

### **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. Plus the uncertainties of what the County Health Dept will place on us restrictions
- The first quarter of 2021 is looking optimistic with COVID still in the red and to what capacity we are allowed to do events. Working now with the County Health Dept & putting in front of them anything that we potentially would like to do with events that may or may not go over 250 people and what would be allowed or not allowed.
  - Had the Bridal Expo & Midwest Players Classic. Both of them went on without a hitch. The team working the events did a very good job of staying on top of sanitizing restrooms, seating, and high touch areas.
  - Positive comments came back from both coordinators of the events that the La Crosse Center did a job well done of making the vendors & guests feel safe walking into the facility.
  - Have had a couple walk-thru – small meetings with NCAA Wrestling & various events
- Continuous reaching out to potential events, associations, contacts locally & throughout the state such as:

MS Walk	Z93 Wedding World	State Patrol	Midwest Players	NCAA
Rural Water	Track Wrestling	Bi State Wrestling	WIAA Basketball	First Robotics
MN Wrestling	AAU Gymnastics	Club Gymnastics	LSS Boat	Jersey Breeders

#### Various Other Events

- Bi-Weekly meetings with CVB
  - Daily emails with Events – CVB
  - Meeting with Radisson sales dept
- With Elizabeth back – multiple meetings daily going over the following.....

### **Elizabeth:**

- Sent out proposals to the following:

GOP 2023      AWSC 2023      Wedding Tours/Contracts 2021/2022      WCHQ 2021

#### Re-touching basis with previous proposals sent out :

- Meeting Bi-Weekly with CVB
- Democratic Convention, GOP Update Dates, Gundersen Lutheran, MWSRA, Lutheran Women's, UWL- Suicide Prevention Summit, FBLA layouts 2023
- Antioch Cancel for 2021
- Meeting with Radisson
- Talking/Updating Hotels other CVB's
- Working on updating the Wedding Package to be competitive with local competition
- Updating Marketing material for La Crosse Center- Brochure, CVB Visitor Guide Ad, update branding
- Continuing to reach out to Midwest – Regional – State events to promote La Crosse & La Crosse Center