

**La Crosse Center**  
**Website and Social Media**  
 February 18, 2019

## Online and Social Media Update

November 26, 2018 – February 17, 2019

### KPIs

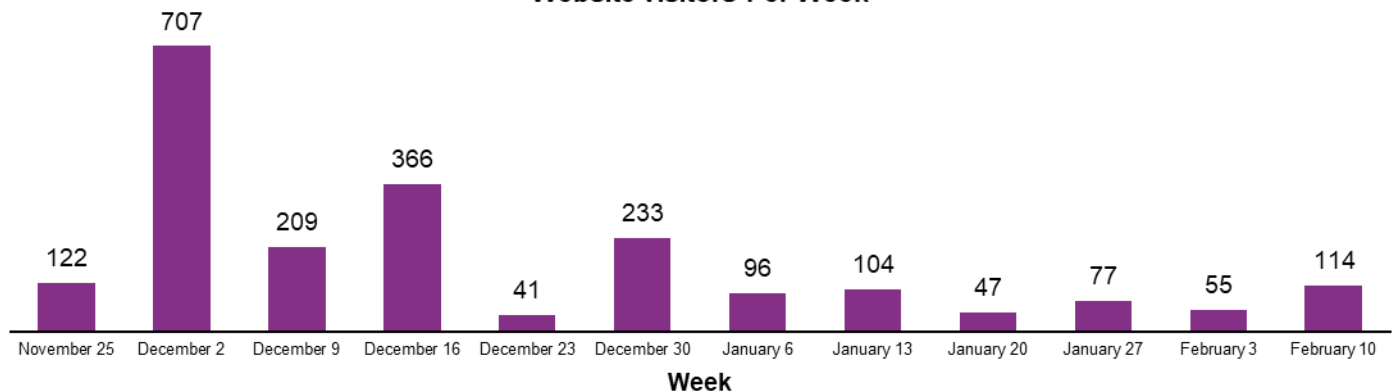
Facebook Page Likes (followers)	Total Surveys Completed	Email List Subscriptions	Public Input Session Attendance	Website Visits	Total Reach (web & social)	Press Coverage (stories)
477	486	42	250+	2,175	19,347	48

### Summary

The largest traffic and reach increases on the website and Facebook page took place around the promotion of public input sessions taking place on November 28, December 20, and February 26.

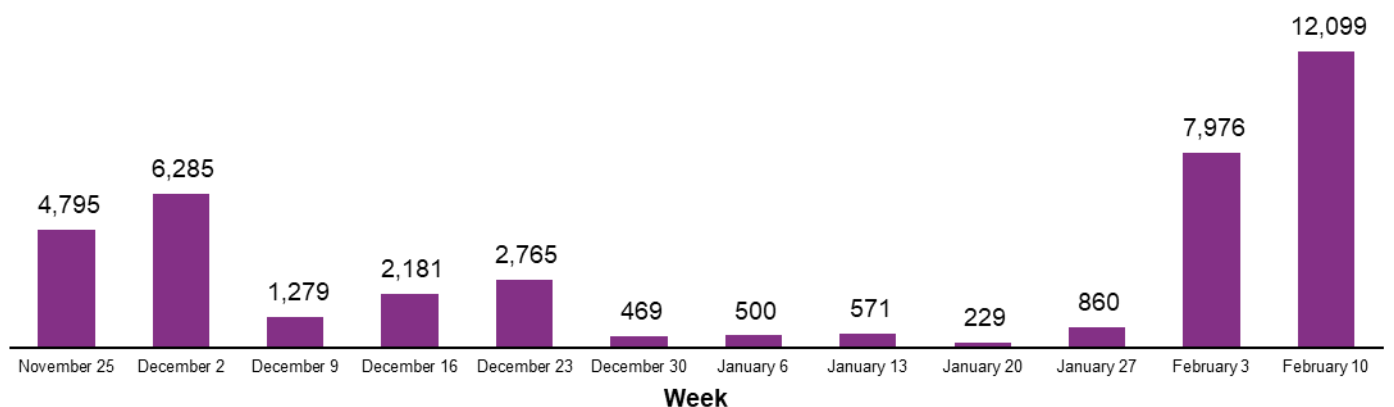
### Website

#### Website Visitors Per Week



### Facebook

#### Social Reach Per Week



\*Public Input Sessions dates – November 28, December 20, February 26

## Summary

Below is a list of posts that have been published on the La Crosse Center Reimagined Facebook page and the key metrics that measure the impact of each.

