




RIVER POINT DISTRICT PR INSIGHTS REPORT

JANUARY 9, 2020

River Point District PR Insights Report

- Facebook and Instagram


Posts



River Point District La Crosse, Wisconsin

Published by Kelley Luedke [?] · December 19, 2019 at 2:38 PM · 🌐

River Point District neighborhood (formerly Riverside North) on track with a new brand, website and master plan. <https://bit.ly/2Z84sRi>



River Point District La Crosse, Wisconsin

Government Organization

7,676

People Reached

863

Engagements

Boost Again

Boosted on Dec 19, 2019

By Kelley Luedke

Completed

People Reached

5.8K

Post Engagement

468

View Results

👍👎❤️

73


17 Shares

👍 Like

💬 Comment

🔗 Share

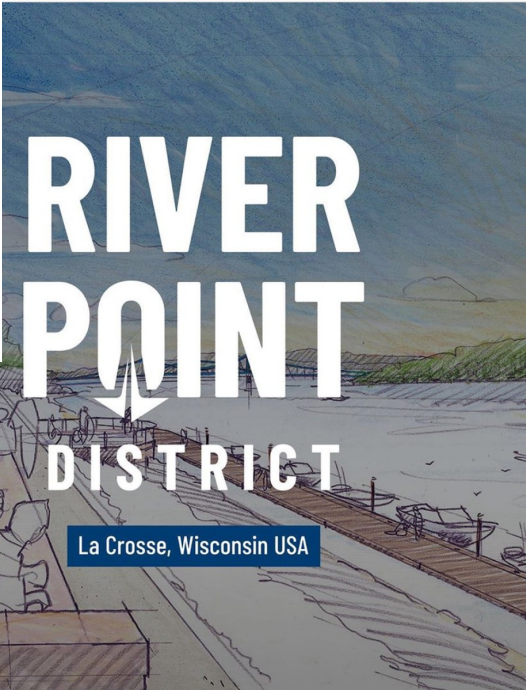
📌 Save




Comment as River Point District La Crosse, Wi...

😊 📷 GIF 🎭


Press Enter to post.





riverpointdistrict · Follow

...



riverpointdistrict River Point District waterfront neighborhood (formerly Riverside North) in La Crosse, Wisconsin on track with a new brand, new website and approved master plan.

2w

👍👎🔗

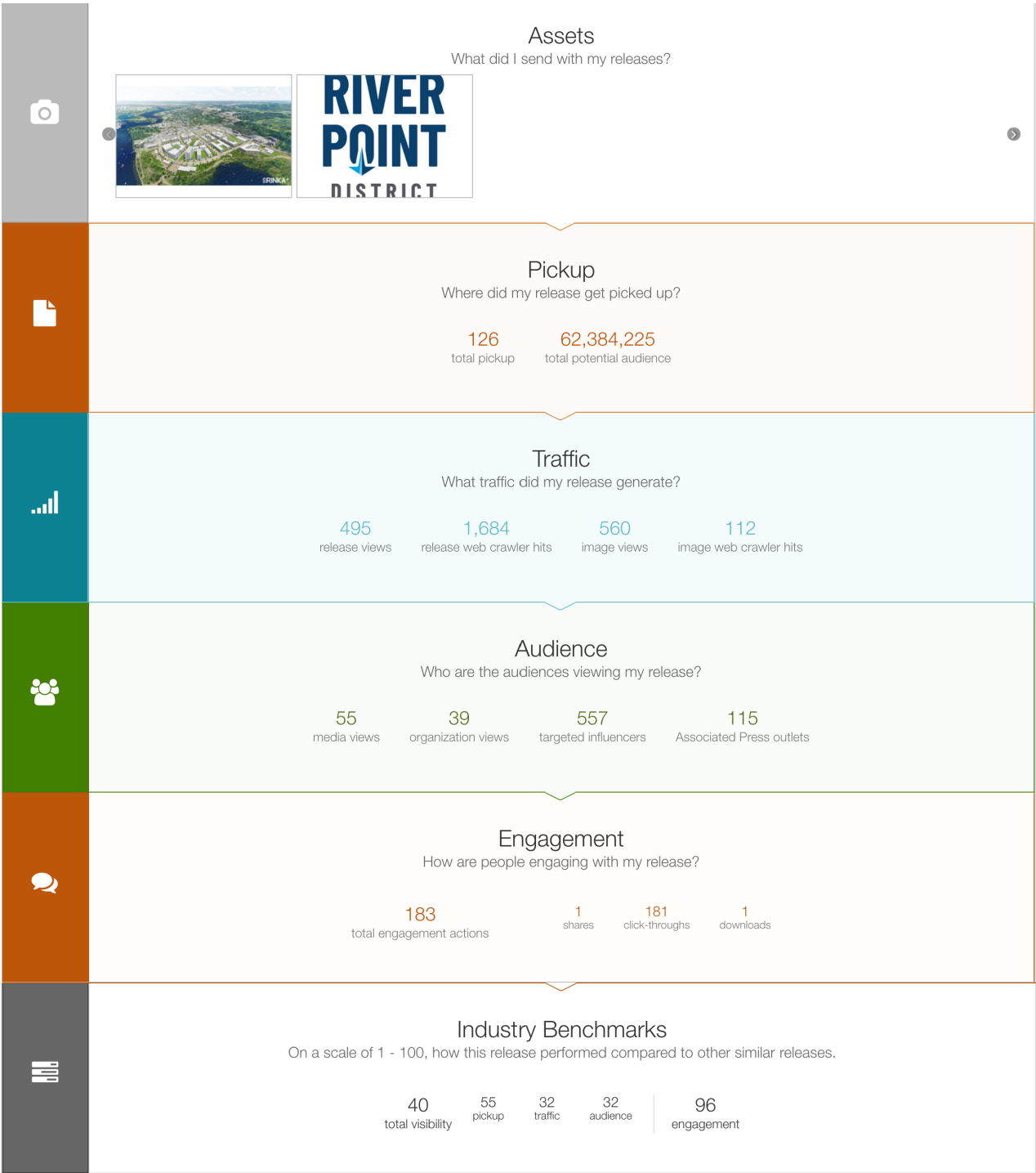
1 like

DECEMBER 19, 2019

Add a comment...

