

La Crosse Center
Website and Social Media
 April 1, 2019

Online and Social Media Update
 February 19, 2019 – March 31, 2019

KPIs

Facebook Page Followers	Total Surveys Completed	Email List Subscriptions	Public Input Session Attendance	Website Visits	Total Reach (web & social)
+96 (573)	+436 (922)	+3 (42)	+50 (300+)	+692 (2,867)	+3,149 (19,347)

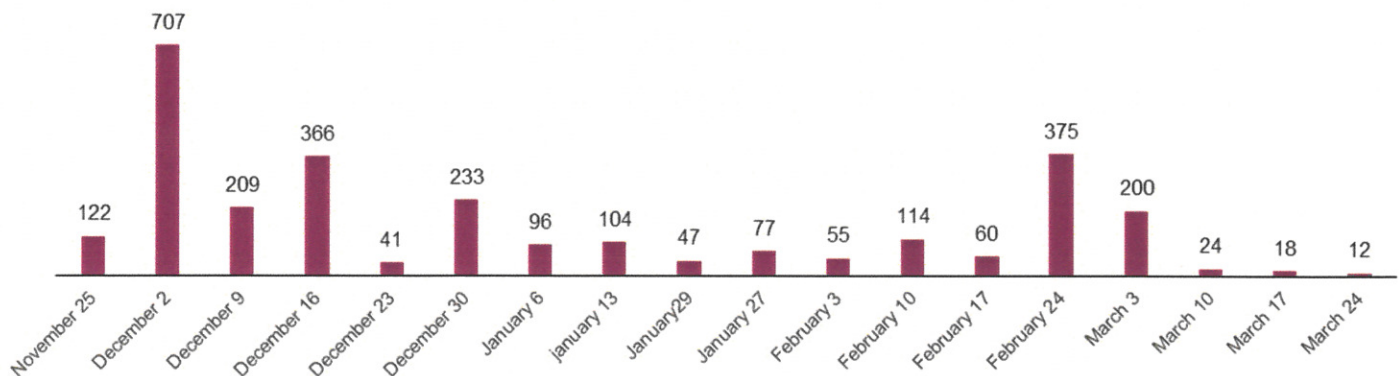
*Numbers represent amount since last update, with all-time totals in parenthesis

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 and the public input survey on March 3.

