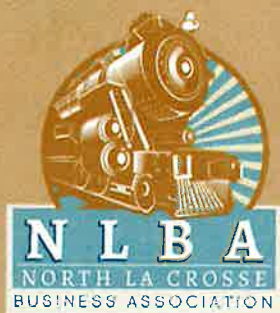


N L B A
NORTH LA CROSSE
BUSINESS ASSOCIATION

ARPA PROPOSAL

2024





WE ARE WHO ARPA MONEY SHOULD 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 NORTHSIDE IS PROVIDING FUNDING TO GO WITH A ONE-TIME ASK.



THE NORTHSIDE

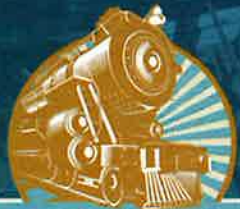
We are proudly
**Small,
Locally-Owned
Businesses**

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

Supports
**1,840
Employees**
Accommodations, Food
Service, Retail, Repair,
Personal Care, Churches



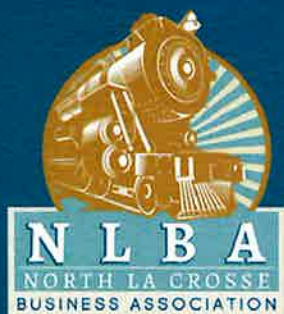
Pandemic:
NON-ESSENTIAL



Pandemic:
ESSENTIAL

**#2 Largest
Industry**
Manufacturing

**878
Employees**

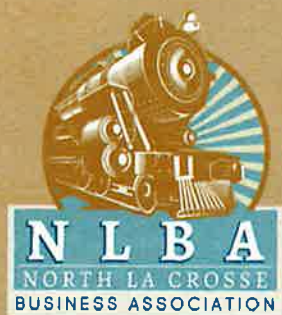


STRONG BUSINESSES = STRONG NEIGHBORHOODS

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

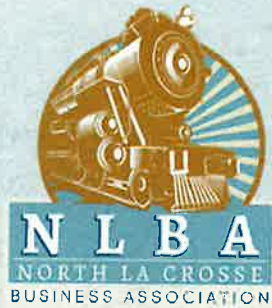




NLBA

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)



Get On Living



STRONGER

8 / 19

We are asking for ARPA 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 ARPA 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

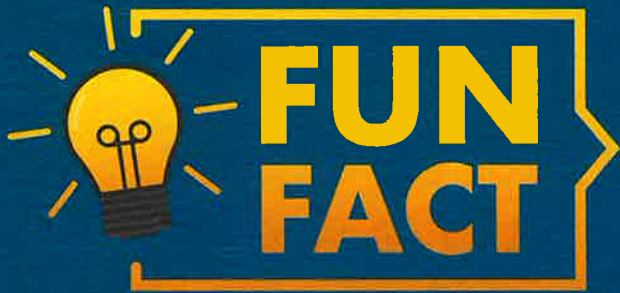
- First gift card program for the Northside
- First eGift Card Program for La Crosse
- AVAILABLE 24/7/365
- EMAILED & can be printed - low staffing costs
- WORKS LIKE A CREDIT CARD - no cash returned like paper certificates
- PROGRAMMABLE so card numbers can only be used at locally stores
- MEASURABLE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

