

### **Kris:**

- Cancellation or events: this is due to COVID & them not being able to host an event that will raise the level of income that they need to have.

Nov – Dec

Bullriding	Track Wrestling	Holiday Fair	Dairyland Power Hol.
UWL Grad	Bi-State Wrestling		

Jan – May

Pom-Pom	Sports Show	City Safety	Clinical Labs
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Model Train

- The first quarter of 2021 is looking optimistic with COVID still spiking and to what capacity we are allowed to do events.
- Continuous reaching out to potential events, associations, contacts locally & throughout the state such as:

Kwik Trip	Variety of Dance Comps	Convenience Stores	Management Assoc.
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- Working on the January hard hat tours with KA – CVB – internally
- Bi-Weekly meetings with CVB
- Daily emails with Events – CVB – Radisson
- Working on a new way of Jingle Bell Run for COVID 2020

➤ With Elizabeth back – multiple meetings daily going over the following.....

### **Elizabeth:**

- Sent out proposals to the following:

Jersey Breeders 2023	LWMS 2023-2026-2029	Municipal Clerks 2023
Snowmobile Assoc. 2023	Democratic Conv 2022	Outdoor Life 2021
UWL ROTC 2021	Wedding 2022	Combat Vet Motorcycle
QBS	VFW	

- Re-touching basis with previous proposals sent out :

OAR	Great Lakes Timber
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- Reaching out to the local hotels to establish a line of communication & see what they all need from us in the future
- Meeting Bi-Weekly with CVB
- Working on the Jingle Bell Run
- Working on updating the Wedding Package to be competitive with local competition
- Continuing to reach out to Midwest – Regional – State events to promote La Crosse & La Crosse Center

➤ Side note – people that have been contacted over the last 3 weeks have been very receptive to our remodel & can't wait to see what it will look like and discuss potential of bringing their event to La Crosse