Shore Tahoe: \$75,000 = \$140,000 purchased

EVERY USE IS MEASURABLE.
We can see what
is / is not working and adjust.



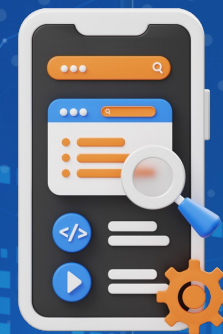
80% of employers will provide non-cash bonuses to employees & customers

50% of people try a new place due to having a gift card

The average card generates 65% more than its gifted value.



LOCAL APP



BUSINESS USE

- **Businesses self-maintain** their discount offering & listing
- **Businesses can schedule push notifications to people who mark them as favorites** - better than getting lost on Facebook. Ex. "Special today ..."
- **NLBA can push notices to all users** Ex. "Check Out Who's Serving German Food this Oktoberfest"
- We can sell eGift cards on the app & designate businesses accepting them

COMMUNITY ENGAGEMENT & RESOURCE LISTINGS ENCOURAGED

Drives Community Value & Good Will

Ex. "Chicken-Que for Harry J. Olson Tuesday: \$10. Buy tickets here (web link)
Torchlight Parade: View Order of Floats. P.S. See who's offering Parade Specials
Marbleseed Conference Attendees: Check out specials just for you
Historic Locations on the Northside Pub Crawl

EVERY TAP IS TRACKABLE. We can see what is / is not

#1 NEED MARKETING

MARKETING

We will hire and oversee interns who will:

- help us on-board businesses (membership not a requirement to participate)
- run incentive programs
- analyze our metrics continuously & adapt
- run promotional campaigns





**We will limit
cards & app use
to La Crosse &
locally owned.**

**Locally owned
businesses generate 52%
more in economic ripple
effect to other local
businesses.**

SCALE & SUSTAINABILITY

NLBA will use your funds to help with startup costs. Once up and running, we will implement our sponsorship and advertising opportunities. The eCard & App providers have models.

Ex. One Chamber in Canada raise \$12,000 (Canadian) and another in South Dakota raised \$14,000, both in the first month through sponsors & advertising.

We will later expand to the Southside, which also does not have a gift card program.

HOW: ELEMENTS OF OUR BUDGET



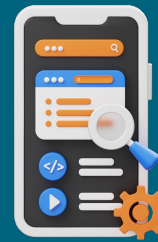
ECARD

Cost is on the Consumer (\$1 + 3%) if we can't find a sponsor



INCENTIVES

\$5,000 Year 1
\$4,000 Year 2



APP

\$12,000 Year 1
\$8,500 Year 2



PROMOTION

\$5000 Year 1
\$4000 Year 2

WE ARE BRINGING MONEY TO THE TABLE AS WELL. OUR ASK:
YEAR 1: \$21,000. YEAR 2: \$8,000

DETAILED SUSTAINABILITY BUDGET

	2024- 2025	2025- 2026	2026-2027 Sustainability
INCOME			
City (\$29,000 total)	\$21,000	\$8,000	\$0
Sponsors		\$10,000	\$20,000
NLBA	\$2,000	\$2,000	\$1,000
GROSS INCOME	\$23,000	\$20,000	\$21,000
EXPENSE			
App development, preloading attractions & service	\$12,000	\$8,500	\$8,750
Website	\$1,000	\$500	\$500
Promotion	\$5,000	\$4,000	\$4,000
Expansion Efforts / Promotion		\$3,000	\$3,250
Incentives	\$5,000	\$4,000	\$4,500
GROSS EXPENSE	\$23,000	\$20,000	\$21,000
NET	\$0	\$0	\$0

OUR NORTHSIDE BUSINESSES

THANK YOU FOR YOUR ATTENTION!

OUR CONTACT :



608.368.7883



PO Box 402
La Crosse, WI 54602



info@northlacrosse.org



northlacrosse.org