### Metric Definitions

**Type:** If the post featured text only, a website link, a video, or a photo

**Reach:** The total number of unique people who viewed the post

**Impressions:** The total number of times the post was viewed

**Engaged Users:** The number of people who clicked, shared, commented, or reacted to the post

Date	Post Message	Type	Reach	Impressions	Engaged Users
November 26, 2018	Join us for a public input session on the future sizing, configuration, and features of the La Crosse Center expansion. Meeting will be interactive, including small work groups. Participants will have an opportunity to see and weigh in on a variety of La Crosse Center expansion options. Light snacks and refreshments will be provided. Bring your kids! Children can also participate. There will be a staffed room with art supplies for the kids. Session will be held in the La Crosse Center Ballroom. Enter through the south entrance and go to the second floor.	Status	73	141	1
November 27, 2018	New design concepts will be shared at tomorrow's public input session at the La Crosse Center! After the event, the concepts will be available for viewing on this page.	Link	87	177	1
November 28, 2018	Join us tonight at the La Crosse Center and provide your input and feedback on the new concept designs.	Link	88	157	8
November 28, 2018	<i>(Facebook live video from input session)</i>	Video	94	161	18
November 29, 2018	Let us know your thoughts. Your input is an important part of the process!	Link	183	276	7
November 29, 2018	Three different expansion directions have been considered, and two concept directions are moving forward. One concept would expand the La Crosse Center to the west and the other to the north. The images shown below detail the space, configuration, and primary features of the two options.	Photo	117	185	29
December 13, 2018	Join us on December 20 at 5:30pm for an opportunity to weigh in on final expansion and renovation concepts for the La Crosse Center. The event will be held at the La Crosse Center Ballroom. Use the south entrance and go to the 2nd floor.	Photo	2,855	4,381	145
December 13, 2018	Participants will have an opportunity to weigh in on final design concepts and aesthetic preferences. Light snacks and refreshments will be provided. Children can also participate. There will be a staffed room with art supplies for the kids. The event will take place at the La Crosse Center Ballroom. Enter through the south entrance and go to the 2nd floor.	Status	72	134	0
December 20, 2018	Join us tonight at 5:30 for an opportunity to weigh in on final La Crosse Center design concepts and aesthetic preferences. Light snacks and refreshments will be provided. Children can also participate.	Link	816	1,040	14

December 20, 2018	Tonight is the second public input session at 5:30 pm to provide your feedback on the final La Crosse Center design direction. Refreshments and childcare will be provided. See you tonight!	Link	53	90	3
December 21, 2018	Thank you to everyone who attended the second public input session last night! If you weren't able to attend, you can still provide your feedback through these two online surveys. Fill them out at: <a href="https://bit.ly/2V49YC5">https://bit.ly/2V49YC5</a> and <a href="https://bit.ly/2EEo33t">https://bit.ly/2EEo33t</a>	Link	118	215	10
December 21, 2018	We received great feedback last night at the public input session and want to continue to collect feedback. Please take a moment to complete the preferences surveys to make your voice heard about the expansion plans. Take the surveys here: <a href="https://bit.ly/2EEo33t">https://bit.ly/2EEo33t</a> and <a href="https://bit.ly/2V49YC5">https://bit.ly/2V49YC5</a>	Video	71	136	5
December 26, 2018	If you haven't attended a public input session, there's still time to share your feedback on the La Crosse Center expansion plans. Take 15 minutes to fill out the preferences surveys here: <a href="https://bit.ly/2V49YC5">https://bit.ly/2V49YC5</a> and <a href="https://bit.ly/2EEo33t">https://bit.ly/2EEo33t</a>	Status	109	199	11
January 1, 2019	The La Crosse Center Board chose the West Concept as the design plan to go before the La Crosse Common Council on January 10th. For more information and to share your input, visit our website: <a href="https://thenewlacrossecenter.com/">https://thenewlacrossecenter.com/</a>	Link	80	169	10
January 3, 2019	The city council will vote January 10th on the proposed West Concept, which was chosen by the La Crosse Center Board this week. Let us know your design preferences by filling out the survey here: <a href="https://bit.ly/2V49YC5">https://bit.ly/2V49YC5</a> . What would your ideal La Crosse Center look like?	Photo	518	900	61
January 4, 2019	Yesterday the West concept passed unanimously at the Finance and Personnel Committee meeting. Next week it will go to the Common Council for approval of the concept estimated to bring \$8.7 million in annual impact. Learn more here <a href="https://bit.ly/2RuIZAL">https://bit.ly/2RuIZAL</a> .	Link	98	212	13
January 9, 2019	Tomorrow at 6 p.m., the public is invited to attend the La Crosse City Council meeting, where council members will vote whether or not to move forward with the recommended West Concept. Stay tuned to see what happens!	Photo	113	206	8
January 10, 2019	You've shared your input and the City Council has voted YES on the West Concept at tonight's Common Council meeting.	Photo	122	200	8
January 11, 2019	Following the approval of the West Concept by the La Crosse City Council, it's now time to move forward with the next phase of schematic design. Stay up to date on all La Crosse Center expansion news by liking our page!	Link	145	258	5
January 11, 2019	With the West Concept being approved last night, the La Crosse Center expansion will include the addition of a 12,000 square foot ballroom, 12,000 square feet of renovated area, and 5,500 square feet of meeting rooms. Like our page to learn more and stay up to date on everything La Crosse Center expansion!	Photo	463	595	28
January 11, 2019	La Crosse Center expansion moves forward to design phase; council approves \$42 million concept	Link	301	511	9

