

NLBA February 3rd Notes

Treasurer Report

Beginning Balance - \$38,113.71

Ending Balance - \$29,753.77

GOLSwi Update

- how important it is to shop local and continue to buy local.
- People are beginning to get out more.
- We're on track to run out of funds for GOLs campaign in mid-March to end of March.
- Press release coming up on Monday, Feb. 8th to continue GOLs campaign and ask for help

What are the dollars that are raised impacting?

- Billboards, marketing services, social media, video production

Relaunch is important for consumer confidence. How do we start telling the story that people can get on living safely? That's the continuation and goal of the campaign moving forward.

Do we have any numbers or reports reflecting how businesses did in December?

- Restaurants down 70 million in revenue from January – November of 2020. Online sales were up 60 million at that time. All home improvement companies were way up. Outdoor sporting goods way up. Restaurants, personal services, hospitality was impacted heavily.
- Tourism had their banner year in 2019 with record sales. 2020 hotel occupancy was at 35% in November and 31% in December
- Spring is looking up and trending in the correct direction but still not getting close to where we were in 2019.
- Pogreba's only down 9% for month of January of 2021 compared to 2020. December 2020 was down 28% compared to 2019.

Updates from Sister Organizations

Explore La Crosse

- New office members for them.
- Moving to a new permanent location. 123 7th St., La Crosse, WI 54601
- WIAA State Basketball tournaments coming to our area. Feb 25th-27th for girls. March 4th-6th for boys. Allowing 500 spectators per team. Expecting a conservative amount of \$500,000 as an economic impact.
- WIAA does plan to hold state track & field.
- 18 Fishing tournaments scheduled for this summer (La Crosse record)

LADCO

- Actively looking for a new Executive Director
 - o Job is posted
 - o No comment on previous director news at this point
- Working closely with Terri Bauer to fill vacancies for DMI
- Working with the Ho-Chunk Nation for River Point District
- Businesses are beginning to look to expand in the La Crosse area again and that is picking up similar to what it was like pre-COVID.

There's no information sign before exit 3 in regards to restaurants, hotels, etc. Explore La Crosse is going to look into it.

Board Positions

Secretary – Derek Kubicek

Board Members – Derek Mueller, Tami Plourde, Vicki Markussen

NEXT MEETING: Wednesday, March 3rd, 2021 at 8:00 am