26-0209

Resolution requesting TID 11 funds for Downtown Beautification Project.

RESOLUTION

WHEREAS, the City of La Crosse has established Tax Incremental District No. 11 (TID 11) for the purpose of redevelopment, strengthening property values, encouraging private investment, and enhancing economic vitality within the downtown district; and

WHEREAS, the Capital Improvement Budget for 2026-2030 approved equipment and project requests by various departments, as adopted by the Common Council as Resolution 25-0637 on August 14, 2025; and

WHEREAS, Section 2-360(c) of the Code of Ordinances states: Unanticipated project/equipment. Any Capital Project and Capital Equipment item not previously listed in the adopted Capital Budget requiring immediate funding from the Capital Budget will require a two-thirds vote of the Common Council members present at the meeting; and

WHEREAS, the downtown area serves as the civic, cultural, and economic heart of the community and plays a critical role in supporting local businesses, tourism, workforce attraction and overall quality of life; and

WHEREAS, strategic beautification efforts including the installation of new planters and high-quality trash receptacles contribute to a clean, welcoming and vibrant streetscape, improve pedestrian experience, promote walking ability and reinforce downtown as a destination for residents, visitors and investors, and

WHEREAS, enhanced streetscape amenities help create a clean, attractive and cohesive urban environment that supports business recruitment and retention, increases foot traffic, strengthens commercial activity, and contributes to long term property value growth within TID 11; and

WHEREAS, these improvements are consistent with and advance the objectives of TID 11 by fostering reinvestment, stimulating economic development, and enhancing the overall competitiveness of the downtown district, and

WHEREAS, the proposed Downtown Mainstreet Beautification Project aligns with the City's Comprehensive Plan and Imagine 2040 Downtown Master Plan by supporting placemaking strategies, enhancing public spaces, promoting sustainable and livable neighborhoods, encouraging economic resilience, and reinforcing downtown as a regional center of activity, and

WHEREAS, Downtown Mainstreet, Inc has demonstrated its commitment to downsize enhancement and is willing to partner with the City of La Crosse to implement and maintain these improvements, and

WHEREAS, Downtown Mainstreet Inc, and the City of La Crosse desire to enter into a Memorandum of Understanding (MOU) outlining responsibilities for the ongoing maintenance, watering, seasonal upkeep of the installed planters and relayed beautification elements to ensure their long-term sustainability and visual impact.

NOT ADOPTED

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of La Crosse that it hereby approves the allocation of $120,000 from TID 11 for the purchase and installation of decorative planters and trash receptacles as part of the Downtown Beautification Project.

BE IT FURTHER RESOLVED that the project is hereby determined to be consistent with the economic development objectives of TID 11 and the adopted Imagine 2040 Plan.

BE IT FURTHER RESOLVED that City staff is hereby authorized to negotiate and execute a memorandum of understanding between DMI and the City of La Crosse specifying maintenance, operational responsibilities and any cost sharing arrangements for the planters and associated improvements.

BE IT FURTHER RESOLVED that project expenditures shall comply with all applicable TID 11 guidelines, Wisconsin statutes governing tax incremental financing, and city procurement requirements.

BE IT FURTHER RESOLVED that City staff is hereby directed to take all steps necessary to effectuate this resolution.

NOT ADOPTED