

To Whom it May Concern:

I am pleased to submit this letter of support for Hatchery LLC's accepted proposal to repurpose the historic Riverside Park fish control laboratory building.

I understand that Hatchery LLC plans to turn the main building into a rentable multi-use community space similar to renting a park pavilion within the city. I believe creating a centralized place where the community can gather and grow is CRUCIAL to a prosperous community, thriving downtown and a vibrant park system.

I also support returning the 2nd floor of the fish lab building into short term housing, as it once was in the mid 1920's. A short term rental is a creative and fun way to bring this space back to its roots while still adhering to strict historic limitations placed on this space.

Finally, replacing the crumbling parking lot to the east of the building with an international garden themed patio is something EVERYONE can enjoy. Providing a place for people to relax and socialize while sharing a beverage or snack from local vendors is a great addition to Riverside Park. This is NOT 3rd street in the park, this is a patio full of greenery, serenity, laughs, smiles, and social interaction.

The sheer thoughtfulness and passion Tiffany and Marty of Hatchery LLC have for this community is second to none. I am confident that their plans for Riverside Park fish control laboratory building show a commitment to the area that will become a lasting park asset. I support this and ask that you vote in favor of their plan.

Additional comments:



Sincerely,

Signature: _____

Printed Name: _____

Date: _____

Address: _____

Isaac Sheforger

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10/13/21

3113 29th G. S La Crosse, WI



Where Three Rivers Meet, La Crosse Thrives

Hatchery LLC: A CONFLUENCE THAT FUELS THE LOVE OF ALL THINGS LA CROSSE

This building is crumbling and a current burden for taxpayers. Hatchery LLC has a vision and solution but needs the rezoning and plan approval to create a single unit bed and breakfast, providing the financial stability to make the entire multi-use space and outdoor patio come to life!

Restoring History – A Building. A Local Community Builder.

The Vision for the Former Fish Hatchery is a location celebrating local history and local dreams:

- **Restoring** a historic building.
- **Employing** local construction contractors and employees.
- **Connecting** visitors and locals with greater La Crosse products for sale and served
- **Uniting** local groups to build community
- **Sharing** iconic views for the people of La Crosse's life and business milestones
- **Generating** income to relieve taxpayers through rent and profit-sharing

Current Challenges

- A crumbling, historic building due to lack of financial commitment to maintain.
- Financial loss for City taxpayers – renovation is more than income
- Tourists coming to Riverside Park have limited interaction there with our community

Hatchery LLC's Solutions

- Breathing a third life into a historic building
- Initial shared investment turns to income sharing and a long-term asset for City
- Connecting Tourism + Local: Connecting a high-traffic tourism destination with local products & services
- Selling: La Crosse area products
- Serving: Food & Beverage Outlet for local food & beverage businesses