



May 13, 2020

La Crosse Center rebrand

Stakeholder feedback: proposed work plan and timeline

Objectives

Confirm support for logo and tagline selected by subcommittee

Gather feedback on alternate logo concepts

Delivery strategy

Online survey sent via personal email from Vendi research team

Survey to contain:

- Selected logo design and tagline
- Alternate logo designs (presented to subcommittee March 13)
- Multiple-choice questions
- Freeform questions
- Contact information for questions/follow up

Recipients

Community leaders

- Mayor Kabat
- Senator Jennifer Schilling
- Robin Moses – Executive director, Downtown Mainstreet
- A.J. Frels – Executive director, Explore La Crosse

Clients

- Dairyland Power
- Wisconsin Cheesemakers Association
- Wisconsin Rural Water Association
- WAMO

Additional stakeholders representing other target audiences

- Vendi to provide a list of proposed contacts

Timeline

May 11–15	Refine logo concepts B and C for stakeholder feedback
May 20	Draft survey and stakeholder communicate to LCC for review, approval
May 22–27	Deploy survey, gather feedback
w/o June 1	Stakeholder feedback summary to LCC subcommittee (meeting to present and discuss feedback)
June (TBD)	Present recommendations to LCC board