



ARPA Funding Proposal

“Gift Certificate Giving” Program

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Project Synopsis

Downtown Mainstreet (DMI) seeks funding to distribute downtown gift certificates as in-kind contributions. DMI can provide much-needed support to local businesses while fostering economic resilience through donating gift certificates to nonprofits as in-kind contributions, providing a valuable and tangible item that can attract and generate additional revenue for the organization.

Project Dates

5/1/24 until funds are exhausted

Project Costs

\$25,000

Proposal

I. Statement of Need

Downtown businesses are within the census tracts and continue to be negatively impacted by economic changes caused by the Covid-19 pandemic. The “Gift Certificate Giving” program supports downtown businesses and the efforts of other local organizations who are re-evaluating and re-building after the pandemic.

II. Proposed Project

Downtown Mainstreet proposes a “Gift Certificate Giving” program. Nonprofits and like organizations can use gift certificates as prizes or auction items at fundraising events, galas, or silent auctions. The grant will provide 1,000 (\$25.00) downtown gift certificates to distribute to non-profit organizations who approach DMI for donations. These gift certificates can also be used by DMI for in-kind sponsorship of events such as Stepping Out in Pink, Juneteenth and Oktoberfest.

III. Impact

Redemption of downtown certificates generates economic value for small businesses. Offering gift certificates as part of joint fundraising or outreach initiatives can strengthen community relationships and provide additional resources to support the missions of local organizations.

IV. Partners/Collaborators

Downtown Mainstreet will collaborate with many organizations as we distribute downtown gift certificates to their causes. Potential partners we can engage include Boys and Girls Club, local universities and the La Crosse Chamber First Friends program.

V. Organizational Fit

DMI has effectively managed a gift certificate program for several decades. We will efficiently and effectively distribute gift certificates.

Project Evaluation

Goals and Objectives

For local organizations to use downtown gift certificates to raise funds, recognize supporters and engage stakeholders. Gift Certificates also enhance the effectiveness of nonprofit programs and initiatives while fostering positive relationships with donors, volunteers, clients, and community partners.

Evaluation

Success will be measured by the number of organizations/causes impacted through receiving downtown gift certificates. DMI will track and share the results and success stories of the gift certificate program with stakeholders, policymakers, and the public to demonstrate the impact of ARPA funding on downtown revitalization efforts.

I. Detailed Budget & Narrative

\$25,000 directly toward gift certificates



II. Sustainability

The approval of the use of ARPA funding for A “Gift Certificate Giving” 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.