

**Resolution authorizing the preparation of a Request for Proposals, Notice to Contractors and advertising for proposals for a study on remodeling, renovation and/or expansion of the La Crosse Center.**

## **RESOLUTION**

**WHEREAS**, the La Crosse Center was built in 1980 and expanded in 2000, with one of its purposes being the promotion of La Crosse and the surrounding area for conventions, concerts, meetings and special and to create tourism for the La Crosse area; and

**WHEREAS**, t the La Crosse Center has noticed a decrease in conventions, meeting and special events over the past few years, due to the age of the facility, shortcoming in the current design of the facility and competition from newer venues; and

**WHEREAS**, in discussions with groups and planners that pay to use the facility and generate income from tourism and special events, there are several needed improvements that have been identified to upgrade the facility, make the facility more user friendly and potentially increase conventions, meetings, special events and income; and

**WHEREAS**, an internal review has been completed reviewing those suggestions and identifying a number of needs for remodeling and renovation, and

**WHEREAS**, the La Crosse Center Board reviewed and discussed the attached recommendations of the La Crosse Center staff and entities that use the facility at the August 19, 2013 meeting.

**NOW, THEREFORE IT BE RESOLVED** by the Common Council of the City of La Crosse that the La Crosse Center Board is hereby authorized to prepare and send a request for proposals for a study on remodeling, renovation and /or expansion of the La Crosse Center, including, if deemed necessary, limited architectural and engineering plans and artist renderings for renovation or remodeling of the same.

**BE IT FURTHER RESOLVED** that the request for proposals include, if deemed needed by the La Crosse Center Board, a market analysis, an analysis of current operating characteristics and deficiencies of the La Crosse Center, a lost business analysis, a competitive analysis, event levels and any other pertinent information needed for this study.

**BE IT FURTHER RESOLVED** that the La Crosse Center Board shall review the proposals received and provide a recommendation for award to the Common Council.

