LA CROSSE COUNTY NOTICE OF MEETING

COMMITTEE/BOARD: LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.

DATE OF MEETING: THURSDAY, FEBRUARY 6, 2020

MEETING PLACE: COUNTY ADMINISTRATIVE CENTER – ROOM 1107
212 6TH ST N, LA CROSSE, WI

TIME OF MEETING: 7:30 A.M.

PURPOSE OF MEETING:
1. Call to Order/Roll Call
2. Public Comment
3. Approve Minutes of December 5, 2019
4. Consideration of Innovation & Diversification Grant Application – Tease Salon & Barbershop
5. Consideration of Arts Projects Funding for La Crosse Symphony Orchestra
6. CDBG-Close Update
7. City Vision 2040 Plan Update
8. Consideration of Partner Invoices
9. Agency Updates
10. Next Meeting – February 6, 2020
11. Future Agenda Items
12. Adjourn

NEWS MEDIA
La Crosse Tribune
Other news media

COUNTY DEPARTMENTS
County Board Chair
County Administrator
County Clerk

COMMITTEE MEMBERS:
Tara Johnson, President
Monica Kruse, Vice President
Sharon Davidson, Secretary/Treasurer
Gibran Augustine
Patti Balacek
Megan DeVore
Mike Giese
Sharon Hampson
Debra McKenzie
Laurie Miller
Joe Moua
Steve O’Malley
Doug Weidenbach
John Wettstein

OTHERS
Brian Fukuda
Charlie Handy
Greg Flogstad
Karl Green
Andrea Schnick
Tim Kabat
Joe Chilsen
Jim Brickl
Jorge Beltran
Sam Bachmeier
Mike Herro
Teresa Schnitzler

Paul Gleason
Scott Heinig
Ryan Olson
Carl Colsch
Jim Speropoulos
Chris Hardie
Vicki Markussen
Anne Hlavacka
Jason Gilman
Vicki Burke
Peg Isola
Robin Moses
Charley Weeth

MEMBERS: NEED A QUORUM TO CONDUCT BUSINESS If unable to attend, call County Board Chair Office at 785-9563.
PERSONs WITH DISABILITIES: If you need accommodation to attend this meeting, please contact County Board Chair Office at 785-9563 as soon as possible.

DATE NOTICE POSTED: January 30, 2020

This meeting may be recorded and any such recording is subject to Disclosure under the Wisconsin Open Records Law
#4 – Consideration of I&D Grant from Tease Salon & Barbershop

Attached are the staff summary and full application from Tease for an Innovation & Diversification Grant. This application was scored by staff in the range of previously funded applications. They are requesting the maximum grant amount of $10,000 but have indicated that the project would move forward with as little as $5,000. We budgeted $20,000 for this program in 2020.

#5 – Consideration of Arts Project Funding for La Crosse Symphony Orchestra

Attached is the staff summary of a request for funding from the Symphony Orchestra for a project that would enhance their Symphony for Youth Program. They are requesting $5,500, which would be funded from the Arts Projects line item in the economic development budget. This line item was funded at $20,000 in the 2020 budget.

#6 – CDBG-Close Update

Staff will provide a brief update on the CLOSE process, as we hope to be ready to close the fund within the next month or so.

#7 – City Vision 2040 Plan Update

The City Vision 2040 Steering Committee has started meeting and has now finalized and released the request for proposals (RFP) for a planning consultant to assist with this process. Charlie Handy was appointed to this committee. The County budgeted for a $20,000 contribution toward this $200,000 planning project.

#8 – Consideration of Partner Invoices

We have received the following invoices for memberships/contributions:

- Mississippi River Regional Planning Commission - $53,710
- Downtown Mainstreet, Inc. - $3,000 (plus a suggested $300 contribution toward cleaning/beautification)
- Mississippi River Parkway Commission - $3,000
- 7 Rivers Alliance - $5,250

If approved, these would be paid from our “Memberships” line item in the economic development budget, which was funded at $50,000 for 2020, with the exception of the MRRPC, which is separately budgeted at $53,710.

