

August 10, 2021

City of La Crosse
Parks, Recreation and Forestry Department
400 La Crosse St.
La Crosse, WI 54601

Dear Council Members:

It is my sincere pleasure to write this letter of support as part of Tiffany Smith and Marty Walleser's proposal to enhance the Hatchery Building in Riverside Park. Tiffany is one of my closest friends. I have known Tiffany for the past 13 years as a fellow graduate and doctoral student, colleague at Viterbo University, business partner and lifelong friend. During the past year, it has been an absolute joy getting to know Marty as the two of them explore opportunities to enrich the greater La Crosse area. Since our initial introduction, both Tiffany and Marty have exuded an unprecedented level of dedication and passion to every project they approach.

The Hatchery project was conceived through a deep commitment to serving the greater La Crosse Community. Tiffany and Marty are dreamers and innovators driven by the opportunity to enhance and share a city they love. As they developed the Hatchery proposal, I witnessed an immersion of research and possibility to bring about a vision and plan for this historic space. Thoughtfulness, purpose and attention to detail is apparent throughout their plan. They are dedicated to honoring the history of the space not only in the naming of the project but through the careful consideration of the building renovation. As a long-time resident of La Crosse, I would be delighted to see the Hatchery building utilized and shared with the public. I greatly appreciate Tiffany and Marty's interest in collaborating with local businesses and collectively creating an environment which is welcoming to a variety of people and events.

From the moment I met both Tiffany and Marty, I was impressed by their entrepreneurial spirit. They have worked on a variety of endeavors including real estate development. Tiffany and Marty own and operate several vacation rentals and hospitality to our city's constituents is of the utmost importance. Their success can be attributed to many things including their work ethic, creativity, and eagerness to learn. Tiffany and Marty are listeners. They strive for the best possible outcomes for all involved and are open to ideas. Lastly, they love what they do. Their passion is magnetic – the sort of energy that attracts residents and visitors to our beloved city.

The Hatchery proposal and the vibrancy of the developers is exactly what we need to continue creating a thriving, robust community. I wholeheartedly believe Tiffany and Marty will do whatever it takes to successfully and positively contribute to the City of La Crosse and Riverside Park. If I can provide additional information to support their proposal, please contact me at 715-212-9345.

Sincerely,

Nicole Van Ert