



500 MAIN STREET
LA CROSSE, WI 54601
PH 608.784.0440
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June 12, 2019

City of La Crosse
400 La Crosse Street
La Crosse, WI 54601

Re: First Friday Events: Friday, July 5, Friday, August 2, Friday September 6, Friday, October 4.

Downtown Mainstreet, Inc. (DMI) requests permission from the City of La Crosse to allow the following:

1. Monthly First Friday Events on the previous mentioned dates.
2. Downtown merchants may use the public sidewalk adjacent to their respective businesses on these dates from 8:00 a.m. to 8:00 p.m.
3. Events and sales during these days may be conducted on the following terms and conditions: No more than 50% of the sidewalk area shall be used in any case and displays of merchandise including but not limited to craft demonstrations and sales of sample food items are limited to the sidewalk area only. Each merchant shall be limited to use of the sidewalk adjacent to his or her business and no other. Liability insurance will be furnished by Downtown Mainstreet, Inc. for all participants whether members or not in the amount of \$500,000 bodily injury and \$100,000 property damage. General activities such as sidewalk artists and strolling performers may be conducted throughout the day. DMI may place ground signs on properties where they receive permission from the property owner to do so.

If you have any questions, I am available at 784-0440. Thank you for your consideration.

Sincerely,

Robin Moses
Downtown Mainstreet Inc.