#9 – Agency Updates

Any partner agency/organization will be able to provide any relevant updates on projects that they are working on.
MEMBERS PRESENT:  Tara Johnson, Monica Kruse (exc. 7:58 a.m.), Patti Balacek, Sharon Hampson, Debra McKenney, Laurie Miller, Joe Moua, Steve O’Malley, John Wettstein

MEMBERS EXCUSED:  Sharon Davidson, Gibran Augustine, Megan DeVore, Mike Giese, Doug Weidenbach

OTHERS PRESENT:  Brian Fukuda, Charlie Handy, Karl Green, Greg Flogstad, Chris Hardie, Jorge Beltran, Terri Pavlic

CALL TO ORDER
President Johnson called the meeting to order at 7:30 a.m.

PUBLIC COMMENT – there was no public comment.

APPROVAL OF MINUTES OF THE NOVEMBER 7, 2019 LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC. MEETING
MOTION by McKenney/Moua to approve the minutes of the November 7, 2019 La Crosse County Economic Development Fund, Inc. meeting. Motion carried unanimously; Davidson, Augustine, DeVore, Giese and Weidenbach excused.

LAKEVIEW BUSINESS PARK OPTION
Attached in the packets was an offer from the Village of West Salem for an option to purchase the 6½ acres of remaining vacant property that is controlled by the La Crosse County Economic Development Fund Board in the Lakeview Business Park within a larger 80+ acre parcel. The Village has also requested an option on some of the property the County as a whole owns, but the EDF has 6.5 acres remaining. The Village of West Salem has offered an option to purchase these 6.5 acres at $25,000 an acre at the time they sell to a developer, and is for a 5 year renewable term. The Purchase Option Agreement also states that the Village of West Salem would do any mowing and maintenance on these sites. MOTION by Kruse/Balacek to accept the Purchase Option Agreement being offered by the Village of West Salem. Motion carried unanimously; Davidson, Augustine, DeVore, Giese and Weidenbach excused.

RESOLUTION RE: APPROVAL OF THE CLOSE OF THE COMMUNITY DEVELOPMENT BLOCK GRANT FUNDED REVOLVING LOAN FUND AND APPLICATION FOR REUSE OF FUNDS
MOTION by Hampson/Miller to recommend approval. This resolution is going to the Executive Committee this month. The EDF is not a standing committee and therefore cannot approve it, however, the EDF is being asked to recommend action to the Executive Committee. La Crosse County has been operating a Community Development Block Grant funded revolving loan fund since 1997, which has been capitalized over the years with grants from the State of Wisconsin for the purpose of making loans to specific businesses within the County. With the approval of the U.S. Department of Housing and Urban Development, the State of Wisconsin Department of Administration has initiated a process to close all of the CDBG funded revolving loan funds across the State and repurpose the funds. La Crosse County’s CDBG-funded revolving loan fund currently has approximately $670,000 in cash and approximately $780,000 in loans receivable in the fund. The Wisconsin DOA is requiring the County to pay back all cash and to either assign the loans receivable to the State or buy-out the loans with cash from another source prior to January 31, 2021. All funds paid back to the Wisconsin DOA will be put into a designated CDBG-Close Grant Fund for the use of La Crosse County for other eligible projects within the next two years after closing the fund. The reconstruction of County Highway B through the Village of Bangor commercial district has been identified as a CDBG-eligible project that could use this grant funding. This resolution authorizes the closing of the La Crosse County Community Development Block Grant funded revolving loan fund, including paying all cash in the fund to the Wisconsin Department of Administration and using excess sales tax to buy out the loans receivable in the fund. It also authorizes the submission of a grant application
to the Wisconsin DOA to use the CDBG-Close grant funding for the reconstruction of County Highway B through the Village of Bangor commercial district. **Motion carried unanimously;** Davidson, Augustine, DeVore, Giese and Weidenbach excused.

**LA CROSSE HOUSING STATISTICS UPDATES**
Karl Green presented a 2018 Housing & Commercial Apartments Statistics & Overview.

**Reviewed:**
- Importance of residential property tax base
- Impact of commercial residential tax base (apartments) on tax base
- Mix of commercial residential tax base in neighborhoods

**Why is Housing in La Crosse Important?**
- Mill rate = levy divided by Total Assessed Value
- In a city, the four main tax classifications are:
  - Residential
  - Commercial
  - Manufacturing
  - Personal Property
- The total value of these four categories = Total Assessed Value

Karl broke down the Property Values of Owner and Renter-Occupied Properties, as well as Commercial Apartments for the following neighborhoods: Bluffside, Grandview Emerson North, Wiegert Hogan, Holy Trinity Longfellow, Hintgen, Washburn, Goosetown-Campus, Washburn, Powell Poage Hamilton, Lower Northside/Depot, Springbrook Clayton Johnson, and Logan Northside.

