

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
January 4, 2022**

- **AGENDA ITEM – 22-0016 (Jack Zabrowski)**
Comprehensive Plan Name Selection
- **ROUTING:** CPC only
- **BACKGROUND INFORMATION:**
River Travel Media has led the City Plan Commission media sub-committee and City staff through an exercise to develop a brand for the Comprehensive Plan. Using material from this exercise River Travel media generated a list of 21 potential plan names. The sub-committee narrowed the selection to three and the Committee as a whole voted on the remaining top three. The City Plan Commission selected, Forward La Crosse, with 42% of the votes. Logo creation will begin after the name of the plan is selected.
- **GENERAL LOCATION:** N/A
- **RECOMMENDATION OF OTHER BOARDS AND COMMISSIONS:** N/A
- **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:** N/A
- **PLANNING RECOMMENDATION:**
Planning staff recommends adoption of “Forward La Crosse” as the name for our comprehensive plan update.