

LA CROSSE  
CENTER



# AGENDA - INTERIM SCHEMATIC PRICING

## DRAFT PREVIEW

Concept Review

Design Scheme Review

Scheme A

Scheme B

Scheme B-1

Scheme B-2

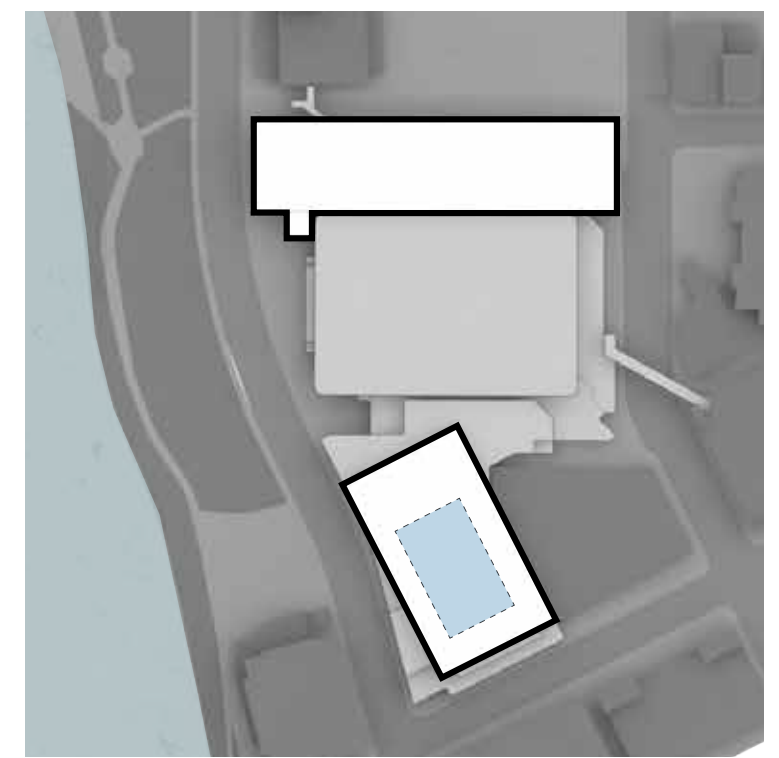
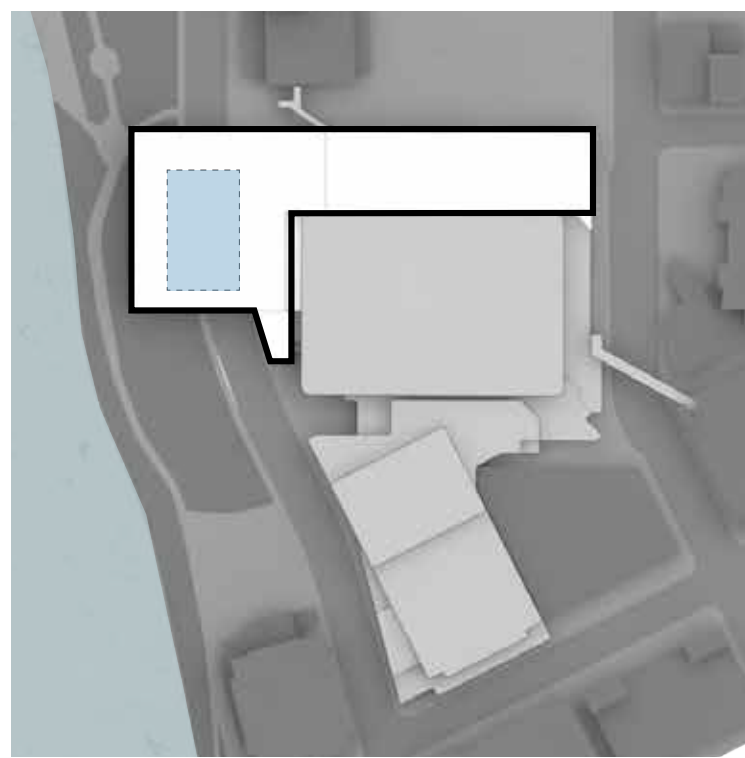
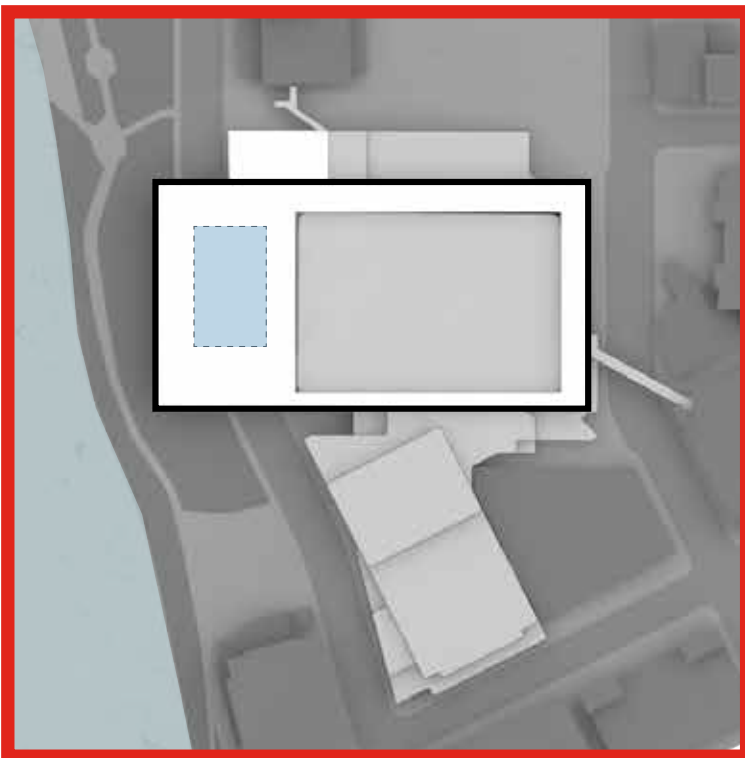
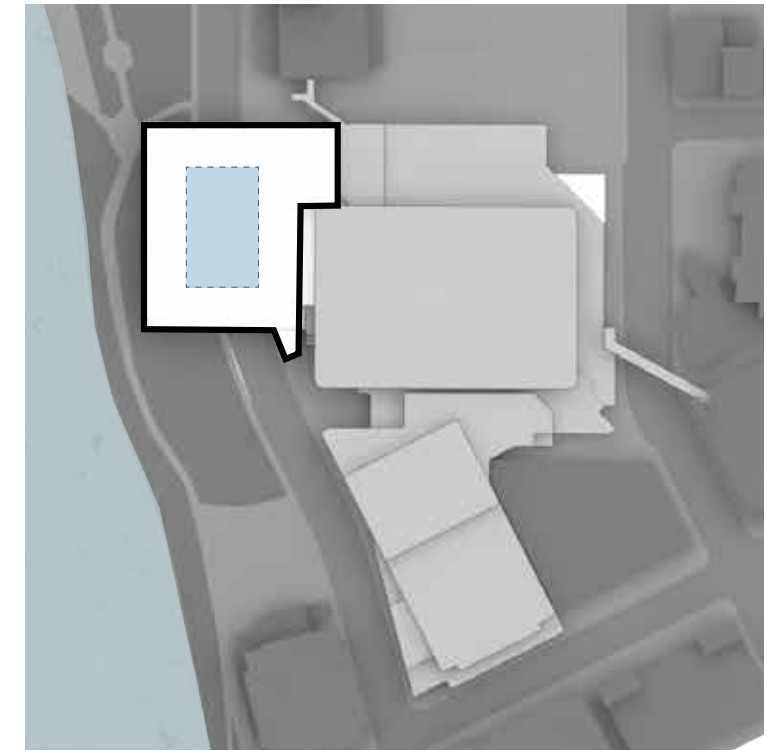
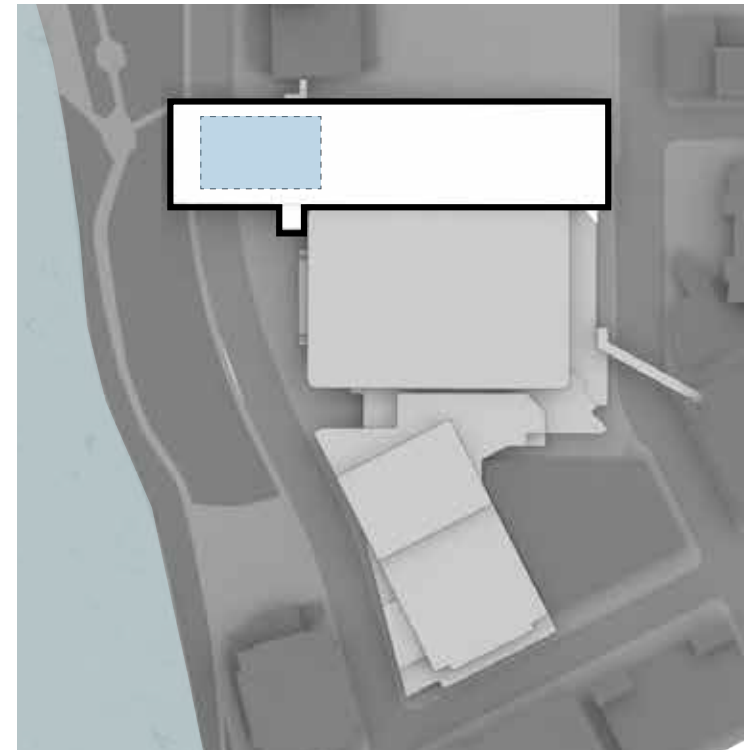
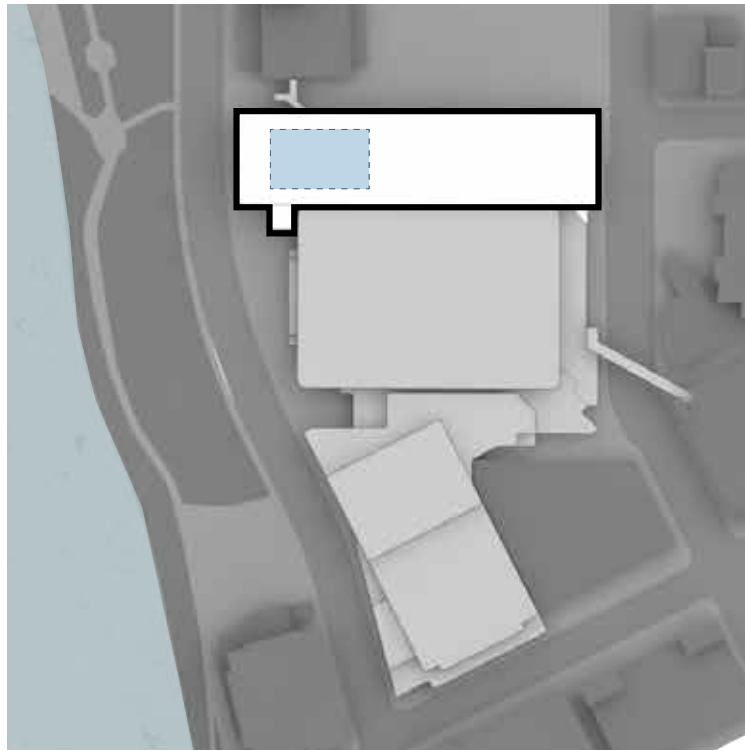
Summary

Questions











**CONCEPT STUDIES (JULY 2017):**  
ARCHITECTURAL SUMMARY

SCHEME A



**ADDITIONAL GSF BY LEVEL**

EXHIBITION LEVEL	8,031 sf
2ND STREET GROUND LEVEL	20,307 sf
ZIELKE LEVEL	11,373 sf
SOUTH HALL LEVEL 02	11,034 sf
LEVEL 02	55,962 sf
LEVEL 02 MEZZANINE	13,395 sf

<b>TOTAL</b>	<b>120,101 sf</b>
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**ADDITIONAL KEY PROGRAM AREA**

BALLROOM	12,013 sf
EXHIBITION	18,076 sf
MEETING	21,038 sf
OFFICE	5,562 sf

SCHEME B



**ADDITIONAL GSF BY LEVEL**

EXHIBITION LEVEL	14,895 sf
2ND STREET GROUND LEVEL	13,301 sf
ZIELKE LEVEL	10,507 sf
LEVEL 02	79,975 sf
LEVEL 02 MEZZANINE	18,590 sf

<b>TOTAL</b>	<b>137,268 sf</b>
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**ADDITIONAL KEY PROGRAM AREA**

