



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: Summer Days: Thursday, August 1, Friday August 2, Saturday, August 3.

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

1. Annual Summer Days Sidewalk Sale event to be held on Thursday, August 1, Friday, August 2 and Saturday August 3, under the direction of DMI.
2. Downtown merchants may use the public sidewalk adjacent to their respective businesses from August 1 – August 3 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, strolling musicians, 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.
4. Closure of one-half block of Pearl Street between 4th Street and 3rd Street and the alley to vehicular traffic for Friday, August 2nd from 3:00 pm. to 9:00 p.m. for a Street Dance and activities that will include a food truck, entertainment and seating.
5. We request that the electrical outlets on the historic light poles be turned on in this area for use for the event.

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

We will need a set of barricades at the corner of 4th and Pearl and 3rd and Pearl and alleyways this half block of Pearl to close that half street from the Street department.

Sincerely,

Robin Moses
Downtown Mainstreet Inc.

DOWNTOWN MAINSTREET INC.