

June 1, 2016

Finance Committee
La Crosse City Council
400 La Crosse Street
La Crosse, WI 54601

Members of the Finance Committee:

I understand that you are considering the decision to support expansion of the La Crosse Center. From my view, this will be a wise and timely investment for the City of La Crosse. The expansion will significantly add to the draw of tourists and outside business guests to the City. There is a strong likelihood for a solid return on investment.

It is important to note that the City is in the midst of a significant and noticeable transformation. On an annual basis, Western Technical College hosts hundreds of guests from outside our region. It has become common for these guests to favorably remark about the dynamic progress in the City. In their words, La Crosse is a great place to visit, to live and to work. This belief is important for area companies and organizations like Western Technical College that need to attract and retain the next generation of skilled workers.

In isolation, the expansion of the La Crosse Center would not be enough to make a difference. In conjunction with the current hotel expansion and business development within the community, the expansion will be a catalyst for further development. I encourage you to support this opportunity. Meanwhile, do not hesitate to contact me if you have questions.

Sincerely,



Lee Rasch, EdD
President



Lee Rasch, Ed.D.

President

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UNIVERSITY *of* WISCONSIN
LA CROSSE

June 2, 2016

To whom it may concern:

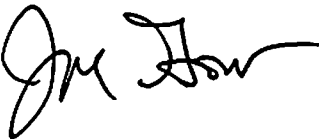
I am delighted to express my strong support for the proposed expansion and remodeling of the La Crosse Center. During my years as chancellor of UW-La Crosse, as well as my time (2001-2004) as dean at Winona State University, I have seen over and over again just how central the La Crosse Center is to the cultural and economic vitality of the Coulee Region. In fact, my counterpart at UW-Eau Claire is leading an effort to create a similar center in his own community, and he has told me on several occasions how eager the people of Eau Claire are to realize the kind of "downtown revitalization" the La Crosse Center so clearly has been responsible for in our own community.

In addition to personally attending numerous outstanding musical, sporting and conference events over the years at the La Crosse Center, I have come to view the venue as an invaluable way to expand the capabilities of my university. Not only do we hold UW-L commencement ceremonies there on a regular basis, we also have hosted several major NCAA tournaments and participated in national conferences that were simply too large to be held on our campus. Without the La Crosse Center, then, UWL would not enjoy the kind of national reputation it has in the world of higher education.

Given the great relationship UW-L has with the La Crosse Center, I was excited to learn about the proposed expansion and remodeling. Updating the Center will keep it competitive with similar community venues in the Midwest, and the addition of a ballroom overlooking the Mississippi River would give us a truly distinctive facility that will draw even more visitors from throughout our region, country and world. Clearly, the investment in the expansion and remodeling will pay a wealth of dividends for many years to come.

Thank you for considering my perspective. As I hope you can tell, I am very enthusiastic about this project!

Sincerely,



Joe Gow, Chancellor
University of Wisconsin-La Crosse

June 2, 2016

Matt A. Boshcka
Owner
Dublin Square Irish Pub & Eatery
Burger Fusion Company
Valley High Golf Club

Dear City Council,

I am writing this letter to express my highest recommendation for the approval of the La Crosse Center expansion and enhancements project. The La Crosse Center has been, is currently, and is poised to be the epicenter of downtown La Crosse activity. As a restaurant owner located in the heart of the action, I have witnessed the growth of our beautiful, vibrant, and lively downtown over the past five years. Without a doubt the La Crosse Center is the major contributor to this. When the La Crosse Center hosts an entertainment event, trade show, or convention we see a large increase in sales. This ultimately benefits the city as well from a financial perspective in that more sales equals more staff equals more tax revenue.

Now that we have the hotel rooms to accommodate larger events, I can only foresee this growth being even greater over the years to come. In my opinion, which I share with most citizens of this community, the La Crosse Center is long overdue for some enhancements. If we, as a city, want to continue to be a top tourism attraction for the state of Wisconsin, we must keep up with the times and prove ourselves worthy of being called a top attraction. This will be a very wise investment for our future and I give full support for the expansion and enhancements. Thank you for taking the time to read my thoughts.

Best Regards,

A handwritten signature in black ink, appearing to read "Matt Boshcka", written in a cursive style.

Matt A. Boshcka