BALLROOM	14,311 sf
EXHIBITION	23,080 sf
MEETING	27,749 sf
OFFICE	6,068 sf



# NOVEMBER PRICING SCHEMES - FLOOR PLANS

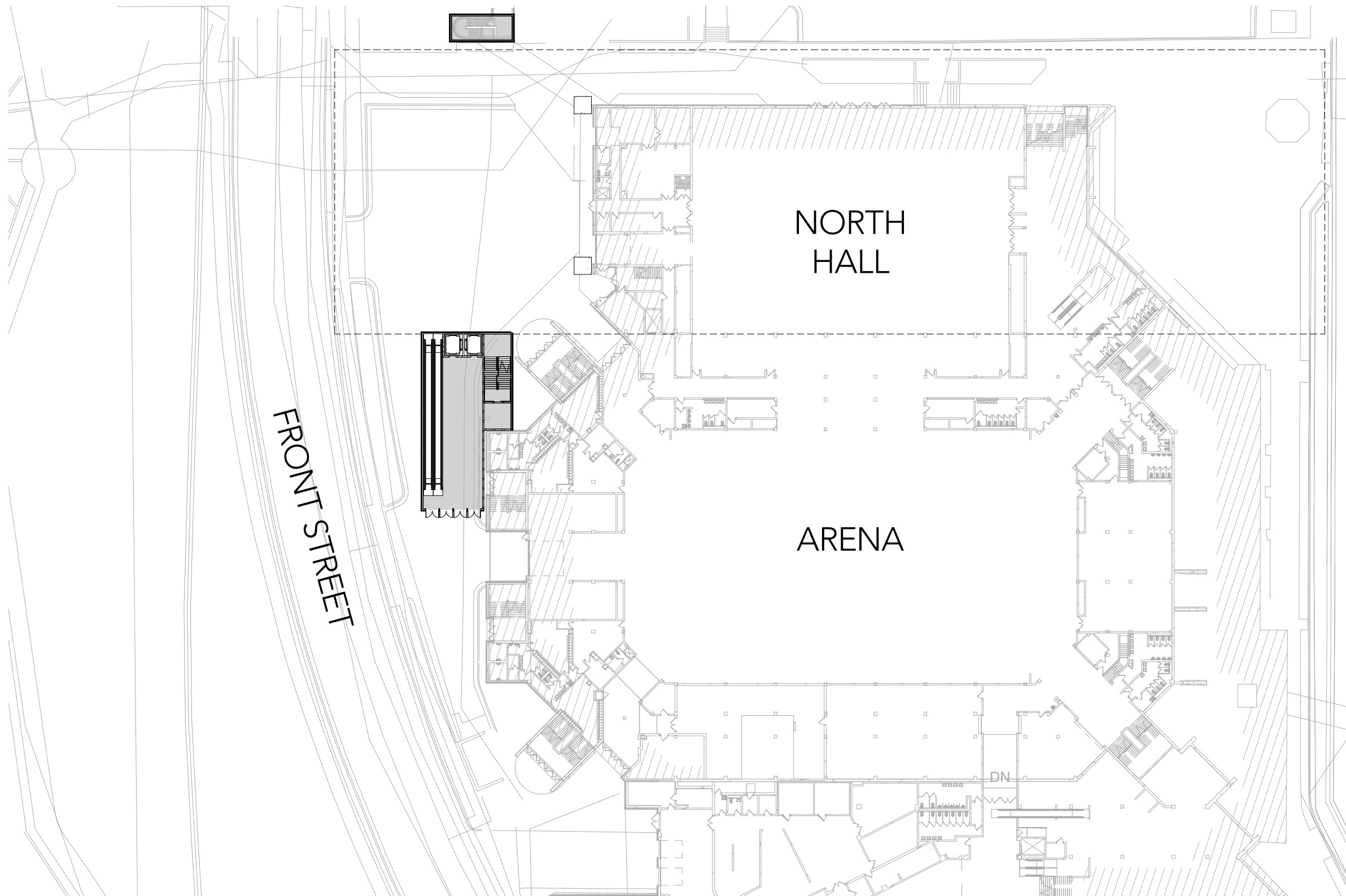


# SCHEME A NORTH BAR




**DESIGN SCHEME A:**

FRONT STREET GROUND LEVEL



**ADDITIONAL PROGRAM  
FRONT STREET GROUND LEVEL**

Program	Area
Circulation	2,852 SF
<b>Total</b>	<b>2,852 SF</b>

 Lobby & Circulation

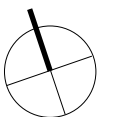
FRONT STREET

2ND STREET

NORTH  
HALL

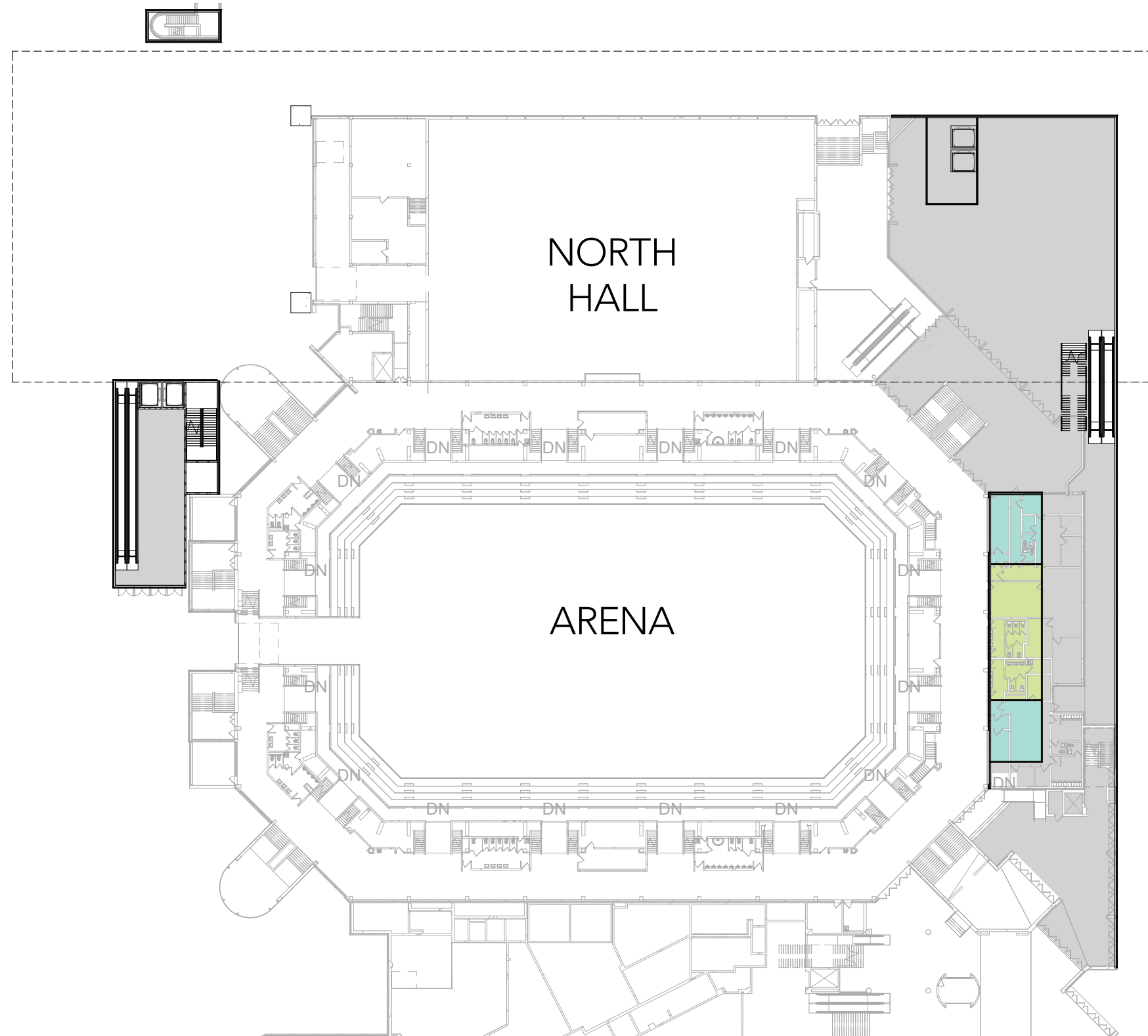
ARENA

DN





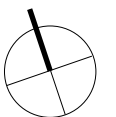
**DESIGN SCHEME A:**  
2ND STREET GROUND LEVEL



**ADDITIONAL PROGRAM**  
2ND STREET GROUND LEVEL

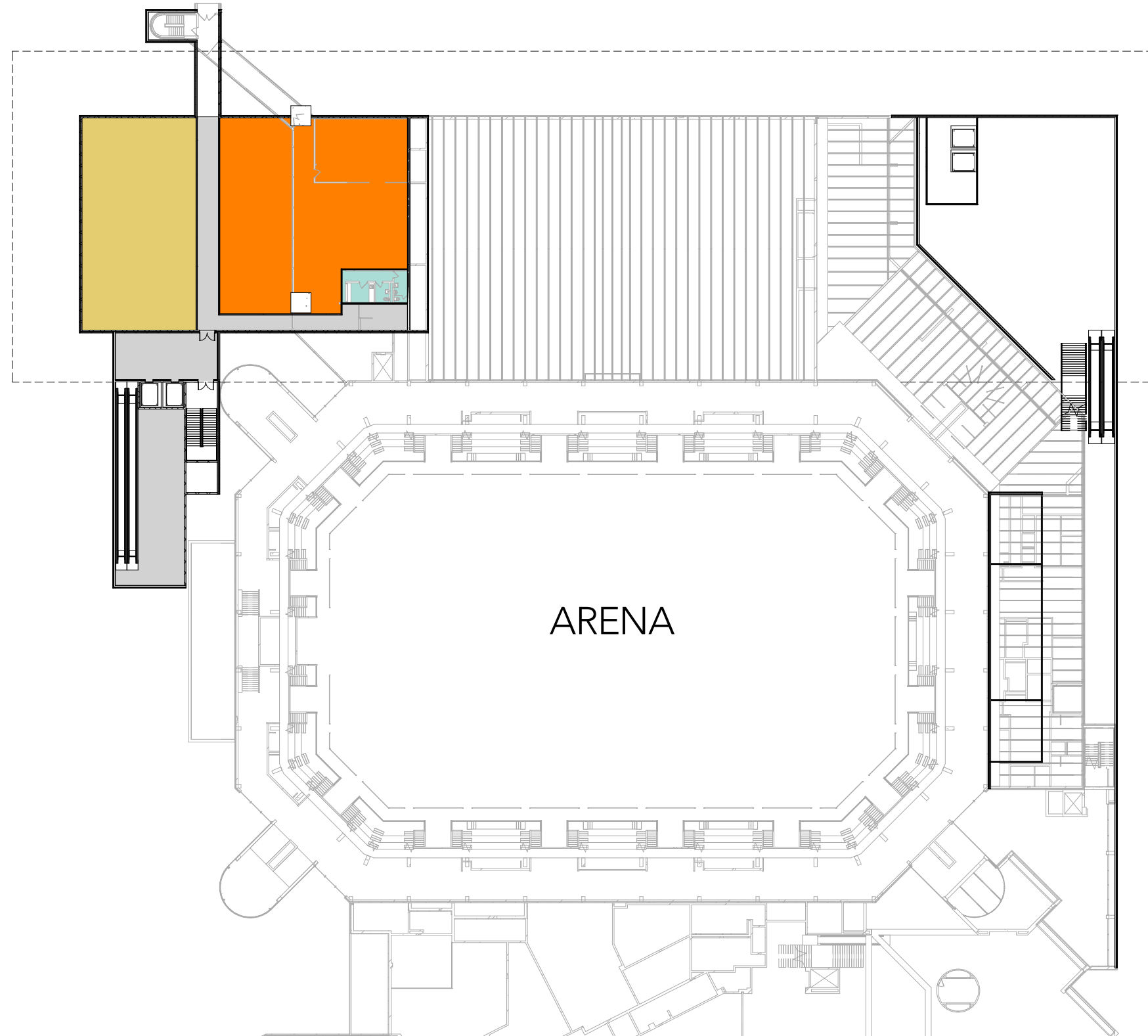
Program	Area
Circulation	18,308 SF
Concession	1,069 SF
Restroom	1,025 SF
<b>Total</b>	<b>20,402 SF</b>

- Lobby & Circulation
- Concession
- Restroom





**DESIGN SCHEME A:**  
ZEILKE SUITES LEVEL



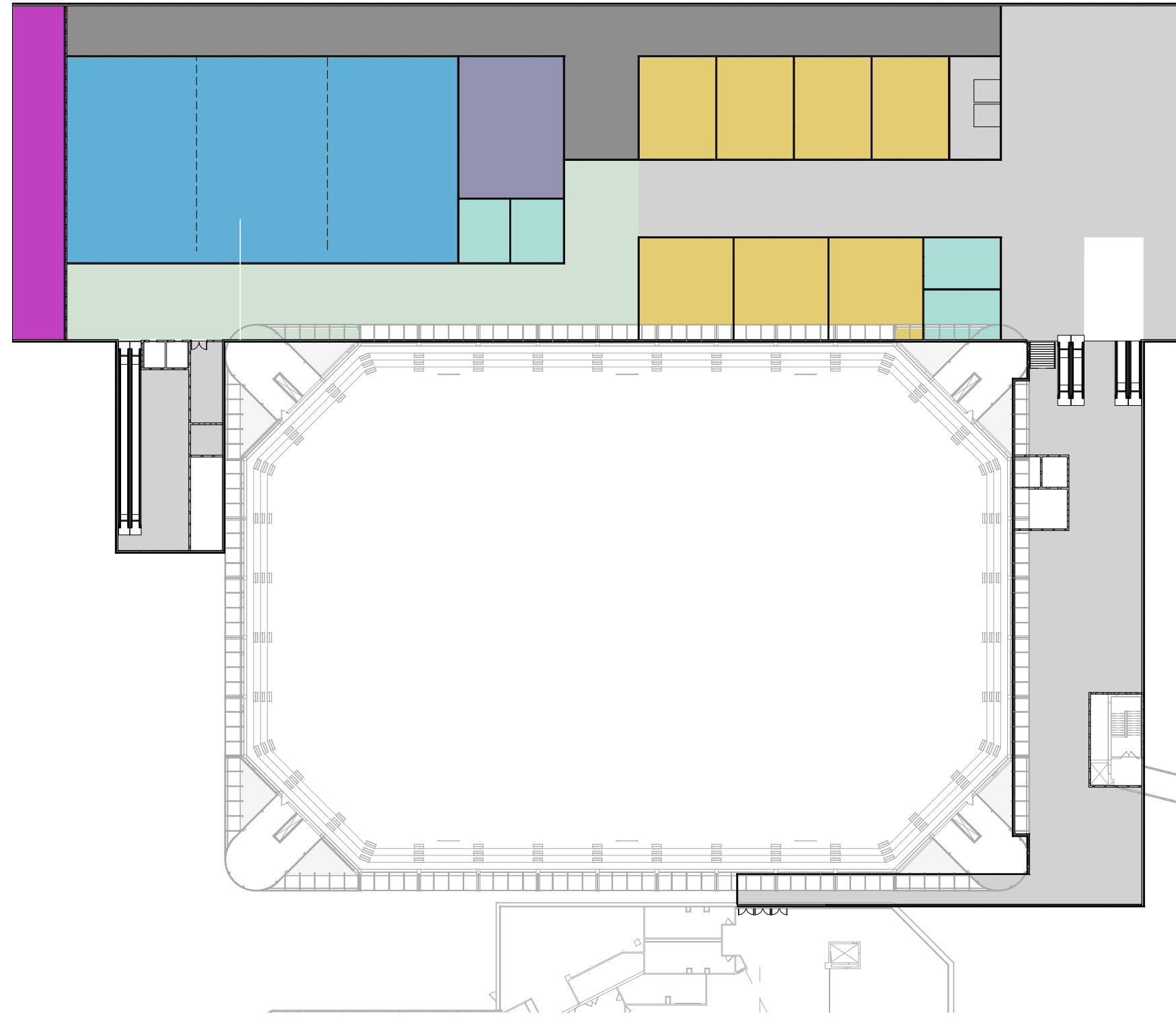
**ADDITIONAL PROGRAM**  
ZIELKE SUITE LEVEL

