

License Fee: \$ 225.00  
(\*additional \$50.00 tent fee, if applicable)

Payment Amount: 260.00

APPLICATION FOR SPECIAL EVENT OUTDOOR CABARET LICENSE

Legal/Real Name: Pump House Regional Arts Center

Address of above: 119 King Street, LaCrosse WI 54601

Trade name of business: Pump House Regional Arts Center

Address of premises to be licensed: 119 King Street, LaCrosse WI 54601

Business phone number: (608) 784-1434

Date of Event: June 13, 2014 and June 14, 2014

Time of Event: June 13 (5pm-11pm) June 14 (10AM-5PM)

Description (Location) of Event Area: Pump House parking lot, walkway, & courtyard

\*Will there be a tent in excess of 400 sq. ft. (20'x20')? Yes \_\_\_ No X  
(If yes, add \$50.00 for tent inspection fee. If in combination with a Special Event Expansion, the fee is not applicable.)

Premises are owned by: The city of Lacrosse

Address of owner: 400 La Crosse St, LaCrosse WI 54601

Name of manager (FIRST, MIDDLE & LAST): Toni Elizabeth Asher

Home address of manager: 1314 Juniper St, LaCrosse MN 55947

Phone number: Daytime 608-785-1434 Cell 608-790-2353  
Home

Date of Birth: [REDACTED]

Other business to be conducted on the premises: Food, Artist, and Artspire Merchandise sales

Nature of entertainment: Live music

The above hereby makes application for a license to operate a Special Event Outdoor Cabaret at the above address within the City of La Crosse pursuant to provisions of Chapter 20 of the Code of Ordinances for the City of La Crosse.

Signature of Applicant & Date [Signature] 4-21-14

**INSURANCE REQUIRED ... MUST BE SUBMITTED WITH THE APPLICATION**  
Prior to the issuance of the Special Event Outdoor Cabaret License, the applicant shall furnish evidence of a liability insurance policy in amounts of not less than \$1,000,000 aggregate coverage, and shall be in force and effect at the time such event is to take place. Said evidence of insurance shall include a certificate of insurance naming the City of La Crosse as additional insured in connection with said event. If an entity is self-insured, it must provide evidence of alternative proof of coverage, in a form acceptable to the City Clerk.

OFFICE USE ONLY:

Munis Customer #: 3563

Attach list of all property owners within 1000 feet of the proposed licensed premises.

Granted: \_\_\_\_\_ License #: 5

Faint, illegible text at the top of the page, possibly a header or introductory paragraph.

Main body of faint, illegible text, appearing to be a long paragraph or several lines of a letter.

**[REDACTED]**

Additional faint, illegible text below the redacted area, continuing the main body of the document.

Faint text at the bottom of the page, possibly a signature block or footer.



April 18, 2014

Mr. Dale Hexom, Director of Public Works  
City of La Crosse  
400 La Crosse Street  
La Crosse, WI 54601

Re: Artspire La Crosse, Friday, June 13 and Saturday, June 14, 2014

Dear Mr. Hexom:

Artspire La Crosse via the Pump House Regional Arts Center requests permission from the Board of Public Works to allow the following:

1. Artspire La Crosse, Community Arts Celebration to be held on Friday, June 13, 2014 and Saturday, June 14, 2014, under the direction of the Pump House Regional Arts Center and the City of La Crosse Arts Board.
2. Closure of King Street (from Front Street to Second Street), and the Pedestrian Walkway east of the Pump House (from King Street to Jay Street), and Front Street (from Jay Street to King Street) to vehicular traffic for Friday, June 13, 6:00AM through Saturday, June 14 6:00 PM for street dance celebration, artist display tents and vendor booths. We request appropriate signage and barricades for street closures.
3. High-rise, lighted displays with Artspire Banner hanging across the street on Front Street near barricade and on King Street near barricade indicating celebration entrance points.
4. A dumpster to be on the premises for waste disposal.
5. 36, white, 10'x10' pop-up tents to be placed along the closed portion King Street for artist and vendor booths.

(608) 785-1434  
[www.artspirelacrosse.com](http://www.artspirelacrosse.com)  
119 King Street  
La Crosse, WI, 54601



6. Downtown merchants may use the public sidewalks adjacent to their respective businesses on Saturday, June 14, 2014 from 10:00 AM – 5:00 PM, with additional time for set up and tear down.
7. Artists, performers and food vendors may use the public sidewalks for performances, displays and demonstrations under the direction of Artspire La Crosse.
8. Chalk art on sidewalks near Pump House and downtown area sidewalks with installation beginning on June 11.
9. Events and sales on Saturday, June 14, 2014 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, performances and demonstrations are limited to the sidewalk area only. Merchants participating shall be limited to use of the sidewalk adjacent to their business and no other. Art-related activities such as chalk art, art demonstrations, flash mobs, musical performances, theatrical performances, etc. may be conducted throughout the day.
10. Use of the Pedestrian Walkway east of the Pump House Regional Arts Center for performances. We will maintain walking room for regular foot traffic and obey accessibility requirements.
11. We request that the electrical outlets on the light poles be turned on throughout the described area for decorative lights.

Please direct any questions to me at (608)785-1434. Thank you for your time and consideration

Sincerely,

Toni Asher

Artspire La Crosse

c/o Pump House Regional Arts Center