**AGENCY UPDATES:**
- The 7 Rivers Alliance held their Housing Summit yesterday, and also unveiled their Strategic Plan for the next 3 years
- LADCO Gathered community leaders to travel to the HoChunk Nation to discuss the diversification of their revenue portfolio aside from their traditional gaming. HoChunk leaders will be visiting La Crosse next week looking at investment opportunities.
- LADCO is working with WEDC and have identified two regional manufacturers to travel to Mexico for a foreign direct investment global manufacturing export trade mission in February.
- Mississippi River Regional Planning Commission will be holding its bi-monthly meeting next Wednesday, December 11, with featured speaker Frank Frassetto, Director of the USDA for the State of Wisconsin Rural Development Administration.
- Interviews were held for Greg Flogstad’s position as Director of the MRRPC. Dave Bonifas was selected as the new Director. Thank you Greg for your years of service!

**NEXT MEETING:** February 6, 2020 at 7:30 a.m.

**FUTURE AGENDA ITEMS**
- City of La Crosse Joint Review Board Status Report
- Dashboard (twice a year)
- Child Care, Transportation and Housing Updates

**ADJOURN**
There being no further business, **MOTION** by Wettstein/McKenney to adjourn the meeting at 8:25 a.m. **Motion carried unanimously;** Davidson, Augustine, DeVore, Giese, Weidenbach and Kruse excused.

The above minutes may be approved, amended or corrected at the next Committee meeting.

Terri Pavlic, Recorder
La Crosse County
Innovation & Diversification Grant Program
Application Summary & Scoring

Applicant Name: Tease Salon & Barbershop
Business Description: April Benson has been successfully operating Tease Salon and Barbershop in downtown La Crosse since 2011. The business essentially provides the space for independent small business owners to come together and deliver salon services. They are currently focused on hair services with two barbers and three stylists occupying the space. Tease offers a professional space and a cooperative environment for these small businesses to operate, by renting the chairs on a monthly basis.

Non-Profit Partner: Downtown Mainstreet, Inc.
Non-Profit Contribution: DMI has assisted the business with finding the right space for expansion and funding sources to do the necessary renovations. DMI also awarded Tease an Accelerate Grant, which is awarded to existing businesses in Downtown La Crosse that have a solid plan to expand their offerings.

Project Summary: Due to the success that the existing businesses have experienced and the customer demand, Tease is in the process of expanding into a new, larger space, and diversifying the offerings to include a wider variety of salon services. They are currently at 126 5th Avenue with the five chairs but are in the process of moving to 511 Main Street and adding two barber chairs, four stylist chairs, a massage therapist, an esthetician, and a nail technician. This expansion will help the business to capitalize on demand, while also diversifying their offerings, which will make the business stronger for the future.

This project will require significant renovation on the space and purchase of furnishings and the equipment, so they have secured an SBA loan to fund the majority of the project. They have also secured a grant from DMI and will be putting in an additional equity investment.

Grant Request: $10,000
Company Match: $14,000
DMI Grant (Accelerate): $2,500
Borrowing (Citizen’s State Bank – SBA Loan): $113,500
Total: $140,000