Program	Area
Circulation	2,018 SF
Meeting	3,793 SF
Office	5,207 SF
Restroom	339 SF
<b>Total</b>	<b>11,357 SF</b>

- Lobby & Circulation
- Office
- Restroom
- Meeting



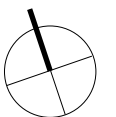
**DESIGN SCHEME A:**  
LEVEL 02 (MAIN BALLROOM)



**ADDITIONAL PROGRAM  
LEVEL 02**

Program	Area
Back of House	8,087 SF
Ballroom	12,013 SF
Circulation	24,334 SF
Kitchen	2,206 SF
Meeting	8,949 SF
Prefunction	7,603 SF
Restroom	2,140 SF
Terrace	2,580 SF
<b>Total</b>	<b>67,912 SF</b>

- Lobby & Circulation
- Ballroom
- Kitchen
- Meeting
- Prefunction
- Restroom
- Concession
- Terrace

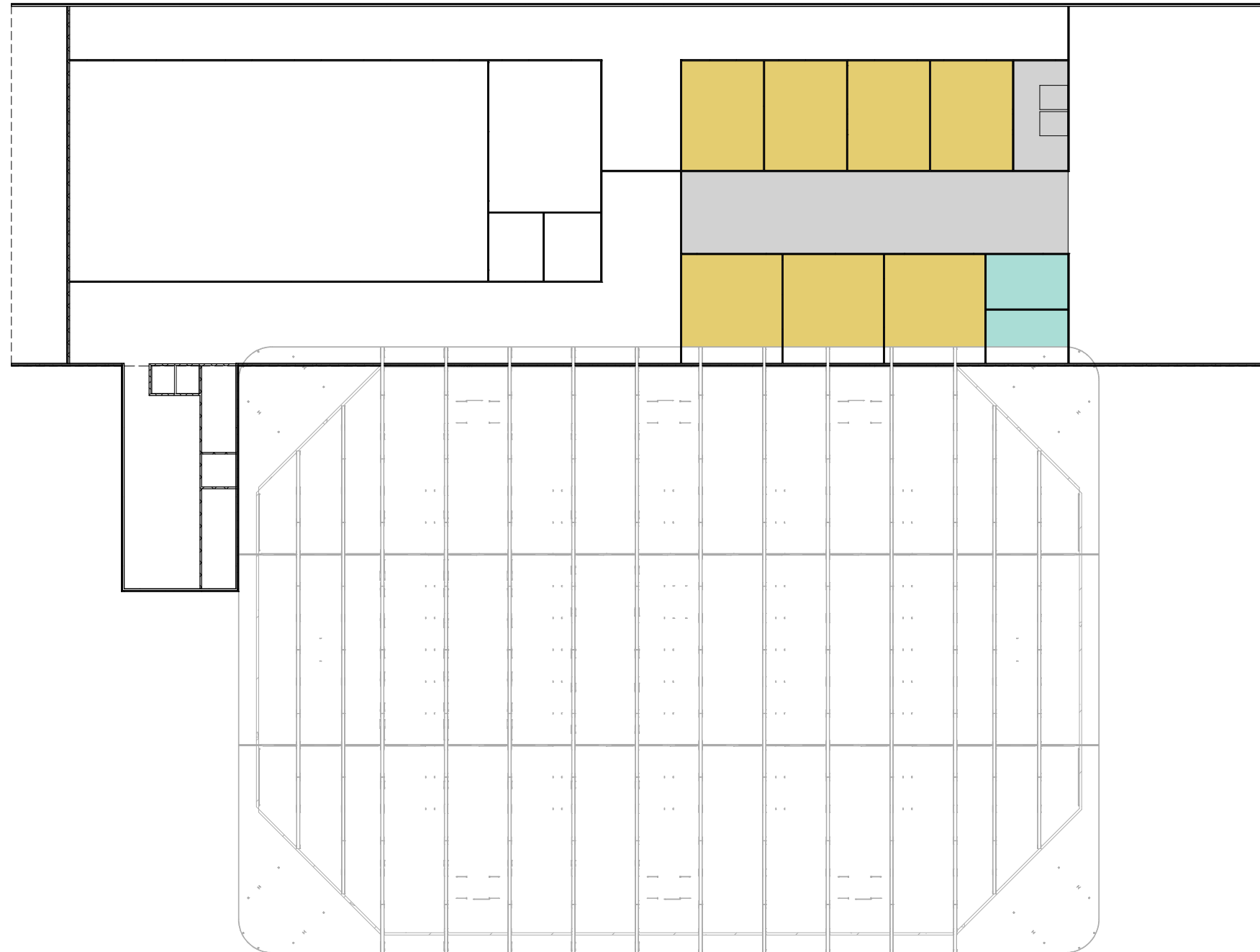


**DESIGN SCHEME A:**




LEVEL 03 (ADDITIONAL OPTION)

ADDITIONAL PROGRAM  
LEVEL 03

Program	Area
Circulation	4,902 SF
Meeting	8,296 SF
Restroom	969 SF
<b>Total</b>	<b>14,167 SF</b>



Legend for program areas:

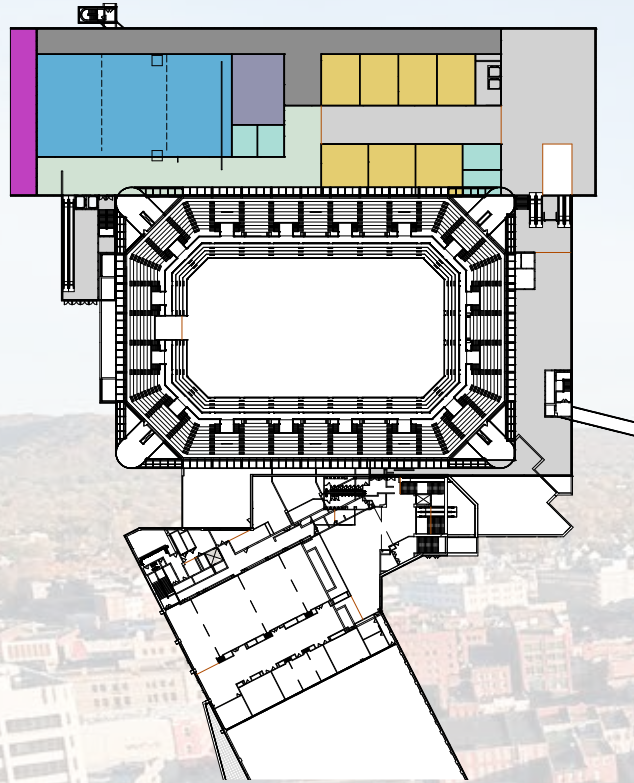
-  Lobby & Circulation
-  Meeting
-  Restroom



**DESIGN SCHEME A:**

SUMMARY

BALLROOM LEVEL PLAN



NEW PROGRAM AREA

NEW PROGRAM AREA	
Name	Area
<b>BALLROOM</b>	<b>12,013 SF</b>
BOH	8,087 SF
CIRCULATION	25,744 SF
CONCESSION	1,069 SF
EXHIBITION	10,385 SF
KITCHEN	2,206 SF
LOBBY	19,652 SF
<b>MEETING</b>	<b>12,742 SF</b>
OFFICE	5,207 SF
PREFUNCTION	7,603 SF
TERRACE	2,580 SF
TOILET	3,504 SF
<b>Total</b>	<b>110,791 SF</b>
<b>MEZZANINE MEETING</b>	<b>8,296 SF</b>
<b>Total with Mezzanine Meeting</b>	<b>124,959 SF</b>



SCHEME A  
DEFERRED MAINTENANCE  
**TOTAL**

\$45,766,204  
\$8,000,000  
**\$53,766,204**  
\$392/sf\*

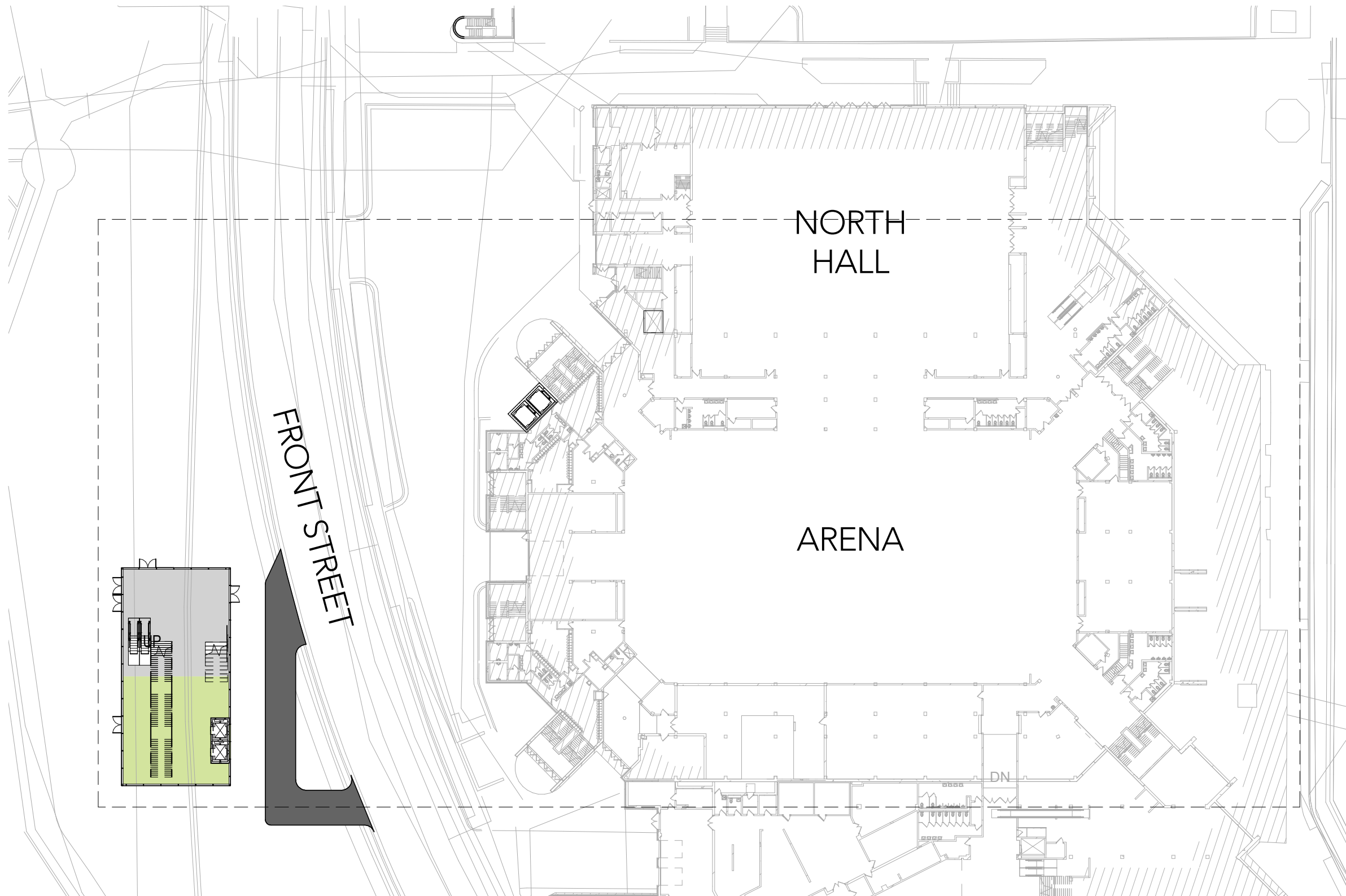
\*NEW BUILD COSTS ONLY



# SCHEME B BASE



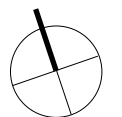
**DESIGN SCHEME B:**  
FRONT STREET GROUND LEVEL



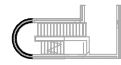
**ADDITIONAL PROGRAM  
FRONT STREET GROUND LEVEL**

Program	Area
Circulation	2,519 SF
Exhibition	2,351 SF
<b>Total</b>	<b>4,870 SF</b>

- Lobby & Circulation
- Concession

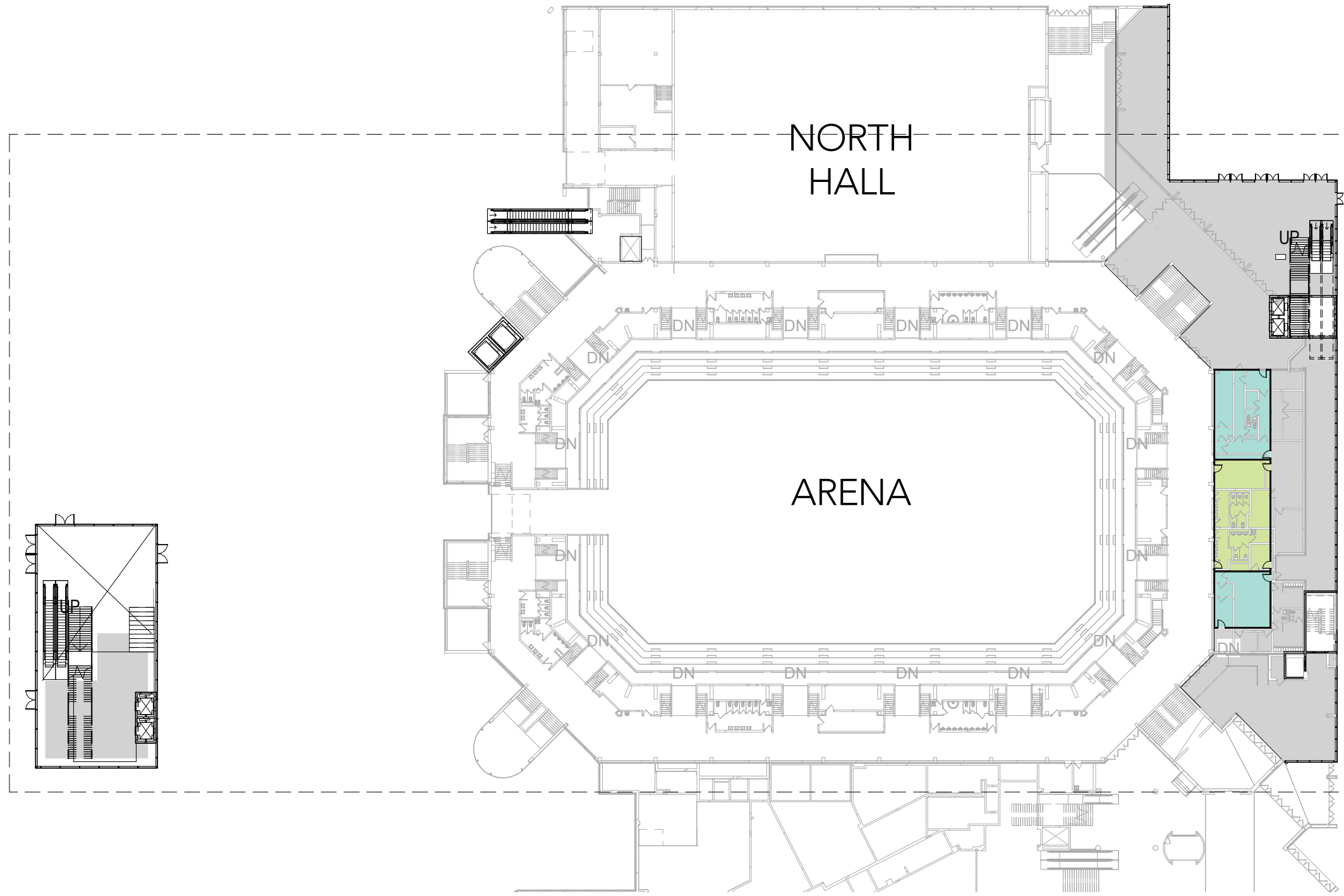


**DESIGN SCHEME B:**  
2ND STREET GROUND LEVEL

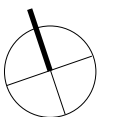


**ADDITIONAL PROGRAM**  
2nd STREET GROUND LEVEL

Program	Area
Circulation	14,219 SF
Concession	1,037 SF
<b>Total</b>	<b>16,608 SF</b>

