

A PROPOSAL FOR USE & MANAGEMENT
OF CITY OWNED COMMERCIAL SPACE




HATCHERY
At Riverside Park

A CONFLUENCE THAT FUELS THE LOVE OF ALL
THINGS LA CROSSE

2021

A Rich HISTORY

HATCHERY WILL HIGHLIGHT THE BUILDING'S RICH HISTORY THROUGH ARTISTIC DISPLAYS:

- MURAL ON BRICK WALL
- SEPIA WALL PHOTOGRAPHS
- RECLAIMED PARK FIXTURES



In 1924 and after, the building housed the additional important function of "infecting" rescued fish with the glochidia of commercial species of mussels.

The building was formerly a U.S. Fish Control Lab. Fish ponds and a large holding pond were previously located on-site but were filled in when a larger lab was constructed elsewhere in the city in 1978.

A formal entry, centered on the front facade, is composed of glazed double doors with large glass brick transom enclosed by wood. Doric columns support a full entablature. Preservation of the original entrance, alternate east and west end entrances, and the building name, "Bureau of Fisheries," will be fully restored.

The Fish Control Laboratory at La Crosse is historically significant as the only facility of its kind in the United States. In its earlier years, beginning when it was activated in 1907 as a sub-station of the Manchester, Iowa station and continuing until the construction of the nominated building in 1924, its principal function was the rescue of fish from overflowed lands along the Mississippi River and distribution of those fish to other areas to provide increased fishing opportunities. This was a seasonal operation. Around 1916 it became operational on a year-round basis when the station began culturing both warmwater and coldwater fishes in addition to the rescue operations.





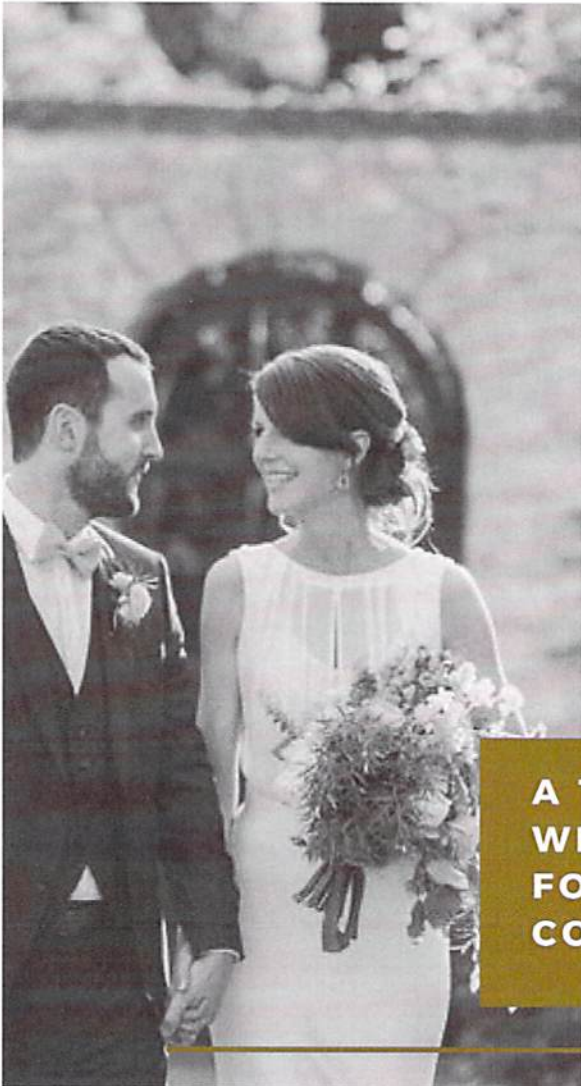
REJUVENATE

Situated at the heart of La Crosse in Riverside Park, Marty and Tiffany's vision for this commercial space called Hatchery is to create a quaint boutique events venue with modern interior, vintage fixtures, and luxe furnishings that are purposefully curated and designed to maintain the historical charm and integrity of the building. In addition to venue space, Airbnb lodging will be located in the upstairs, and the garage will be renovated into a pub with an outdoor patio.

One of the signature features will be the historically accurate 12-paned windows, highlighted by creating a light-filled conservatory with a balcony that overlooks the confluence of the La Crosse and Mississippi Rivers.

