

# How Can You Help?

We invite you to join our mission with a donation to the VMPC. Corporate sponsors, fundraisers, and in-kind donations are welcome. Your contribution will be an investment in the health, safety, stability and heritage of La Crosse.

The VMPC is a voluntary, charitable project of the **La Crosse Neighborhoods, Inc.** registered, 501c3 non-profit. Donations are tax deductible and go directly to the project.



# Veterans Memorial Pool Campaign

## Giving Levels

Donors can choose to be recognized on plaques in our Veterans Plaza or on the Wall of Support.

- Gold**  
\$10,000 and up
- Silver**  
\$5,000 - \$9,999
- Bronze**  
\$1,000 - \$4,999
- Friend**  
Any amount up to \$999

Please indicate if your donation is in recognition or memory of someone.

## Why Does Your Donation Matter?

Every dollar counts. Leave a lasting impact on the La Crosse community with your donation. Project items and equipment which the city has designated for campaign funds includes:

### Facility & Landscape Features

Plants, trees, irrigation system, shade structures, gate, perimeter fence, bollards, storefront double doors, admissions desk, flagpole, memorial wall

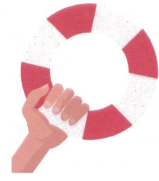
### Furnishings

Benches, deck furniture, lifeguard chairs and equipment, lockers, picnic tables and umbrellas, signage, trash receptacles, basketball hoops, bike racks



### Other Amenities

Water slide, starting blocks, swim lanes lines, diving board, deck shower, drinking fountain, security and underwater lighting



You can help make Veterans Memorial Pool unlike any other pool in La Crosse

A project of La Crosse Neighborhoods, Inc.



## Who We Are

The Veterans Memorial Pool Campaign (VMPC) is a group of community members working in partnership with the City of La Crosse to accomplish the renovation and reopening of the historic La Crosse Municipal Pool.

## Our Mission

To invest in the health, safety, stability, and heritage of our community by ensuring Veterans Memorial Pool thrives as a 21st-century swimming facility welcoming to all ages and abilities.

## Our Focus

In light of critical needs and competing projects, the City of La Crosse and the VMPC have formed a public-private partnership. The city has approved the design, allocated \$3.138 million in funding, awarded a construction contract, and begun construction with a scheduled completion date of June 2019.

**Concurrent with the city's commitment, the VMPC is raising \$500,000 for construction, equipment and amenities necessary to complete the project.**

## The Once and Future Pool

In 1938, La Crosse citizens partnered with the Public Works Administration (PWA) to build and open our first community swimming pool located on the former La Crosse County Fairgrounds and ancestral land of the Ho-Chunk people.



The aging Memorial Pool closed in 2015, but the pool renovation is underway. It will reopen in 2019, once again connecting the community in the heart of La Crosse.

[memorialpool.org](http://memorialpool.org)



Post WWII, the pool was part of a vibrant hub for home building and commerce. Dedicated as "Memorial Pool" in 1948 to honor American veterans, the pool continued to serve generations of swimmers.



## A New Pool Vision

DESIGN & ARCHITECTURAL FIRM: AYRES ASSOC. & ICONICA  
GENERAL CONTRACTOR: WAPASHA CONSTRUCTION CO., INC.

### Updated Entrance

- Circle drive, signage, and disabled parking
- Veterans' memorial and flagpole: bronze plaques on original marble pool walls



### Modernized Historic Bathhouse

- Refurbished "Municipal Pool" sign and brick exterior
- New skylights and check-in counter with concessions
- Renovated locker rooms and new ADA family bathroom

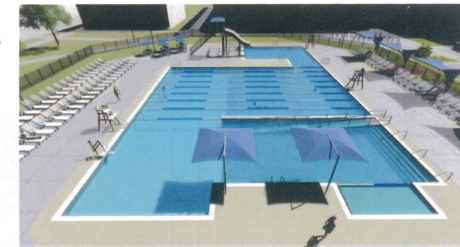


### Expanded Deck, Shade & Lawn

- Loungers, tables, shade canopies
- Deck shower and evening deck lights

### New Heated Pool Features

- State-of-the-art heating, gutter filtration
- ADA ramp, pool-lift and stairway entrance
- Wading, water gushers and shallow area
- New ladders, lifeguard chairs and underwater lights
- Adjustable swim areas and eight lanes
- Deep-water slide, diving and program area



### A Variety of Aquatics for All Populations in One Location

- Rec sports, training, competition, fitness, and therapy for all ages, levels and abilities
- Memorial Day celebration and offers for veterans & their families
- New and expanded hours, programs, special events and services, reservation options
- Serving neighbors, visitors, special groups and partners at a one-of-a-kind facility

