



LA CROSSE WISCONSIN

2026 Operating Budget

BOARD OF ESTIMATES RECOMMENDED
OCTOBER 9, 2025

COMMON COUNCIL ADOPTED
NOVEMBER 17, 2025

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Parking Enterprise

Description/Services:

The Parking Utility is managed by a Parking Coordinator who works directly with the Assistant Police Chief. The Parking Utility has two responsibilities, the enforcement of all parking regulations within the City and the operation of all City-owned parking facilities. The enforcement division is responsible for the enforcement of all parking rules and regulations on approximately 225 miles of city streets. This work is done through a staff of Community Service Officers (CSO's) who are tasked with the enforcement of parking violations. Office support staff process data entry and revenue collections. The grounds division of the Parking Utility is responsible for the operation of all the municipally-owned ramps and surface lots. These include the Market Square Ramp with a total of 632 spaces, the La Crosse Center Ramp with a total of 893 spaces, the Main Street ramp with a total of 395 spaces, the Riverside Ramp with a total of 903 spaces, and the Pine Street ramp with a total of 606 spaces. When you add in the surface lots, the Parking Utility manages almost 4,000 parking spaces. In addition, the Parking Utility manages downtown on-street hourly parking to ensure customer turnover for downtown businesses.

2025 Accomplishments/Highlights

1. Fully outfitted the Main St. Ramp with a security camera system.
2. Increase in contactless transactions (375,000) /users (45,000) via ParkMobile App.
3. Updated ramp fee structure hours of operation: Monday - Saturday 6am-10pm.
4. All downtown ramps were professionally washed and all parking stall lines were repainted.
5. Public access doors that were deteriorated were replaced as necessary.

2026 Goals

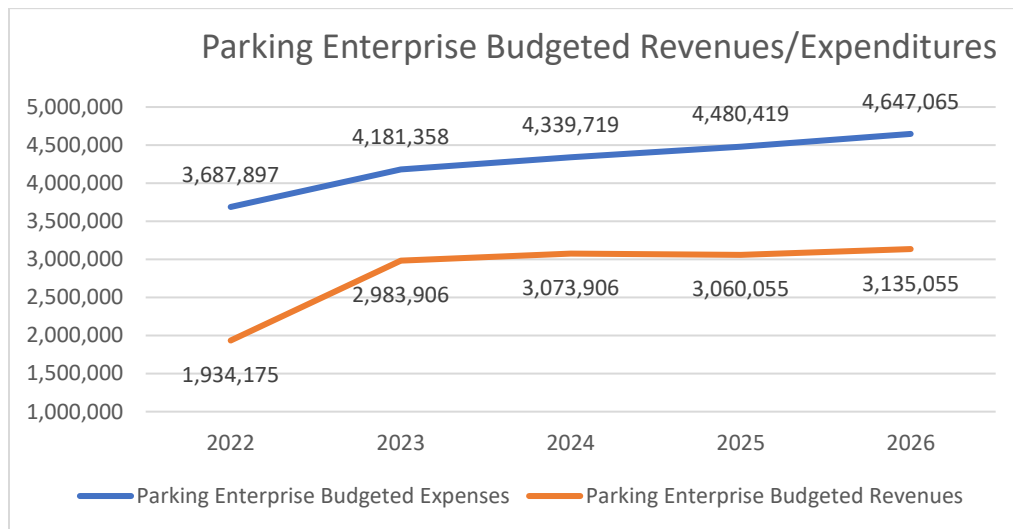
1. Replace leaking roof membranes at the La Crosse Center Ramp.
2. Revitalize the east side of the Main St. Ramp along 3rd street.
3. Successfully complete the first phase of the Pine St. Ramp skywalk addition.
4. Replace alley lights at Market Square Ramp and convert to LED canopy lights.
5. Install Security Cameras in the Pine St. Ramp as well as top level cameras in all ramps.

Performance Measures	Projected 2025	2026 Goal/Benchmark
Contactless Transactions	100,000	115,500
Pay Station Transactions	75,000	85,000
Ramp Permits	1,400	1,500
Ramp Security Cameras	120	134
Citation Collection rate	97%	98%
Enforcement Actions Taken	35,000	36,000

Parking Enterprise

Staffing

	2024	2025	2026
Full Time Equivalents	21	21	21



Revenues

	2024 Actual	2025 Budget	2026 Budget	\$ Change- 2026 v 2025
Parking Revenue	\$3,460,227	\$3,060,055	\$3,135,055	\$75,000

Expenditures

	2024 Actual	2025 Budget	2026 Budget	\$ Change- 2026 v 2025
Personnel	\$1,154,252	\$1,507,121	\$1,579,211	\$72,090
Contractual Services	\$716,379	\$1,085,762	\$1,180,318	\$94,556
Commodities	\$46,963	\$51,700	\$51,700	\$0
Capital Outlay	\$1,680,521	\$1,835,836	\$1,835,836	\$0
Total Expenses	\$3,598,115	\$4,480,419	\$4,647,065	\$166,646