



August 19th, 2019

Re: North La Crosse Business Association - 2020 CIP Requests

To Whom It May Concern:

On behalf of the North La Crosse Business Association (NLBA), please accept my sincere support for the \$100,000 request in the 2020 CIP budget for projects and improvement to the HWY 53 Corridor.

Since the completion of the HWY 53 Corridor Master Plan, the NLBA has been charged with plan implementation. In 2019, our work has centered around items that would provide immediate visual progress and impact along the corridor. It's our hope that these efforts will make a powerful statement in the "Gateway" to our city and help demonstrate to the public that the City of La Crosse is making substantial investments in North La Crosse.

For 2020, we want to focus on the two area outlined below and again give our full support to the \$100k request for the 2020 budget.

1. Wayfinding and Signage - \$75K: By the end of 2019, the Wayfinding and Signage planning effort will hopefully be complete and ready for implementation in 2020. We have early estimates for implementation in North La Crosse of approximately \$150k-200k in total cost. We would like to phase the implementation of Wayfinding and Signage along the Corridor over the next 3 years, \$75k in 2020, \$75k for 2021 and \$50k for 2022.
2. Update North La Crosse - Façade Grant Program Extension - \$25k: Thanks to Andrea Schnick and the Planning Department, the NLBA has assisted in the implementation of the *Update North La Crosse Façade Grant* program. This program promotes a public/private partnership with a dollar for dollar match up to \$10k per grant in façade improvements. To date the program has been very successful with approximately \$80k in grants given so far! However, TID 7's funding ended in 2019 with only \$20k remaining to implement in the next 5 years and its boundaries limit the area of impact. We would like to apportion \$25k of funding in 2020 to extend the Façade grant boundaries along the 53 Corridor Plan map, just as we did in 2019. Funding this part of city and extending the program can help pave the way toward façade improvements and public art installations along one of the busiest and most visible roads in the City of La Crosse.

In summary, the NLBA thanks you in advance for your consideration of this budget item and hope that everyone concerned sees the value in this investment in our city.

Most Sincerely,

Nick Roush
President
North La Crosse Business Association