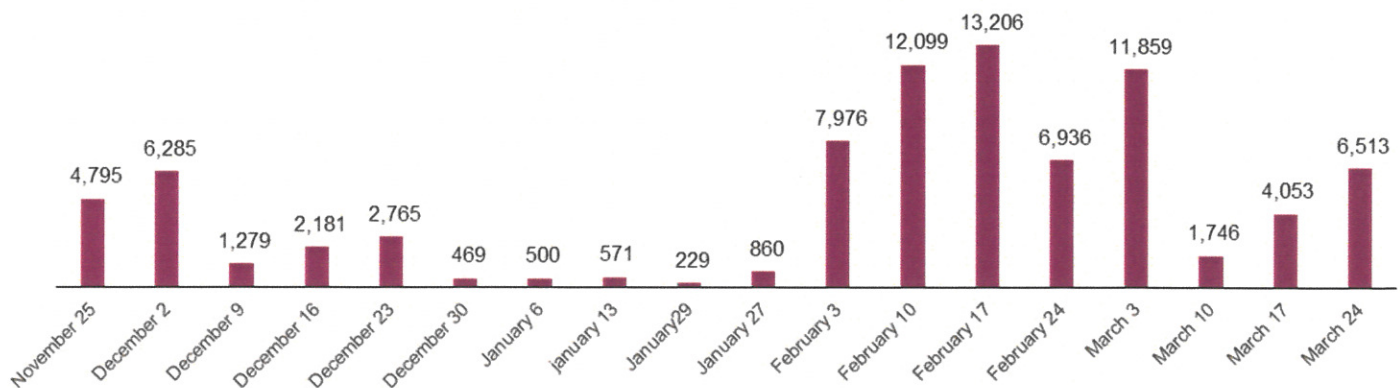
Website

Website Visitors Per Week



Facebook

Website Visitors 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
March 30, 2019	According to an economic impact assessment released this month, the expanded and improved La Crosse Center is projected to create an increase of \$1.3 million of profit for the La Crosse lodging industry.	Photo	208	339	12
March 27, 2019	cover photo	Photo	198	322	22
March 22, 2019	With a schematic design nearing final approval, the design team has created a virtual view from right outside the ballroom of the proposed La Crosse Center concept. The creation of a concept that leverages the natural beauty of the Mississippi River has always been a priority voiced by the La Crosse community, La Crosse Center staff, and city officials. This is a great visualization of how the team is accomplishing that objective.	Photo	6,758	9,411	474
March 20, 2019	La Crosse Center Director Art Fahey and La Crosse Center Board Chairman Brent Smith are featured in the most recent La Crosse Tribune Tribcast. Listen as they discuss the upcoming April 11 City Council meeting that will feature a vote on the schematic design recommended by the La Crosse Center Board.	Link	293	499	13
March 17, 2019	The La Crosse Center Board made its final recommendation on a schematic design concept this week. The concept includes the addition of increased connectivity, a rooftop terrace, a larger north exhibit hall (12,000 sq. ft.), and additional meeting rooms. This concept cost is projected to come in \$206,00 under budget. The La Crosse Center Board, La Crosse Common Council, and the Redevelopment Authority will now meet on Monday at 4:30 p.m. at City Hall to talk about the financing plan.	Link	479	736	49
March 14, 2019	The newly renovated La Crosse Center is expected to bring about \$44.3 million to the local economy each year. That's a \$6.3 million increase. A third-party study released yesterday, revealed the biggest increase in usage at the building would be for banquet-type events in the new ballroom. La Crosse Center Board members meet Friday at 4 p.m. to finalize recommendations for additional features. https://bit.ly/2ubeani	Photo	4,196	5,674	195
March 13, 2019	Project Update: The La Crosse Center Board is currently giving final consideration for additional features, or bolt-ons, to the expansion and improvement project design. Those features include double-stacking meeting rooms, a hallway that connects the north and south sections of the building, a larger North Hall than what is included in the current design, a balcony with a view of Riverside Park, and a rooftop garden over the exhibition hall.	Photo	212	339	17

March 09, 2019	What do you think of the Detroit, Michigan convention center, Cobo Center? The iconic building overlooks the Detroit River and recently had a \$279 million renovation.		111	224	10
March 07, 2019	Did you know that the new La Crosse Center could feature some outdoor artwork displays? Share your thoughts with us on what you would like to see outside the center. https://thenewlacrossecenter.com/connect/		124	204	9
March 06, 2019	We truly appreciate the feedback you provided in our Public Input Survey. Now, the La Crosse Center will move forward with a final proposal to the Common Council. Stay tuned for a recommendation from the Board as soon as next week.	Link	268	409	17
March 04, 2019	The La Crosse Center is proud to host the largest organic farming conference in the country, Midwest Organic and Sustainable Education Service (MOSES) Organic Farming Conference. As events like these expand, an expansion to the La Crosse Center will help meet growing needs for additional space. http://bit.ly/2H2ytMm	Photo	300	451	19
February 28, 2019	Only a few days left to provide input in the design process! Complete your Public Input Survey to influence the future of the La Crosse Center. www.thenewlacrossecenter.com/survey	Photo	8,804	13,460	291
February 26, 2019	Can't make tonight's public input session? You can provide input by completing this survey. Your answers will help shape the future of the La Crosse Center.	Link	4,734	6,528	116
February 25, 2019	Your input is an important part of the process. Tomorrow's input session is the final opportunity to provide input before the La Crosse Center Board makes a recommendation to the La Crosse Common Council.	Link	337	558	18
February 23, 2019	One area of improvement for the renovation of the La Crosse Center includes creating a functioning outdoor space that incorporates the scenic view of the Mississippi River.	Photo	493	778	38
February 20, 2019	The \$42 million La Crosse Center renovation can be broken down to costing approximately \$31.5 million for the expansion and renovation and \$6.8 million for maintenance that has been put on hold in anticipation of this project. ISG architects shared details during Tuesday's La Crosse Center Board meeting about which additional features or "bolt-ons" they've been working on in the current schematic design phase. These features included expanding the space near the North Hall, connecting the expansion to the current ballroom, and providing additional meeting rooms.	Link	334	547	37
February 20, 2019	Three phases follow the current schematic design phase in delivering the new La Crosse Center; design development, construction documents, and construction administration. Once additional features and building details are nailed down in the current phase, the project identity and final product will become more clear.	Photo	138	221	2
February 19, 2019	Curious what other convention centers look like across the Midwest? Take a 360-degree virtual tour of Milwaukee's convention center.	Link	217	342	8

