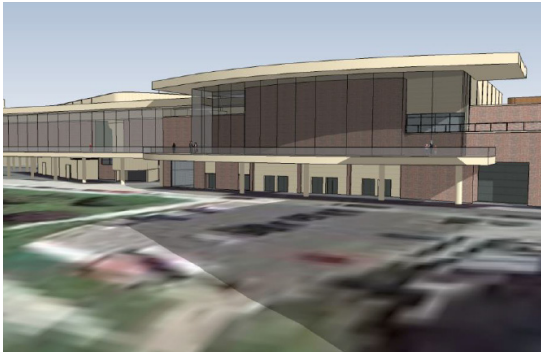


LA CROSSE CENTER COMPARISON MATRIX



2015 STUDY OPTION C

2017 ISG/GENSLER/KRAUS ANDERSON OPTION B1

13,700	Ballroom Square Footage	17,669
No	Proper Ballroom Dimensions and Ratios to Meet Industry Standard	Yes
No	Kitchen Service - Direct Connection to Ballroom	Yes
Yes	Encroachment on Pearl Street Walkway	No
No	Dedicated Entrance to New Ballroom	Yes
Via Long Corridor from 2nd Street Along the Arena	Attendee Arrival Experience to Ballroom	Escalator and Elevators from Front Street Entrance Direct into Pre-Function Area
7,000	New Meeting Area Square Footage	9,624
Yes	Touch down and Overhang Park Property	Yes
Nearly full cover West and North faces Partial cover East face No cover South face	"Rebranding" of the Facility by Covering the Arena	Fully
No	Strong, Direct, ADA Compliant Access to Riverside Park	Yes
\$56.5M (\$35.9M - General Upgrades + \$9.7M - North Hall + New Ballroom \$10.9M* Arena upgrades) <small>*Determined by pulling line items from 2015 study that are similar in scope to those included in Option B1</small>	Cost	\$49.2M (\$41.2M for Ballroom and Enhancements + \$8M Deferred Maintenance)

General Upgrades



ORDER OF MAGNITUDE CONSTRUCTION COST

General Upgrades				\$ 29,716,000	
No.	Item	Description	Total	Note	
GU 1	East Façade	New general lobby	\$ 4,400,000		
GU 2	West Façade	New circulation, meeting rooms	\$ 10,800,000		
		New continuous balcony	\$ 1,635,300		
GU 3	Service Level	New service corridor	\$ 540,000		
GU 4	Exterior doors	Replace	\$ 390,000		
GU 5	Sustainability	Solar/wind power, other upgrades	\$ 250,000	Sundolier or similar	
GU 6	LEED	Certification or LEED-compatible			
GU 7	HVAC	New building automation system	\$ 560,000		
GU 8	Exterior signage	Large scale LED signage	\$ 1,120,000		
GU 9	Exterior	Medium scale LED signs at entries	\$ 420,000		
GU 10	AV	Upgrade video projection to 16:9	\$ 200,000		
GU 11	Roof	Replace	\$ 2,840,000		
GU 12	Exterior	Upgrade façade (more brick)		included elsewhere	
GU 13	IT	Upgrade infrastructure (fiber)	\$ 280,000		
GU 14	Interior	Upgrade wall finishes	\$ 4,260,000		
GU 15	Furnishings	Provide new for added space	\$ 2,020,000		
GU 16	Radisson Center	Long-range land use strategy	\$ 12,800,000	excluded from total	

North Building



ORDER OF MAGNITUDE CONSTRUCTION COST

North Building					\$ 8,060,000
No.	Item	Description		Total	
NB 1.A	Operable partitions	Repair or replace		\$ 640,000	
NB 1.B	Lighting	New LED		\$ 130,000	
NB 1.C	Sound system	Replace		\$ 100,000	
NB 1.D	Exhibit/show power	Upgrade		\$ 100,000	
NB 1.E	Floor	New or new finish		\$ 260,000	
NB 1.F	Escalators	Rehab or replace		\$ 500,000	
NB 2.A	Upper level	New ballroom		\$ 6,300,000	
NB 2.B	Food service	Permanent bar		\$ 30,000	

North Building Flexible Performance Space					\$ 7,700,000
No.	Item	Description		Total	
PH 1	Flexible theater	Raise roof, telescoping seats, acoustic		\$ 6,500,000	
PH 2	Entry	New lobby on 2nd St.		\$ 1,200,000	

Arena Upgrades

ORDER OF MAGNITUDE CONSTRUCTION COST



Arena Upgrades				\$ 10,470,000
No.	Item	Description	Total	
AU 1.A	Telescoping seating	Replace	\$ 540,000	
AU 1.B	Arena lighting	New LED system	\$ 580,000	
AU 1.C	Sound sytem	Replace	\$ 1,060,000	
AU 1.D	Scoreboard	New video system	\$ 1,550,000	
AU 1.E	Fixed seating	Replace	\$ 700,000	
AU 1.F	ADA seating	Bring to compliance	\$ 100,000	
AU 1.G	Seating Bowl	Deep clean and reseal	\$ 50,000	
AU 1.H	Seating Bowl	Add supplemental exhaust	\$ 100,000	
AU 2.A	Restrooms	Increase capacity	\$ 840,000	
AU 2.B	Concessions	Increase capacity, variety	\$ 800,000	
AU 2.C	Guest services	New spaces	\$ 70,000	
AU 2.D	Administration	Relocate	\$ 880,000	
AU 2.E	Box office	Expand to 6 windows	\$ 60,000	
AU 2.F	Administration	Space for CVB offices	\$ 1,000,000	
AU 3.A	Back of House	Improve traffic flow	\$ 500,000	
AU 3.B	"	Access to spots/fall protection	\$ 120,000	
AU 3.C	"	Upgrade show power	\$ 200,000	
AU 3.D	"	Review/upgrade power building-wide	\$ 500,000	
AU 3.E	"	Security/ops space	\$ 200,000	
AU 3.F	"	Upgrade dressing rooms	\$ 450,000	
AU 3.G	"	New dock levelers	\$ 70,000	
AU 3.H	"	Fire alarm system upgrade	\$ 100,000	

Approximately 85%

Project Summary



Project Summary	\$ 62,456,000	\$ 6,246,000	\$ 6,872,000	\$ 75,600,000
	Construction	Contingency	Fees, Testing	Total
GU General Upgrades*	\$ 29,716,000	\$ 2,972,000	\$ 3,269,000	\$ 35,960,000
NB North Building	\$ 8,060,000	\$ 806,000	\$ 887,000	\$ 9,760,000
PH Flexible Performance Space	\$ 7,700,000	\$ 770,000	\$ 847,000	\$ 9,320,000
AU Arena Upgrades	\$ 10,470,000	\$ 1,047,000	\$ 1,152,000	\$ 12,670,000
SB South Building	\$ 2,530,000	\$ 253,000	\$ 279,000	\$ 3,070,000
PS Parking Structure	\$ 3,980,000	\$ 398,000	\$ 438,000	\$ 4,820,000

*excludes long-range facility expansion at Radisson Center site

\$10,900,000

\$56,500,000