HATCHERY

**A THOUGHTFULLY DESIGNED SPACE
WITH EXQUISITE DETAIL, PERFECT
FOR MILESTONE CELEBRATIONS &
COMMUNITY EVENTS.**



MULTI-USE SPACE



**HATCHERY WILL
BECOME A JEWEL
IN OUR COMMUNITY.**



Designed for the community, Hatchery will accommodate a variety of events in Riverside Park through collaborations with local businesses to provide food/beverage, floral, and event rentals. This will increase the economy and allow us to focus exclusively on build-out design and management of the space.

Features:

- Balcony build-out to create a unique atmosphere overlooking both the venue space and the Mississippi River.
- Fifty historically inspired 12-pane windows
- Exquisite vintage lighting throughout
- A bridal suite & Airbnb lodging
- Outdoor patio, food trucks

Events to include:

- Corporate & Training Events
- Non-Profit & Education
- Milestone Life Celebrations
- Community Collaborations
- Weddings



GARTEN PATIO



Featuring

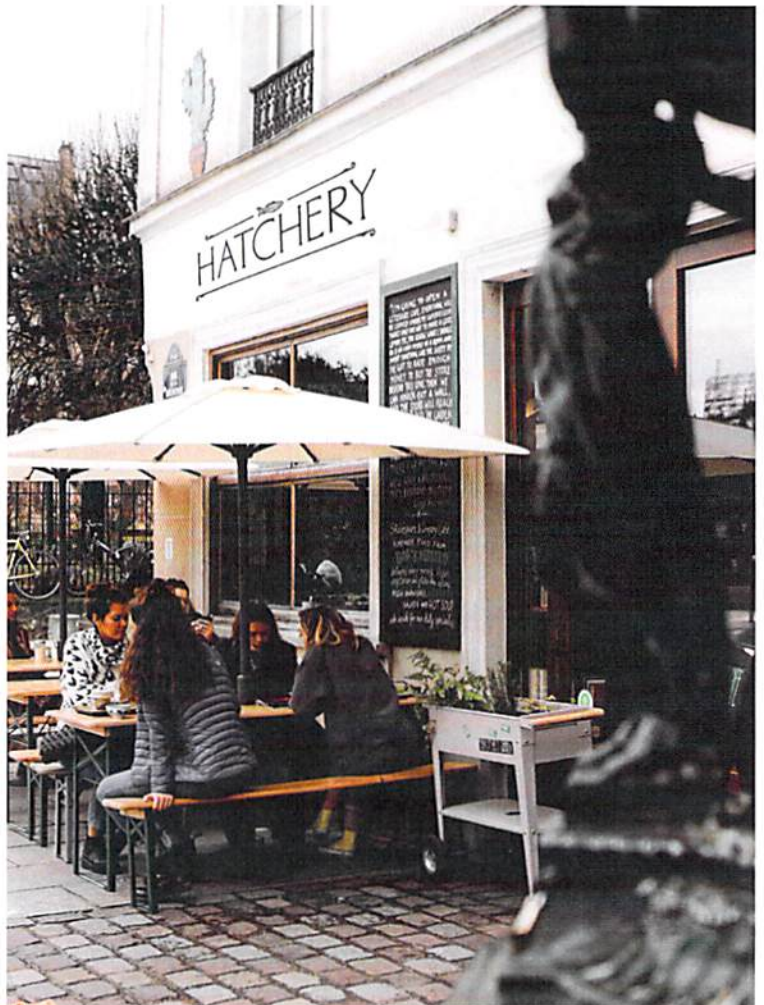
- Patio string Lights
- Gardens and Greenery
- Monthly rotating food trucks
- Local Craft Ales & Wine
- Acoustic Music
- Additional Sister City Collaborations
- Tranquil ivy clad brick walls



THE GARTEN PATIO WILL FEATURE FOOD TRUCKS & A CASUAL FAMILY FRIENDLY ATMOSPHERE FOR ALL PARK VISITORS TO ENJOY.



Park visitors and event guests will have access to an additional outdoor space. The Garten Patio will incorporate a renovated garage with custom built black pane glass panel doors to match the windows in the fish building. A cobblestone patio will provide guests space to sit and relax while surrounded by scenic views of the rivers, bluffs, and Riverside International Friendship Gardens.



