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
Outdoor Recreation Alliance Of The Seven Rivers Region, Inc.

Address
125 7th St N

Phone
608-313-5016

E-mail
jillian@oratrails.org

Name of contact person
Jillian Olson

Proposal Summary

Project Name
Communities Thrive Outdoors

Total amount of City funds your agency is requesting
$45,000.00

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

If so, how many?
Would Help fund recently hired staff

What benefit has your organization provided to the La Crosse community, and specifically to the City, in 2024?
The Outdoor Recreation Alliance (ORA Trails) continues to be the primary source of outdoor recreation enhancements, maintenance, and community driven events and programs that fulfill the goal of getting more people outdoors. We work closely with the county, townships, and especially the City of La Crosse to bring project ideas to life, build and maintain trails located on city property (Upper Hixon, Lower Hixon, The Gateway Trails on Grandad Bluff) and assist with maintenance, restoration, and enhancements throughout all of the City owned Bluffland Properties. ORA utilizes our strong volunteer base to complete regular maintenance, and pays for a seasonal staff base for the last 4 summers to solely maintain trails and keep invasives at bay on City owned properties. ORA has donated multiple recreation structures to the city including the Bike Skills Area at Lueth Park, Universal Treehouse at Chad Erickson Park, The nature loop off of Bud Hendrickson Trail, and more. We bring value to our partnership with the City by continuing to be the trusted source for keeping our trails and recreation areas in great shape, attracting tourists and providing daily activity spaces for community members.

What does your organization have planned for the remainder of 2024 (that is of benefit to La Crosse, and specifically the City)?
NA - 2025

What does your organization plan to accomplish with the help of City funding in 2025?
We will again hire staff out of our operational budget to focus on maintaining trails on City property. We will continue to provide volunteer assistance with maintenance and sustainability within bluffland properties. We will continue to host community events that bring people outdoors, and provide programs that get youth interested in being active outside. We'll use these funds to assist in the costs associated with providing amazing outdoor experiences on City property.

Organization Details

Legal status of organization
Private, Non-Profit

Federal Tax Identification Number
39-2032671

What was your organization's total operating budget for the past year?
$511,045.00

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?
This is our first time applying for funding from the Economic and Community Development Commission. We received $5,000 ARPA funds in 2023 to support the La Crosse Omnium event.

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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

ORA Org Chart .docx.pdf	92.28KB
Board Bylaws - Current (Jun 2023).pdf	160.65KB
Adm_Board_MemberListing2025.pdf	28.09KB
BUDGET - FINAL - 2025.pdf	58.77KB
ORA 2020 FORM 990 FOR PUBLIC.PDF	194.17KB
Decemeber 2024 Income statement.pdf	74.77KB

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

What percent of your anticipated total project budget does this City request represent?
9%

What other source(s) of funds could your organization pursue? Does your organization receive similar funding from other municipalities?
No. We've received a county bluffland grant award in 2024 and 2023. We've also received a Knowles Nelson grant award for a different project, and a few smaller grant awards for specific projects in the past. In 2021 we received a $50k operational grant from the LCF.

Proposal Details

Provide an overview of the program (this pertains only to the activity for which you are seeking funds).
We will again hire staff out of our operational budget to focus on maintaining trails on City property. We will continue to provide volunteer assistance with maintenance and sustainability within bluffland properties. We will continue to host community events that bring people outdoors, and provide programs that get youth interested in being active outside. We'll use these funds to assist in the costs associated with providing amazing outdoor experiences on City property.

Specifically state how the requested funds will be used.
We will use the funds to support staff wages, and training and equipment costs.

State the specific local needs and problems that your proposal intends to address.
We are the sole group that maintains and enhances trails on City properties. Without the work of our group, trails would overgrow and become unusable within months. We work hard year round to preserve one of the City's finest assets! Trails are free for all to use, and have very minimal barriers to use. To lose them would affect every person who lives here, and most who visit our area.

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

age, disability, income level.

All people!

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

Because trails are a free asset, there are no formal tracking methods used, alongside the City, we've utilized trail cameras and trail counters to estimate the number of users. The results are stunning. Hundreds of people pass by these markers weekly and that usage has continued to increase as we add more trails and enhance the current trails.

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.

We are fairly unique in the work we do. There is not another known organization who carries our ORA's mission