Sustainability Pledge: Tease has offered to pay back 50% of the grant amount if they are able to meet the goal of leasing all chairs within one year of opening (anticipated April 1, 2020). If the goal is met, they will pay $300/month starting in April 2021 until 50% of grant funds are returned.
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Points</th>
<th>Award</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposed Project:</td>
<td></td>
<td></td>
<td><strong>Scoring:</strong></td>
</tr>
<tr>
<td>Need</td>
<td>25</td>
<td>16</td>
<td>Tease has presented an opportunity for significant growth for a successful existing business. They have a good understanding of the demand for their services from successfully operating in the market for the past eight years and are confident that this expansion will not only allow new entrepreneurs to serve the market but will also strengthen the existing small businesses within the space through the diversification of offerings. The viability of their expansion plan has also been vetted by the bank and DMI, and they have received a commitment for additional funding through an SBA loan and a grant.</td>
</tr>
<tr>
<td>Solution</td>
<td>25</td>
<td>18</td>
<td>The solution that they have presented to take advantage of the above opportunity is to move into a more visible and expanded space. The new space will be right on Main Street and will offer enough space for 9 more partner small businesses. The desire for more diverse offerings within the space has been a consistent point of feedback from their existing client base, so this is a good solution for the business. The increased visibility will also help with the growth of the business.</td>
</tr>
<tr>
<td>Evaluation</td>
<td>10</td>
<td>6</td>
<td>The primary measurement of success will be the lease-up of the new spaces. They are projecting that they will be able to fill all new spaces within the first year after opening in the new space. Given the nature of this business, that is a solid, straight-forward measurement for the success of the project.</td>
</tr>
<tr>
<td>Funding:</td>
<td></td>
<td></td>
<td><strong>Funding:</strong></td>
</tr>
<tr>
<td>Base:</td>
<td>10</td>
<td>10</td>
<td>This program requires a match of at least 1:1 with the grant dollars awarded. Tease is proposing to put in $14,000 cash to match the $10,000 grant and will also be borrowing an additional $113,500 in a business loan. They have also been awarded an Accelerate Grant from DMI.</td>
</tr>
<tr>
<td>Extra:</td>
<td>10</td>
<td>10</td>
<td>They are far exceeding the grant match, by putting in additional equity, along with bank financing and grant funding from one of our partner organizations.</td>
</tr>
<tr>
<td>Sustainability</td>
<td>20</td>
<td>10</td>
<td>Tease has pledged to donate 50% of the funds back, if they are able to fill all of the chairs within one year of opening. The payback will be $300/month.</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>70</td>
<td></td>
</tr>
</tbody>
</table>
Innovation & Diversification Grant Program

Application Form

Instructions

To apply for funding, please complete this application form, including all attachments, and submit it to the La Crosse County Community Development office at the above address. Applications will not be considered until they are complete. We encourage you to contact us prior to completing this application to discuss availability of funds, processing time, and committee meeting dates.

Applicant Name & Contact Information

Company Name: **TEASE SALON & BARBERSHOP**  
Date Established: **2011**

Type of Organization: ☑ LLC; ☐ LLP; ☑ Sole Proprietorship; ☐ S Corp; ☐ C Corp; ☐ Non-Profit

Company Mailing Address: **1245 5TH AVE S, SUITE 101 LACROSSE, WI 54601**

Contact Person: **APRIL BENSON**  
Title: **OWNER**

Contact Address: **829 WASHBURN DR, LACRESENT, MN 55947**

Contact Phone: **(608) 432-4111**  
Contact Email: **barberbenson80@gmail.com**

Business Tax ID Number: **410-24383241**  
NAICS Code: **446120**

Business Website: **WWW.TEASESALONLACROSSE.COM**

Business Ownership  (list all owners with a 20% of greater stake in the company)

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>% Ownership</th>
<th>Minority</th>
<th>Woman</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRIL BENSON</td>
<td>OWNER</td>
<td>100%</td>
<td>☑</td>
<td>☑</td>
</tr>
</tbody>
</table>

Business Employment

Existing Employees: **5** Full Time; **0** Part Time

Projected Job Creation with the proposed project (if any):

Year 1: **10** Full Time; **0** Part Time

Year 2: **0** Full Time; **2** Part Time

Total New Jobs Created: **12**

*TEASE SALON & BARBERSHOP WILL BE CREATING 12 NEW RENTAL OPPORTUNITIES. THEY WILL NOT BE "EMPLOYEES."*
Grant Request

Amount of Grant: $10,000. — Use of Funds: Purchase equipment/down payment assistance

Sources & Uses of Funds — including the grant that you are requesting; total sources must equal total uses.

<table>
<thead>
<tr>
<th>Source(s)</th>
<th>Amount ($)</th>
<th>Use(s)</th>
<th>Amount ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant</td>
<td>10,000</td>
<td>Equipment Purchases</td>
<td>Down 10,000</td>
</tr>
<tr>
<td>SBA Loan</td>
<td>117,000</td>
<td>Remaining Construction Costs</td>
<td>117,000</td>
</tr>
<tr>
<td>Cash on hand</td>
<td>3,000</td>
<td>Down Payment</td>
<td>3,000</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>130,000</strong></td>
<td><strong>Total:</strong></td>
<td><strong>130,000</strong></td>
</tr>
</tbody>
</table>

Minimum Grant Amount Needed to Proceed: $5000. — (please explain how the project would change with this smaller grant amount, in the narrative)

Assistance from Economic Development Partners

Have you worked with any non-profit economic development organizations to plan and prepare for this project (SBDC, CouleeCAP, LADCO, DMI, etc)?

