Forward La Crosse: 2025 Zoning Code Update Promotion
www.forwardlacrosse.org
Campaign Timeline: Kick Off February 2025

Overview
The City of La Crosse is updating its Zoning and Subdivision code, an 18-month initiative to help shape a more vibrant, resilient, and livable city for the residents of La Crosse, Wisconsin. This collaborative effort will build on the efforts of past City plans, including the most recently adopted 2040 Comprehensive Plan and the La Crosse 2024 Housing Study.

ForwardLacrosse.org
Since the launch of the 2025 Zoning Code Update in February, the website https://forwardlacrosse.org has recorded 3,896 users and 14,952 page views.

Social Media
Since February 2025, the Forward La Crosse Facebook page has received 17,570 views, with 80.3% of the audience located in La Crosse, WI, followed by viewers in Onalaska and Holmen. The strongest age group is 35–64 (women), with the 35–44 range accounting for 29% of total viewership.

On Instagram, over the past 30 days, Forward La Crosse received 248 views.

Regional Press Releases
May 7, 2025 - City of La Crosse Launches Zoning Survey to Gather Input on Future Development and Neighborhood Character
March 20, 2025 - La Crosse Housing Week Returns! April 28 – May 3, 2025: Join the Conversation on the Future of Housing
Feb 17, 2025 - The City of La Crosse Announces an Update to their Zoning and Subdivision Code and Upcoming

E-newsletters
July 14, 2024 - ✉️ Submit Your Comments: info@forwardlacrosse.org – We're Listening
- Zoning Comments - LINK

June 16, 2025 - 🗣️📈Survey Deadline June 30: Shape La Crosse's Future! 🗓️✨
June 9, 2025 - 📘 🗓️ Zoning Code 101 – Join Us June 9th & 23rd! $20 gift card!
May 21, 2025 - Zoning Code 101 – Join Us This Thursday!
May 9, 2025 - Help Shape La Crosse's Future—Take the Zoning Code Survey Today!
April 24, 2025 - NEXT WEEK! 🏡 La Crosse Housing Week 🗓️ April 28 – May 3, 2025!
April 3, 2025 - Forward La Crosse News: La Crosse Housing Week April 28 – May 3, 2025!

In the News
2025

1. Feb 17, 2025 (Around River City - Online Print) - La Crosse Seeks Community Input for Zoning and Subdivision Code Update
2. March 14, 2025 (WIZM News - Radio) Women Build, Housing Week and Neighbor's Day with Habitat La Crosse's Kahya Fox
3. March 24, 2025 (AARP Local) - Join La Crosse Housing Week April 28 through May 3
4. Apr 17, 2025 (WIZM News+Podcast) - Habitat's Kahya Fox previews La Crosse Housing Week
5. Apr 21, 2025 (wiproud.com) - La Crosse organizations to launch first-ever La Crosse Housing Week April 28 to May 3
6. April 21, 2025 (Yahoo News) - La Crosse organizations to launch first-ever La Crosse Housing Week April 28 to May 3
7. Apr 23, 2025 - (La Crosse Tribune) - Housing Week aims to engage La Crosse on affordable housing issues
8. Apr 23, 2025 - (La Crosse Tribune) - La Crosse Housing Week: Affordable housing..
9. Apr. 28, 2025 (WEAU 13) - Local organizations launch first La Crosse Housing Week
10. April 29, 2025 (Yahoo News) - Housing Week kicks off in La Crosse
11. Apr 29, 2025 - (wiproud.com) Housing Week kicks off in La Crosse
12. Apr 30, 2025 (News 8) - La Crosse Housing Week aims to address community…
13. May 7, 2025 (WXOW 19) - City of La Crosse is seeking input on future development and neighborhood character
14. June 30, 2025 (WIZM News) - Zoning and neighborhood needs are top priorities for new development in La Crosse, for city plan commission
15. June 09, 2025 (News 8) - City of La Crosse educates residents on the importance of zoning

Event Calendars Submissions

- La Crosse Tribune
- WXOW News 19
- News 8
- Next Door
- WI Proud (Fox 25/48)
- Good Morning Coulee
- La Crosse Local
- City of La Crosse Event Calendar
- Around River City

Physical Media – Posters

Forty posters were distributed across locations in La Crosse, including Viterbo University, UW-La Crosse, the public library, City Hall, and various spots throughout downtown for Housing Week.

In Person Presentations/Discussions

2025

June 23, 2025 - Zoning Code 101 - Bluffside and Grandview Emerson Neighborhood Associations
June 9, 2025 - Zoning Code 101 - Weigent-Hogan, Holy Trinity-Longfellow, and Hintgen Neighborhood Associations
May 27, 2025 - Zoning Code 101 - Logan-Northside Neighborhood Association and Lower Northside Depot Neighborhood
May 22, 2025 - Zoning Code 101 - Washburn, Downtown, and Powell-Poage-Hamilton Neighborhood Associations
May 5 - La Crosse Chamber - The Forum: La Crosse Housing & Zoning Changes
April 30, 2025 - Zoning & Beyond: Forward La Crosse - La Crosse Public Library Main Branch
May 1, 2025 - Zoning & Beyond: Forward La Crosse - La Crosse Public Library Main Branch

Housing Week April 30- May 2, 2024

Wednesday, April 30

- **12:00–1:00 PM** – *Zoning & Beyond*
  La Crosse Public Library *(City Standalone Event)*
- **2:00–3:30 PM** – Riverside Park *(Pop-up Table)*
- **6:30–8:00 PM** – *Housing on Tap*
  Cappella Events Center *(Pop-up Table)*

Thursday, May 1

- **8:30–10:00 AM** – Grounded Patio Cafe *(Pop-up Table)*
- **12:00–1:00 PM** – *Let's 'Taco Boat' Housing Lunch*
  Pump House Regional Arts Center *(Pop-up Table)*
- **2:00–3:30 PM** – *(Pop-up Table)*
- **5:00–6:00 PM** – *Zoning & Beyond: Forward La Crosse*
  La Crosse Public Library *(City Standalone Event)*

Friday, May 2

- **9:30–11:30 AM** – *Then & Now History Exhibit*
  La Crosse Public Library *(Pop-up Table)*
- **1:00–3:00 PM** – *The Economics of Redevelopment*
  Black River Beach Neighborhood Center *(Pop-up Table)*

Organizational Media Inclusion

May 25, 2025 – The Bluffside Neighborhood Association shared the Forward La Crosse newsletter with their network.

Before and during Housing Week- Habitat for Humanity of the Greater La Crosse Region - including outreach through social media, newsletters, and other communication channels.

April 18, 2025 - (Couleecap, Inc. FB Page) - Don’t miss La Crosse Housing Week! April 28th…

April 30, 2025 - (Extension La Crosse County FB Page) - “Get ready, La Crosse! The first-ever Housing Week is happening this spring.