

**CITY OF LA CROSSE, WISCONSIN
CITY PLAN COMMISSION
REPORT
November 1, 2021**

- **AGENDA ITEM – 21-1549 (Jack Zabrowski)**
Selection of Media Partner to engage the citizens of La Crosse to create our Comprehensive Plan.

- **ROUTING:** CPC Only

- **BACKGROUND INFORMATION:**
The City of La Crosse is seeking assistance from a marketing firm for the City's Comprehensive Plan Update project. Planning Department staff held one-hour meetings with marketing firms to describe the project and has issued an RFP for proposals (see attached). In response we have received two proposals from; Pop-Dot and River Travel Media (see attached). Staff has prepared a grading rubric and proposal summary document (see attached) to assist the Plan Commission in selection of a Media Partner to promote civic engagement in Comprehensive Plan creation.

- **GENERAL LOCATION:**
N/A

- **RECOMMENDATION OF OTHER BOARDS AND COMMISSIONS:**
N/A

- **CONSISTENCY WITH ADOPTED COMPREHENSIVE PLAN:**
N/A

- PLANNING RECOMMENDATION:**
N/A