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July 11, 2018

City of La Crosse Council Members
1219 Madison Street
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RE: La Crosse Center Renovation Continuation, Evolution, and Support

Dear City Council,

Effective communication and successful community projects are centered around two things – listening with intent and being intimately invested in success of all involved. ISG and Gensler have over 70 professionals that live and work in the La Crosse community. We call this home, and we take the responsibility to deliver a superior quality project back to the citizens to heart.

- We value public input.
- We empathize as you balance your constituents' desires.
- The recommended option seeks to maximize assets at the City's disposal with opportunities for compromise still on the table.
- There is unanimous support for the expansion and renovation of the La Crosse Center, and we are confident that we can find a solution that everyone is proud of.

The planning and development process relies heavily on community engagement, flexibility, and balance of business and aesthetics. While images and renderings go public during the conceptualization process to provide context, they are not considered to be fully compiled designs. Rather, strategically arranged pieces to a puzzle that can be further refined once a common vision is agreed upon by all stakeholders involved – the community included. Not all projects provide such transparency to the community, but being a part of the downtown district, we are very passionate about making a destination for the people.

There is also a delicate balance between designing from the inside out and outside in, and communication efforts to date have been focused on the physical footprint, intentional inside layout (not design), and economic impact that additional programming could provide to the community via an economic study.

We've set the stage, but can now work to further refine, bolster community engagement and communication efforts, define boundaries, and create a WOW factor that benefits the entire region.



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