Post

Overview of Insights



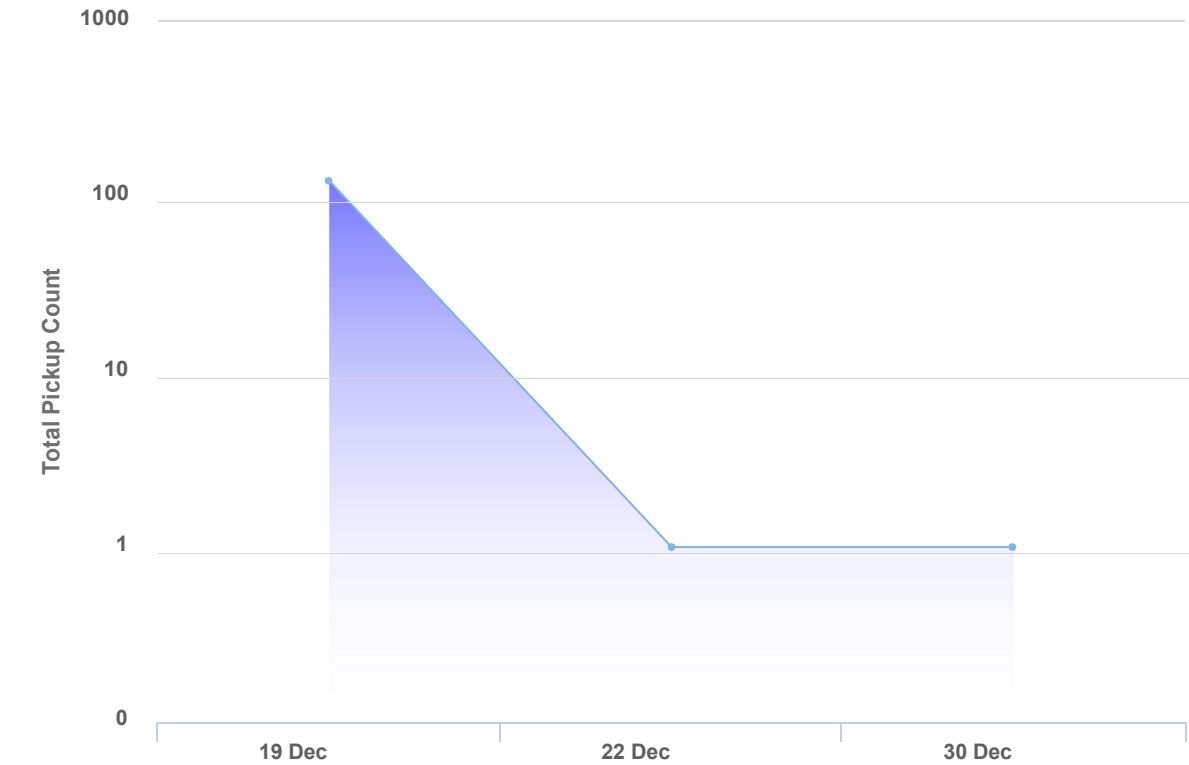
Pickup

Overview

TOTAL PICKUP	126	TOTAL POTENTIAL AUDIENCE	62M
Exact Match	126 postings	Exact Match	62M visitors

Total Pickup Over Time

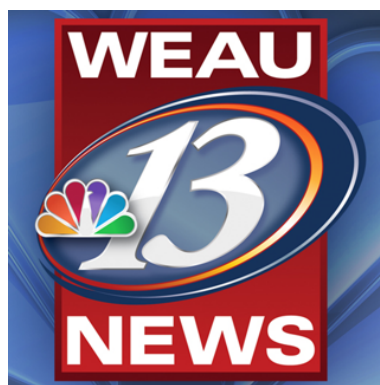
Total pickup since your content was distributed



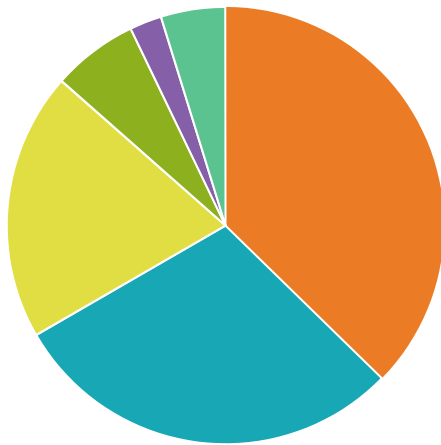
Local News Pickup

Click below to view releases:

- WKBT: News8000.com
- WEAU13New
- WIProud.com

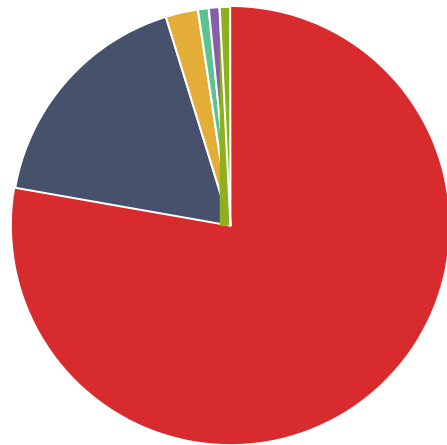


Total Pickup by Source Type



- Broadcast Media (47/37.3%)
- Newspaper (37/29.4%)
- Online News Sites & Other Influencers (25/19.8%)
- Financial News Service (8/6.3%)
- News & Information Service (3/2.4%)
- Other (6/4.8%)






Total Pickup by Industry

































- Media & Information (98/77.8%)
- Financial (22/17.5%)
- Multicultural & Demographic (3/2.4%)
- Business Services (1/0.8%)
- Industrial (1/0.8%)
- Other (1/0.8%)















Exact Match Pickup




Exact matches are full text postings of your content which we have found in the online and social media that we monitor. Understand how it is calculated. Your release has generated 126 exact matches with a total potential audience of 62,384,225.















Logo	Outlet Name	Location	Source Type	Industry	Potential Audience
	MarketWatch Online <input type="checkbox"/> View Release	United States	Financial News Service	Financial	16,341,607 visitors/month
	Morningstar Online <input type="checkbox"/> View Release	United States	Financial Data, Research & Analytics	Financial	9,442,294 visitors/month
	PR Newswire Online <input type="checkbox"/> View Release	United States	PR Newswire	Media & Information	9,372,666 visitors/month
	finanzen.net Online <input type="checkbox"/> View Release	Germany	Financial News Service	Financial	6,189,084 visitors/month
	KOTV-TV CBS-6 [Tulsa, OK] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	2,056,942 visitors/month
















	Spoke Online <input type="checkbox"/> View Release	United States	News & Information Service	Business Services	1,894,937 visitors/month
	Yahoo! Finance Online <input type="checkbox"/> View Release	Global	Online News Sites & Other Influencers	Media & Information	1,834,222 visitors/month
	Daily Herald [Chicago, IL] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	1,555,913 visitors/month
	Buffalo News [Buffalo, NY] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	1,537,817 visitors/month
	Benzinga Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Financial	1,537,078 visitors/month
	KWTV-TV CBS-9 [Oklahoma City, OK] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	854,368 visitors/month
	KAKE-TV ABC [Wichita, KS] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	848,576 visitors/month
	Realty Times Online <input type="checkbox"/> View Release	Canada	Trade Publications	Real Estate	828,342 visitors/month
	Finanzen.at Online <input type="checkbox"/> View Release	Germany	Online News Sites & Other Influencers	Financial	725,861 visitors/month
	Finanzen.ch Online <input type="checkbox"/> View Release	Switzerland	Online News Sites & Other Influencers	Financial	504,838 visitors/month
	Minyanville Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Financial	455,400 visitors/month
	WBOC-TV CBS-16 [Salisbury, MD] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	433,550 visitors/month
	One News Page Global Edition Online <input type="checkbox"/> View Release	Global	Online News Sites & Other Influencers	Media & Information	433,131 visitors/month
	WRCB-TV NBC-3 [Chattanooga, TN] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	430,946 visitors/month
	Business Insider: Markets Insider Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Financial	271,130 visitors/month
















	NewsBlaze US Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Media & Information	189,533 visitors/month
	WZVN-TV ABC-7 [Fort Myers, FL] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	183,723 visitors/month
	myMotherLode.com [Sonora, CA] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	181,414 visitors/month
	KTVN-TV CBS-2 [Reno, NV] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	157,502 visitors/month
	WFMJ-TV NBC-21 [Youngstown, OH] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	157,337 visitors/month
	WRAL-TV CBS-5 [Raleigh, NC] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	156,085 visitors/month
	Townhall Finance Online <input type="checkbox"/> View Release	United States	Financial News Service	Media & Information	156,085 visitors/month
	Tamar Securities Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Financial	156,085 visitors/month
	FinancialContent - PR Newswire Online <input type="checkbox"/> View Release	United States	Financial News Service	Media & Information	156,085 visitors/month
	IBTimes Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	156,085 visitors/month
	Rockford Register Star [Rockford, IL] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	156,085 visitors/month
	Great American Financial Resources Online <input type="checkbox"/> View Release	United States	News & Information Service	Financial	156,085 visitors/month
	Franklin Credit Management Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Financial	156,085 visitors/month
	Value Investing News Online <input type="checkbox"/> View Release	United States	Financial News Service	Financial	156,085 visitors/month
	Dow Theory Letters Online <input type="checkbox"/> View Release	United States	Banking & Financial Institutions	Financial	156,085 visitors/month





