

City of La Crosse Arts Board**2. Creative Development Grants**

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**Section 1 (CDG) - Contact & Project Information****1. Name(s)/Organization**

Natalia Rocafuerte from Sweet 208
Missy Hoch from Gold Heart Tattoo

2. Mailing address

1131 Caledonia St, La Crosse, WI 54603

3. Email address

sweet208lax@gmail.com

4. Phone number

(734) 896-1795

5. Website (optional)

<https://www.goldhearttattoo.com>,

6. Biography

Sweet 208 is an artist studio and occasional gallery located inside the historic Amtrak station in La Crosse, Wisconsin. Founded by artist Natalia Rocafuerte, the space supports local artists through exhibitions, creative collaborations, and community arts programming. Gold Heart Tattoo, founded by Missy Hoch, is a North Side tattoo studio dedicated to high-quality tattooing, artistic expression, and community engagement. Together, Sweet 208 and Gold Heart Tattoo are partnering to create accessible arts events that celebrate local creativity.

and strengthen neighborhood connections.

7. 1-2 Page Resume or CV



8. Project Title

Northside Night Market

9. Brief Project Description

Northside Night Market is a free Halloween arts event hosted by Sweet 208 and Gold Heart Tattoo on La Crosse's North Side. The market will feature 10–15 local artists with no vendor fees, allowing them to keep 100% of their sales. Visitors will enjoy food trucks, a costume contest, a Halloween photo booth, music, and a local photographer capturing creative costumes. The event celebrates local artists, supports small businesses, and creates a welcoming community gathering through art and culture.

10. Project Start and End Dates

Halloween weekend

11. Requested Funding Amount

3500

12. List of Participants

Sweet 208
Gold Heart Tattoo
participating artists

13. Conflicts of Interest

none

14. Previous Funded Projects

No

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

No

16. Federal Tax-Exempt Status

Section 2 (CDG) - Project Description

1. Project Location

Gold Heart Tattoo or the Amtrak Train Station (Whatever the city permits us to do)

2. Project Description

Northside Night Market is a site-specific creative placemaking project that uses public gathering as an artistic practice to activate La Crosse's North Side through art, culture, and community participation. Produced collaboratively by Sweet 208 and Gold Heart Tattoo, the project reimagines a familiar neighborhood space as a temporary cultural venue where visual art, food, costume, and performance intersect.

Held on Halloween, the event will feature 10–15 local artists exhibiting and selling original work with no vendor fees, allowing participating artists to retain all proceeds. The evening will also include food trucks, a community costume contest, a Halloween-themed photo booth, and commissioned costume portraits by a local photographer, creating a visual archive that documents the creativity and individuality of attendees. The event will be hosted early October to ensure comfortable weather for vendors.

The project explores how temporary public art experiences can foster belonging, encourage creative expression, and strengthen connections between artists, local businesses, and residents. By making participation free and accessible, Northside Night Market lowers barriers to engaging with the arts while bringing new audiences to the North Side business district.

Rather than presenting art solely within a gallery, Northside Night Market expands artistic practice into the public realm, transforming a neighborhood gathering into a shared cultural experience. The project aims to establish an annual tradition that celebrates La Crosse's creative community while demonstrating the power of collaboration to enliven public space through the arts.

3. Project Execution & Timeline

August - Vendor call/ city permits placed
September - Vendor confirmation/ tent rental established
September 10- Finalization of commissioned photographer
September 10- Marketing
September 10- Event staff contracted
October 9 - Event is hosted

4. Required Materials

Tents, tables, staff, marketing materials, advertisement, lighting.

5. Durability & Maintenance Plan

6. Plans for Removal

Removal of all tents and tables by midnight

7. Target Audience

North side community members will be engaged via flyers, local advertisement.

8. Under-Served Audience (optional)

9. Artistic Goals

This grant will advance Sweet 208's artistic mission of creating accessible, community-centered arts experiences that extend beyond the traditional gallery setting. Northside Night Market expands our practice of curating exhibitions and creative collaborations by transforming public space into a temporary venue for artistic exchange, supporting local artists, and engaging new audiences. The funding will allow us to eliminate vendor fees, commission a local photographer, and produce a high-quality public arts event that fosters creative placemaking and neighborhood connection. The project also strengthens our partnership with Gold Heart Tattoo and establishes a foundation for an annual arts tradition that supports La Crosse's creative community.

Media



"Swap Meet"

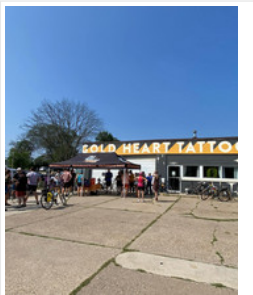
Media/Materials:
Size:

This was a sweet 208 and gold heart collaboration in 2025



"Sweet 208 studio"

Media/Materials:
Size:



"Gold Heart hosting a bike meet up!"

Media/Materials:
Size:



"Yoga at Gold Heart"

Media/Materials:

Size:

Attachments

Project Budget

45.2 KB

Provided by Applicant

SWAP MEET!



RECORDS

CLOTHES

TCHOTCHKES

BIKES!

2-5PM

GOLD HEART TATTOO

1131 CALEDONIA ST, LA CROSSE, WI 54603

9/22

"Swap Meet"



"Sweet 208 studio"



"Gold Heart hosting a bike meet up!"



"Yoga at Gold Heart"