

City of La Crosse Arts Board

3. Community Impact Grants

Pearl Street Gallery, Nelson, Bailey
221 Pearl Street
La Crosse, WI 54601, US
6086336633
pearlstreetgallerylacrosse@gmail.com

Submitted: Jan 26 2026 10:43PM



Section 1 (CIG) - Contact & Project Information

1. Name(s)/Organization

Pearl Street Gallery

2. Mailing address

221 Pearl Street, La Crosse, WI 54601

3. Email address

pearlstreetgallerylacrosse@gmail.com

4. Phone number

(608) 633-6633

5. Website (optional)

pearlstreetgallerylacrosse.com

6. Biography

Pearl Street Gallery is a La Crosse based establishment that showcases local artists and spreads the beauty of our local region through art, community engagements, and live music. We are a young but evolving organization that runs on a love for our community and passion to share the space we call home. We aim to foster connection, curiosity, and pride in our local environment through accessible experiences. By creating a welcoming space for artists, musicians, and community members of all backgrounds, Pearl Street Gallery serves as a cultural hub that encourages creative expression.

7. 1-2 Page Resume or CV

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108.5 KB



8. Project Title

Pearl Street Jams

9. Brief Project Description

Pearl Street Jams is a monthly live music series highlighting local musicians through intimate performances hosted at Pearl Street Gallery. Located in the heart of downtown La Crosse, these events will promote community pride, artistic expression, and accessibility to live music in a welcoming, spirit-free space.

10. Project Start and End Dates

July 31, 2026 - July 30, 2027

11. Requested Funding Amount

9000

12. List of Participants

Pearl Street Gallery
 Downtown Main Street Inc. (DMI)
 La Crosse Farmers Market Association
 BVisions Media
 Bailey Nelson
 Nora Waltz
 Dakota Pickhard
 Erik Jorgenson (musician)
 Tommy Vote (musician)
 Any and all future local musicians that will be scheduled to perform

13. Conflicts of Interest

N/A

14. Previous Funded Projects

N/A

15. Are you a non-profit that is registered in the City of La Crosse?

No

16. Federal Tax-Exempt Status

17. Letters of Support



Section 2 (CIG) - Project Description

1. Project Location

Pearl Street Gallery
221 Pearl Street, La Crosse WI. 54601

2. Project Description

Pearl Street Jams is a year-long live music series hosted at Pearl Street Gallery in downtown La Crosse, Wisconsin. This project will feature monthly performances by local musicians from La Crosse and the Driftless Region, creating an accessible, all-ages cultural gathering space centered on regional artistic expression. By pairing live music with the gallery's photography exhibitions—each inspired by the surrounding landscape and community—Pearl Street Jams will foster community pride, support local artists, and increase public engagement with the arts. Grant funding will allow the gallery to fairly compensate musicians, keep admission costs free or minimal, and promote the events broadly throughout the city. Over twelve months, Pearl Street Jams will strengthen connections between visual art, music, and community while expanding access to high-quality local arts programming in downtown La Crosse.

La Crosse has a vibrant creative community, yet many local musicians and artists face limited opportunities for paid, accessible performance and exhibition spaces—particularly spaces that are all-ages, affordable, and rooted in community identity rather than commercial nightlife. Live music in downtown La Crosse is often centered around bars or age-restricted venues, which can exclude families, students, and individuals who do not participate in alcohol-centered environments.

Pearl Street Gallery was founded to celebrate and document the Driftless Region through expressive and professional photography, emphasizing pride in place and shared community experience. Since opening, the gallery has served as a welcoming, non-commercial arts space in the heart of downtown La Crosse. Pearl Street Jams builds directly on this mission by expanding the gallery's role as a multidisciplinary arts venue—one that supports both visual artists and musicians while offering inclusive programming to the broader public.

By hosting monthly Jam nights, Pearl Street Gallery will create consistent, reliable opportunities for local musicians to perform and be compensated for their work. At the same time, community members will gain access to live cultural experiences at little or no cost. This project addresses a clear community need: equitable access to the arts and sustained support for local creatives.

The primary goals of Pearl Street Jams are to:

- Support local musicians by providing paid performance opportunities in a professional, welcoming venue
- Increase community access to live music and arts programming through free or low-cost, all-ages events
- Strengthen community pride and connection by highlighting artists from La Crosse and the Driftless Region
- Expand public awareness and engagement with Pearl Street Gallery as a shared cultural space

Over the course of twelve months, Pearl Street Jams will host one live music event per month, featuring one to two local performers per event. These recurring events will build consistency, audience trust, and long-term engagement with the local arts community.

3. Project Execution & Timeline

EXECUTION...

