

La Crosse Center
Make it memorable
Or
Make it magnificent

La Crosse Center
Eventful. Memorable. Magnificent.

La Crosse Center
Always eventful

La Crosse Center
Where magnificent connections happen

La Crosse Center
Endless possibilities. Magnificent experiences.

La Crosse Center
Experience the magnificent. Create memories.

La Crosse Center
Life is an event. Make it memorable.

La Crosse Center
Make any occasion unforgettable

La Crosse Center
We have your WOW

La Crosse Center
Just Wow

I hope you both enjoyed the weekend! I wanted to follow up regarding the center branding discussion from Tuesday's meeting.

I thought to explain my perspective a little more in depth as to why I'm not in favor of the proposed tagline, most specifically. I absolutely respect and trust the staff's opinions and expertise in any area of the center, however I think a potential user or client of the center is the key target for this section of the project and whose eyes we should be seeing this through.

Majestic. Memorable. Magical. These words will accompany the La Crosse Center when used together. If you can imagine yourselves walking into the newly renovated Center, for the first time after completion, would either of those words come to mind? I think it's a little bit of a stretch and seems like we're overselling the experience. In design, oftentimes the rule of 3 is meant to emphasize a particular idea, so I understand what Vendi is trying to achieve here, but an individual attending a convention is highly unlikely to relate their experience to being *majestic*.

Regarding weddings-most brides, regardless of where her wedding takes place, will consider that day magical. That typically has to do with the day's focus being on her and the couple, versus the location of the wedding. I understand Dave's point that bride's say that their day was magical (I hear it at the ballroom all the time), but this is a common feeling that shouldn't necessarily be attributed to the venue, but the experience overall with their family and friends sharing a special celebration with them. Moreover, weddings really shouldn't be the primary target market for the center- if we're acting as a civic space for the city as whole, the center's focus should be based on attracting a wide variety of conventions, events, and concerts that bring in new people to the La Crosse area.

The 3 words Vendi selected do not have a distinct relation to the river when paired with *La Crosse Center* - I think people will read this tagline and associate it with the building and their experience in the building, which is unlikely to be majestic or magical. Memorable - hopefully. That's why I don't mind the emphasis on Memorable, but we don't want to oversell an experience - in my opinion, we aim to achieve a realistic statement for the center.

If this was my business, I would emphasize this tagline as "Memories on The Mississippi" - or something along those

lines. Or "La Crosse Riverside Events Center - on the Mississippi" "La Crosse Riverside Center - events on the Mississippi", just to play with words.

Finally, I do not mean any disrespect toward the team members of Vendi and the work they have put in thus far. The presentation was nicely laid out with time and effort visibly seen throughout. However, I feel like our logo and brand statement is something that will stick with the center for many years to come so we want to get it right the first time around. Delays are frustrating, but looking back and not feeling like we nailed it would be more frustrating.

Feel free to pass this along to Vendi and other board members if you'd like - now that I've had more time to think about it, I feel more confident in delaying this decision until we really hone in on something that speaks for the center, and for La Crosse. With that being said, I'm looking forward to continuing the discussion on the branding and appreciate your time and consideration.

Thank you,

Dani