



The City of La Crosse Comprehensive Plan Marketing Assistance Proposal

River Travel Media

PO Box 1712
La Crosse, WI 54602

Amy Gabay - amy@rivertravel.org

(608) 799-5334

Brent Hanifl - brent@rivertravel.org

(608) 461-2485

City of La Crosse Planning and Development,

Thank you for the opportunity to submit a proposal to assist in the marketing, website and brand development, and other services for the City of La Crosse Comprehensive Plan. River Travel Media offers full marketing services such as complete marketing campaigns and management of digital marketing, content creation, website creation, SEO and more. The team at River Travel Media consists of marketing professionals with a track record of successful regional marketing campaigns; and extensive experience in planning, promoting, implementing and managing marketing programming.

We believe the enclosed proposal contours well to the requests within the RFP and subsequent discussion with City staff. We hope that within this proposal you will find a solution that best suits the needs of the City of La Crosse Planning and Development Department.

This proposal is written with the understanding of an approximately 18 month marketing campaign portion kicking off in January of 2022 and continuing two months past the final approval of the Comprehensive Plan in the Spring of 2023.

Please visit our website, www.rivertravelmedia.com to learn more about our services. You might also find it useful to explore our other brands, www.rivertravelmagazine.com and www.lacrosselocal.com.

Sincerely,

Amy Gabay & Brent Hanifl