



DOWNTOWN MAINSTREET

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March 9, 2018

Dear City of La Crosse Parks and Recreation Board,

The "Hérons of La Crosse" are making a comeback for an anniversary celebration!

This project comes at a time when public art has been a frequent topic of conversation in the community. The beauty of the Heron's project is that it highlights a collaboration and celebration of local businesses. For the 10 year celebration, we're looking to engage the community with bringing the Heron's back.

The 6-foot-tall by 4-foot-wide sculptures were originally displayed in 2008 and are an original work of art created by local, regional, and national artists. The Pump House, in partnership with Downtown Mainstreet, Inc. and Explore La Crosse, would like to make them available again this summer with a "flock" exhibition of over 20 artistic birds opening this spring in downtown.

Our first preference of placement is the Main Street Walkway in downtown La Crosse. We would request your approval to place the Herons within the Main Street Walkway from April to October this year. Detailed date to be determined. The location would be within the walkway between Second Street and Front Street. Please see the attached map of the area with two placement options. Our preference being Option 1, with details to be worked out the Parks and Recreation staff.

The Pump House would be carrying the insurance for the Herons and installation would be accomplished by our collaborative organizations.

Sincerely,

*Robin Moses
Executive Director
Downtown Mainstreet, Inc.*

DOWNTOWN MAINSTREET INC.