If so, please list here: DMI

  a. If so, how did they assist?* DMI - (Robin Moses) put me in contact with grant assistance programs available to me.
  b. If not, why not? N/A

*Attached additional narrative if applicable.

Narrative Attachment

Please type a narrative response to the following questions/statements (a few paragraphs for each):

  a) Please summarize the project;
  b) Please describe the specific issue or opportunity facing the business;
  c) Please explain the proposed solution to the issue or opportunity described above;
  d) Please discuss what success for this project would be — use specific business outcomes (i.e. sales/revenue goals, new hires, decreased expenses, etc);
  e) Please explain how you plan to measure the above listed specific business outcomes;
  f) Please provide a detailed project budget and explanation for why the grant assistance is necessary;
  g) If you are successful at meeting the above business outcomes, would you be willing to pay back all or a portion of the grant funds?

Other Attachments

The following attachments are optional but may strengthen your application:

- Business plan or additional narrative description of your business;
- Other supporting documentation such as letters of support, proof of opportunity, etc.
Applicant Certification

By signing below, the applicant:

- Certifies that to the best of its knowledge and belief, the information being submitted to the La Crosse County Economic Development Fund and its agents is true and correct;
- Certifies that it is in compliance with all laws, regulations, ordinances, and orders of public authorities applicable to it;
- Certifies that it is in compliance with and current on federal payroll withholding, state payroll withholding, payment of unemployment taxes, federal income taxes, state income taxes, and real estate taxes;
- Certifies that it is not in default under the terms and conditions of any grant or loan agreements, leases, or financing arrangements with any other creditor;
- Certifies that the La Crosse County Economic Development Fund Inc. or its agent is authorized to obtain a credit check on any principal or business associated with this application for the purposes of determining credit worthiness;
- Agrees to reimburse the La Crosse County Economic Development Fund Inc. or its agent for any reasonable expenses made in connection with this loan request, including, but not limited to, title work, legal fees, appraisals, recording/filing fees, etc;
- Certifies that it has disclosed and will continue to disclose any occurrence or event that could have an adverse material impact on the project described in this application. Adverse material impact includes but is not limited to lawsuits, criminal or civil actions, bankruptcy proceedings, regulatory intervention or adequate capital to complete the project;
- Agrees that in the event credit is extended it will complete a direct payment authorization form allowing payments to be electronically debited by automatic clearing-house (ACH) and deposited into the appropriate La Crosse County Economic Development Fund account;
- Understands that, unless it's a trade secret, all information submitted to the LCEDF is subject to Wisconsin's open records law.

Signature: ___________________________ Title: OWNER

Printed Name: APRIL M. BENSON Social Security #: 389-92-4586

Signature: ___________________________ Title: ___________________________

Printed Name: ___________________________ Social Security #: ___________________________
Innovation & Diversification Grant Application: Narrative

Project Summary

Tease Barbershop & Salon has been operating successfully in downtown La Crosse since 2011. We currently offer primarily hair services with two full-time barbers and three full-time stylists. Because of the success of the business and customer demand, we are expanding from our current location to 511 Main Street. This expansion will provide much-needed space for two additional barbers, four more stylists, a massage therapist, esthetician, and nail technician. We will expand our services from hair-only to a full-service salon and spa. I am seeking this grant to offset the financial costs needed for reconstruction and remodeling at our new location.

Tease Barbershop & Salon Expansion Plan

Tease has actually been expanding since I opened the shop downtown with a single chair in 2011. In 2013 I moved to our current location, 126 5th Ave, and added three chairs; in 2016 I expanded to a five-chair shop, which is our current size. Because we have been successful with a loyal and growing client base, we continuously turn away walk-in clientele and are often booked far in advance for appointments. We also are often asked about services we cannot currently provided due to lack of space or staff specialty. Our Explore La Crosse Awards (Best Barbershop) for the last two years attest to this. Not surprisingly then, I’ve decided to take the natural next step for my business and expand in both space and services.

