

City of La Crosse CDBG Microenterprise TA Program Proposal

Revby LLC

October 22, 2025





About Revby

Specializing in evidence-based, practical, and culturally competent technical assistance that bridges the gap between strategy and action. Our mission is to deliver hands-on support rooted in equity—so businesses don't just learn, they implement and grow.

About Us

- CDBG-funded program experience: City of Tacoma and City of Boston
- Team of W-2 employees delivering TA: continuous training in subject matter, cultural competency, and managing successful outcomes.
- Trusted partner to municipalities
- Offices in Boston and Denver
- Certified Minority Business Enterprise (MBE)
- Language Services: English, Spanish, Chinese Mandarin

Subject Matter Expertise

- Financial Management & Modeling
- Business Planning & Strategy
- Marketing & Digital Presence
- Website Design & E-commerce
- Operations Optimization

Launch & Grow: Finance + Digital Skills for Microenterprise Business Owners

A comprehensive program designed to build financial and digital capacity for 10 LMI microenterprise owners / new entrepreneurs in La Crosse.

01

Kickoff Workshop Event

In-person group training and networking session covering:

- Financial literacy fundamentals for entrepreneurs
- Bookkeeping and cash-flow basics
- Introduction to "digital readiness" — Operations software, QuickBooks Online, POS/e-commerce, AI tools.
- Access-to-capital readiness

02

One-on-One Technical Assistance (10 hours per participant)

Personalized support tailored to each business's unique needs. Examples:

- Bookkeeping setup or clean-up
- Preparation of lender-ready financials
- Strategic pricing strategy
- Website and online presence improvement

03

Capstone Session

Participants present their progress and receive valuable feedback:

- Share lessons learned and next steps
- Peer and Revby team provide constructive feedback
- Finalize outcomes documentation
- Receive resource referrals to support continued work

What We Considered in Our Program Design



Alignment with La Crosse's Consolidated Plan

Expanding economic opportunity for low-to-moderate income entrepreneurs throughout the community



Identified Barriers Among Microenterprises

- Limited financial literacy and planning skills
- Lack of lender-ready documentation and financial records
- Limited integration of digital systems to operate in a sustainable and scalable way



Program Principles

Accessibility: Flexible in-person and virtual components

Accountability: Measurable outcomes through deliverable completion and pre/post progress tracking

Partnership: Strategic coordination with local ecosystem organizations

Evidence of Impact

Direct feedback from Our CDBG Program with the City of Tacoma

“

Revby helped me align my spending with revenue, rather than gut instinct. It's empowering to make smarter decisions with confidence and clarity.

- Media/Entertainment Business Owner

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“

The Revby team provided theoretical knowledge and practical steps to jumpstart my business for 2025.

- Photography Business Owner

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“

Revby put things in words I could understand. I would love to recommend this to other Hispanic entrepreneurs.
(translated from Spanish)

- Beauty & Wellness Business Owner

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City of Tacoma Testimonial

"...the skilled and diverse Revby team have provided excellent technical assistance to our microenterprise entrepreneurs in Tacoma. Revby provided Financial Management Capacity and Digital Capacity cohorts and one-on-one support through our CDBG-funded contract. Revby received great praise from the small businesses assisted and **exceeded our expectations of service delivery and CDBG reporting compliance.** Our Tacoma culture tends to prefer local firms, but we are delighted to bring Boston to Tacoma!"

— Shari Hart, City of Tacoma, Community & Economic Development