CITY OF LA CROSSE COMMUNITY ENHANCEMENT GRANT APPLICATION

Please note that previous funding amounts are not a guarantee for continued support and any funding amount may be based on a number of factors including, but not limited to, performance, available City funds, and collaborating efforts by your organization with similar organizations.

Contact Information

Organization
North La Crosse Business Association

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Name of contact person
Kaley Jacobson

Proposal Summary

Project Name
Lights Over North La Crosse Event & Growth of North La Crosse Business Association (NLBA)

Total amount of City funds your agency is requesting
$30,000.00

Will any new jobs be created as a result of the project?
○ Yes ◉ No

If so, how many?

What benefit has your organization provided to the La Crosse community, and specifically to the City, in 2024?
The NLBA works to strengthen businesses on the Northside, and, on occasion, partners with Rotary, Oktoberfest, and the two neighborhood associations to grow community projects. We have Provided scholarships to Logan High School, school supplies to Northside elementary, found sponsors for Moon Tunes - Northside with Rotary, and Lights Over North La Crosse - the lighting of Copeland Park with free food, fireworks, and Santa & Mrs Clause for kids.

What does your organization have planned for the remainder of 2024 (that is of benefit to La Crosse, and specifically the City)?
In 2025 we will be launching a gift card program for the Northside and assisting the City with creating vibrant space out of a portion of the parking lot on Caledonia Street.

What does your organization plan to accomplish with the help of City funding in 2025?
We have been made aware by Rotary that they cannot continue Moon Tunes - Northside, Oktoberfest may not continue their pancake breakfast the Sunday after Oktoberfest, and the lighting of Copeland may be scaled back. These are three event engaging the Northside scaling back all at once. We are hoping to continue the lighting of Copeland Park with the approximately 200 individuals it unites as we light the park. Additional funding will also help us re-envision Moon-Tunes Northside. These events are critical to adding activities that unite neighbors with our businesses to make the Northside vibrant. These dollars will also help us do more than one annual membership drive to recruit businesses.

Organization Details

Legal status of organization
Private, For-Profit

Federal Tax Identification Number
46-4308352

What was your organization's total operating budget for the past year?

$22,000.00

Has your organization received City funds in the past?

◉ Yes ○ No

If yes, how much has your organization received and how many years has your organization participated in the program?

$20000 ARPA funding in 2024 with 100% going to starting the gift card program; Caledonia Street Merchants received funding for Vibrant spaces, which we are coordinating (not receiving funding).

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Organization Structure

Attach the following documents (check off as you upload each file below)

- ☐ Concise organization chart showing your agency's major administrative structure
- ☐ Articles of Incorporation and Bylaws
- ☐ List of Board of Directors
- ☐ Current agency budget
- ☐ Current project activity budget if currently funded
- ☐ Other financial forms: Form 990, Income Statement, Balance Sheet, et al.

File Upload

Profit and Loss.pdf	26.21KB
NLBA Organizational Chart 2025.pdf	14.47KB
NLBA Bylaws 2022.pdf	114.83KB
NLBA Budget 24-25.pdf	76.2KB
Balance Sheet.pdf	25.26KB
2013 NLBA Articles of Incorporation.pdf	1.49MB
1930 Caledonia Street Merchants Articles of Incorporation.pdf	1,015.33KB

What is your agency's primary funding source(s)?

Membership dues from for-profit businesses

What percent of your anticipated total project budget does this City request represent?

50%

What other source(s) of funds could your organization pursue? Does your organization receive similar funding from other municipalities?

Our businesses are only located in La Crosse. Aside from the ARPA funding, which does not pay for staffing, we have never received any funding from the City of La Crosse including membership dues. We believe DMI has historically received $15,000 as startup funding for several years to help it grow.

Proposal Details

Provide an overview of the program (this pertains only to the activity for which you are seeking funds).

We are seeking funds to hold Lights Over North La Crosse, which saw its city assistance cut this past year in the amount of $12,000. This city pays for the lights while our members pay for Santa, Mrs. Clause, free food, hot chocolate, smores, and fireworks so Northsiders have a holiday event for free.

We are also seeking $18,000 to assist us in advertising and growing our membership at a rate higher than 5% (which is 3-4 members a year). Members have been only able to pay for 1 membership drive a year. This will allow the organization to ask more frequently and engage more members in projects that help the Northside.

Specifically state how the requested funds will be used.

We will pay for lights that light the park at $12,000. We will pay for three more membership mailing to prospective businesses at a cost of $1,750 x 3 per year = $5,250. We will pursue staging, entertainment, and advertising for the replacement event for Moon Tunes - Northside which is estimated to cost $10,000. The remaining funding would be spent on the staffing to assist with these projects. The goal is to develop sustainability in these events so this is not a continuous ask.

State the specific local needs and problems that your proposal intends to address.

There are few organizations creating events that unite the people and businesses on the Northside. The NLBA is filling some of that void. These project help us have conversations with our neighborhood associations and Valley View Rotary (which is the Northside Rotary) so that businesses do not have to do all the heavy lifting alone. We are hoping to engage more of the public in these efforts to create a new model of businesses joining public involvement groups to create the vibrancy that is needed to attract people to the Northside.

Identify the project target population your proposed program or activity will serve. Include unique characteristics such as: ethnicity/race, age, disability, income level.

We are seeking to engage locally owned businesses in the planning, however by hosting free events such as Lights Over North La Crosse and the Moon Tunes - Northside replacement event, we bring together all populations because there are not barriers to participating.

Describe methods used to measure success in achieving objectives and specifically meeting needs of the target population.

We will measure by the number of businesses engaged in the activities and a rough estimate of the individuals attending.

If more than one agency within the La Crosse area deals with similar problems or clients that you have identified, describe how your agency coordinates tasks and responsibility with these other agencies and how duplication of services will be avoided.

There are other organizations that work with businesses, however our community development efforts make our outreach unique.