



July 16, 2020

## **RIVER POINT DISTRICT**

### **Video approach**

#### **Objectives**

Increase awareness of and excitement for the River Point District project

#### **Target audience**

Potential developers

#### **Key points to highlight**

- River Point District provides developers and investors a unique investment opportunity within a “blank slate” in a unique riverside location in the center of a thriving community
- The extensive thought, planning and work that has gone into this project thus far
- Why now is the ideal time to “get in on the ground floor”

#### **Creative approach**

- Center on the spirit of place and the confluence of rivers
- Reflect the values and priorities of key stakeholders and the broader community
- Establish La Crosse as a vibrant, growing community
- Demonstrate the community’s support of the project and how it will enhance the district and community overall through sustainability, planned projects, cultural events and inclusiveness

#### **Video components**

- Site plans and architectural renderings creatively showcased
- Professional narration supplemented with on-camera interviews with key stakeholders and developers
- Footage of the river, the site itself, downtown, uptown, the area’s top employers, industries, healthcare facilities, educational institutions and recreational opportunities
- Music that captures the history and spirit of the river, a modern urban community and the forward-looking people who make it what it is today