

**Elsen, Nikki**

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**Subject:** FW: Hear, Hear at Board of Public Works

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**From:** Ariel Beaujot

**Sent:** Thursday, November 17, 2022 12:16 PM

**To:** [elsenn@cityoflacrosse.org](mailto:elsenn@cityoflacrosse.org) <[elsenn@cityoflacrosse.org](mailto:elsenn@cityoflacrosse.org)>

**Cc:** Shimon, Jared <[shimonj@cityoflacrosse.org](mailto:shimonj@cityoflacrosse.org)>; Acklin, Tim <[acklint@cityoflacrosse.org](mailto:acklint@cityoflacrosse.org)>

**Subject:** Hear, Hear at Board of Public Works

Dear Nikki,

Would it be possible for me to speak at the Board of Public Works on Nov. 28<sup>th</sup> or Dec. 5<sup>th</sup>? I would like to get Board support to bring the [Hear, Here](#) project to the North end and to put the project into the 2024 Capital Budget. I plan to launch the project in April 2024 with 60 new signs/stories. The cost will be about \$40,000 which will be infrastructure only (more precise numbers will be available when I come to speak).

The benefit of this project to La Crosse's downtown have been that it brings in tourism dollars. Our phone data shows that people have called in to hear stories told about La Crosse from every state in the US, as well as Puerto Rico and Canada. It is also an international award-winning project that began in La Crosse Wisconsin and has been exported to Luxemburg Europe and London Canada. By bringing this to the North End tourism will be more readily drawn in that direction, and the uniqueness of the North End will be celebrated.

In the past I came to the Board of Public Works for the downtown *Hear, Here* project in May 2014 (14-0489) and March 2015 (15-0236).

Thank you for your time and attention to this and I look forward to speaking with the board at your convenience.

Best--Ariel



**Ariel Beaujot**

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**Hear, Here La Crosse**

Pronouns: She/Her/They