



500 MAIN STREET
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June 20, 2014

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

Re: Krazy Daze Sidewalk Sale

Dear Dale:

Downtown Mainstreet, Inc. requests permission from the Board of Public Works to allow the following during the month of July:

1. The annual Krazy Daze sidewalk sale to be held from July 24-26, 2014, under the direction of Downtown Mainstreet, Inc. and its Promotions Committee.
2. Downtown merchants may use the public sidewalk adjacent to their respective businesses on July 24-25, 2014 from 7:00 AM to 8:00 PM.
3. Sales on July 24, July 25, and July 26 may be conducted on the following terms:
 - a. No more than 50% of the sidewalk area shall be used in any case and displays of merchandise are limited to the sidewalk area only.
 - b. Every merchant shall be limited to use of the sidewalk adjacent to his or her business and no other.
 - c. 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.
4. Merchants who wish to start sales on Wednesday, July 2nd through Saturday, July 5th and/or continue sales on Sunday, July 26th may do so with the same provisions as stated above.
5. In addition, general activities (e.g. music, live entertainment, etc.) may be conducted throughout the day on the sidewalks throughout downtown.
6. Closure of the 300 block of Pearl Street to vehicular traffic for Friday, July 25th from 3:00 PM to 9:00 PM. The purpose of closing the street is to provide space for the Krazy Daze street dance in conjunction with the La Crosse Jazz Orchestra.
7. A small (10'x10') tent is to be placed on Pearl Street along with staging and Additional activities may be conducted throughout the timeframe on July 25th in the street related to the arts (e.g. sand sculpting, chalk art, art display, etc.).

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

Sincerely,

Robin Moses
Executive Director