Upon receiving grant funding, Pearl Street Gallery will immediately begin outreach to local musicians to schedule performances. Artists will be selected based on community interest, genre diversity, and availability, with an emphasis on representing a wide range of musical styles and backgrounds. Once performers are confirmed, the gallery will coordinate event promotion through printed flyers and posters, social media outreach, and downtown visibility.

Each Jam night will take place at Pearl Street Gallery and will be curated to complement the gallery's ongoing visual exhibitions. Events will be structured to be welcoming, informal, and community-oriented, encouraging attendees to engage with both the music and the artwork on display.

TIMELINE...

Aim to begin end of July 2026, after the final round of grant applications.

12 Jam nights held once per month over a 12-month period

Musicians will be contacted immediately after grant approval

If possible, a full annual schedule of performance dates with artists will be established in advance; however, if conflict with preemptive scheduling arises, flexibility will be maintained to accommodate artist availability. In this scenario booking will be done approximately three months ahead of each event

4. Required Materials

The majority of needed materials for this program will be provided either by Pearl Street Gallery as an event space itself, or through the performing band as they supply their own equipment. However, few foreseen additional expenses are as follows:

Gallery merchandise and promotional materials to support attendance and experience

Printed marketing materials (posters, flyers)

Basic event setup materials for performances

5. Durability & Maintenance Plan

N/a

6. Plans for Removal

N/a

7. Target Audience

Pearl Street Jams is designed to engage the entire La Crosse community. While the series naturally appeals to artists and arts supporters, it intentionally welcomes individuals of all ages, backgrounds, and interests. By featuring local musicians and promoting events throughout the downtown area, the project encourages residents and visitors alike to connect with La Crosse's creative identity.

Community engagement will occur through:

1. Featuring musicians with established local followings

2. Marketing throughout downtown La Crosse and on social media

3. Creating a consistent, approachable arts event that attendees can return to monthly

8. Under-Served Audience (optional)

Pearl Street Gallery and Pearl Street Jams are open to all ages and do not serve alcohol, creating a unique and inclusive downtown environment for families, students, and retirees.

With grant support, the barriers of event admission costs will be minimal or eliminated entirely. This approach directly benefits lower-income community members by providing access to live music experiences for little to no cost. Affordable, high-quality cultural events are often treated as a luxury; Pearl Street Jams works to challenge that assumption by ensuring creative experiences are accessible to all members of the community and have something for the community to be involved in and things to move La Crosse forward as a cultural identity.

9. Artistic Goals

Pearl Street Gallery's artistic goal is to showcase and celebrate the local region through expressive, professional artwork while fostering community pride and engagement. Pearl Street Jams directly supports this mission by expanding the gallery's reach and introducing new audiences to both visual and musical art forms. Through this program, the gallery not only amplifies local musicians but also strengthens the connection between art, place, and community. The grant will enable Pearl Street Gallery to further its commitment to accessible, locally driven artistic expression throughout the City of La Crosse.

Media



"PSJAMS"

Materials/Media:
Size:



"PSJAMSEP2"

Materials/Media:
Size:



"PSJAMS1"

Materials/Media:
Size:



"PSJAMS-09"

Materials/Media:
Size:



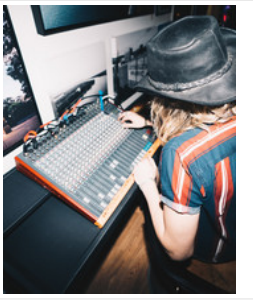
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"PSJamsEpisode1"

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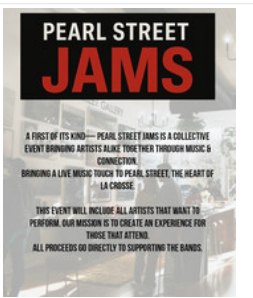


"PSJAMS2"

Materials/Media:
Size:



"PSJAMSEP2-161"



"PSJAMS - Mission Statement"

Materials/Media:
Size:



"PSJAMS - Flyer"

Materials/Media:
Size:

Attachments

Project Budget

113.4 KB

Provided by Applicant

Expected Project Budget
Project Name: Pearl Street
Project Number: 1000-100-10-000
Project Start Date: 10/1/2010
Project End Date: 9/30/2011
Anticipated Project Budget: \$1,000,000
1. Personnel: \$500,000
2. Materials: \$200,000
3. Travel: \$100,000
4. Other: \$200,000
Total: \$1,000,000
The Project Budget is based on the following assumptions:
1. Personnel: \$500,000
2. Materials: \$200,000
3. Travel: \$100,000
4. Other: \$200,000
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"PSJAMS"



"PSJAMSEP2"



"PSJAMS1"