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

Using ARPA 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

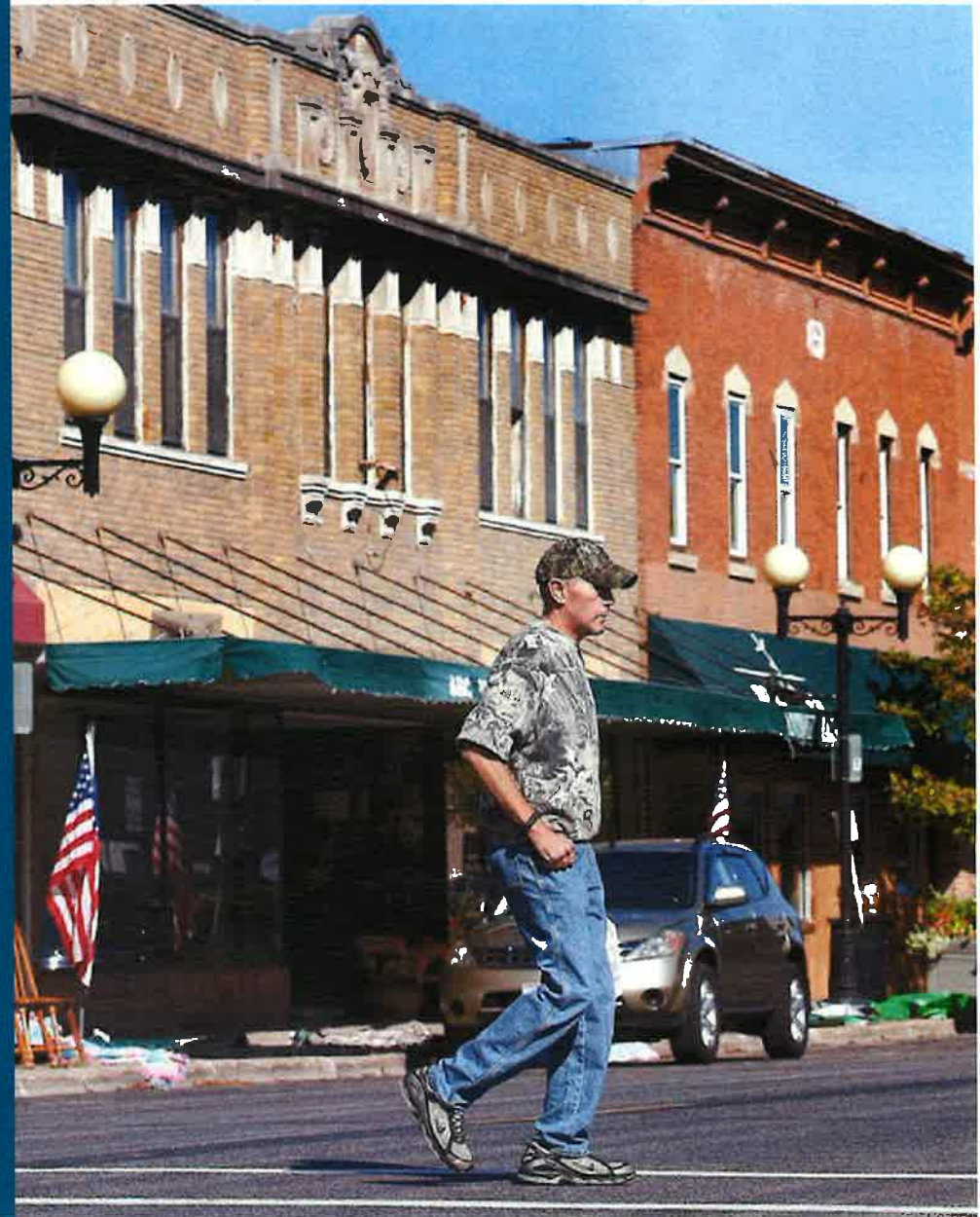
EVERY USE IS MEASURABLE.
We can see what is / is not working and adjust.



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 working.

#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 ARPA 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: BUDGET



ECARD

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



INCENTIVES

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



APP

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



INTERN & PROMOTION

\$9,500 Year 1
\$9,500 Year 2

WE ARE BRINGING MONEY TO THE TABLE AS WELL. OUR ASK:

YEAR 1: \$24,000. YEAR 2: \$11,000

DETAILED SUSTAINABILITY BUDGET

	2024- 2025	2025-2026	2026-2027 Sustainability
INCOME			
City (\$35,000 total)	\$24,000	\$11,000	--
Sponsors		\$10,000	\$25,000
# NLBA – Replace in Year 4 w/bus fees	\$2,500	\$2,000	\$500
GROSS INCOME	\$26,500	\$23,000	\$25,500
EXPENSE			
App Development, Preloading Attractions Service	\$12,000	\$8,500	\$8,750
Website	\$1,000	\$500	\$500
Promotion	\$3,000	\$3,000	\$4,000
Intern (5 hours/week) & Oversight for Company Sign-Up and Program Marketing	\$5,500	\$6,000	\$6,500
Incentives	\$5,000	\$5,000	\$4,000
GROSS EXPENSE	\$26,500	\$23,000	\$23,750
TOTAL	\$0	\$0	\$1,250

19/19

OUR NORTHSIDE BUSINESSES

THANK YOU FOR YOUR ATTENTION!

OUR CONTACT :



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northlacrosse.org