

July 15, 2021

Vicki Elwood  
The Muse Theatre Inc  
1353 Avon Street  
La Crosse, WI 54603



The Honorable Mitch Reynolds  
Mayor of La Crosse  
400 La Crosse Street  
La Crosse, WI 54601

Dear Mayor Reynolds and the Common Council Men and Women,

I am writing requesting permission as, The Muse Theatre Inc (Vicki Elwood- owner) to apply for a combination Class B license at 1353 Avon Street in La Crosse, WI. The Muse Theatre Inc puts on approximately 4 shows per year. The typical show runs 3-4 weeks with 3 months of prep time for each show. Typical days for shows are Thursday, Friday, Saturday and an occasional Sunday Matinee. The hours are 6pm -10pm on the nights of the show and matinees are around 2pm. Hours may vary and are posted on promotional material specific to each show.

The Muse Theatre Inc will sell alcohol to patrons at the shows who are 21 years or older. The Theatre can hold 99 patrons and sells out between 80-90 patrons a show depending on ticket sales. Tickets run from \$20-\$30 a ticket. Bar is open one hour preshow and during intermission. Patrons may purchase beverage throughout the show, but this is minimal due to Theater Etiquette. Patrons who participate purchase 2-5 beverages throughout the show including non-acholic beverages such as water and soda. Volunteers run both the box office and behind the bar. There are approximately 4 volunteers per show or event for this purpose.

Beyond shows are special events such as New Year's Eve celebrations, Tribute bands such as Bill Miller and Greg Hall, weddings, and as a general event venue. Events are \$500 per night. Alcohol may or may not be sold on these occasions. Not all business conducted on the premise will serve alcohol. The Muse Theatre Inc will include Neighborhood advancement opportunities with future endeavors of working with the Boys and Girls Club for a sponsored Soft Skills theatre club for about 10 youth at a time. This includes teaching soft skills involving the elements of theatre: Performers; Audience; Director; Theatre Space; Design Aspects; and Text. Vicki Elwood is also a member of the North La Crosse Business Association.

Sincerely,

Vicki Elwood  
The Muse Theatre Inc