January 18, 2019	With an approved concept design, the architects are moving forward to the schematic design phase! The schematic design phase further defines the scope and direction of the project by considering additional components or "bolt-ons". These additional components could include features such as solar panels, a green roof, or an atrium and extended lobby. <a href="http://www.thenewlacrossecenter.com/concept">www.thenewlacrossecenter.com/concept</a>	Photo	176	311	6
January 24, 2019	Stay up-to-date on La Crosse Center improvements and expansion news. Sign up for our newsletter for updates and announcements! <a href="https://thenewlacrossecenter.com/milestones/">https://thenewlacrossecenter.com/milestones/</a>	Video	173	292	4
January 26, 2019	A renovation of this size will have an immediate impact on the La Crosse area. Potential new visitors are estimated to be between 15,000 and 24,000 annually. Learn more about the future impact here: <a href="https://thenewlacrossecenter.com/impact/">https://thenewlacrossecenter.com/impact/</a>	Photo	210	342	16
January 31, 2019	To help us further define the design direction of this project, share your stylistic and aesthetic preferences for the La Crosse Center. You can complete the Precedent Imagery Survey in just a few minutes online. <a href="https://survey.az1.qualtrics.com/jfe/form/SV_1Rj7KSFkS1zmhaR">https://survey.az1.qualtrics.com/jfe/form/SV_1Rj7KSFkS1zmhaR</a> Also, don't forget to sign up to the email list for future updates and announcements. <a href="https://thenewlacrossecenter.com/get-involved/">https://thenewlacrossecenter.com/get-involved/</a>	Video	1,707	2,417	159
February 1, 2019	The Schematic Design Phase is a time to nail down the specifics of the improvements and expansion. Right now, the architects are discussing the requirements of the concept and drawing out floor plans, site plans, and evaluations. This phase is an important time to determine the La Crosse Center's goals and requirements.	Photo	230	359	14
February 2, 2019	According to the State Tourism Board, the average overnight visitor spends about \$184/day in a community on things like retail, hotels, and food. With an estimated 15,000-24,000 new visitors annually, the expansion will have a direct economic impact.	Photo	356	540	20
February 5, 2019	The La Crosse Center and ISG will hold a public input session on Tuesday, Feb. 26 from 5:30-7 p.m. at the La Crosse Center Ballroom. Items to be discussed include the design concept details (sizes, dimensions, and amenities), building style and upgrades, economic impact, and priorities. We hope to see you there.	Photo	1,990	2,576	63
February 7, 2019	With the renovation and expansion, the La Crosse Center could see additional operational savings and revenue of \$100,000-350,000+ in the areas of catering, service fees, booking policy, rental rates, and governing structure.	Photo	180	271	6
February 11, 2019	This project is more than an expansion. Many improvements are being considered as part of the project. For example, the current 18" arena seats could be replaced with improved 19" seating. This change would increase comfort and improve accessibility in the arena.	Photo	3,450	4,607	92
February 12, 2019	Items to be discussed include the design concept details (sizes, dimensions, and amenities), building style and upgrades, economic impact, and priorities. Light snacks and refreshments will be provided. Children can also participate. There will be a staffed room with art supplies for the kids. The event will take place at the La Crosse Center Ballroom. Enter through the south entrance and go to the 2nd floor.	Link	144	206	0

February 14, 2019	This project is more than an expansion and will address areas in need of improvement, including the dressing rooms, HVAC systems, bathrooms, concession stands, arena seating, light fixtures, and more.	Photos	316	476	37
February 15, 2019	Booking events, meetings, and conventions are vital to the La Crosse Center's success. An expansion, including improvements, could increase the size and number of future events, which would contribute to the economic impact of the facility.	Video	334	478	17
February 16, 2019	One of the potential additions to the La Crosse Center is an atrium. Here are precedent images that architects, board members, and the public have considered during the design process.	Video	354	504	30