

# LA CROSSE CENTER

## Events and Economic Impacts

APRIL 21

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La Crosse Center  
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# EVENTS AND ECONOMIC IMPACT OF THE LA CROSSE CENTER

**AVERAGE OF PRE COVID-YEARS 2016-2019**

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<b>Category</b>	<b>Number of Events</b>
Weddings	25
Conventions	24
Trade Show	16
Corporate	19
Sporting	10
Concerts	15
Banquets/Socials	28
Meetings	11
School	18
Non-Profits	12
Religious/Political	3
<b>TOTAL</b>	<b>181</b>

# ECONOMIC IMPACT FIGURES ANNUALLY

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## *PRE COVID*

**\$41,164,034**

Research by La Crosse County for years 2011-2015  
Using a direct multiplier of 2.5 for this analysis

## **ESTIMATED ADDITIONAL ECONOMIC IMPACT WITH EXPANSION**

**\$7,510,000**

Research by Conventional Wisdom conducted December  
2017

Direct IMPACT no multiplier applied

**\$6,300,000**

Research by Convention Sports and Leisure conducted  
March 2019

Direct IMPACT no multiplier applied

**\$47.4M to \$48.61M Economic Impact Estimates Annual**