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From: Thomas Schoenfeld <thomas.m.schoenfeld@gmail.com>
Sent: Friday, August 12, 2022 8:58 AM
To: ZZ Council Members
Subject: Capital Improvement Project Funds for Trails

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Council Members of La Crosse,

It's come to my attention through social media that Capital Improvement Project (CIP) funding for trails has been taken out of the budget. I grew up in La Crosse and my parents still live there, although I have since moved to the Milwaukee area. So, I would like to offer the perspective of a visitor to the area.

Well maintained, extensive trail systems are a major attraction for active people of all ages. Once a trail system gains a reputation in the outdoors community, it becomes a destination for people all around the region. Using myself as an example, I personally have put Merrill, WI (a 4.5 hour drive) and Manitowish Waters (a 6 hour drive) on my summer destinations list because I've read about how great their mountain biking trail systems are (Underdown trails and WinMan trails, respectively). Thinking on a national scale, I previously would never have even given a second thought to visiting Bentonville, Arkansas - except for the fact that they've built one of the most talked-about mountain biking trail systems in the country, and now I really would like to visit.

The trail systems currently in La Crosse are excellent in my opinion, but they need additional funding to break the threshold into becoming a true destination that will draw people to the city. La Crosse could truly become known as an outdoors sports mecca, and the return on investment would be well worth the funding.

I hope that you will reconsider adding trail funding back into the CIP budget.

Thanks,
Thomas Schoenfeld
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