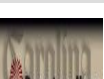










	Daily Penny Alerts Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Financial	156,085 visitors/month
	KVOR 740-AM [Colorado Springs, CO] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	156,085 visitors/month
	Benefit Plans Administrative Services Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Financial	156,085 visitors/month
	Ascensus Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Financial	156,085 visitors/month
	1st Discount Brokerage Online <input type="checkbox"/> View Release	United States	Financial News Service	Financial	156,085 visitors/month
	WLNE-TV ABC-6 [Providence, RI] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	151,699 visitors/month
	KLKN-TV ABC-8 [Lincoln, NE] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	150,562 visitors/month
	WICU-TV NBC-12 / WSEE-TV CBS-35 [Erie, PA] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	146,051 visitors/month
	APG Wisconsin Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	136,242 visitors/month
	The Chronicle Journal [Thunder Bay, ON] Online <input type="checkbox"/> View Release	Canada	Newspaper	Media & Information	132,751 visitors/month
	Ticker Technologies Online <input type="checkbox"/> View Release	United States	Financial News Service	Financial	95,258 visitors/month
	InvestorPoint.com Online <input type="checkbox"/> View Release	United States	Trade Publications	Financial	82,761 visitors/month
	RFD-TV [Nashville, TN] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	75,301 visitors/month
	WENY-TV [Horseheads, NY] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	58,862 visitors/month

	KPMI-TV NBC-6 Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	51,668 visitors/month
	WICZ-TV FOX-40 [Binghamton, NY] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	45,701 visitors/month
	Wisconsin Gazette Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	37,102 visitors/month
	Daily Times Leader [West Point, MS] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	36,386 visitors/month
	The Pilot News [Plymouth, IN] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	34,197 visitors/month
	Starkville Daily News [Starkville, MS] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	32,336 visitors/month
	Construction Global Online <input type="checkbox"/> View Release	United Kingdom	Trade Publications	Industrial	28,364 visitors/month
	Suncoast News Network [Sarasota, FL] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	26,660 visitors/month
	The Saline Courier [Benton, AR] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	15,041 visitors/month
	Decatur Daily Democrat [Decatur, IN] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	13,983 visitors/month
	The Observer News Enterprise [Newton, NC] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	13,763 visitors/month
	Acess News Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Media & Information	13,491 visitors/month
	The Punxsutawney Spirit [Punxsutawney, PA] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	13,490 visitors/month
	Mammoth Times [Mammoth Lakes, CA] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	13,060 visitors/month
	Inyo Register [Bishop, CA] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	12,530 visitors/month

	KFAQ-AM 1170 [Tulsa, OK] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	12,484 visitors/month
	Malvern Daily Record [Malvern, AR] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	12,331 visitors/month
	Borger News Herald [Borger, TX] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	12,090 visitors/month
	Ridgway Record [Ridgway, PA] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	11,964 visitors/month
	ProfitQuotes Online <input type="checkbox"/> View Release	United States	Financial News Service	Financial	10,356 visitors/month
	100.7-FM The Score [Lubbock, TX] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	10,156 visitors/month
	KTTU-FM 97.3 Double T [Lubbock, TX] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	9,802 visitors/month
	The Evening Leader [St. Marys, OH] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	9,060 visitors/month
	Poteau Daily News [Poteau, OK] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	8,430 visitors/month
	Ask.com Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Media & Information	8,120 visitors/month
	KQCW-TV CW-12/19 [Tulsa, OK] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	7,815 visitors/month
	Telemundo Lubbock [Lubbock, TX] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	6,981 visitors/month
	KXTQ-FM 106.5 Magic [Lubbock, TX] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	6,565 visitors/month
	Latin Business Today Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Multicultural & Demographic	6,493 visitors/month

	Bloomer Advance Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	6,463 visitors/month
	Barron News-Shield Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	6,357 visitors/month
	KJTV-TV FOX-34 [Lubbock, TX] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	6,310 visitors/month
	WBOC-TV FOX-21 [Salisbury, MD] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	6,182 visitors/month
	KLCW-TV Lubbock CW [Lubbock, TX] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	5,892 visitors/month
	Sweetwater Reporter [Sweetwater, TX] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	5,097 visitors/month
	KVOO-FM 98.5 [Tulsa, OK] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	4,388 visitors/month
	Warren and Hunterdon Counties CityRoom [Warren County, NJ] Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Media & Information	3,768 visitors/month
	El Paso CityRoom [El Paso, TX] Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Media & Information	3,768 visitors/month
	Valley City Times-Record [Valley City, ND] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	3,320 visitors/month
	The Morning News [Blackfoot, ID] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	2,703 visitors/month
	KLZK-FM 107.7 YES FM [Lubbock, TX] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	2,476 visitors/month
	The Antlers American [Antlers, OK] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	2,353 visitors/month
	Fat Pitch Financials Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Financial	2,251 visitors/month
	The Kane Republican [Kane, PA] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	2,177 visitors/month

	KMYL-TV MyLubbock-TV [Lubbock, TX] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	1,781 visitors/month
	Oldies 97.7 FM [Lubbock, TX] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	1,716 visitors/month
	KLBB-FM 93.7 The Eagle [Lubbock, TX] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	1,680 visitors/month
	Minster Community Post [Minster, OH] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	1,592 visitors/month
	Wapakoneta Daily News [Wapakoneta, OH] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	1,097 visitors/month
	Manhattanweek Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Media & Information	931 visitors/month
	The Deer Park Tribune [Deer Park, WA] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	895 visitors/month
	The Post and Mail [Columbia City, IN] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	626 visitors/month
	Wisconsin Latino News Online <input type="checkbox"/> View Release	United States	News & Information Service	Multicultural & Demographic	521 visitors/month
	Oklahoman [Oklahoma City, OK] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	227 visitors/month
	Pittsburgh Post-Gazette [Pittsburgh, PA] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	193 visitors/month
	Marketplace Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	69 visitors/month
	Invertir USA Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Media & Information	
	Green Kontractor Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Multicultural & Demographic	
	WRDE-TV CBS [Milton, DE] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	

	One News Page Unites States Edition Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Media & Information	
	96.9-FM The Bull [Lubbock, TX] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	
	KHST-FM 106.9 [Tulsa, OK] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	
	KJUN-TV / KFOL-TV HTV10 [Houma, LA] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	
	DatelineCarolina Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Media & Information	
	KXBL-FM 99.5 [Tulsa, OK] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	
	KBEZ-FM 92.9 [Tulsa, OK] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	
	NCN: Southeast - News Channel Nebraska [Beatrice, NE] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	
	NCN: River Country - NewsChannelNebraska [Nebraska City, NE] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	
	NCN: Platte Valley - News Channel Nebraska [Columbus, NE] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	
	NCN: Panhandle - News Channel Nebraska [Grand Island, NE] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	
	NCN: Northeast - News Channel Nebraska [Norfolk, NE] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	
	NCN: Mid-Plains - News Channel Nebraska [Grand Island, NE] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	
	NCN: Metro - News Channel Nebraska [Omaha, NE] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	
	Winslow, Evans & Crocker Online <input type="checkbox"/> View Release	United States	Online News Sites & Other Influencers	Financial	

	NCN: Central - News Channel Nebraska [Grand Island, NE] Online <input type="checkbox"/> View Release	United States	Broadcast Media	Media & Information	
	The Daily Press [St. Marys, PA] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	
	Big Spring Herald [Big Spring, TX] Online <input type="checkbox"/> View Release	United States	Newspaper	Media & Information	

SocialPost

View activity relating to your SocialPost distribution.