Q&A regarding the La Crosse Center Facilities Conditions Assessment created by ISG on July 10, 2017

Prepared April 1, 2019

What is a Facility Conditions Assessment?

A Facility Conditions Assessment is a report that focuses on the physical existing conditions of a building. It confirms the current state of the building and identifies issues that should be considered for maintenance, replacement, or other treatment. Engineers, architects, and technicians research plans, review maintenance records, and perform on-site inspections. They evaluate areas including, but not limited to: the site, the building exterior and interior, interior finishes, hazardous materials, accessibility, plumbing systems, mechanical systems, technology systems, electrical systems, elevators, and escalators.

The Facility Conditions Assessment is comprehensive and serves as a full, exhaustive audit of the facility. Not all items identified in a Facility Conditions Assessment require immediate maintenance, replacement, or treatment. It covers "nice to have" cosmetic updates and modernizations as well as "must have" repairs or replacements. Some items may call for immediate attention, while others may merely need to be addressed some day in the future.

What is deferred maintenance?

Deferred maintenance refers to maintenance, system upgrades, or repairs that are necessary but deferred to a future budget cycle or postponed until funding becomes available. Deferred maintenance is implemented in order to save costs, meet budget funding levels, or realign available budget monies and priorities. Though backed by inspections and data, the decision to defer an upgrade or repair is made through a subjective process of balancing present and future priorities.

Think about this as you would when considering repairs for your home. If you have an aging roof, a broken refrigerator, and a cracked driveway; rather than replace all immediately, you will prioritize and spread the costs out over time.

Why have cost estimates for building maintenance, upgrades, and repairs varied?

After the completion of the Facility Conditions Assessment report in July of 2017, the La Crosse Center Board and staff reviewed it to begin determining priorities, and the construction manager began estimating costs to address each item in the report. The initial cost estimate for all items in the report was approximately \$30MM.

This was NOT an estimated cost of all deferred maintenance. Many of the items in the Facility Conditions Assessment were potential upgrades or options for updating to like-new condition.

Actual deferred maintenance needs, after prioritization, were determined to be approximately \$13MM. Then, with the decision to rebuild rather than renovate the North Hall, approximately \$3MM in deferred maintenance was saved, reducing the total deferred maintenance need to approximately \$10MM.

It is an industry best practice to remediate deferred maintenance in phases so that maintenance is consistent and ongoing. With that in mind, the Board chose to allocate \$6.7MM of the available project funds to deferred maintenance in 2020-2021.

Additional deferred maintenance funding is anticipated through the partnership of The City of La Crosse and Johnson Controls.

Are all items from the Facility Conditions Assessment being addressed?

Yes. All items referenced in the Facility Conditions Assessment are being addressed in one way or another. The La Crosse Center Board and staff used the report to set priorities for now and the future. Some items will be added, some will be replaced, some will be repaired, some will be upgraded, and some will be maintained.