



PLANNING AND DEVELOPMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512 | F: (608) 789-7318

Neighborhood Revitalization Commission

CASE STUDY-BEST PRACTICES

1. Project Name: Neighborhood Movie Night
2. Project Location: Poage Park
3. Tags

- | | |
|---|--|
| <input type="checkbox"/> Redevelopment | <input type="checkbox"/> Funding |
| <input type="checkbox"/> Landscaping | <input type="checkbox"/> <u>Partnerships- OTHER</u> |
| <input type="checkbox"/> Capital Improvements | <input type="checkbox"/> Housing |
| <input type="checkbox"/> Infrastructure | <input type="checkbox"/> Storm-water |
| <input type="checkbox"/> Programming | <input type="checkbox"/> Floodplain |
| <input type="checkbox"/> Social Activity | <input type="checkbox"/> Association Organization |
| <input type="checkbox"/> <u>Parks and Recreation</u> | <input type="checkbox"/> Administration |
| <input type="checkbox"/> Transportation | |

4. Describe Project

This is a partnership with the Parks Department that any neighborhood association can request. The PPH Movie Night was intended to bring the neighborhood together, have a neighborhood night out with positive activities for teens and children in the area. The PPH Neighborhood Association sent a request to the Parks and Recreation department to help them host a movie night in the park. The Neighborhood Association distributed flyers at the Hamilton School, at the park, and through word of mouth. They also put up a banner to advertise the project. Parks and Recreation was able to set up the screen and provide the movie. The Neighborhood Association surveyed children to select the movie.

5. **Project Stakeholders/Partners:** Powell Poage Hamilton Neighborhood Association, City of La Crosse Parks and Recreation, City of La Crosse Planning Department
 6. **Project Cost:** \$250 for the movie, \$100 in printing costs
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7. Sources of Funds: Parks and Recreation Department, printing by Planning Department
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8. Capital Stack/List: N/A

9. Project Challenges and Solutions

This is a great event if your neighborhood wants to do a recreational activity. One of the challenges is adequately marketing and promoting a movie night. The movie night couldn't start until 8:45 PM, because it needs to be dark. The Neighborhood Association also reached out to police to ensure security. A banner and flyers at the school worked very well for marketing, as did Facebook outreach. The Parks and Recreation Department is willing to host movie nights for neighborhood associations if they can ensure participation.

10. Performance Metrics/Benefits

The performance metric was how well attended the event was- VERY well attended, approximately 100 people, everyone brought their own chairs.

11. Outcomes and Lessons Learned

An easy project to put together- lessons learned is to use a variety of marketing methods to promote events (i.e. like a banner at the location where the event was, a neighborhood association can do a one-time investment in an adaptable banner).

Project Contacts

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