 Posted at 2 hour intervals.



@PRNBldgConst
90 followers

Waterfront neighborhood development project on track with master plan and new brand. Located in historic La Crosse, WI, River Point District

Social Activity

90 Impressions	0 Retweets	90 SocialPost Audience	1 Clicks from Twitter	90 Total Potential Audience
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Traffic

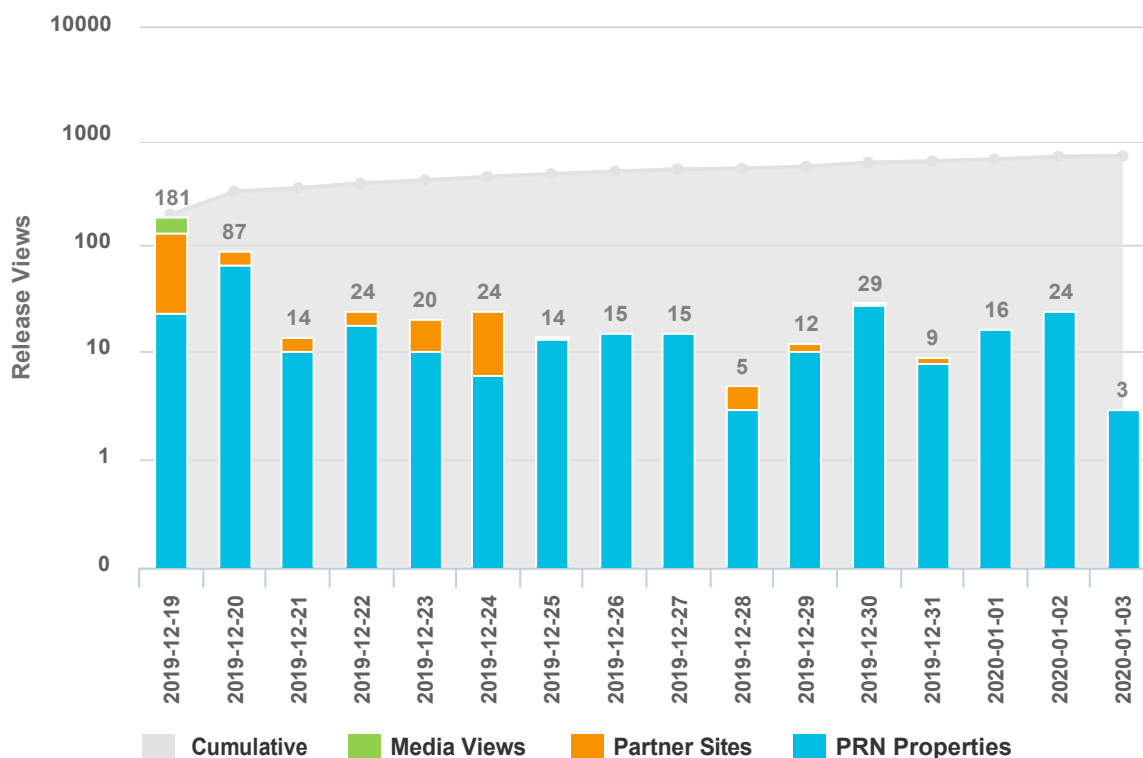
Overview

Total Release Views & Web Crawler Hits 2.2K

RELEASE VIEWS	492	MULTIMEDIA	554	WEB CRAWLER HITS	1.8K
Media Views	55 views	Image Views	554 views	Release Hits	1.7k
Public Views	437 views			Image Hits	112
Partner Sites	171 views				
PR Newswire Channels	266 views				

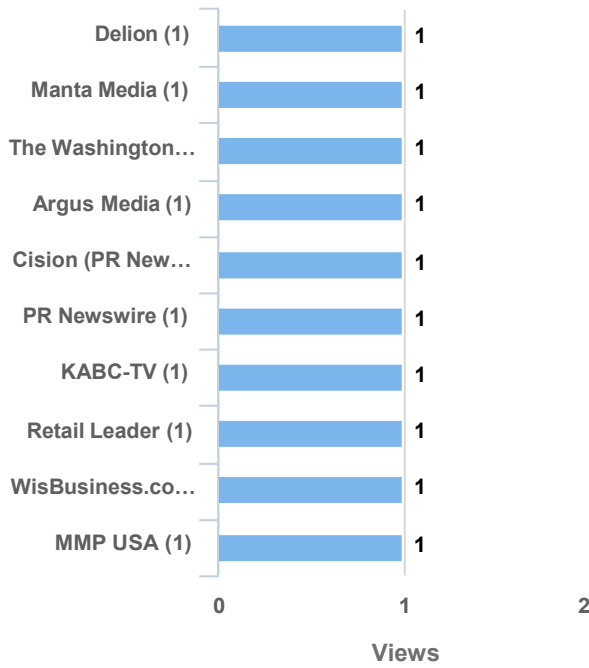
Release Views

Release Views Over Time



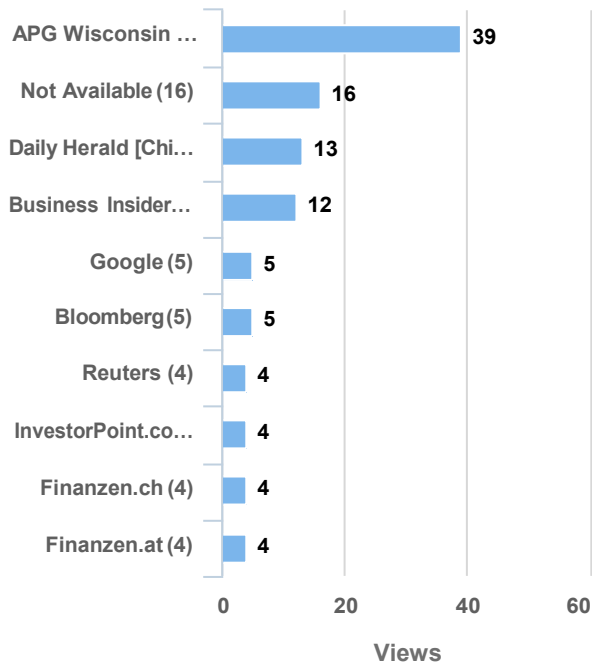
Media Views on PR Newswire for Journalists

Top 10 Outlets



Views on Partner Sites

Top 10 Sites



Traffic to PR Newswire Properties

Type of Views

Views

Type	Views
Total Views on PR Newswire Properties	266

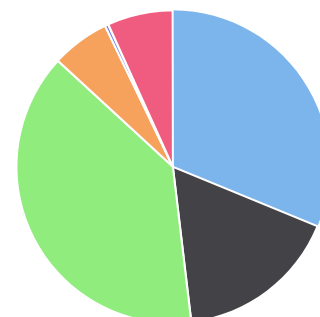


■ Desktop Views
■ Mobile/Tablet Views

External Traffic Sources

Understand how viewers found your release.

Source	Source Type	Instances
Direct	Direct	83
Google	Search Engine	43
Bing	Search Engine	2
LinkedIn	Social Media	83
Facebook	Social Media	19
Twitter	Social Media	1
prnewswire.com	PR Newswire Properties	16
mail.mwflax.com	Webmail	1
com.linkedin.android	Other Sites	16
contify.com	Other Sites	1
owler.com	Other Sites	1
Total		266



■ Direct ■ Search Engine
■ Social Media
■ PR Newswire Properties
■ Webmail ■ Other Sites

Search Engine Keywords

The search terms that visitors to your release use to find it. Note that Google increasingly does not make this data available.



