



FOR IMMEDIATE RELEASE

LA CROSSE AREA CHAMBER OF COMMERCE SUPPORTS CITY ADMINISTRATOR POSITION FOR THE CITY OF LA CROSSE

La Crosse, Wisconsin- January 13, 2026 The La Crosse Area Chamber of Commerce strongly supports the addition of a City Administrator within the City of La Crosse government. This move was formally endorsed by the Chamber's Government Relations Committee as part of their 2025 Legislative Priorities Summary, recognizing the need for professional, consistent, and efficient executive leadership. The discussion around adopting a City Administrator model has been thoughtful and extensive, involving various committees and public engagement efforts over the past year, including most recently a Forum hosted by the Chamber on January 12, 2026. The Forum provided an opportunity to hear firsthand accounts of how professional management has created stability and consistency, improved financial management, and driven strategic growth in other municipalities, offering a clear model for La Crosse's future success and reinforcing that a city administrator can help businesses better-navigate local government. It also allowed our members to ask questions and share their thoughts on this position.

The implementation of a City Administrator would provide immediate and tangible benefits to the entire La Crosse region, particularly the business community. Members of the Chamber, ranging from large corporations to small local businesses to nonprofits have endorsed the idea of adding a City Administrator. This dedicated, professional manager would inject strategic direction into daily operations, enhance operational efficiencies across city departments, and establish a clear line of accountability in our local government. For businesses, this translates to faster, more predictable processes for permits, zoning, and development, fostering a more welcoming and competitive economic climate. As the City moves forward, we believe this is an opportune moment for our elected officials to leverage their leadership and bring this important initiative to a definitive conclusion. Appointing a professional City Administrator allows our elected Common Council and Mayor to shift their focus from day-to-day management to high-level policymaking and community vision, a change that will ultimately lead to more efficient governance and economic growth for La Crosse.

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