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**From:** Nese Nasif <[nnasif@uwlax.edu](mailto:nnasif@uwlax.edu)>  
**Sent:** Monday, June 5, 2023 1:16 PM  
**To:** Elsen, Nikki <[elsenn@cityoflacrosse.org](mailto:elsenn@cityoflacrosse.org)>  
**Cc:** Goggin, Erin <[goggine@cityoflacrosse.org](mailto:goggine@cityoflacrosse.org)>  
**Subject:** Letter of Support for Continued Funding of Hear, Here (project #854)

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Dear Members of the La Crosse City Plan Commission,

My name is Nese Nasif, and I am a marketing professor at University of Wisconsin – La Crosse. I am also a resident of La Crosse in District 2, which has been well represented by Councilperson Goggin. As a recent collaborator with Dr. Ariel Beaujot on the *Hear, Here* project in both my teaching and research at UWL, I wanted to urge you to reconsider its defunding in the La Crosse Capital Budget Funds.

While there are countless cultural, historical, and economic benefits to *Hear, Here*, I will speak solely on my area of expertise, which is marketing, and in particular, promotional strategy.

*Hear, Here* is an international award-winning audio-documentary public exhibit that uses pre-existing oral histories that mention places in the city, with new recordings being made as the opportunities arise. Thanks to the expertise of Dr. Beaujot, the very first *Hear, Here* project worldwide was in downtown La Crosse, and the success of it has led to its replication in London Ontario, Canada and Esch-sur-Alzette, Luxembourg. The positive, earned media brought to La Crosse as a cultural center of our region depends on efforts such as *Hear, Here*. The project did not create the unique cultures that are already present in La Crosse, but it was seminal in disseminating them to a worldwide audience. As part of a team of experts in history, art, and marketing, I am excited to return to our roots in La Crosse to expand the oral history locations to the north side of our city.

Finally, I would also like to note what a bargain that the *Hear, Here* project is for the City of La Crosse. The amount of money used to maintain these oral histories, relative to the city's entire capital budget, is almost trivial. There doesn't seem to be much if any of an opportunity cost to continuing to fund this exhibition that brings positive recognition to La Crosse among residents, tourists, scholars, and the local and global media.

Thank you in advance for your consideration of my points of support for continuing to fund *Hear, Here* in the La Crosse Capital Budget Funds. I will be present in the audience at the 6/5 City Plan Commission meeting, as well as the 6/12 Common Council meeting.

Sincerely,  
Nese Nasif, PhD



**Nese Nasif** (she/her)

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