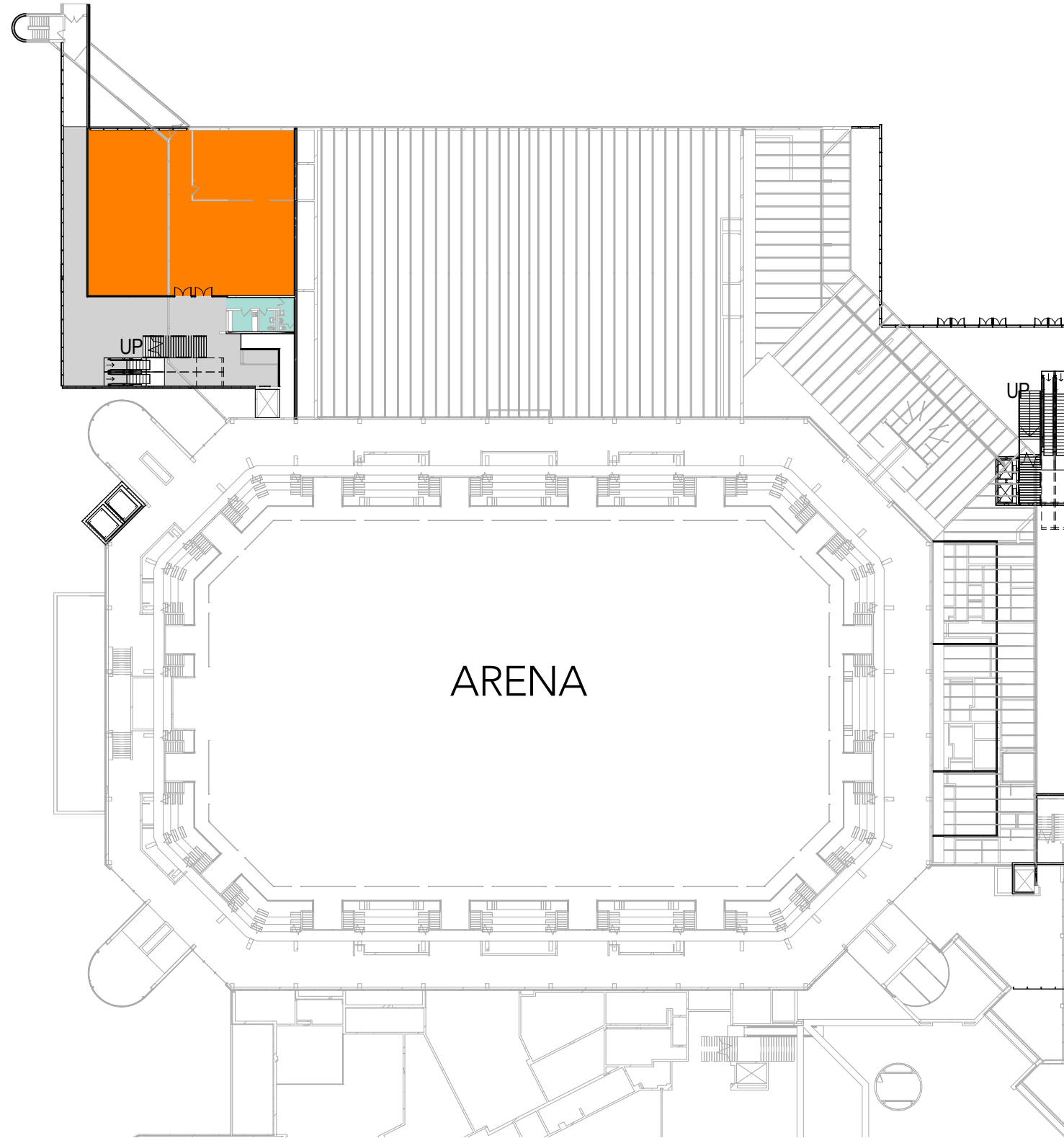
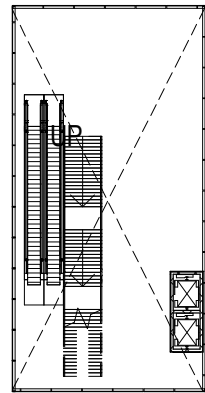


- Lobby & Circulation
- Concession
- Restroom





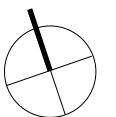
**DESIGN SCHEME B:**  
ZEILKE SUITES LEVEL



**ADDITIONAL PROGRAM**  
ZIELKE SUITE LEVEL

Program	Area
Circulation	2,758 SF
Office	4,511 SF
Restroom	298 SF
<b>Total</b>	<b>7,568 SF</b>

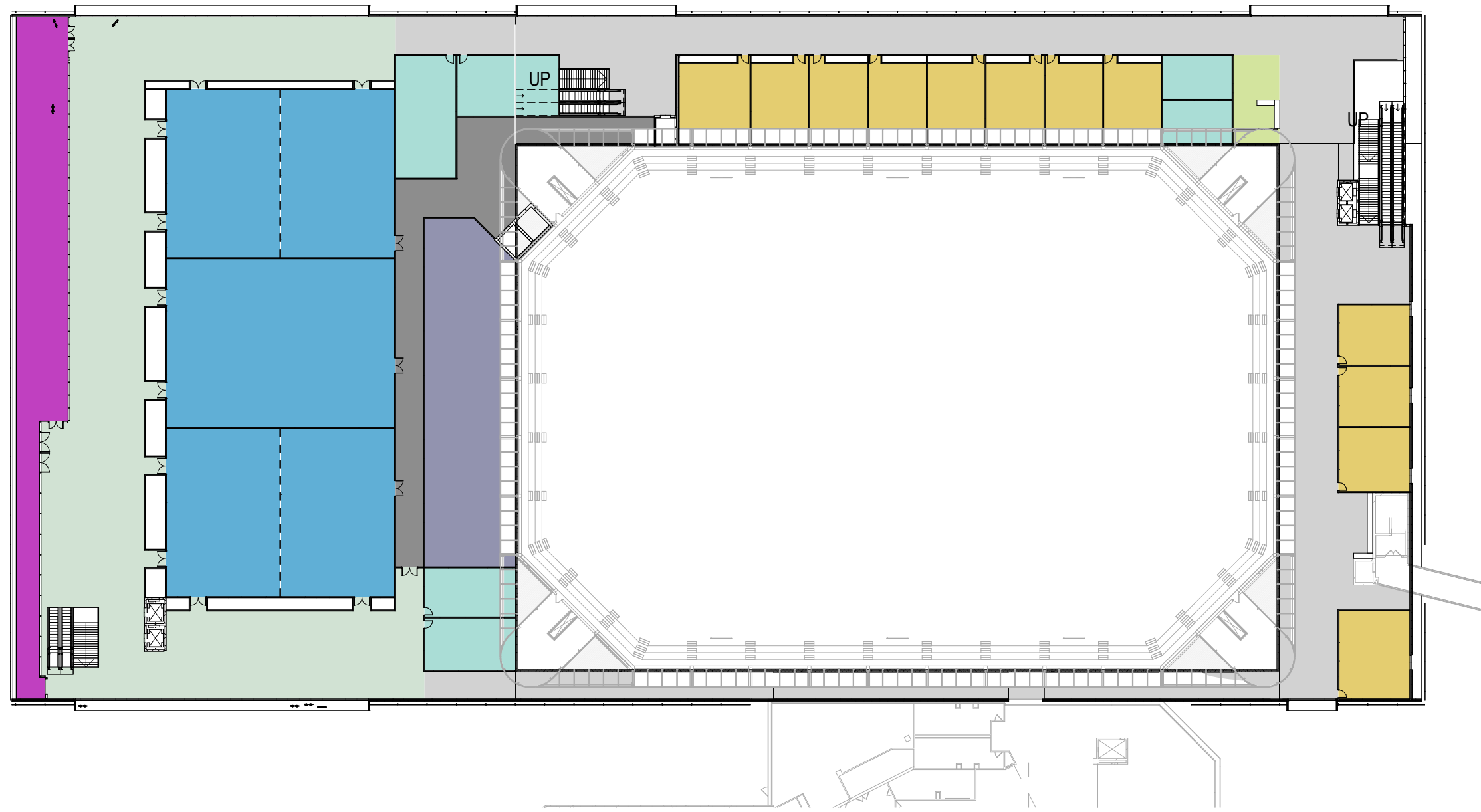
- Lobby & Circulation
- Office
- Restroom



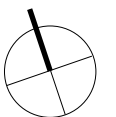
**DESIGN SCHEME B:**  
LEVEL 02 (MAIN BALLROOM)

ADDITIONAL PROGRAM  
LEVEL 02

Program	Area
Back of House	3,406 SF
Ballroom	17,669 SF
Circulation	18,091 SF
Concession	618 SF
Kitchen	4,700 SF
Meeting	4,700 SF
Prefunction	15,405 SF
Restroom	4,396 SF
Terrace	4,128 SF
<b>Total</b>	<b>77,294 SF</b>



- Lobby & Circulation
- Ballroom
- Kitchen
- Meeting
- Prefunction
- Restroom
- Concession
- Terrace



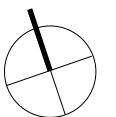
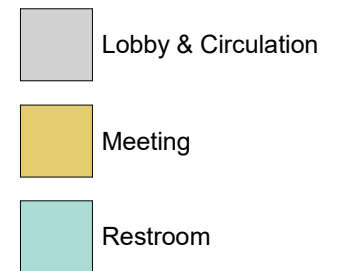
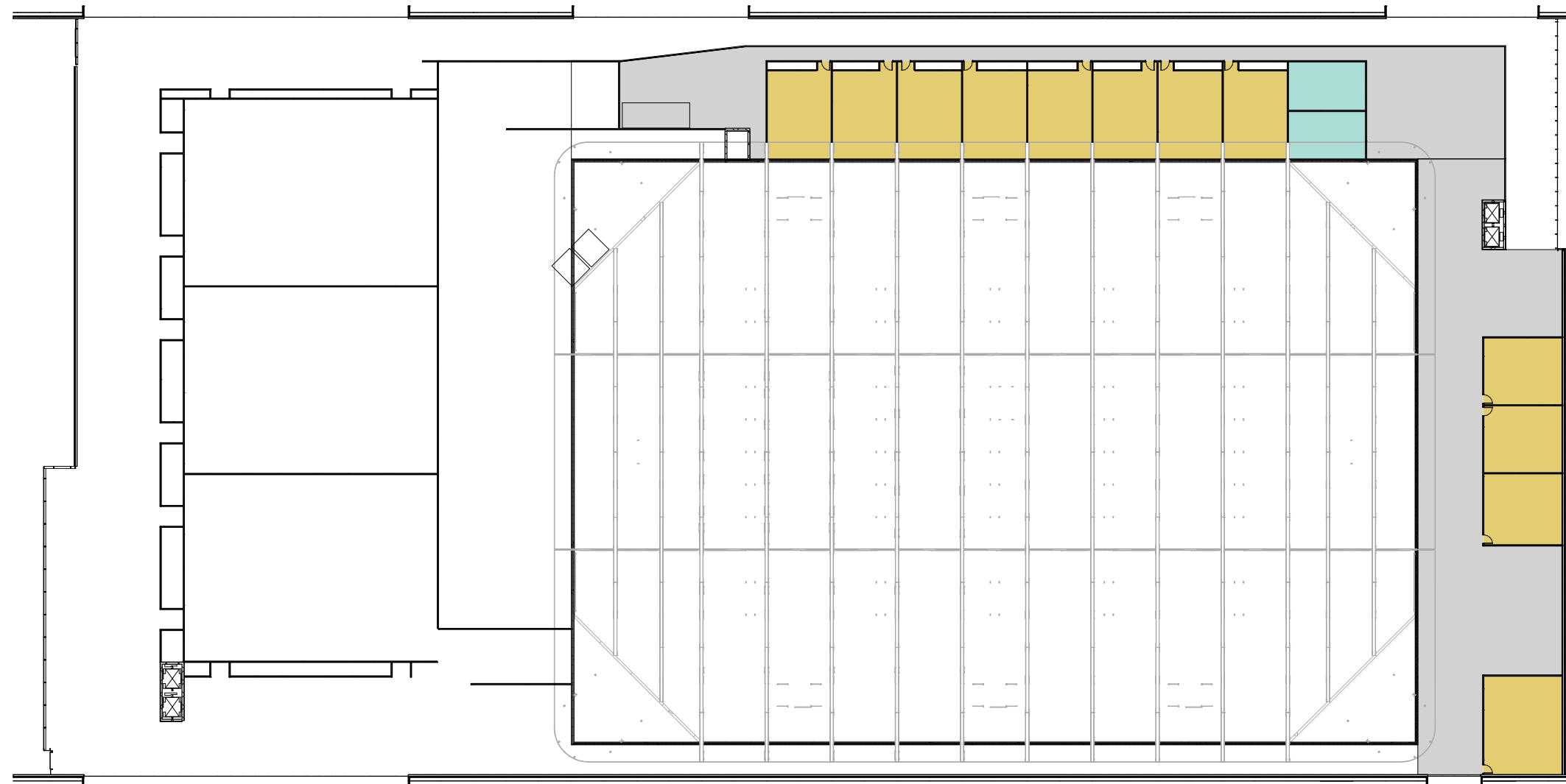