Google keywords not available: 43

Search Engine	Search Term	Instances
Bing	Not Available	1
Total		2

Search Engine	Search Term	Instances
	la crosse riverpoint development	1
Total		2

Multimedia Views

Image Views & Hits

Image	Image Archive	Views	Web Crawler Hits	Total
	View Image	298	84	382
	View Image	255	28	283
Total		553	112	665

* Image views are the total number of human views of the image as it appeared on this release. Web Crawler Hits are the number of spider and bot hits to the image and are cumulative from the original date of distribution. Impressions are the sum of image views and web crawler hits.

Audience

Overview

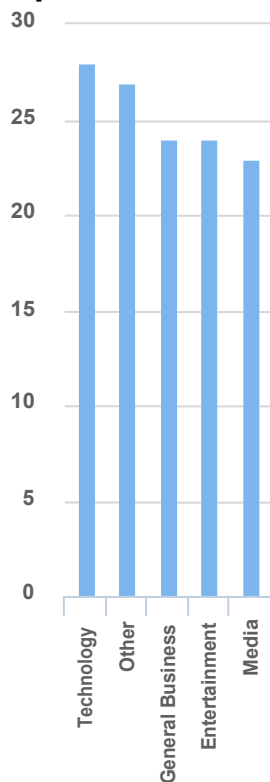
VIEWS FROM IDENTIFIED AUDIENCES 94		AP & INFLUENCER LIST RECEIPTS 672	
Media Views	55	Wire Distribution / AP Outlets	115
Organization Views	39	Targeted Influencers	557

Audience Summary

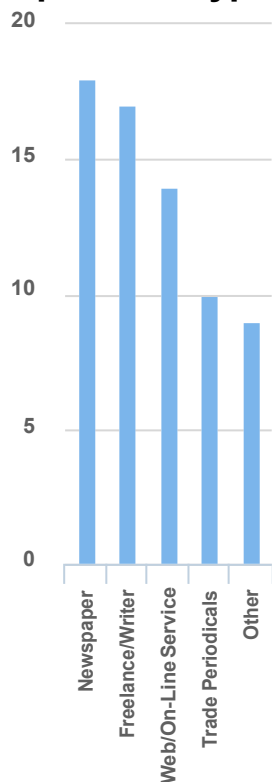
Media Demographics

A break down of the industries covered, the media types and the locations of the journalists & bloggers accessing your release on PR Newswire for Journalists.

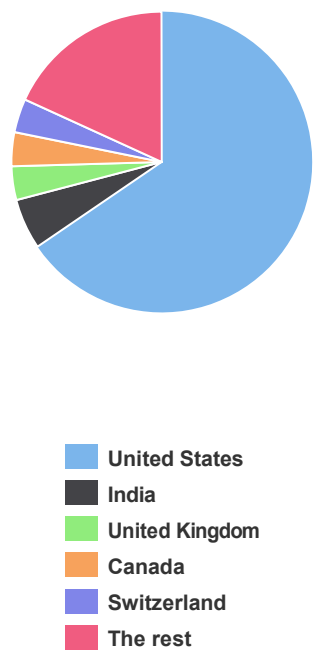
Top Industries



Top Media Types



Top Countries



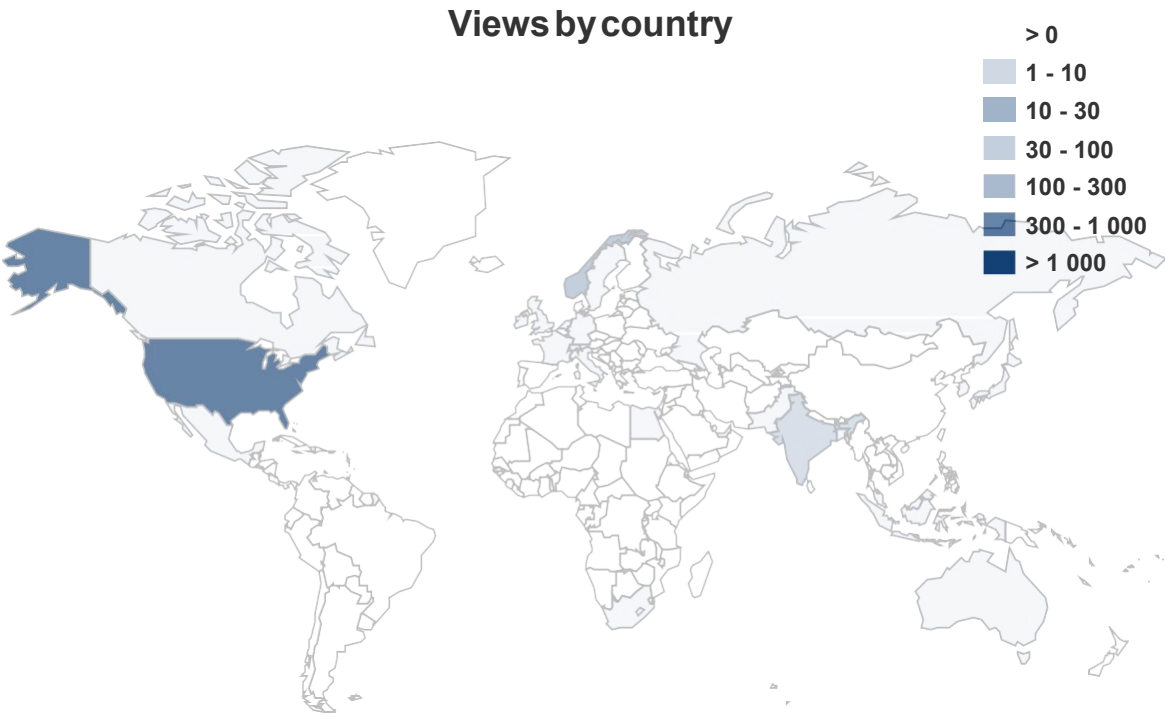
Geo-segmentation

See where views of your release originated.

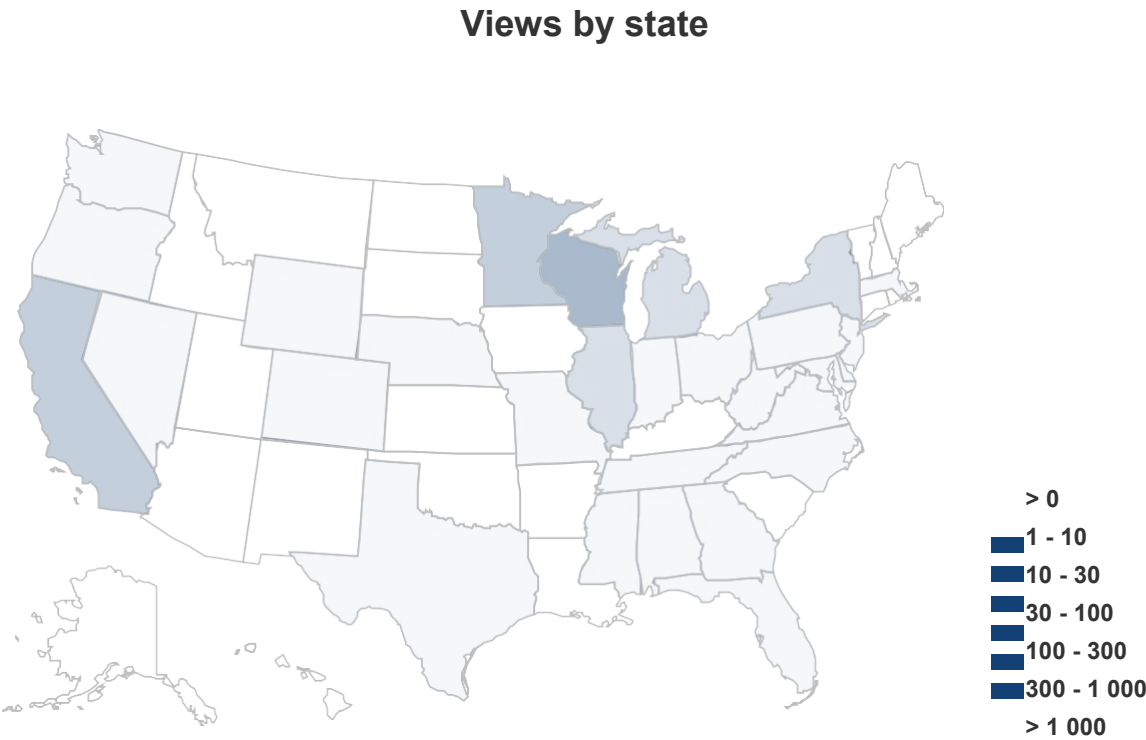
Select a region:

World View

Views by country



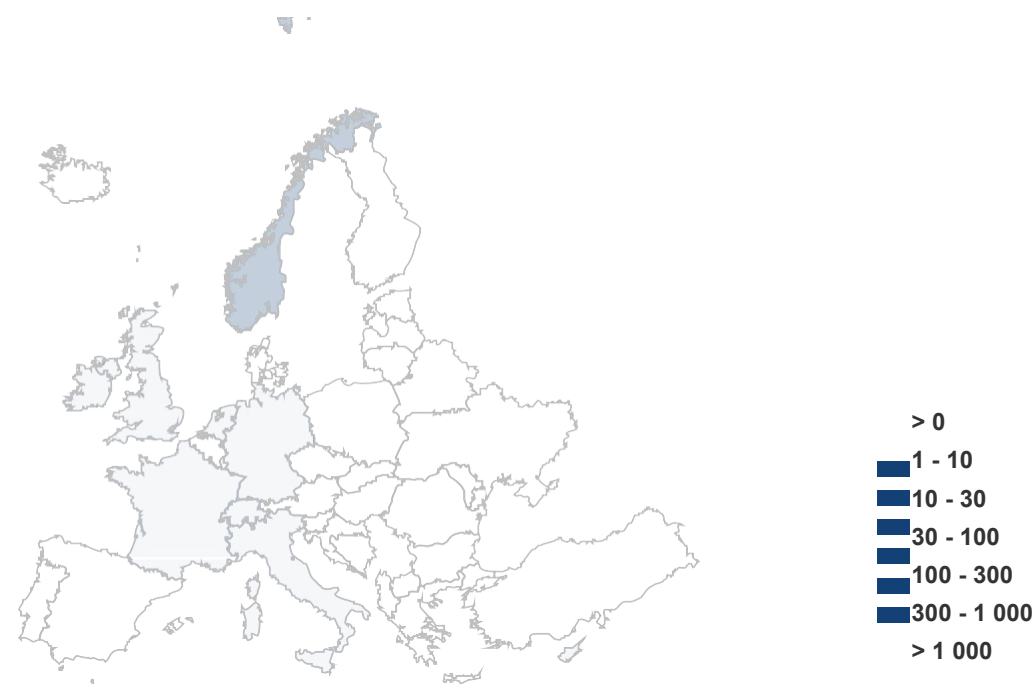
Views by state



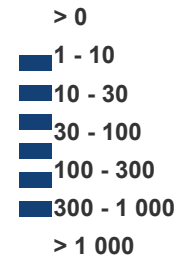
Views by province



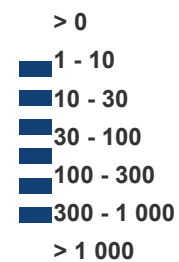
Views by country



Views by country



Views by country



Audience Details

Media Views

See the details of each media outlet from PR Newswire for Journalists that viewed your release.

Outlet	Industry	Source Type	Country	Views
Delion	Environment, Financial Services, General Business, Other, Technology	Blogger, Newspaper	Canada	1
Total				55

Manta Media	General Business	Web/On-Line Service	United States	1
The Washington Post	Consumer Products, Environment, Financial Services, General Business, Public Issues	Newspaper	United States	1
Argus Media	Energy	Wire Service	United States	1
Cision (PR Newswire)	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other, Public Issues, Sports, Technology, Transportation, Travel	Blogger, Consumer Periodicals, Freelance/Writer, Newspaper, Other, Radio, Television, Trade Periodicals, Web/On-Line Service, Wire Service	United States	1
PR Newswire	Other	Wire Service	United States	1
KABC-TV	Consumer Products, Entertainment, Features, Media, Sports, Technology, Travel	Freelance/Writer, Television	United States	1
Retail Leader	Media	Trade Periodicals	United States	1
WisBusiness.com	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other, Public Issues, Sports, Technology, Transportation, Travel	Web/On-Line Service	United States	1
MMP USA	Consumer Products, Environment, General Business, Healthcare, Technology, Travel	Television	United States	1
South Bay/Westside DIGS magazine	Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Heavy Industry, Media, Other, Sports, Technology, Transportation, Travel	Blogger, Consumer Periodicals, Freelance/Writer, Other, Wire Service	United States	1
Wisconsin Public Radio	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other, Public Issues, Sports, Technology, Transportation, Travel	Radio	United States	1
iQ Business Media	General Business, Heavy Industry, Other	Trade Periodicals	Canada	1
Mole News	Entertainment, Financial Services, General Business, Heavy Industry, Media, Technology	Freelance/Writer	United States	1
Tennessee Free Journalism Project	Entertainment, Environment, Features, General Business, Healthcare, Heavy Industry, Public Issues, Sports, Technology, Travel	Freelance/Writer, Newspaper	United States	1
National News Syndicate	Technology	Freelance/Writer, Trade Periodicals	United States	1
Institut Européen de journalisme	Entertainment, Environment, Other, Public Issues	Freelance/Writer, Newspaper	France	1
KrazzyMag	Auto, Entertainment, Environment, Financial Services, General Business, Healthcare, Media, Public Issues, Sports, Technology, Travel	Blogger, Other, Web/On-Line Service	India	1
Total				55

BlissFireMedia	Consumer Products, Entertainment, Environment, Features, Healthcare, Media, Other, Public Issues, Technology	Blogger, Consumer Periodicals, Freelance/Writer, Other, Web/On-Line Service	United States	1
Freelance: FE News, The Orchard at Tesco	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Public Issues, Sports, Technology, Transportation, Travel	Consumer Periodicals, Freelance/Writer, Newspaper, Radio, Television, Trade Periodicals, Web/On-Line Service, Wire Service	United Kingdom	1
Alain Charles Publishing	Energy, Environment, General Business, Heavy Industry, Technology, Transportation	Trade Periodicals	United Arab Emirates	1
Sipa USA	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other, Public Issues, Sports, Technology, Transportation, Travel	Wire Service	United States	1
the geospatial	Media, Other, Technology	Web/On-Line Service	India	1
The Hip Hop Geek	Broadcast, Consumer Products, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Media, Other, Public Issues, Sports, Technology, Transportation, Travel	Blogger	United States	1
Fortunly	Financial Services, General Business, Technology	Web/On-Line Service	Serbia	1
Freelance	Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Media, Other, Public Issues, Technology, Transportation, Travel	Freelance/Writer, Newspaper	Swedish	1
Word Geek Media	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other, Public Issues, Sports, Technology, Transportation, Travel	Freelance/Writer	United States	1
Hawthorne News	Auto, Consumer Products, Energy, Environment, Financial Services, General Business, Healthcare, Heavy Industry, Other	Freelance/Writer	United States	1
heart & soul	Entertainment, Healthcare, Travel	Consumer Periodicals, Radio, Web/On-Line Service	United States	1
New Albany Publishing Company - LCNI	Auto, Consumer Products, Energy, Entertainment, Features, Financial Services, Healthcare, Other, Public Issues, Sports, Technology, Travel	Newspaper	United States	1
Economic Review	Auto, Energy, Features, Financial Services, Media, Public Issues, Sports	Freelance/Writer, Newspaper, Trade Periodicals	Pakistan	1
Kingsport Times-New	Other	Newspaper	United States	1
Randall-Reilly Publishing Co.	Transportation	Trade Periodicals	United States	1
PR	Technology	Other	Malaysia	1
Feather River Bulletin	Other	Newspaper	United States	1
Total				55

