



La Crosse Center Expansion and Remodeling Project: Continued PR and Marketing Services

June 11, 2019

Proposed Continuation of Services

1. Roll out final exterior and interior design choices to the public and media	June - July
2. Enhanced photography/videography for visual impact and effect	June - September
3. Co-host final public input session with ISG	June - July
4. Survey and educate the public on final design choices	June - September
5. Continue messaging and transparency in social media	June - September
6. Continue messaging and transparency on the website	June - September
7. Write and distribute news releases	June - September
8. Attend ongoing meetings with Center board/staff, PMT, mayor, and ISG	June - September

Estimated Costs

	Total
Public relations strategy for 4 months	\$750
Public input session co-hosting	\$750
Social media post design, copywriting, and management for 4 months	\$2,025
News release writing and submission	\$225
Website design, copywriting, and development for 4 months	\$2,025
Survey writing, execution, and results reporting	\$1,500
Digital marketing results tracking and reporting for 4 months	\$975
Meetings (LCC Board, LCC Staff, ISG, Mayor, and/or PMT)	\$1,200
Total	\$9,450

Potential Add-on Service

- Capital Campaign collateral graphic design, copywriting, and coordination
 - Case statement, news release, PowerPoint presentation

Timing TBD
Estimated \$3,500

All projects conservatively estimated and estimated at the rate of \$75/hour; the reduced rate that Metre has reserved for all City of La Crosse projects.