

THE BLUFFLANDS

CONSERVATION AND

RECREATION

THROUGHOUT THE

LA CROSSE - LA CRESCENT

REGION

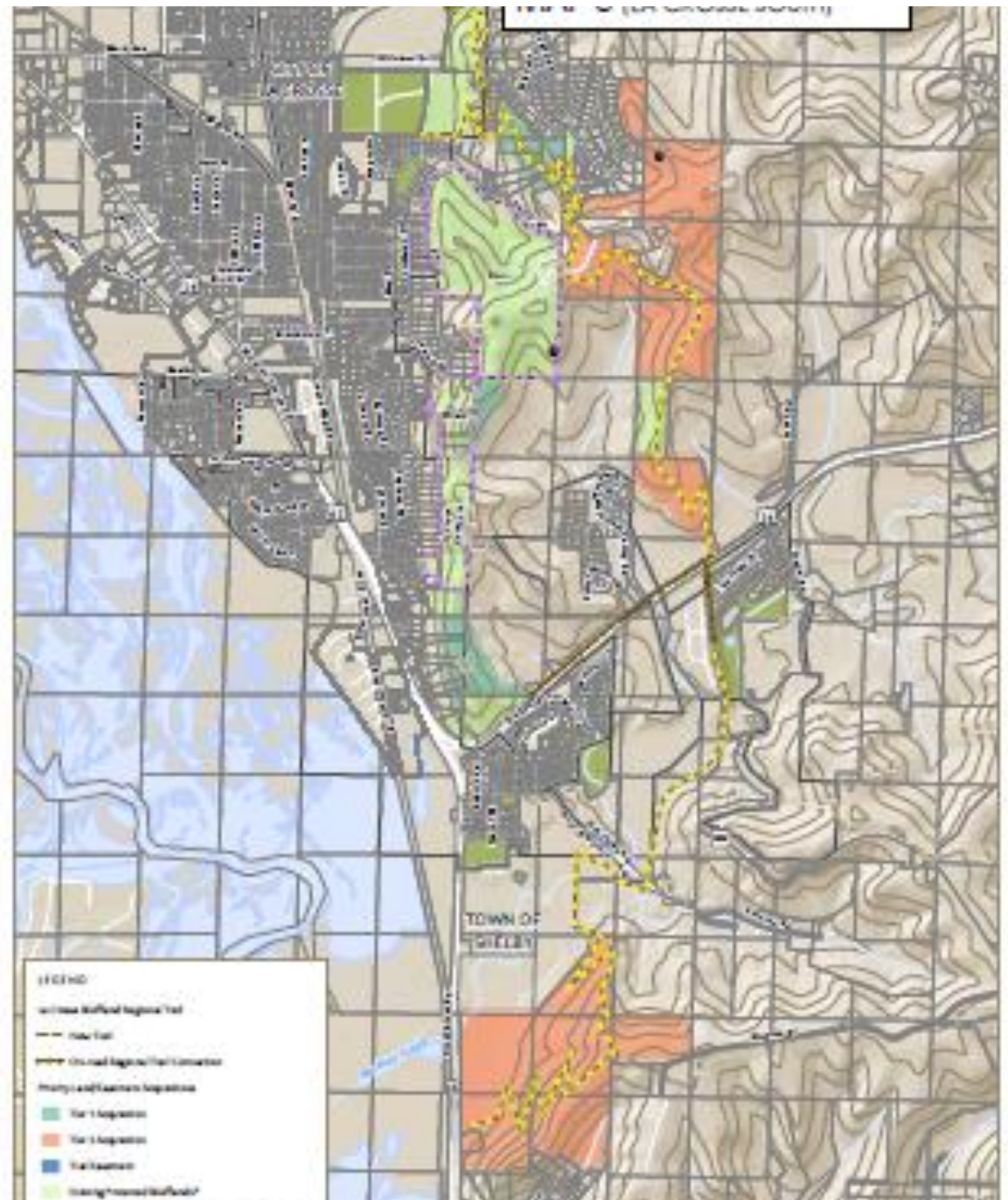


- **The following slides are excerpts from the Blufflands Plan, Also known in the MOU as Exhibit B.**
- **Please consider the entire Blufflands Plan as Exhibit B**

