

river ARCHITECTS

May 6, 2016

Department of Planning & Development
City of La Crosse
400 La Crosse Street
La Crosse WI 54601

Attn: Jason Gilman, AICP
Director of Planning & Development

RE: Expression of Interest
Riverside North Development
La Crosse, Wisconsin

Dear Jason,


Our development team of River Architects and Authenticom want to express our interest in being part of the phased development of the visionary Riverside North project. Our role is not the “master developer” that we believe you are seeking in this proposal process, but rather a “supporting or contributing developer” position in the multi-phase implementation process for the +65 acre rejuvenation plan.

Our contribution to the realization of the project’s Master Plan is the new corporate headquarters for one of Wisconsin’s fastest growing private firms, Authenticom. The organization’s remarkable revenue and staff increases over the past five years have been recognized by Inc. Magazine for four years in a row as an Inc. 5000 Fastest Growing Private Company. The company’s founder and CEO, Stephen M. Cottrell, believes that Riverside North’s strategic location, natural features, and sustainability potential align perfectly with his vision of the ideal setting for his staff and clients.

Mr. Cottrell approached River Architects to partner with him to deliver his dream for a state-of-the-art and sustainably designed work environment that would be inspirational, technically innovative, and memorable. His thorough review of our corporate and environmental project portfolio assured him that our collaboration would be mutually effective. Our shared belief, both personal and business, in the value of the La Crosse community also played a significant role in our association on this project.

Our team doesn’t have the experience to publish the book on this transformative once-in-a-lifetime project, but we do have the talent, resources and passion to write one of its best chapters. We ask you to seriously consider our interest and include us on the team to bring the Riverside North vision to fruition.

Sincerely,



Valentine J. Schute, Jr.
President

cc: Stephen M. Cottrell
President/CEO