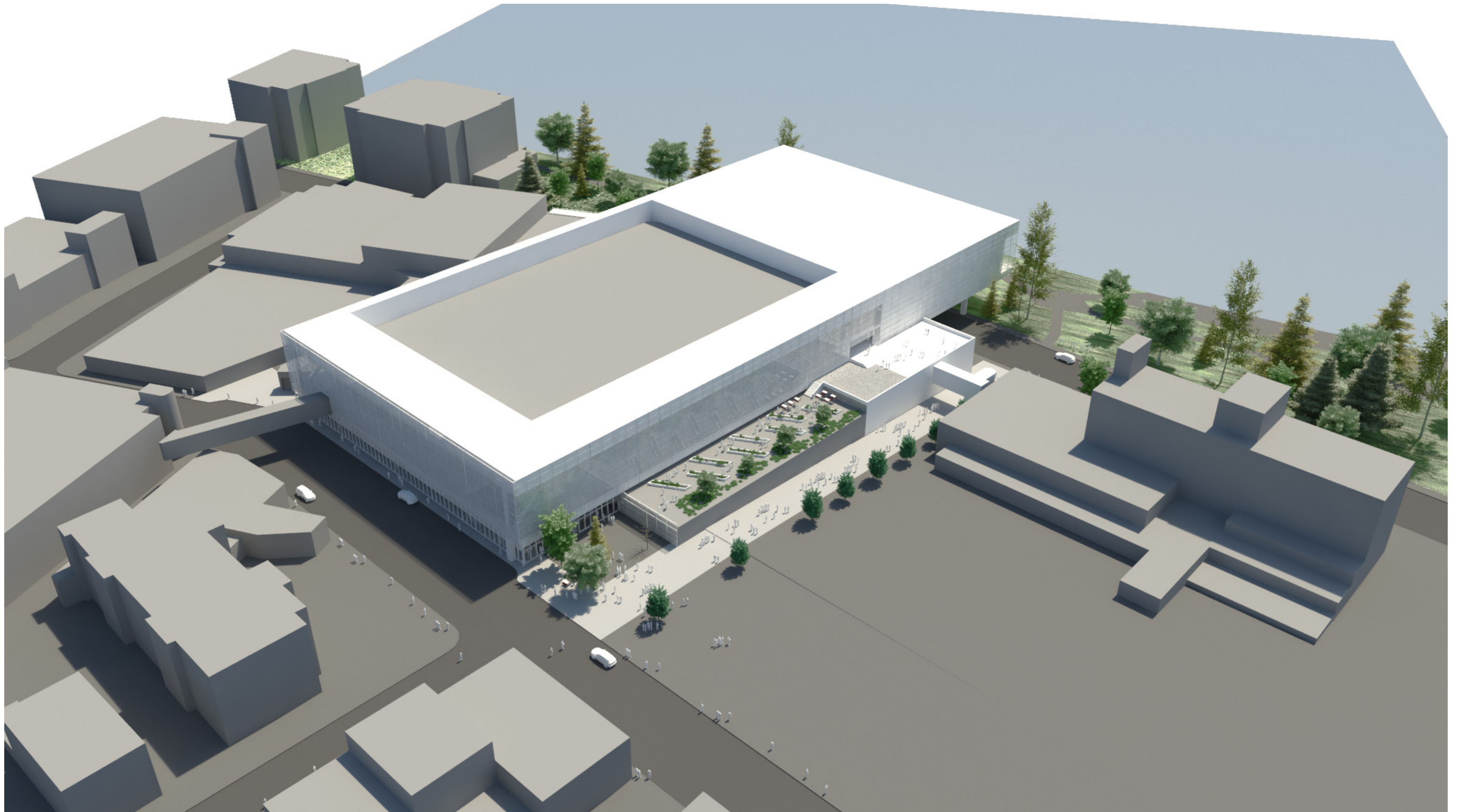
**DESIGN SCHEME B:**

LEVEL 03 (ADDITIONAL OPTION)

ADDITIONAL PROGRAM  
LEVEL 03

Program	Area
Circulation	11,787 SF
Meeting	8,747 SF
Restroom	925 SF
<b>Total</b>	<b>21,460 SF</b>

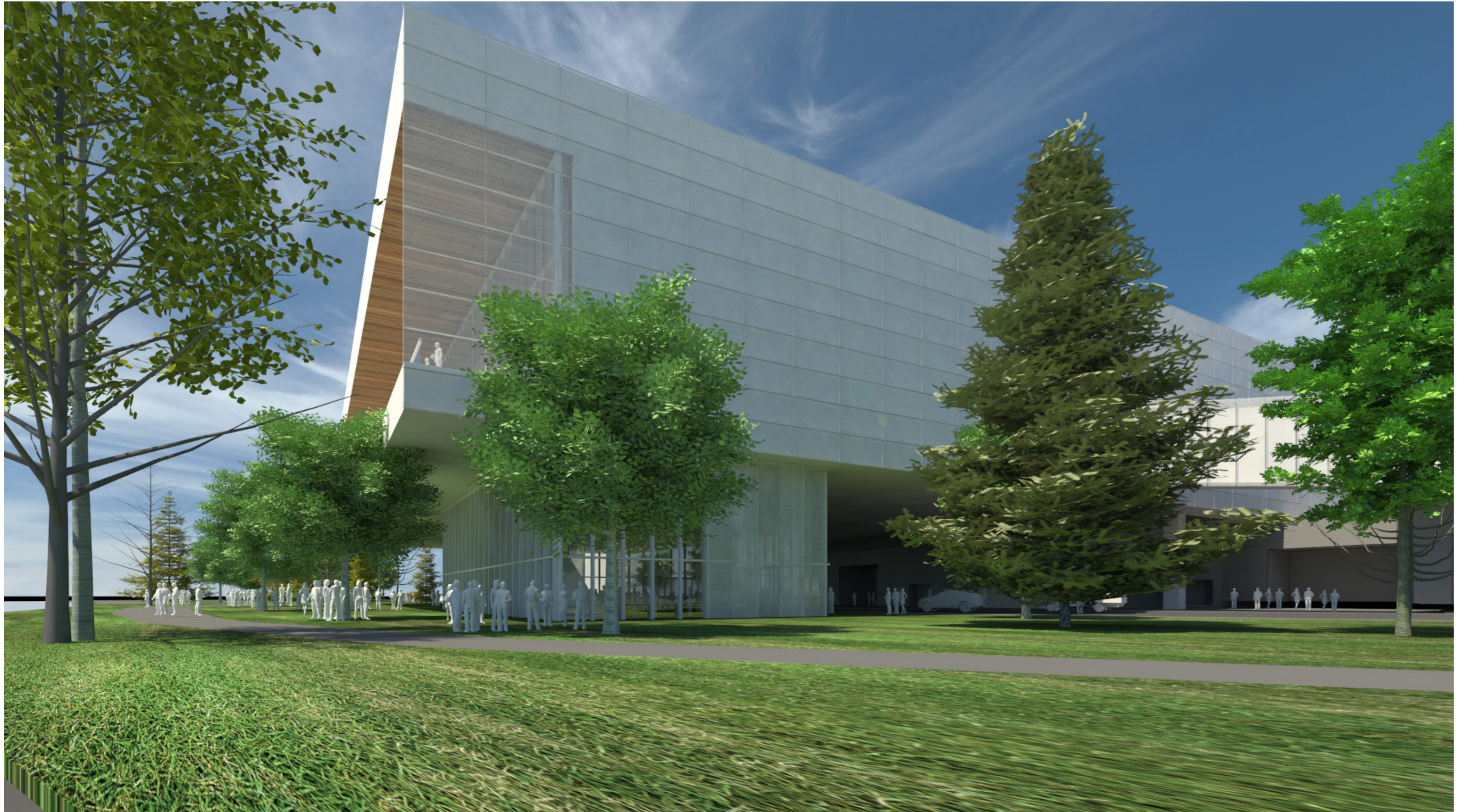










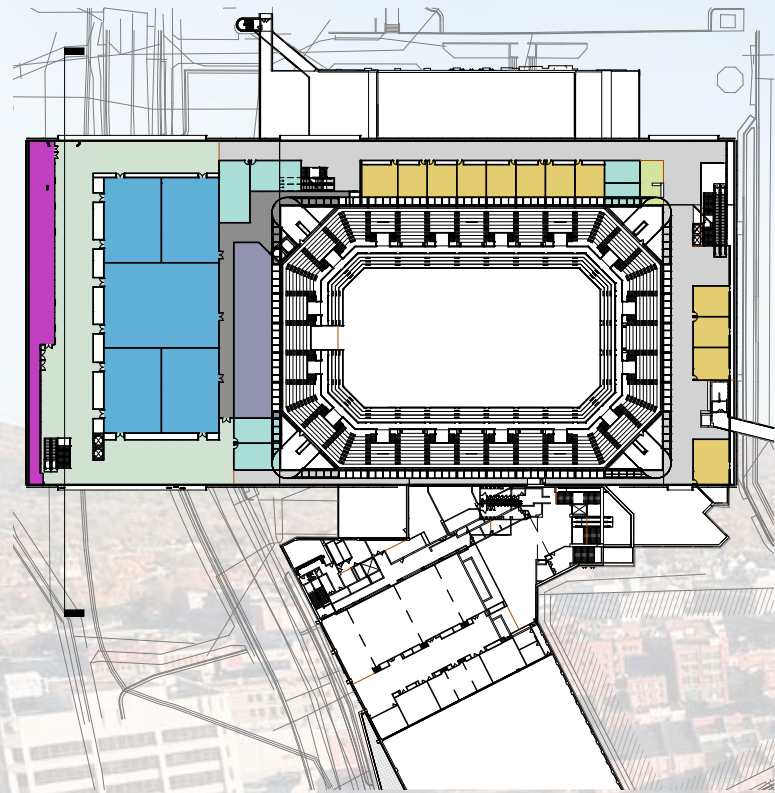




**DESIGN SCHEME B:**

SUMMARY

BALLROOM LEVEL PLAN



NEW PROGRAM AREA

NEW PROGRAM AREA	
Name	Area
<b>BALLROOM</b>	<b>17,669 SF</b>
BOH	3,406 SF
CIRCULATION	22,647 SF
CONCESSION	1,655 SF
EXHIBITION	5,072 SF
KITCHEN	4,700 SF
LOBBY	10,014 SF
<b>MEETING</b>	<b>8,881 SF</b>
OFFICE	4,511 SF
PREFUNCTION	15,405 SF
TENANT	2,351 SF
TERRACE	4,128 SF
TOILET	6,046 SF
<b>TOTAL</b>	<b>106,484 SF</b>

<b>MEZZANINE MEETING</b>	<b>8,747 SF</b>
<b>TOTAL WITH MEZZANINE</b>	<b>127,944 SF</b>



**SCHEME B  
DEFERRED MAINTENANCE  
TOTAL**

**\$47,526,208  
\$8,000,000  
\$55,526,208  
\$372/sf\***

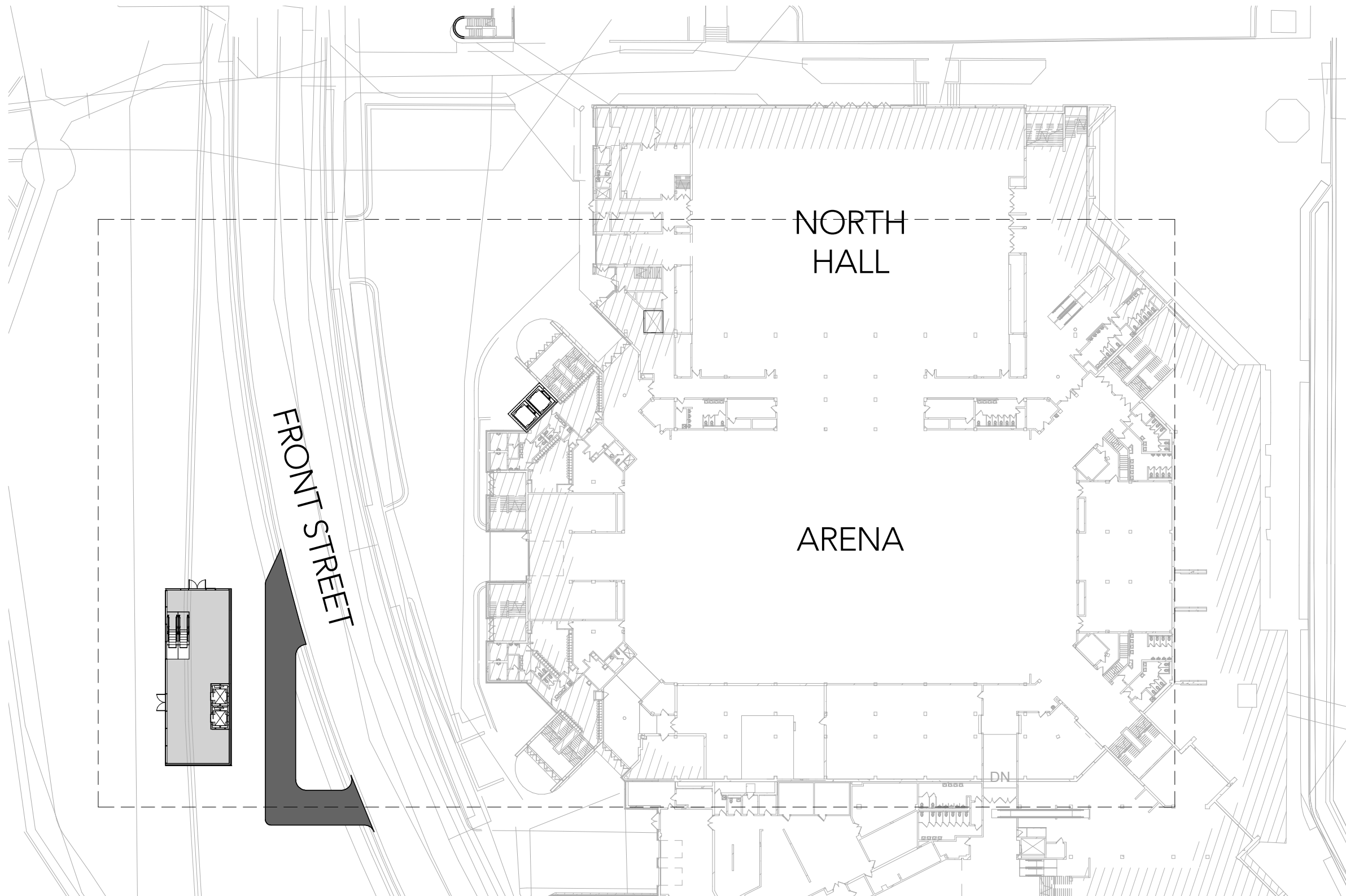
\*NEW BUILD COSTS ONLY



# SCHEME B 1




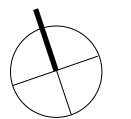
**DESIGN SCHEME B 1:**  
FRONT STREET GROUND LEVEL