WSAZ	Financial Services	Television	United States	1
"Downtown Idea Exchange" Alexander Communications Group, Inc.	Travel	Newspaper	United States	1
VegasReport Magazine	Entertainment, Features, Other	Other, Trade Periodicals	United States	1
New York 1 News	Other	Television	United States	1
Walla Walla Union Bulletin	Features, Healthcare, Technology	Newspaper	United States	1
EuroProperty	Other	Trade Periodicals	United Kingdom	1
The Daily Kenoshan	Entertainment, Media, Other, Public Issues, Technology	Web/On-Line Service	United States	1
Daily News	Other	Other	South Africa	1
Blue Giraffe Media	General Business, Media, Other	Blogger, Freelance/Writer	United States	1
NewsRx	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other, Public Issues, Sports, Technology, Transportation, Travel	Web/On-Line Service	United States	1
Cognizant Technology Soluitons	Entertainment, General Business	Radio	India	1
Student Printz	Public Issues	Newspaper	United States	1
EMS Chemie AG	Auto, Consumer Products, General Business, Technology	Other	Switzerland	1
The Kyle & Jackie O Show	Broadcast, Consumer Products, Entertainment, Features, Media, Other, Public Issues, Technology	Radio	Australia	1
Houston Chronicle	Features	Newspaper	United States	1
Freelancer	Entertainment, Features, Healthcare	Freelance/Writer, Newspaper	United States	1
News Aktuell	Other	Wire Service	Switzerland	1
Okinawa Marine	Broadcast, Environment, Features, Financial Services, Media, Public Issues, Technology, Transportation, Travel	Freelance/Writer, Newspaper, Web/On-Line Service, Wire Service	Japan	1
Gaceta UNAM	Environment, Features, Healthcare, Media, Public Issues, Sports, Travel	Newspaper, Web/On-Line Service	Mexico	1
Total				55

Formula 4 Media / Sports Insight Extra	Broadcast, Consumer Products, Entertainment, Healthcare, Media, Sports	Blogger, Consumer Periodicals, Freelance/Writer, Other, Web/On-Line Service, Wire Service	United States	1
Total				55

Organization Views

See which organizations have viewed your release

Organization	Headquarters	Country	Location	Parent Organization	Industry	Views <input type="checkbox"/>
VENDI ADVERTISING	125 4TH ST N, SUIT 200	US	UNITED STATES	Vendi Advertising LLC		6
City of La Crosse	City Hall, 400 La Crosse St.	US	UNITED STATES	City of La Crosse	Government	4
University of Wisconsin	1725 State Street	US	UNITED STATES	University of Western States	Education	3
St. Joseph's College	P.O. Box 909	US	UNITED STATES		Education	2
Pulse Tekh		IN	INDIA			2
Facebook Ireland Ltd	4GRAND CANAL SQUARE, GRAND CANAL HARBOUR, D2	IE	NETHERLANDS			2
JPMorgan Chase & Co.	120 Broadway	US	UNITED STATES	Chase	Financial Services	2
Facebook, Inc.	1601 Willow Rd.	US	NETHERLANDS	Facebook	Software & Internet	2
UAB	23 Al Azbakeyah	EG	UNITED STATES			1
VOLOCOM SRL	Via Luigi Rizzo, 8/1	IT	ITALY			1
AMERICAN CONCRETE INSTITUTE	38800 COUNTRY CLUB DR	US	UNITED STATES	American Concrete Institute	Non-Profit	1
Portland State University	PO Box 751	US	UNITED STATES	Portland State University	Education	1
State of WI Dept. of Administration	101 East Wilson Street 8th Floor	US	UNITED STATES			1
WIZM Z93	201 STATE ST	US	UNITED STATES			1
Metropolitan Community College	30th and Fort	US	UNITED STATES	Metropolitan Community College	Education	1
QLT UNIV OF MD MAX	5825 University Research Ct Suite 2500	US	UNITED STATES			1
Schweser	332 Front Street South Suite 501	US	UNITED STATES			1
LACROSSE COUNTY	300 N. 4th St.	US	UNITED STATES	La Crosse County Housing Authority	Real Estate & Construction	1
Inteliquent, inc.	550 West Adams St. Suite 900	US	UNITED STATES	Inteliquent	Business Services	1
Ashley Furniture Industries,	1 Ashley Way	US	UNITED STATES	Ashley Furniture Industries, Inc.	Manufacturing	1
Total						39

Jefferson County, Colorado	IT-Operations Dept. 100 Jefferson County Pkwy	US	UNITED STATES	Jefferson County Juvenile Assessment Center		1
Lands' End, Inc.	1 Lands' End Ln.	US	UNITED STATES			1
Minnesota State Colleges and Universities	Wells Fargo Place 30 7th Street East, Suite 350	US	UNITED STATES	Minnesota State Colleges	Education	1
State of Minnesota	Office of Enterprise Technology, State of Minnesota	US	UNITED STATES	Minnesota Department of Commerce		1
Total						39

Targeted Audience

The lists below represent categories of targeted audiences you selected for your release.

Cision Influencer Lists

General Construction (461 organizations, 557 recipients)

Organization	Number of recipients
ASHRAE Journal Magazine	6
Builder Magazine	4
Construction Dive Internet Magazine - Online Only	4
Fine Homebuilding Magazine	4
San Francisco Chronicle Daily Newspaper	4
Architectural Record Magazine	3
Commercial Property Executive Magazine	3
Construction Today Magazine	3
Contractor Magazine	3
Curbed Internet Blog	3

Associated Press Outlets

Every PR Newswire U.S. wire newswire includes targeted distribution to the Associated Press, an essential global news network that delivers content to an extensive set of media platforms and formats. The list below represents the outlets you reach via this partnership.

Outlet Name	City	State	Country	Newswire	Type	Audience
Yahoo Inc.	Sunnyvale	CA	US	Wisconsin newswire	Online	10,030,975 Visitors per Month
WTMJ-AM	Milwaukee	WI	US	Wisconsin newswire	Radio	563,600 Broadcast Audience
WKLH-FM	Milwaukee	WI	US	Wisconsin newswire	Radio	354,600 Broadcast Audience

Outlet Name	City	State	Country	Newsline	Type	Audience
WIL-FM	Pleasant Prairie	WI	US	Wisconsin newsline	Radio	293,200 Broadcast Audience
WLIP-AM	Pleasant Prairie	WI	US	Wisconsin newsline	Radio	293,200 Broadcast Audience
Milwaukee Journal Sentinel	Milwaukee	WI	US	Wisconsin newsline	Newspaper	218,710 circulation
WAPL-FM	Appleton	WI	US	Wisconsin newsline	Radio	137,700 Broadcast Audience
WECB-FM	Appleton	WI	US	Wisconsin newsline	Radio	137,700 Broadcast Audience
WHBY-FM	Appleton	WI	US	Wisconsin newsline	Radio	137,700 Broadcast Audience
WSCO-AM	Appleton	WI	US	Wisconsin newsline	Radio	137,700 Broadcast Audience

