



October 15, 2020

River Point District Social Media Content Calendar Month 5—November

Week	Budget	Facebook & Instagram	LinkedIn
Week 1	LinkedIn \$100		
		<p>#RiverPointDistrict will be all about creating and sharing awesome experiences. Especially in the just-announced (and just-next-door) public market. Plans are underway for this unique space where area artisans of all kinds will share their talents.</p>	<p>An Opportunity Zone you can't afford to pass by! River Point District is located in a waterfront Opportunity Zone and new TIF district in La Crosse, Wisconsin. This future neighborhood also qualifies for New Markets Tax Credits. Bring your vision to River Point District. Download the PDD at https://bit.ly/2GSEtsK.</p>
Week 2			
		<p>Fresh. Unique. Innovative. So many ways to describe #RiverPointDistrict. This future neighborhood will bring La Crosse employers, residents and visitors opportunities to enjoy life on the Mississippi River every day.</p>	
Week 3			
		<p>"Everyone here feels like they have a place." And you will too. Just ask urban planning guru Andrea Trane of the City of La Crosse. Find your place in the #RiverPointDistrict neighborhood. Start planning today!</p>	<p>Start with your vision, end with a remarkable transformation. Developers and investors in #RiverPointDistrict will enjoy the excitement (and rewards) this innovative, sustainable project is sure to bring. Your biggest, boldest ideas have a home here, on the banks of the Mississippi River.</p>

<p><i>Week 4</i></p>			
		<p>La Crosse's got it all. Short commutes, affordable housing (including in the future #RiverPointDistrict neighborhood), low cost of living and so much more! No wonder Business Insider magazine ranked La Crosse the #8 city for millennials to move to post pandemic.</p>	