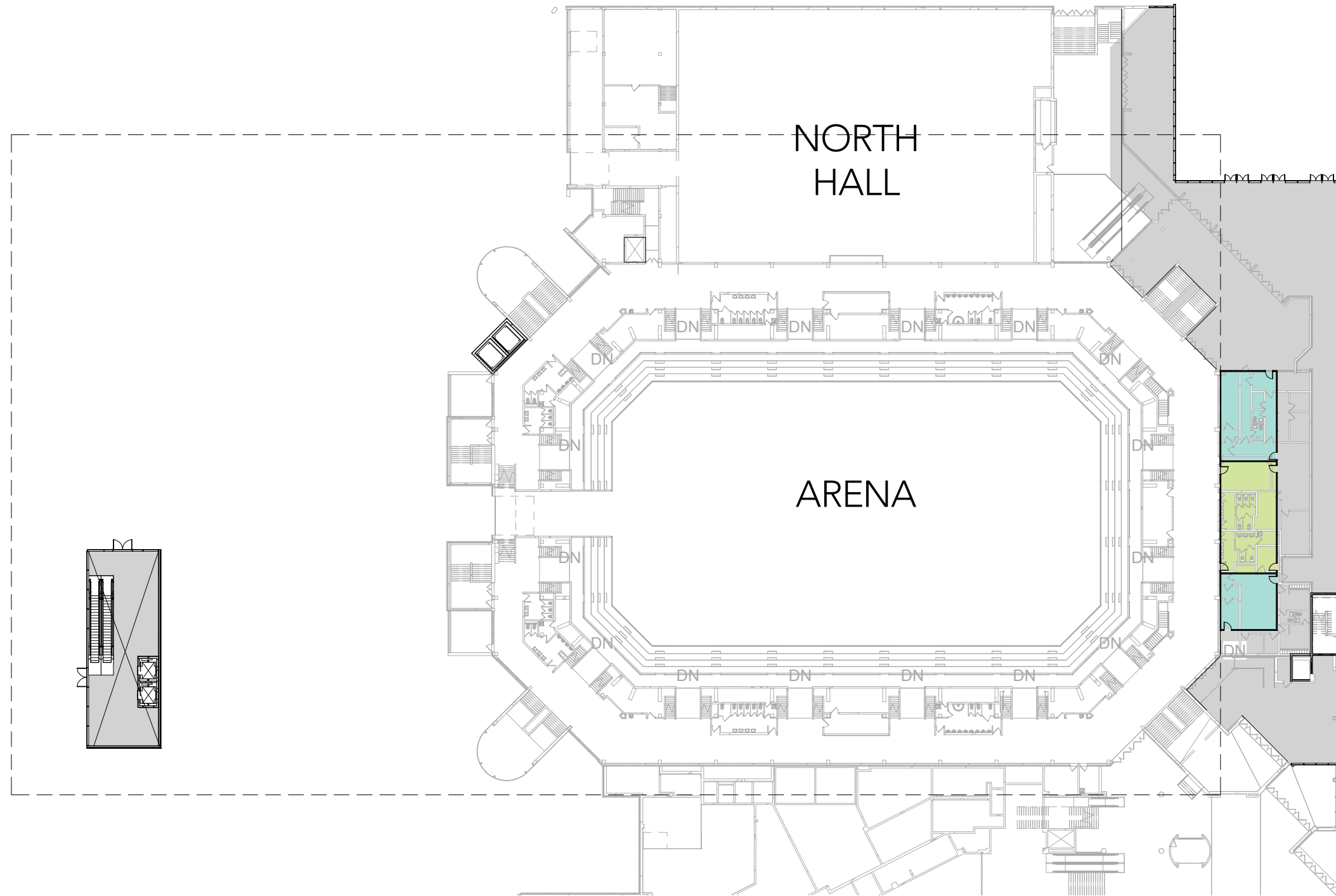
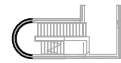
**ADDITIONAL PROGRAM  
FRONT STREET GROUND LEVEL**

Program	Area
Circulation	2,188 SF
<b>Total</b>	<b>2,188 SF</b>

 Lobby & Circulation

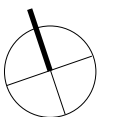
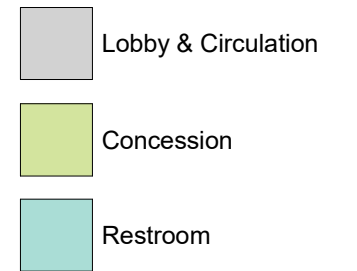


**DESIGN SCHEME B 1:**  
2ND STREET GROUND LEVEL



**ADDITIONAL PROGRAM**  
2nd STREET GROUND LEVEL

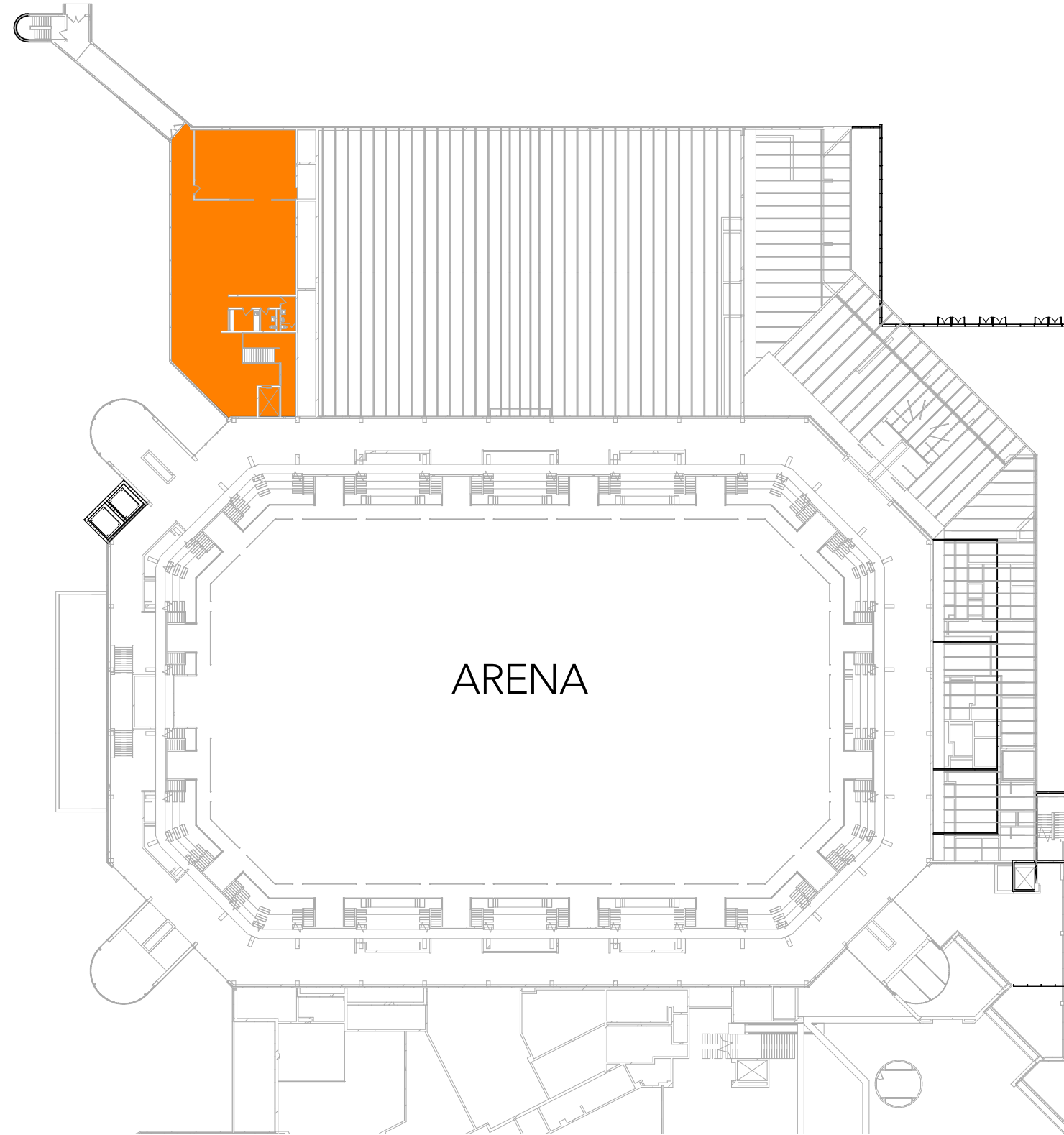
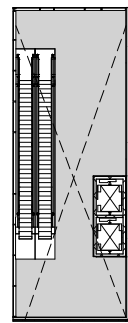
Program	Area
Circulation	14,024 SF
Concession	1,037 SF
Restroom	1,351 SF
<b>Total</b>	<b>16,413 SF</b>





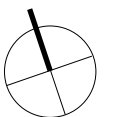
**DESIGN SCHEME B 1:**

ZEILKE SUITES LEVEL

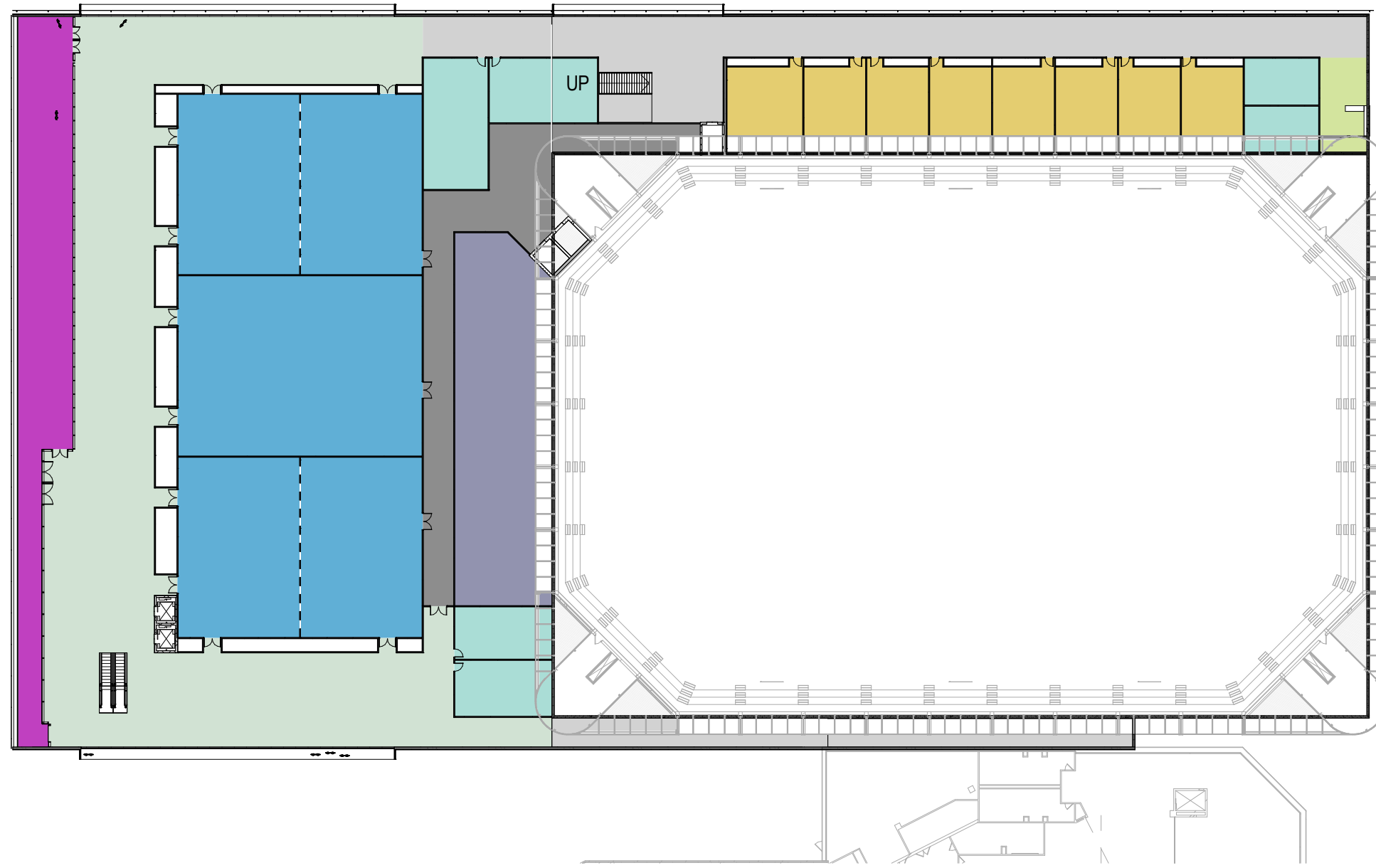


**ADDITIONAL PROGRAM  
ZIELKE SUITE LEVEL**

Program	Area
Office	4,463 SF
<b>Total</b>	<b>4,463 SF</b>



**DESIGN SCHEME B 1:**  
LEVEL 02 (MAIN BALLROOM)



**ADDITIONAL PROGRAM  
LEVEL 02**

Program	Area
Back of House	3,406 SF
Ballroom	17,669 SF
Circulation	8,418 SF
Concession	588 SF
Kitchen	4,700 SF
Meeting	5,911 SF
Prefunction	16,401 SF
Restroom	4,396 SF
Terrace	4,128 SF
<b>Total</b>	<b>65,618 SF</b>

