

Resolution authorizing the La Crosse Center to increase the ticket price minimum from \$10.01 to \$15.01 with respect to the \$.75 surcharge.

RESOLUTION

WHEREAS, the La Crosse Center has established a facility fee of \$1.50 per ticket over the cost of \$7.51 on September 24, 2004 to go to the La Crosse Center debt retirement; and

WHEREAS, in 2013 the minimum ticket price was raised from \$7.51 to \$10.01 and since then the cost of doing business compared to 2021 has increased; and

WHEREAS, \$.75 goes to debt retirement and \$.75 goes to the La Crosse Center operating budget; and

WHEREAS, in 2017 the facility fee collected between the tickets price range of \$10.01 to \$15.01 at \$.75 was \$25.50; in 2018 it was \$1,809.75 and in 2019 it was \$1,069.75; and

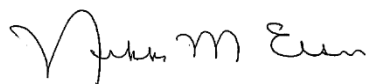
WHEREAS, for promotional and negotiation purposes with promoters of lower cost ticketed events the current fee is a deterrent; and

WHEREAS, the La Crosse Center Board reviewed, discussed and recommends the increase on the minimum ticket price.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of La Crosse that the La Crosse Center Board is hereby authorized to increase the ticket price minimum from \$10.01 to \$15.01 with respect to the \$.75 surcharge/facility fee.

BE IT FURTHER RESOLVED that the La Crosse Center Director and the Director of Finance & Human Resources are authorized to take any and all steps necessary to implement this resolution.

I, Nikki M. Elsen, certify that this resolution was duly and officially adopted by the Common Council of the City of La Crosse on September 9, 2021.



*Nikki M. Elsen, WCMC, City Clerk
City of La Crosse, Wisconsin*