As mentioned in the project summary, I will be adding two additional barbers and four more stylists to the team; Tease will also be adding spa services to it’s menu: nails, hair removal, massage, make-up, micro blading, skin treatments, and more. To offer these services our clients want, I’ll be hiring a massage therapist, esthetician, and nail technician. This will of course require more space, and I’m currently finalizing financing to cover reconstruction costs for 511 Main Street (the former Craft & Vendor Marketplace). I want to expand, remain downtown, and continue contributing to this community, and this location, at 4,500 sq. feet, will allow me to do so. However, as I noted, this location requires extensive renovation. I’ll be serving as my own contractor and occasional laborer as we re-construct walls and floors, update plumbing and electrical, and paint and install the necessary equipment for our services. I’m currently in final negotiations to receive a loan for reconstruction, which will begin at our new location in mid-January. I plan to open at this location April 1st. From January to April, I will be overseeing Tease’s day-to-day operations, as well as the renovations. We’ll host a formal Grand Opening celebration later in the spring.

Once we’re moved into our new location, we will continue to operate as a chair-rental shop, meaning that each individual employed with Tease will pay monthly rent for their chair while offering their specialized services and charging their customers how they wish. We will be the first and only combined barbershop, salon, and spa downtown with this set-up. Staff are able to control their own earning potential; this is important to me, as I believe this allows for more transparent and equitable working conditions and ultimately, pride in our efforts and fantastic service for our guests.

My goals for this expansion are many. First, I hope to be fully rented out within 18 months at the new location, and based on interest from colleagues in the industry, this is likely achievable by our opening date. Within five to ten years, I hope to have repaid my financial loans completely. Eventually, I’d like to purchase the building, which is an option my landlord has offered. I enjoy my career immensely, of course, but I am also seeking financial security for myself, Tease staff, and our
families while simultaneously contributing to our “home,” the growing downtown area. I will consider this expansion a success if:

- Tease staff (both new hires and current employees) are fully employed and financially secure at our new location;
- Tease expands and retains a steady client base within a year of opening for all staff. We currently serve roughly 800 individual, one-time customers per month. Should this trend continue, with our expansion we will be able to serve roughly 3,500 individual clients per month;
- Tease expands a profitable retail shop to align with spa services;
- Tease continues to participate in downtown events and with the expansion, gains more brand recognition as an employee-owned, local small business that gives back to our community.

To summarize my overall financials, I’m currently in final negotiations to receive financing from Citizen’s State Bank for $130,000. My payments on this SBA loan will be $1,400 per month. I suspect overhead costs to be $3685 monthly at the new location. I will continue to charge $600 per chair, per month for Tease staff. Should business continue to remain steady, chair rental will help me meet my financial obligations. Although this is a large financial burden, it is manageable and I see it as an investment in my own and Tease’s future. Receiving this grant will help offset my loan payments. I am happy to pay back a portion or all of the grant funds when I’m able.
# TEASE SALON & BARBERSHOP NEW PROJECT EXPENSES

## *Furnishings*

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<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salon cabinets</td>
<td>$6600</td>
</tr>
<tr>
<td>Barbershop cabinets</td>
<td>$5000</td>
</tr>
<tr>
<td>Mirrors</td>
<td>$700</td>
</tr>
<tr>
<td>Shampoo bowls (barber)</td>
<td>$1600</td>
</tr>
<tr>
<td>Shampoo stations (salon)</td>
<td>$3200</td>
</tr>
<tr>
<td>Barber chairs</td>
<td>$1600</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$18,700</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dispense cabinetry</td>
<td>$5000</td>
</tr>
<tr>
<td>Shampoo cabinetry</td>
<td>$1500</td>
</tr>
<tr>
<td>Washer/dryer.</td>
<td>$1000</td>
</tr>
<tr>
<td>Towels.</td>
<td>$300</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$7800</strong></td>
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<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salon waiting furniture</td>
<td>$850</td>
</tr>
<tr>
<td>Barbershop waiting furniture</td>
<td>$800</td>
</tr>
<tr>
<td>Spa waiting furniture.</td>
<td>$850</td>
</tr>
<tr>
<td>Coffee machines</td>
<td>$200</td>
</tr>
<tr>
<td>Beverage fridge</td>
<td>$200</td>
</tr>
<tr>
<td>Audio system</td>
<td>$300</td>
</tr>
<tr>
<td>Camera system</td>
<td>$1000</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$4200</strong></td>
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</tbody>
</table>