- Lobby & Circulation
- Ballroom
- Kitchen
- Meeting
- Prefunction
- Restroom
- Concession
- Terrace

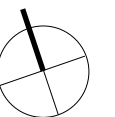
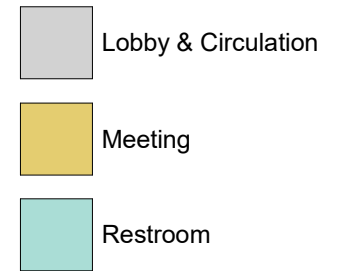
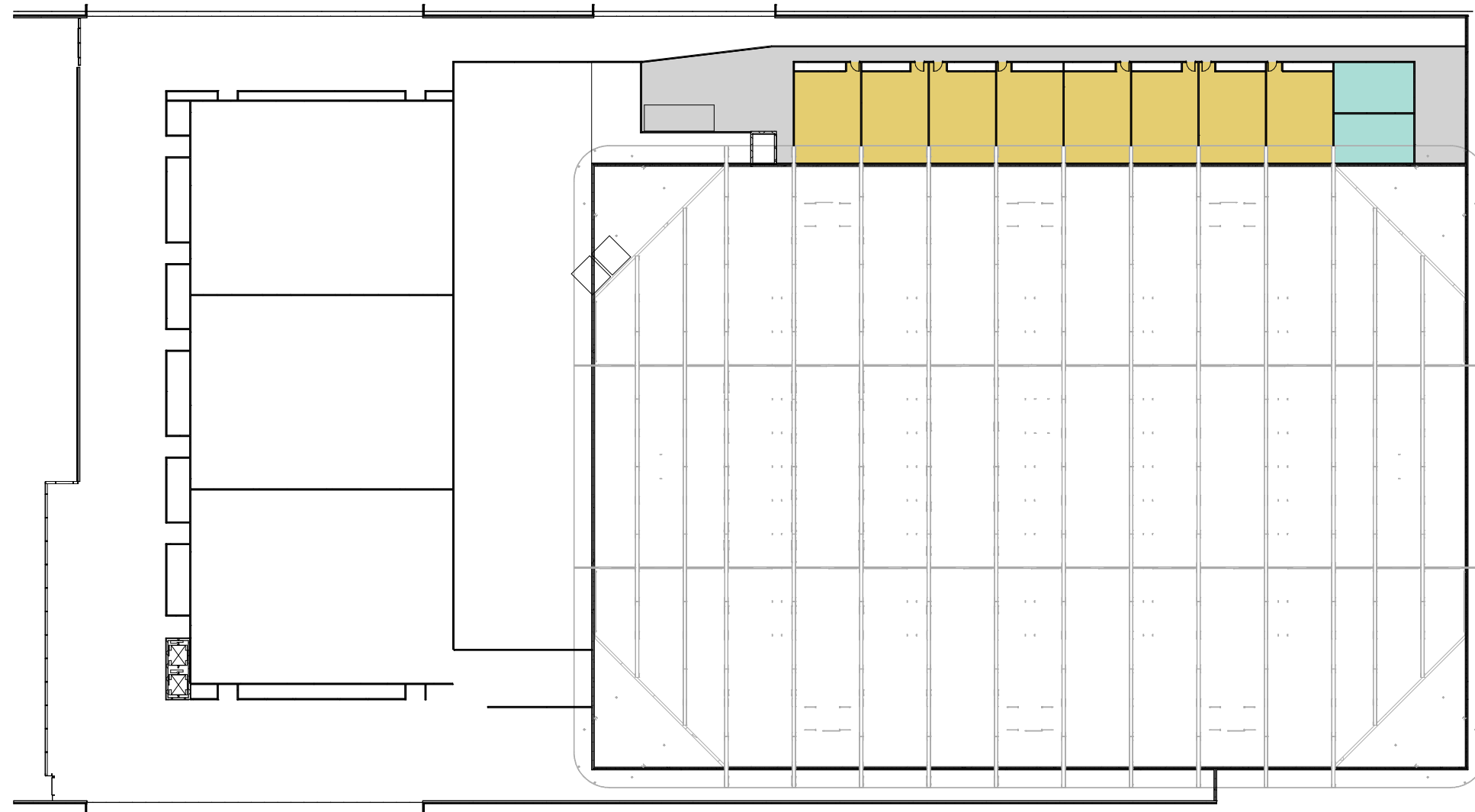


**DESIGN SCHEME B 1:**

LEVEL 03 (ADDITIONAL OPTION)

ADDITIONAL PROGRAM  
LEVEL 03

Program	Area
Circulation	3,267 SF
Meeting	5,778 SF
Restroom	925 SF
<b>Total</b>	<b>9,970 SF</b>

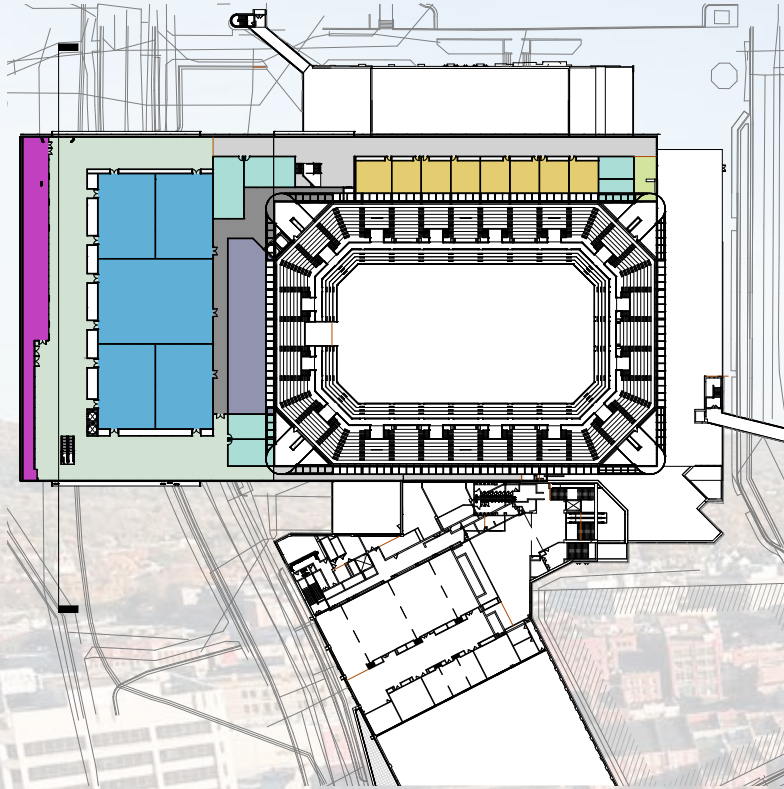




**DESIGN SCHEME B 1:**

SUMMARY

BALLROOM LEVEL PLAN



NEW PROGRAM AREA

NEW PROGRAM AREA	
Name	Area
<b>BALLROOM</b>	<b>17,669 SF</b>
BOH	3,406 SF
CIRCULATION	7,319 SF
CONCESSION	1,626 SF
EXHIBITION	5,072 SF
KITCHEN	4,700 SF
LOBBY	10,172 SF
<b>MEETING</b>	<b>5,911 SF</b>
PREFUNCTION	16,401 SF
SOUTH CIRCULATION	2,213 SF
TERRACE	4,128 SF
TOILET	5,748 SF
<b>Total</b>	<b>84,365 SF</b>

<b>MEZZANINE MEETING</b>	<b>5,778 SF</b>
<b>Total with Mezzanine Meeting</b>	<b>94,335 SF</b>



SCHEME B-1  
DEFERRED MAINTENANCE  
**TOTAL**

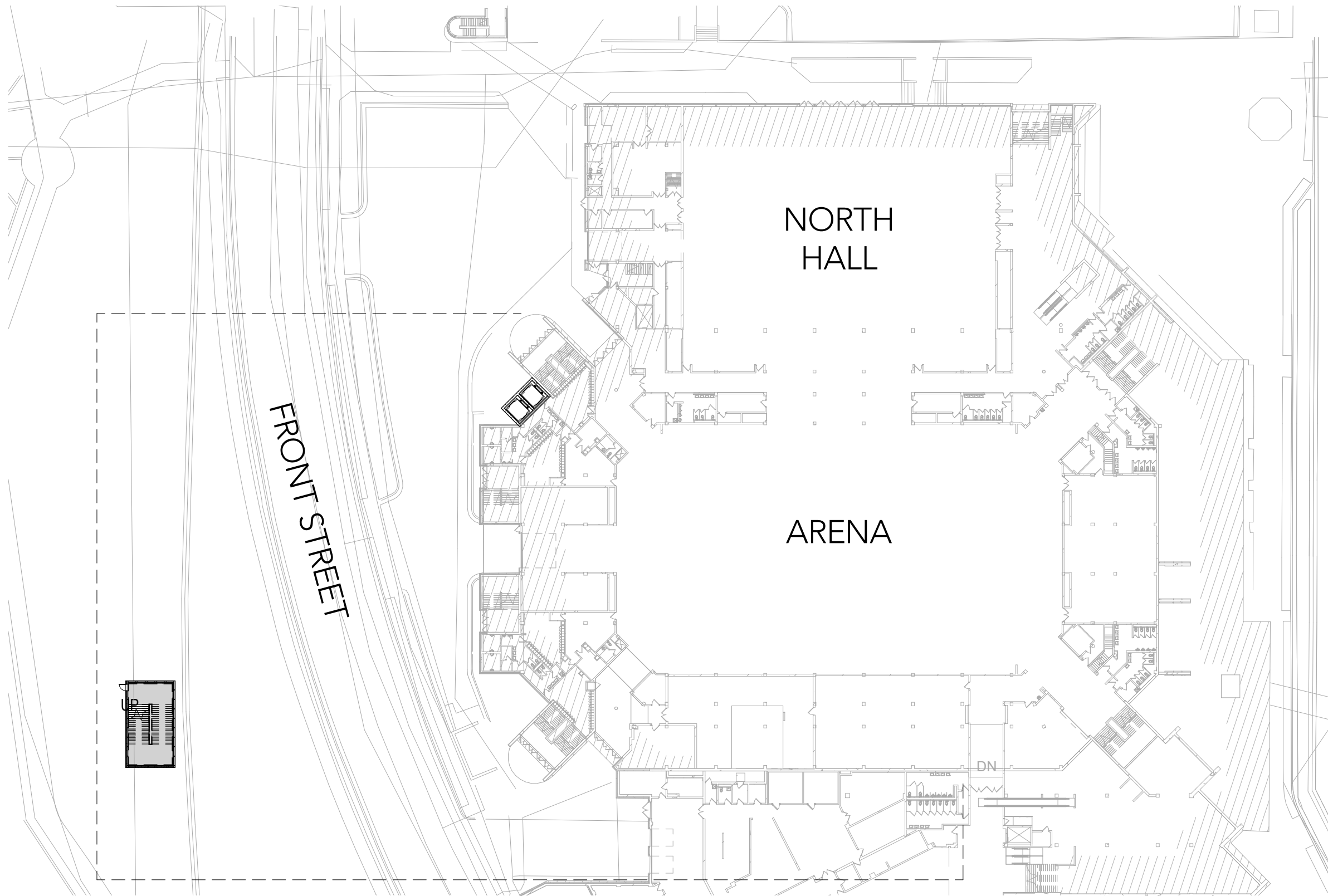
\$41,159,144  
\$8,000,000  
**\$49,159,144**  
\$416/sf\*

\*NEW BUILD COSTS ONLY




# SCHEME B 2

**DESIGN SCHEME B 2:**  
FRONT STREET GROUND LEVEL



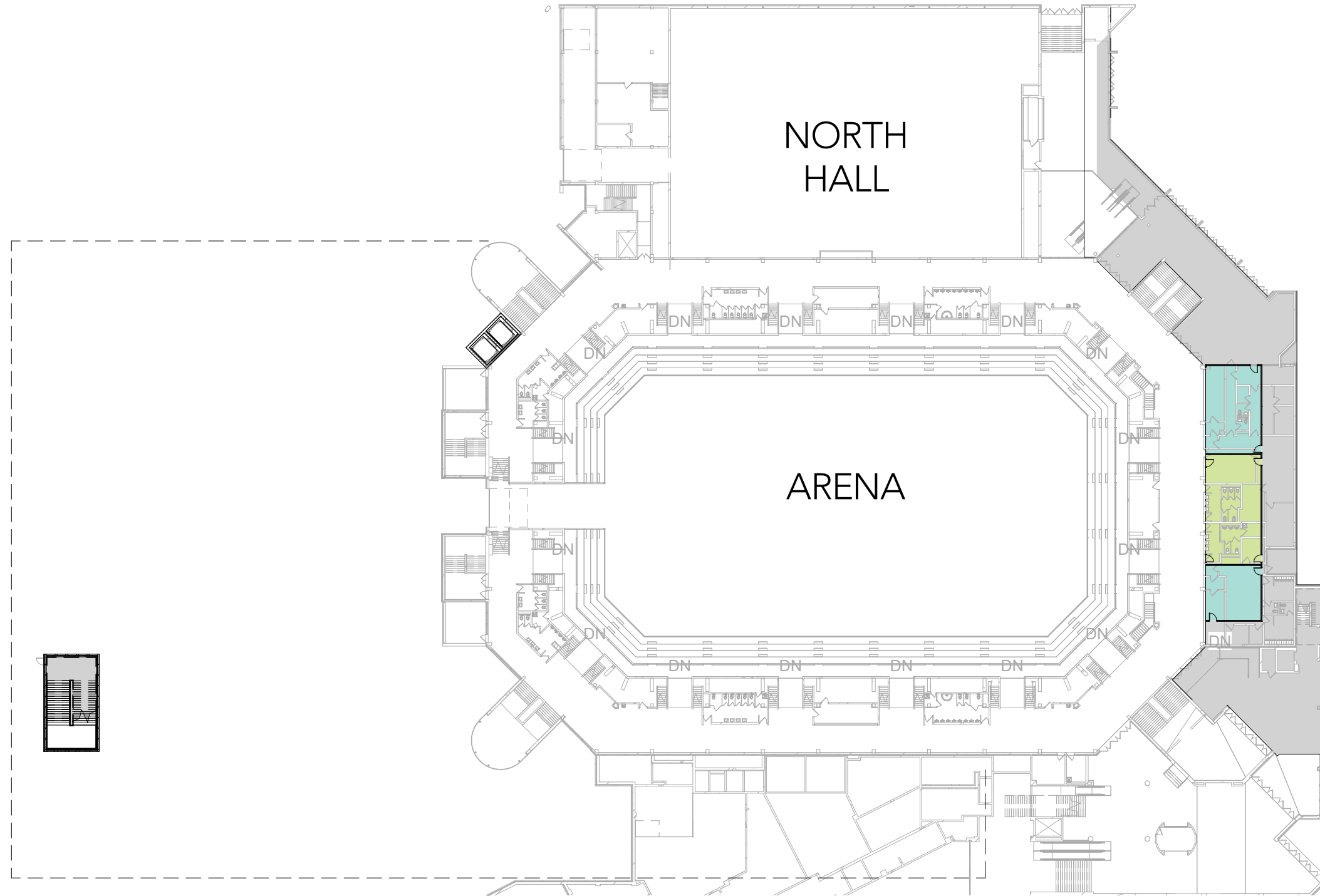
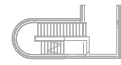
**ADDITIONAL PROGRAM  
FRONT STREET GROUND LEVEL**

