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December 9, 2024

TO: WEDC

RE: Vibrant Spaces Grant Application

The North La Crosse Business Association (NLBA) enthusiastically supports partnering with the City to provide the Vibrant Places grant proposal.

The property proposed is rich in history with it being, in the mid 1800s, the Village of La Crosse's main street.

We believe this application can revitalize the street, draw people into its businesses, and assist our small-locally owned businesses thrive.

We are prepared to help lead the efforts to get this work completed in a timely fashion and start energizing the Caledonia Park Place

On Behalf of our Members,

Kaley Jacobson

President, North La Crosse Board of Directors

Kaley Jacobson, President
Pogy's Catering, Pogreba's

Clint Bauerichter, Treasurer
Citizens State Bank

Scott Neumeister
Neuie's Vogue

Dan Kapanke
La Crosse Loggers

Tami Plourde
Pearl Street Brewery

Elaine Yaeger
Three Sixty Real Estate

Johnny Wadzinski, Vice-President, *Stacks Family Farms*

Consultant / Admin

Vicki Markussen
Engage Greater La Crosse