

Andrea Schnick
Economic Development Planner
City of La Crosse
400 La Crosse Street
La Crosse, WI 54601

Dear Ms. Schnick:

Meringue Bakery was started in 2015 as a custom dessert business, specializing in couture wedding cakes, cupcakes, dessert tables and other fine baked goods. Our goal from the beginning was to provide La Crosse and the greater Coulee Region area with unique, fun and delicious sweets. Over the past four years we have provided thousands of cakes and dessert buffets to customers for weddings, birthdays and other celebrations.

In the last two years we have been researching and planning for a move into a retail space, in order to expand our sales and increase our customer base. Our positive experience last year at the Pearl Street Pop-up Shop, sponsored by DMI La Crosse, reaffirmed this decision. The restaurant and food scene in La Crosse has grown tremendously in the last few years, but there is still a gap in the downtown market for a gourmet bakery and our goal is to be that bakery. We are now planning to expand our presence in the area by opening a retail bakery cafe on Main Street in downtown La Crosse.

We are submitting this grant proposal, requesting \$5,000 to assist in purchasing specialty equipment used for creating cakes and confections that we will be selling in our retail bakery.

Thank you for your consideration of our request. If you need any additional information, please contact Jill Peterson, general manager by email at jillkpeterson@gmail.com or by phone at 608.385.0052.

Sincerely,
Jill Peterson
General Manager
Meringue Bakery