Program	Area
Circulation	802 SF
<b>Total</b>	<b>802 SF</b>

 Lobby & Circulation

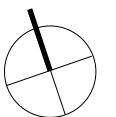
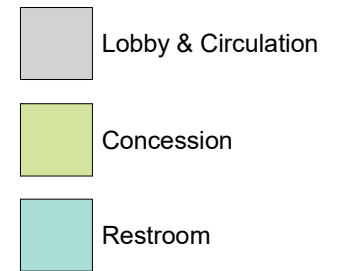


**DESIGN SCHEME B 2:**  
2ND STREET GROUND LEVEL



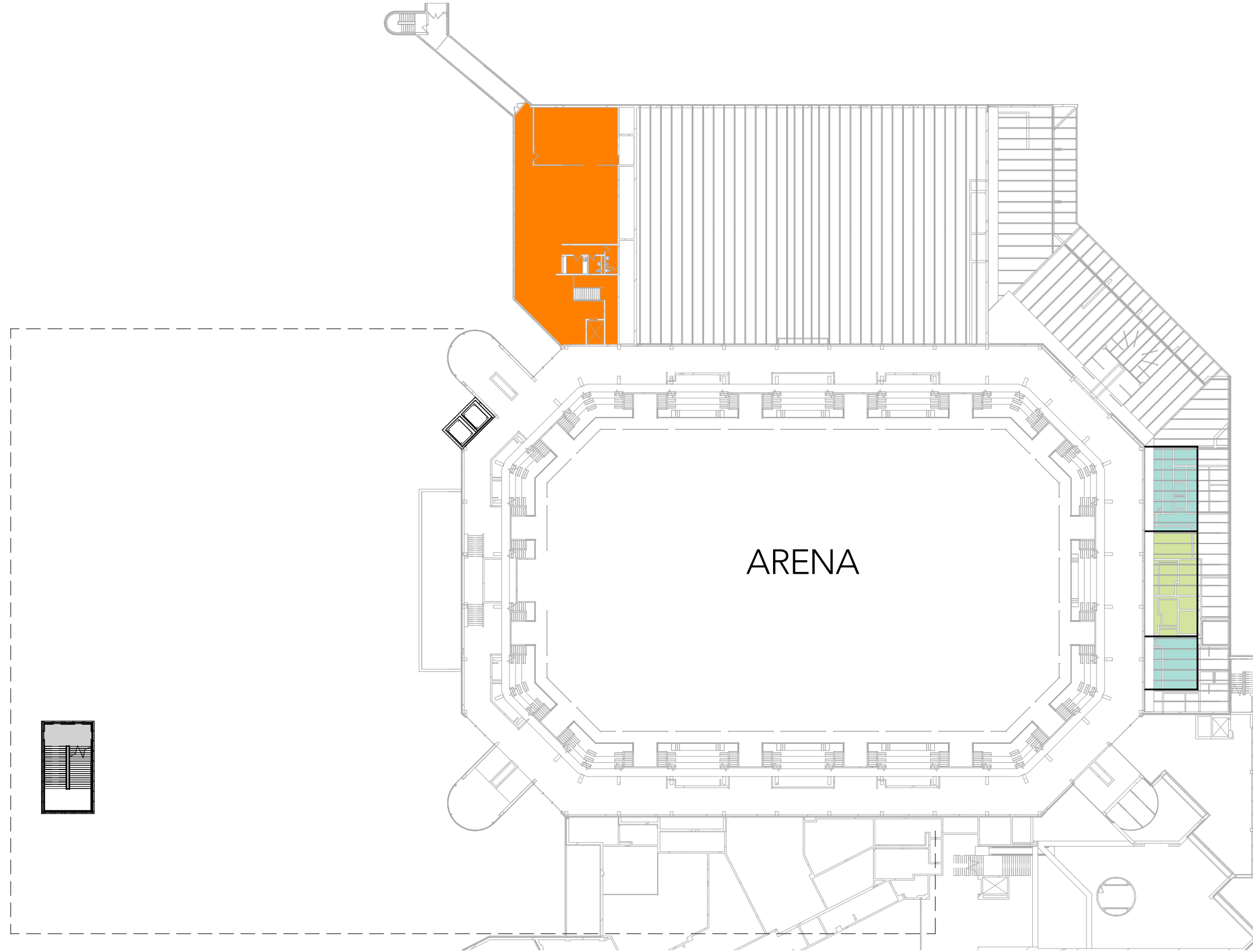
**ADDITIONAL PROGRAM**  
2nd STREET GROUND LEVEL

Program	Area
Circulation	8,551 SF
Concession	1,037 SF
Restroom	1,351 SF
<b>Total</b>	<b>10,940 SF</b>



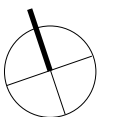
**DESIGN SCHEME B 2:**

ZEILKE SUITES LEVEL



**ADDITIONAL PROGRAM  
ZIELKE SUITE LEVEL**

Program	Area
Office	4,463 SF
<b>Total</b>	<b>4,463 SF</b>

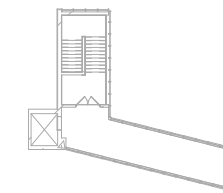
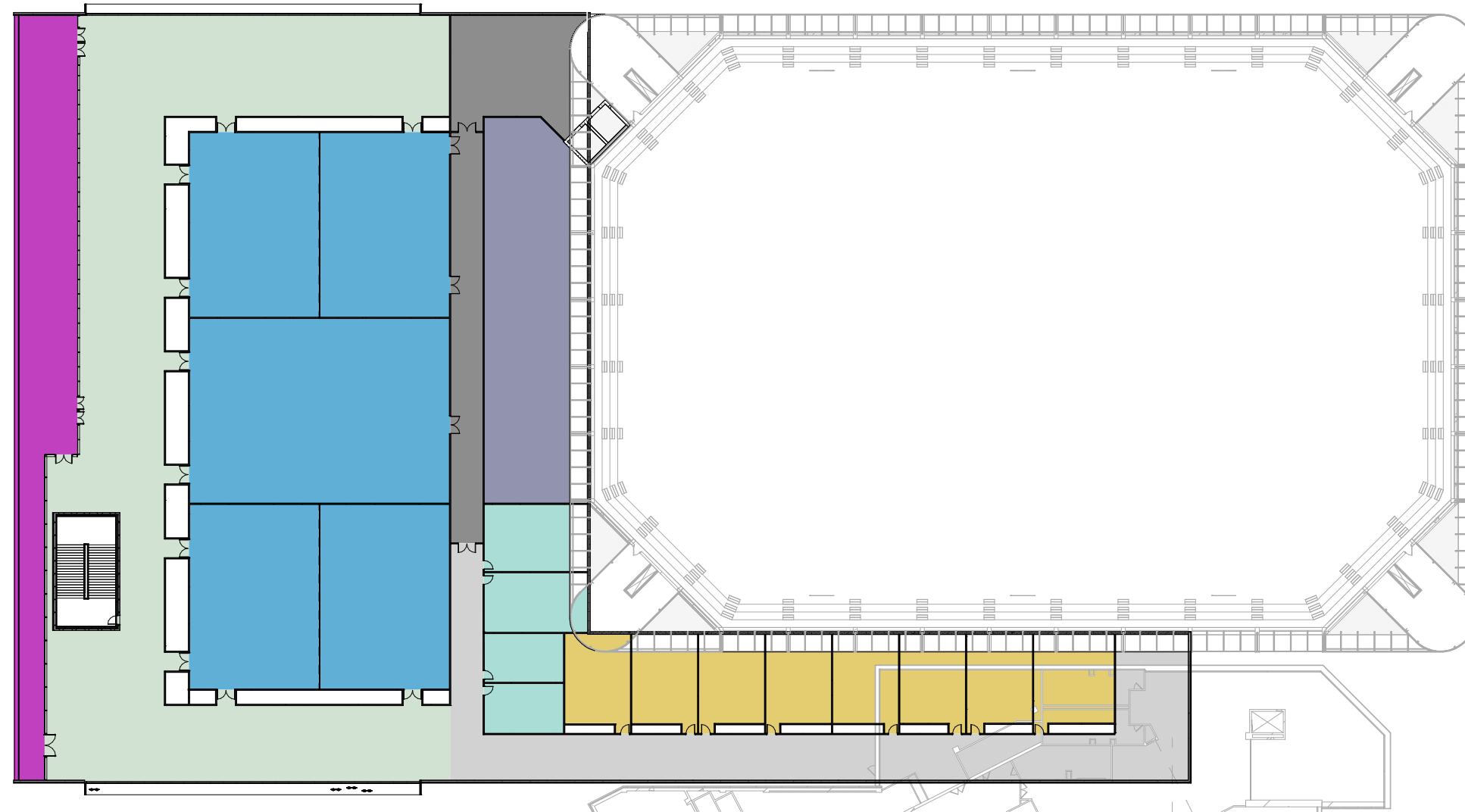




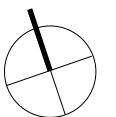
**DESIGN SCHEME B 2:**  
LEVEL 02 (MAIN BALLROOM)

ADDITIONAL PROGRAM  
LEVEL 02

Program	Area
Back of House	3,107 SF
Ballroom	17,013 SF
Circulation	5,557 SF
Kitchen	4,563 SF
Meeting	5,805 SF
Prefunction	14,711 SF
Restroom	2,466 SF
Terrace	4,510 SF
<b>Total</b>	<b>57,730 SF</b>



- Lobby & Circulation
- Ballroom
- Kitchen
- Meeting
- Prefunction
- Restroom
- Concession
- Terrace

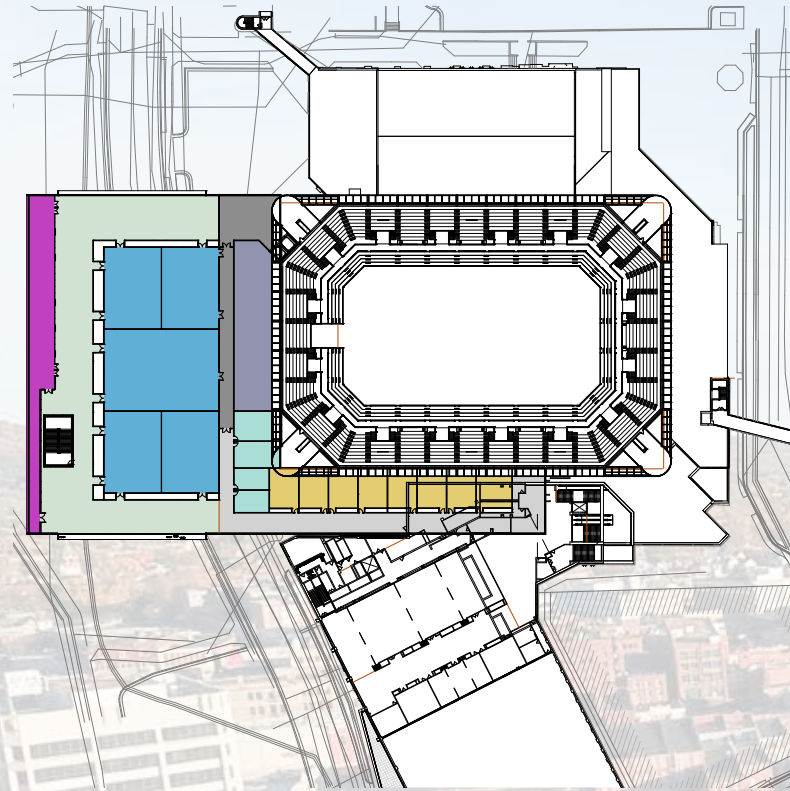




**DESIGN SCHEME B 2:**

SUMMARY

BALLROOM LEVEL PLAN



NEW PROGRAM AREA

NEW PROGRAM AREA	
Name	Area
<b>BALLROOM</b>	<b>17,013 SF</b>
BOH	3,107 SF
CIRCULATION	1,743 SF
CONCESSION	1,037 SF
KITCHEN	4,563 SF
LOBBY	7,750 SF
<b>MEETING</b>	<b>5,805 SF</b>
PREFUNCTION	20,268 SF
TERRACE	4,510 SF
TOILET	3,817 SF
<b>Total</b>	<b>69,612 SF</b>



SCHEME B-2	\$36,964,086
DEFERRED MAINTENANCE	\$8,000,000
<b>TOTAL</b>	<b>\$44,964,086</b>

\*NEW BUILD COSTS ONLY



# CONCEPT PRICING SUMMARY

SCHEME A - NOVEMBER - (116,690 SF)  
DEFERRED MAINTENANCE  
**TOTAL**

\$45,766,204  
\$8,000,000  
**\$53,766,204**  
\$392/sf

SCHEME B - NOVEMBER - (127,840 SF)  
DEFERRED MAINTENANCE  
**TOTAL**

\$47,526,208  
\$8,000,000  
**\$55,526,208**  
\$372/sf

SCHEME B 1 - NOVEMBER - (98,866 SF)  
DEFERRED MAINTENANCE  
**TOTAL**

\$41,159,144  
\$8,000,000  
**\$49,159,144**  
\$416/sf

SCHEME B 2 - NOVEMBER - (75,200 SF)  
DEFERRED MAINTENANCE  
**TOTAL**

\$36,964,086  
\$8,000,000  
**\$44,964,086**  
\$492/sf





**THANK YOU**