The Blufflands Plan PP 35



The Blufflands Plan PP 36



Sample Funding Commitments to Bluffland Investments and the Bluffland Coalition

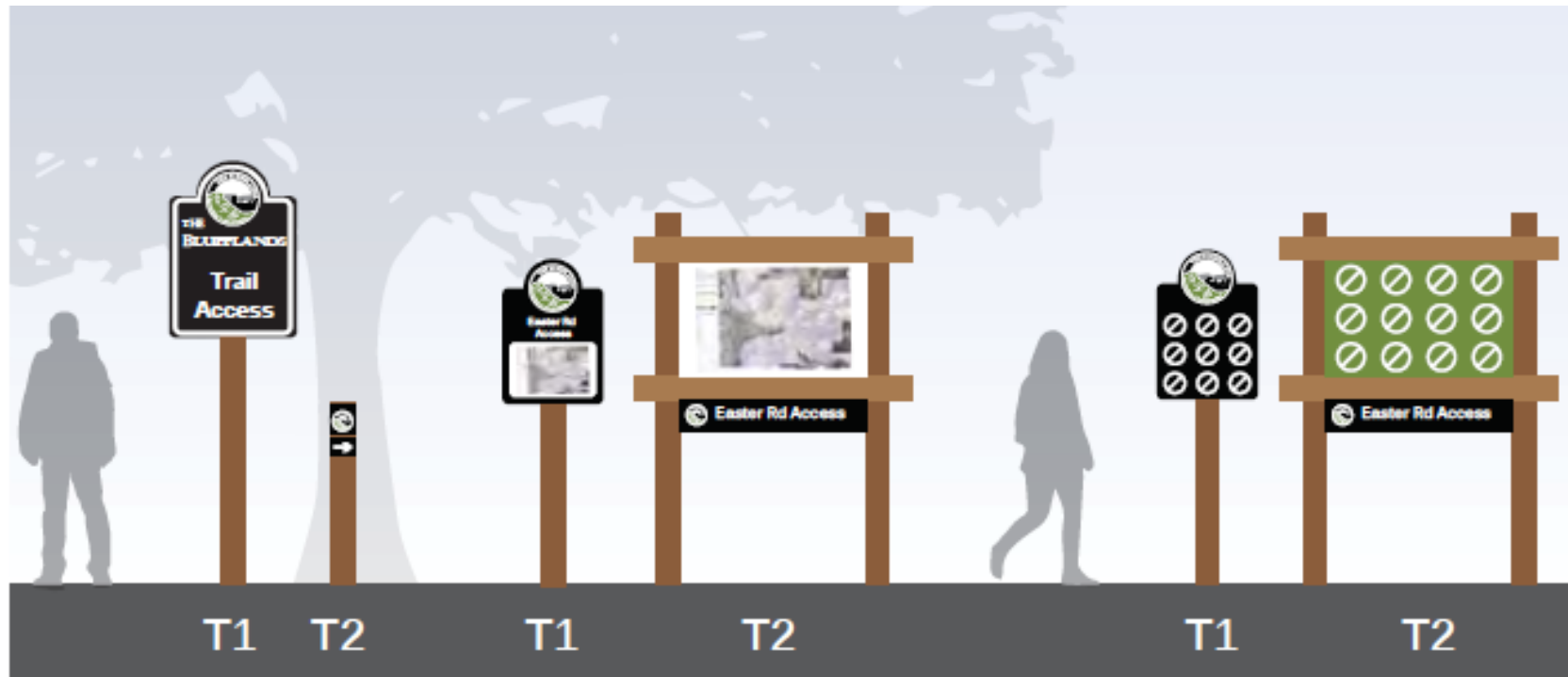
	Population	Per Capita Annual Local Bluffland Commitment	Total Annual Bluffland Commitment*	Per Capita annual Staffing Commitment	Annual Staffing Commitment
City La Crosse	51,500	\$1.00	\$51,500	\$0.40	\$20,600
City Onalaska	18,000	\$1.00	\$18,000	\$0.40	\$7,200
City of La Crescent	5,100	\$1.00	\$5,100	\$0.40	\$2,040
Town of Shelby	4,600	\$1.00	\$4,600	\$0.40	\$1,840
Town of Medary	1,500	\$1.00	\$1,500	\$0.40	\$600
Town of Campbell	4,500	\$1.00	\$4,500	\$0.40	\$1,800
Town of Holland	3,700	\$1.00	\$3,700	\$0.40	\$1,480
Town of Onalaska	5,700	\$1.00	\$5,700	\$0.40	\$2,280
Town of Hamilton	2,500	\$1.00	\$2,500	\$0.40	\$1,000
Town of La Crescent	1,400	\$1.00	\$1,400	\$0.40	\$560
La Crosse County	116,000	\$0.50	\$58,000	\$0.20	\$23,200
Totals			\$156,500		\$62,600

