

Craig, Sondra

From: Jay M. Lokken, CEO <jay@ed3solutiongroup.com>
Sent: Wednesday, November 8, 2023 6:54 PM
To: ZZ Council Members
Subject: Foundation Board Support For use of ARPA Dollars for La Crosse Art Board

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To: La Crosse City Council Members

From: La Crosse City Vision Foundation President, Jay Lokken

Date: November 8th, 2023

RE: Foundation Board Support For use of ARPA Dollars for La Crosse Art Board

It is with great pleasure and enthusiasm that the La Crosse City Vision Foundation unanimously supports \$75,000.00 of ARPA funding to be allocated to the La Crosse Art's Board. Within the City of La Crosse there exists a thriving and vibrant art community. This is an invaluable asset to our city. By funding the Arts Board, the City will provide opportunities to ensure that La Crosse remains a leader in Wisconsin for the Arts. Moreover, this funding provides the necessary dollars to support new initiatives within the community.

Through the oversight of the Arts Board and the leadership of City Art's Coordinator, Jacqui Marcou, there is an amazing opportunity to engage community members and the vast array of talented artists who are deeply dedicated to make a La Crosse a great place to live and visit. Their efforts will enhance neighborhoods, schools, business centers and certainly downtown. Art creates space which encourages and supports economic development, stronger tax bases, increases community engagement and brings in tourists. Art is an integral part of economic development.

The La Crosse City Vision Foundation has over the past 25 years sponsored numerous beautification programs for downtown, the Safecam program and on Friday, November 10th, we will be dedicating a beautiful bronze sculpture created by local artist Michael Martino. This incredible piece of art honoring our

veterans in Riverside Park and will greet thousands of visitors for generations to come. This is an excellent example of how art celebrates and enhances our city. Additional projects such as this will be made possible by your support of providing \$75,000.00 to the Arts Board.

Therefore, The La Crosse City Vision Foundation encourages members of the council to vote in support of this funding for the La Crosse Arts Council. If you have any questions regarding the La Crosse City Foundation or our support for this initiative, please contact Jay Lokken, Board President. Many thanks for time and consideration of this request.

Sincerely,



Jay M. Lokken, CEO & Chair
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