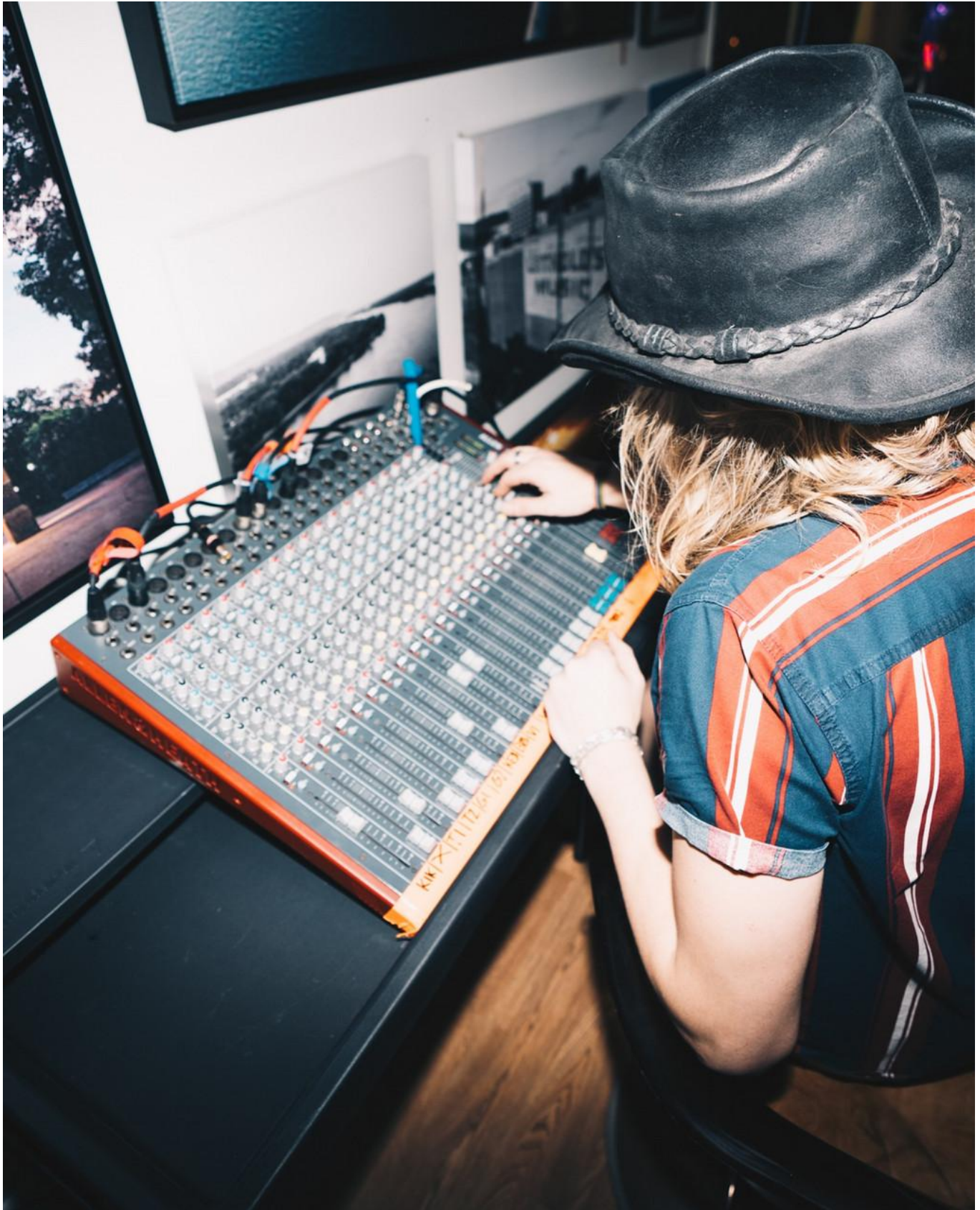
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"PSJamsEp1"



"PSJamsEpisode1"



"PSJAMS2"



"PSJAMSEP2-161"

PEARL STREET JAMS

**A FIRST OF ITS KIND— PEARL STREET JAMS IS A COLLECTIVE
EVENT BRINGING ARTISTS ALIKE TOGETHER THROUGH MUSIC &
CONNECTION.**

**BRINGING A LIVE MUSIC TOUCH TO PEARL STREET, THE HEART OF
LA CROSSE.**

**THIS EVENT WILL INCLUDE ALL ARTISTS THAT WANT TO
PERFORM. OUR MISSION IS TO CREATE AN EXPERIENCE FOR
THOSE THAT ATTEND.**

ALL PROCEEDS GO DIRECTLY TO SUPPORTING THE BANDS.

"PSJAMS - Mission Statement"

JANUARY 30, 2026

PEARL STREET JAMS

SEASON 2026



PEARL STREET
JAMS
MASON NEPRUD BAND
SELF TITLED
7PM DOORS
8PM MUSIC
\$5 COVER
PEARL STREET GALLERY
221 PEARL STREET,
LA CROSSE, WI

JANUARY 30TH, 2026

"PSJAMS - Flyer"