

RESOLUTION

WHEREAS, the La Crosse Center was originally built in 1980 and expanded in 2000, with one of its purposes being the promotion of La Crosse and the surrounding area for conventions, concerts, meetings and special events and to create tourism for the La Crosse area;

WHEREAS, it appears that the La Crosse Center has noticed a decrease in conventions, meeting and special events over the past view years, due to the age of the facility, shortcoming in the current design of the facility and competition from newer venues;

WHEREAS, in discussions with groups and planners that pay to use the facility, generate income from tourism and special events there are several needed improvements that have been identified to upgrade the facility, make the facility more user friendly and potentially increase conventions, meetings, special events and income;

WHEREAS, an internal review has been completed reviewing those suggestions and identifying a number of needs for remodeling and renovation, and

WHEREAS, a Request for Proposals has been conducted for a long range market study of the La Crosse Center

NOW, THEREFORE IT BE RESOLVED by the Common Council of the City of La Crosse it hereby authorizes the appropriation of funds from the 2012-B Promissory Note Fund (La Crosse Center) in the amount of \$48,255.63 and \$1,744.37 of Room Tax Funds to contract Convention, Sports and Leisure International of Minneapolis, MN to conduct a long range market plan and study for the La Crosse Center for possible remodeling, renovation and/or expansion of the venue.

BE IT FURTHER RESOLVED that the study includes, a market analysis, analysis of current operating characteristics and deficiencies of the La Crosse Center, lost business analysis, competitive analysis, event levels and any other pertinent information needed.

BE IT FURTHER RESOLVED that the La Crosse Center Board has reviewed the proposals received and is recommending the award to CSL International to the Common Council.

BE IT FURTHER RESOLVED that the La Crosse Center Board, La Crosse Center Director and the Finance Director are hereby authorized to take any and all steps necessary to implement this resolution.