



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Department Details

Department name: La Crosse County Convention and Visitors Bureau

Type: Board or Commission

Meeting time:

Meeting location:

Primary contact: Mayor

Description: The La Crosse County Convention & Visitors Bureau (CVB) is a nonprofit corporation (501 (c)(6)) responsible for the production of tourism and convention business for La Crosse County Wisconsin. The goal for the organization is to make La Crosse County a premier destination for regional, national, and international visitors. The CVB's vision is to compete within the top five counties in the state in terms of direct visitor spending.

Name	Title	Start Date	End Date
Barb Janssen Appointed By: Mayor	Council Member	5/11/2023	4/15/2025
Jennifer Burch Appointed By: Mayor	Hotel/Motel Industry	12/10/2020	11/13/2021 *
Vicki Markussen Appointed By: Mayor	Hotel/Motel Industry	12/10/2020	11/13/2021 *

* indicates extended term