## *Construction*

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>Countertops</td>
<td>$1100</td>
</tr>
<tr>
<td>Electrical</td>
<td>$26,000</td>
</tr>
<tr>
<td>Lighting</td>
<td>$12,000</td>
</tr>
<tr>
<td>Plumbing w/fixtures</td>
<td>$20,000</td>
</tr>
<tr>
<td>HVAC</td>
<td>$9250</td>
</tr>
<tr>
<td>Flooring refinishing</td>
<td>$7000</td>
</tr>
<tr>
<td>New mezzanine floor</td>
<td>$3000</td>
</tr>
<tr>
<td>Paint &amp; drywall</td>
<td>$12,000</td>
</tr>
<tr>
<td>New wall material/stair railing</td>
<td>$5750</td>
</tr>
<tr>
<td>Dumpster</td>
<td>$500</td>
</tr>
<tr>
<td>Building permit</td>
<td>$2700</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$98,550</strong></td>
</tr>
</tbody>
</table>

**GRAND TOTAL** $130,000
To whom it may concern;

I have been working with area entrepreneurs for years. This role has ranged from mentoring, speaking to, speaking with, field trips, speeches, questions and answers, grant committees, and college / after college level community work. I can honestly say April is one of the most thorough, dedicated and hard working entrepreneurs I have had the privilege to work with.

I like her as a friend, as a person who provides a service to me, and as a fellow downtown business person. I can not say that about many.

April is the true definition of a success due to hard work and a business person unwilling to allow the word failure to enter the fishbowl of potential outcomes.

If you have further questions for me, please feel free to contact me.

Debra Lash - Stangel

[Signature]

The Wedding Tree &
The Court Above Main
418 Main St.
La Crosse, WI 54601
(608)780-9999
La Crosse County Economic Development Fund
Arts & Cultural Projects Grant Request

Grantee: La Crosse Symphony Orchestra (LSO)
Project: Symphony for Youth Education Video
Request: $5,500

Project Description:

LSO currently runs a program called Symphony for Youth, which invites classes of students from around the region to experience the symphony. LSO works with schools and teachers throughout the region (typically about a 45-minute drive radius) to bring the students to the Viterbo Fine Arts Center to learn about and experience the symphony. Each year, they bring in around 2,000 kids through this program, many of them experiencing an orchestra for the first time.

They have consistently had two points of negative feedback from schools/teachers about this program. First, teachers have consistently had problems with wayfinding to get the students into and out of the Performing Arts Center on Viterbo’s campus, as many groups are coming in and out for the performances. Second, preparing the students to get the most out of their symphony experience requires extra time and effort for the teachers, which leads to various student groups being prepared at different levels. Students learn best and are more engaged, when they have a base of knowledge of what they are experiencing, yet not all of the classes have a chance to get that base of knowledge before attending the Symphony for Youth Program.

LSO is hoping to solve both of the above challenges with one solution – an educational and wayfinding video. This video would be produced to provide a wonderfully visual way for the students to learn the basics of the orchestra – the four parts of the symphony, the different instruments and their sounds, the various people and their roles, etc. This will create a sense of confidence and comfort in the students, as they prepare to attend an event that may otherwise be intimidating or uncomfortable. The video will also provide visual wayfinding instructions, so that the teachers and chaperones are comfortable bringing their students safely to campus for this experience. The video will be a one-time cost that will be able to be used for years in the future.

Benefits of Project:

This project has the potential to deliver benefits to the students, the teachers, the LSO, and the community:

- Students will be better prepared to learn and enjoy their experience at the symphony, which could lead to a greater interest in music and a greater desire to come back to the symphony again.
- Teachers will have a less stressful experience bringing their students to the program and will be more likely to bring future classes to participate.
- The LSO will be able to appeal to more classes of students, who will hopefully develop a love for music and the symphony and want to come back to experience it again.
- The community will benefit from exposing this many students to the LSO, and giving them a positive experience that will bring them back, with their families, to experience is again. This will have economic impact for our community.
- There are also scientific studies that have shown that experiencing a live symphony brings a sense of calm and a feeling of happiness. Students that experience this at a young age increase their chances of wanting to learn to play an instrument, which in turn increases their potential for better results academically and behaviorally.

Request:

LSO has estimated the cost of this project at $5,500 between hiring a videographer to film and edit the video, and adjusting the video for use in emails, promotional ads, websites, and news channels. They are requesting that La Crosse County provide the funding for this project from our Arts and Cultural Projects Fund, and they would add a “Thank You to La Crosse County” at the end of the video.