



September 1, 2021

TO: La Crosse City Council

RE: Reinstating #625: Hwy 53 Corridor Plan Funding into the Capital Improvement Plan (CIP)

The North La Crosse Business Association (NLBA) is writing in support of Council Member Andrea Richmond's request to reinstate Item #625: Hwy 53 Corridor Streetscaping Decorative Medallions in the amount of \$60,000 for the year 2022 as part of the Capital Improvement (CIP) plan for 2022-2026.

BACKGROUND

Since the Highway 53 Corridor Plan was finalized in 2018, the City has not made money available to implement the plan, which identifies opportunities to better develop this key corridor coming as a gateway to the City. As a kickoff project, the NLBA sought highly visible change for the community. We determined that medallions on the light posts was the best choice along with some streetscaping would be that project. The medallions provide a permanent, sustainable replacement to the outdated and worn vinyl banners along the corridor.

WHY IT MATTERS

It is time to invest in the plan that volunteers and the community spent two years donating time, vision, and taxpayer dollars into. This first financial investment sends a long-needed message that the City listened to and is implementing what was heard.

After COVID had us focusing on our businesses, the NLBA is prepared to champion the plan once again. The organization cannot implement without the City's investment at the table.

We ask for CIP #625 being included in final approval of the plan.

On Behalf of our Members,

The North La Crosse Board of Directors

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