



November 12, 2013

Re: Pearl Street Lounge

To Whom It May Concern:

Downtown Mainstreet Inc. (DMI) supports the application of Tolzman Investments, LLC in order to develop the Pearl Street Lounge in downtown La Crosse.

According to the applicant, DMI's understanding is that the new establishment will be a retro 80's and 90's themed restaurant and nightclub with a full kitchen offering late night dining and a full dance floor. The restaurant will serve lunch and dinner, and showcase BBQ smoked meats and comfort foods. The applicant indicates that the restaurant will feature an atmosphere for the "25 and older" crowd.

Increasing the number of quality establishments with unique dining and club experiences is valuable to downtown, La Crosse. Our organization would look forward to a new restaurant in downtown La Crosse that provides a unique atmosphere.

Sincerely,

Robin Moses
Executive Director

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