



# ARPA Funding Proposal

## *Small Business Grants*

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### Primary Contact:

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## Project Synopsis

A grant opportunity for small businesses to expand their reach through technical support and marketing.

## Businesses Served

The grant will serve up to 50 businesses, based on \$1000 grants.

## ARPA Eligibility

Downtown businesses and other small businesses that are within the census tracts and have been and continue to be negatively impacted by the Covid-19 pandemic.

## Project Dates

6/1/24 until funds are exhausted

## Project Costs

\$50,000

## Proposal

### I. Statement of Need

Small businesses continue to grapple with constant challenges within the economy and it is imperative they adapt to changing demographic trends, consumer preferences, and market dynamics.

### I. Proposed Project

Downtown Mainstreet proposes a grant program specifically tailored to the needs of small businesses, offering financial assistance for a variety of marketing initiatives, including advertising campaigns, digital marketing strategies, website development, and more. Grants will be allocated to eligible small businesses based on their specific marketing needs and potential for impact.

## II. Impact

With this grant, small businesses will have tools they may not have the funding, expertise or time to execute otherwise.

## III. Partners/Collaborators

Downtown Mainstreet will request assistance from the La Crosse Chamber to determine eligibility requirements, to provide input and feedback on grant specifics, and to market the opportunity to ARPA qualified small businesses.

## IV. Organizational Fit

Downtown Mainstreet uses a four point approach of Promotions, Economic Vitality, Design and Organization to seek out effective and innovative ways to advocate for and create a more vibrant downtown. DMI has effectively managed several grant programs in the past including the Ignite and Accelerate grants through DMI's Economic Vitality committee. We will use data from these and other similar programs to create a detailed and efficient grant process.

# Project Evaluation

## Goals and Objectives

The goal of this project is to provide a framework for success for small businesses through investing in technology such as online sales channels, improving website functionality, or platforms to launch marketing campaigns aimed at attracting customers and driving sales. This can include forms of advertising, promoting, or loyalty programs to encourage repeat business and enhance overall business performance.

## Evaluation

Success will be measured through recipient growth through grant funding initiatives such as brand awareness, generating leads, driving website traffic, or increasing sales. Key performance indicators that align with these objectives could include website visits, social media growth and revenue generated. Grant recipients will be required to adhere to program guidelines, use funds for eligible expenses, and provide periodic updates on business operations and financial status.



## Project Budget

### I. Detailed Budget & Narrative

\$50,000 directly toward grants.

### II. Sustainability

The approval of the use of ARPA funding for a small business grant program will encompass the main round of funding. If the program is successful, we will look to other means of funding to keep the program running.