

2021-3-24

Tim Acklin
City Planner
La Crosse, WI

Dear Mr. Acklin and the Historic & Cultural Museum Planning Commission,

FEH DESIGN staff have served as a planner and architect for museum projects including the National Mississippi River Museum & Aquarium in Dubuque, Iowa. We understand your vision for a new Museum facility for the City and region of La Crosse, Wisconsin with you and we have reviewed the report that describes the current status of your planning process. We have recommended next steps and budgets for you in the process; 1. Building space needs programming & Diagram of Functional Relationships, 2. Development of theme/story telling/message, 3. Development of business model and operating budget opinion, 4. Fundraising feasibility study, 5. Confirmation, reassessment, & refinement. 6. Site selection and site acquisition. Steps 1, 2, & 3 can happen concurrently. As architects, we are regularly involved in site identification, evaluation, assessment, and selection processes.

We have reviewed the information that you have compiled so far, you have made good progress. The Historical Society has also developed theme and vision information that is very appropriate and valuable. It is our intention to build on what has already been started and help you take it to the next step.

We understand that the City and the Museum group are budgeting for taking these next steps in 2022. It has been our experience that preliminary planning can take a long time. Keeping the momentum of the process is important for success. With that in mind, we have identified a few smaller, affordable steps your group can take during 2021. We have contacted partner consultants and have these steps to offer:

1. Themes/storytelling/experiences: Facilitation of workshop to identify and develop thematic elements and exhibit focus for a sustainable museum for La Crosse. Associated fee - \$12,000. These services would be provided by Lord Cultural resources. See the attached proposal. (There would be an additional \$2,000 for FEH DESIGN staff's participation in the workshop.)
2. Building Space Needs Programming & DFR: Develop a program of spaces using input from the Historical Society, the study from UWL, and input from the Task Force and stakeholders in the process. Identify needed adjacencies for efficient operation and user experience. Develop a diagram of functional relationship. Develop a budget opinion of capital costs. Associated fee - \$11,250

We look forward to collaborating with you to complete these next steps in the planning process.

Sincerely,



Kevin J. Eipperle, AIA
Vice President

