

Craig, Sondra

From: info@northlacrosse.org
Sent: Wednesday, February 7, 2024 3:56 PM
To: ZZ Council Members
Subject: Vote Yes for Liquor License for Blue Zone Pickleball

Some people who received this message don't often get email from info@northlacrosse.org. [Learn why this is important](#)

*** **CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. ***

Hello La Crosse City Council,

Our Board of Directors is writing to encourage your vote in favor of Blue Zone Pickleball receiving a liquor license. We want to emphasize:

- Redevelopment of Bridgeview Plaza is a top priority of the Highway 53 plan. While there is more potential for that property, economic development always speaks of catalytic projects – those that create the funding and excitement for further projects. **This is that project.**
- The excitement generated by this Pickleball facility is widespread. The developer expressed being overwhelmed by public response since news of the facility broke. **The Northside needs more of this buzz and more of these destinations.**
- There already are discussions of Pickleball tournaments attracting nationwide participants. National associations are involved. **The City of La Crosse needs more of these destinations.**

In talking with the developer, much more is planned for this property. The liquor license is one of the necessary steps to achieving that future vision and upgrading this significant property for the Northside. This is beneficial for all of the City of La Crosse.

On behalf of the NLBA Board,



Vicki Markussen

NLBA Consultant
+ CEO & Founder BizNews
- a product of Engage Greater La Crosse



608.386.7883



www.northlacrosse.org

Save contact

