

TO: City Of La Crosse Finance Committee

FR: Jay Lokken and Ken Riley, 950 Cass Street

DATE: May 2, 2024

RE: Support for Additional Funding for Cass Street Beautification

This letter is to request support for the additional funding for the Cass Street Beautification Project. This is an outstanding opportunity to enhance one of the primary entries into La Crosse, the downtown, as well as the 10th and Cass National Register Historic District. Moreover, this project stabilizes and improves property values, will encourage economic development and investment.

La Crosse was recently named on of the top 25 places to live in the United States by Money Magazine. It is projects like the Cass Street Beautification Project that makes the city a vibrant, and a great place to live and invest. It adds to the overall quality of life and encourages pedestrian uses of the center of the city. Since first moving into the downtown neighborhood almost 30 years ago, we have witnessed a renaissance of historic preservation, great mixed use housing development, a new hospital at Mayo and many new small businesses in the central city. It is imperative that projects like the Cass Street Beautification Project move forward to ensure this momentum continues and that La Crosse continues to be one of the top cities in the US to live, work and invest.

Many thanks for your time and support for this project. We look forward to its completion and positive impact on our city, downtown and neighborhoods.