Engagement

182
Total Engagement
Actions

180
Click-throughs

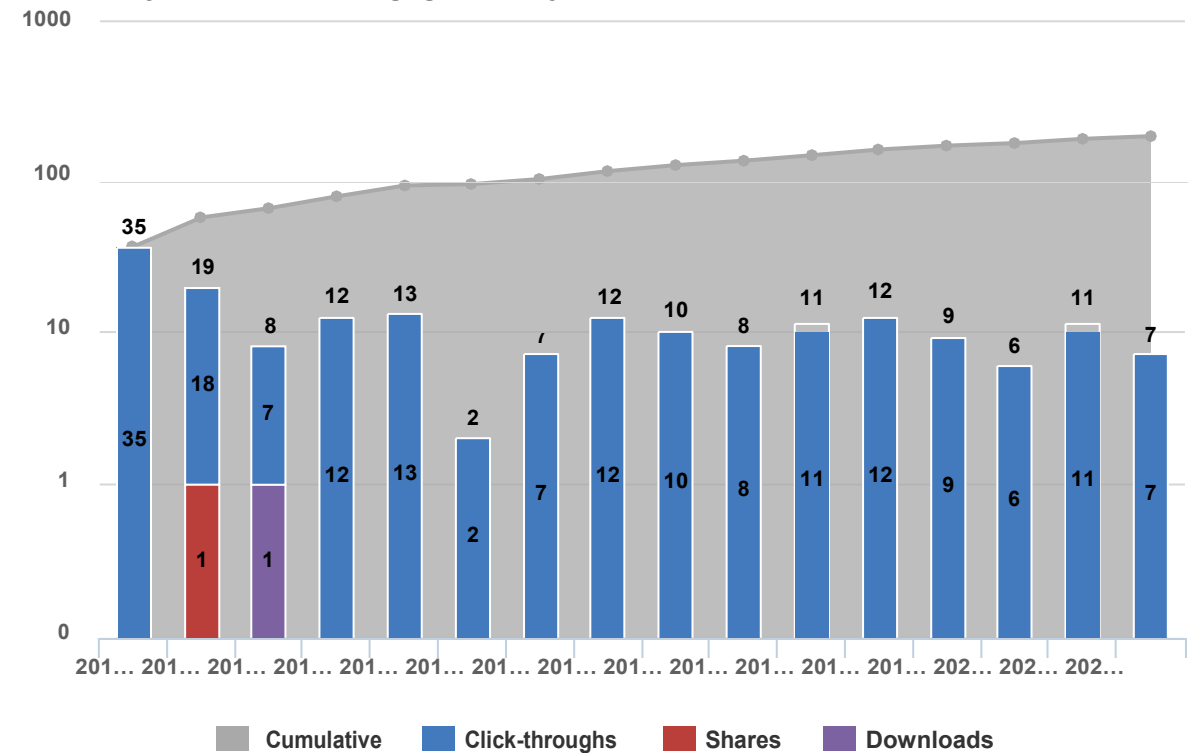
1
Shares

1
Downloads

Overview

Engagement Timeline

See when your audience engaged with your release.



Engagement Details

A break down of click-throughs, shares and other engagement actions.

Click-throughs

The number of times your release sent visitors to the pages you linked to

URL	Click-throughs
https://www.riverpointdistrict.com/	176
http://riverpointdistrict.com	4
Total	180

Shares

A breakdown of the types of sharing your release generated.

Type of share	Shares
LinkedIn	1
Total Shares	1

Downloads

Downloads of all files and documents with your release.

Filename	Downloads
River_Point_District_Aerial_View.jpg?p=thumbnail	1
Total	1

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FOR IMMEDIATE RELEASE

Waterfront neighborhood development project on track with master plan and new brand

LA CROSSE, Wis., December 19, 2019 – The River Point District neighborhood (formerly known as Riverside North), located just north of historic downtown La Crosse, continues its development into a sustainable, mixed-use waterfront neighborhood.

Recently renamed River Point District, this emerging neighborhood is located at the water's edge at the confluence of the Mississippi, Black and La Crosse Rivers. The River Point District site reclaims 65+ acres of underutilized land along Copeland Avenue/U.S. Route 53 in central La Crosse and is easily accessible from nearby Interstate 90.

Approved Planned Development District document defines project vision and direction

The City of La Crosse Redevelopment Authority (RDA) approved River Point District's Planned Development District (PDD) document, marking a significant step in the neighborhood's progress. The PDD outlines the neighborhood plan, goals and requirements while serving as the master plan document for developers, investors and businesses looking to participate in River Point District. "River Point District's Planned Development District (PDD) plan embodies the hard work and vision of caring citizens and city leaders over many years of land assembly and planning. It will serve as an excellent market-responsive guide for our developer and investor partners in delivering the thoughtful public vision for the site," said Jason Gilman, director of planning and development for the city of La Crosse.

Together with master developer WiRED Properties, LLC, the city of La Crosse continues with the engineering phase of the River Point District project, expanding and refining infrastructure throughout the site and working with developers and investors to gain project interest and commitments.

New brand and communication assets to build awareness and support neighborhood growth

The RDA partnered with La Crosse-based Vendi to complete an overall branding effort, including the development of a name, logo, website and other communications. After conducting brand strategy sessions and gathering feedback from city administrators, community members and other key stakeholders, Vendi presented and the RDA unanimously chose the River Point District name and logo.

The River Point District website, riverpointdistrict.com, provides information about the neighborhood's location, history, vision and goals, as well as helpful details/next steps for investors, developers and businesses. "After years of planning and anticipation, we are launching into the next exciting phase for River Point District. This new La Crosse neighborhood will have something for everyone and will complement the things that make La Crosse great—activities inside and out, our businesses and organizations, the natural beauty and, of course, the people," said Adam Hatfield, RDA chair. As residential options are established in River Point District, the website will also become a resource for residents.

Opportunity Zone designation offers solid investment benefits

River Point District is located in a designated Opportunity Zone. This designation offers investors special tax incentives including temporary tax deferral, step-up in basis and permanent exclusion from taxable income of capital gains. Opportunity Zones were created under the Tax Cuts and Jobs Act of 2017 to spur investment in distressed communities through investments from Opportunity Funds. State and local officials designated River Point District as an Opportunity Zone to encourage investor participation, neighborhood growth and overall community advancement.

About River Point District

River Point District is a visionary, mixed-use waterfront neighborhood where abundant natural surroundings create opportunities for unique community amenities and inspiring development. Located in central La Crosse at the point where the Mississippi, Black and La Crosse Rivers meet, River Point District will establish a dynamic, inclusive neighborhood at the center point of the city's urban districts and seamlessly connect the community to the rivers and downtown. The neighborhood will eventually provide 800+ residential units and dedicated locations for offices, shops and restaurants.

The city of La Crosse has been working toward creating River Point District since 1995, when it began buying parcels of land for development within the larger overall project site. The RDA has since acquired and remediated the three primary former industrial properties within the project area. Additionally, the city continues efforts to fill and raise much of the site a minimum of two feet above the 100-year flood plain elevation. Throughout its development, the River Point District neighborhood project has been positively impacted by grants from the Wisconsin Department of Natural Resources and Department of Transportation to support ongoing sustainable, community-minded planning and growth.

For more information, please visit riverpointdistrict.com or contact:

Andrea Schnick

Economic Development Planner for the City of La Crosse

608-789-8321

schnicka@cityoflacrosse.org

Jason Gilman, AICP

Director of Planning and Development for the City of La Crosse

608-789-7362

gilmanj@cityoflacrosse.org

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