*Commitments to invest in local Bluffland acquisition and improvement could be satisfied over a five-year period, with expenditures varying year to year.

• ***The La Crosse Bluffland Trail***

The highest priority recreation improvement in the Blufflands is establishment of the La Crosse Bluffland Trail - a regional trail that traverses the bluffs from north to south. The maps on pages 56-62 show an approximate proposed route for this trail.

Sign Types and Locations Improved signage will be a key feature of the transition from scattered bluffland sites to a seamless, regional network of lands and trails known as The Blufflands.



Identity Sign (T1) /
Ped. Directional (T2)

Map Kiosk

Park Rules

2016 Action Plan

Approval of Blufflands Plan	LAPC		July
Endorsement/Approval of Blufflands Plan	LAPC Member Communities		July to October
Discussions about any new Bluffland acquisitions to include all stakeholders	Initiating Partner	Town, nearest City, County, ORA, MVC	July, ongoing
Municipalities utilize Blufflands Plan to inform 2017 Budget	Municipal participants		July to December
Convene a work group and create a		All Tier 1 and	
work plan to craft a Memorandum of Understanding (MOU) that will establish The Blufflands Coalition	La Crosse County Planning	Tier 2 Coalition Partners	First meeting in August
		All Tier 1 and	August to
Establish sign standards	La Crosse County	Tier 2 Coalition Partners	December

2017

Complete MOU and secure Partner approvals for a 3-year period (public entities approve by resolution)

La Crosse County
Planning

All Tier 1 and
Tier 2 Coalition
Partners

Completion in
April, Approvals
by June

Group convenes for first time officially as The Bluffland Coalition

Coalition staff

All member
partners

July

Expand City of La Crosse mapping app to include Bluffland sites in other municipalities

City of La Crosse
Park and Rec

Metre Advertising,
City of Onalaska,
MVC

Begin adding
sites in January

Enhancement of regional promotional materials to highlight The Blufflands
La Crosse County or LAPC creates a work plan for 2018 that includes staff support for the Coalition

La Crosse Area
CVB

July, ongoing

Public Partners approve funding for Coalition

Coalition staff

July to
December

Each public
partner

December

2018 – 2021 Action Plan

Create an incentive program that offers partial funding to encourage signage improvements per Coalition standards
 Select a preferred sign vendor and negotiate member rates
 Consider creation of subcommittees to work on specific tasks, including Land Acquisition, Trail Development, Signage and Promotion, Conservation

Coalition staff

All member partners

January to May

Coalition staff

All member partners

March to May

Coalition staff

All member partners

July

Prepare a Blufflands Annual Report for distribution to all Coalition members describing accomplishments over the prior calendar year

Coalition staff

March

Prepare a Blufflands Annual Report for distribution to all Coalition members describing accomplishments over the prior calendar year

Coalition staff

March

Renew the Memorandum of

All member

Understanding for a five-year or 10-year period

Coalition staff

partners

January to May

Blufflands Annual Report
 Complete the La Crosse Blufflands Trail between US 14/61 and County Road B

Coalition staff

March

Property Owners

October

Update the Bluffland Plan, including a summary of completed activities,

All member

identification and prioritization of land and recreation improvement needs, and a new 5-year plan or action plan update

Coalition staff

Partners, planning consultant

July