Single Unit
LODGING

The moment in the bridal suite before a bride walks down the aisle is magical.



**THE HATCHERY PROVIDES
5 KING BED, MASTER
SUITES & 1 BRIDAL SUITE -
CONVENIENTLY LOCATED
ABOVE THE EVENTS VENUE**

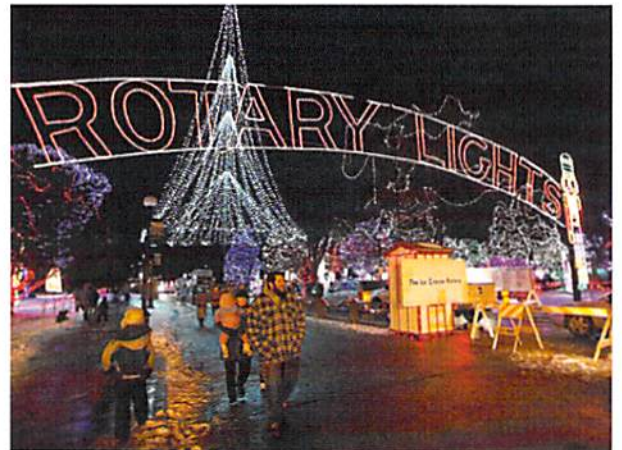
When events or celebrations near an end, guests will find Hatchery's 5 boutique rooms the ideal space to relax and reflect on the day. Accommodations include luxury bedding, wireless internet, and spectacular views of Riverside Park, the Mississippi River, and The International Friendship Gardens.



Committed to

BUILDING COMMUNITY

Through **COLLABORATION**



Building on the rich history of well-established events, Hatchery will continue to support engagement through collaborations with La Crosse City Park & Rec Department, non-profit groups, clubs, and local small businesses.

Collaboration

Example:

In partnership with Rotary Lights, Hatchery could host beautifully decorated holiday parties for families, non-profit organizations, and local businesses. Attendees could enjoy an evening with dinner and drinks overlooking the beautiful rotary lights. An artisan Christkindl Market could also be incorporated for holiday shopping!



Commitment

Examples:

Mentioned at a public input session, we immediately fell in love with a "Guests of the City" suggestion, which provides complimentary lodging for sister city writers, artists, musicians, and other figures that are important culturally to La Crosse.

Annually, Hatchery LLC would partner with a non-profit to host an event at no cost.

COLLABORATION IS AT THE HEART OF WHAT WE DO

Frequently ASKED QUESTIONS

What are the hours of operation?

All Hatchery LLC Events and Patio hours will coincide with park hours. Current park hours are 6AM-11PM. Hatchery LLC hours will follow seasonal demand and adjust to park event schedules.

How late can the outdoor patio stay open?

"Class "A", Class "B", and "Class C" licenses, the beer garden shall be restricted to the hours of 10:00 A.M. - 10:00 P.M."

BEER GARDEN ORDNIANCE - SECTION 125.02(7), WIS. STATS



Will there be enough parking?

Yes! Currently, there are over 300 parking spaces available between 2-hour spaces on the Riverside Park Loop, large public parking lot adjacent to the Fish lab Building, and the Riverside Parking Ramp.

How many people can attend your events?

The building can only accommodate 99 guests or less. All public can utilize this space, the same as park pavilions.

Will the International Friendship Gardens be impacted?

We look forward to a respectful and collaborative relationship. Hatchery LLC events will not restrict public access to the gardens. All Hatchery LLC renovations will complement the look and feel of the exquisite gardens.

Do similar private/public partnerships exist in La Crosse or other cities?

Absolutely and they are thriving! La Crosse has several already, that include: Pettibone Campground, Pettibone Boat Club, La Crosse Loggers in Copeland Park, La Crosse Queen, River City Youth Hockey (Green Island), Kemper Sports (Forest Hills), Pumphouse Regional Art Center, WisCorps (Myrick Center), Girl Scouts, Harry J. Olson Senior Center.

Madison, WI - Olbrich Park on Lake Monona adjacent to the Botanical Gardens, Memorial Union Terrace

Minneapolis, MN - Como Park, Lakeside Pavilion

Milwaukee, WI - Leading in private/park relationships in the state of Wisconsin. Six beer gardens and 125 rentable venues.

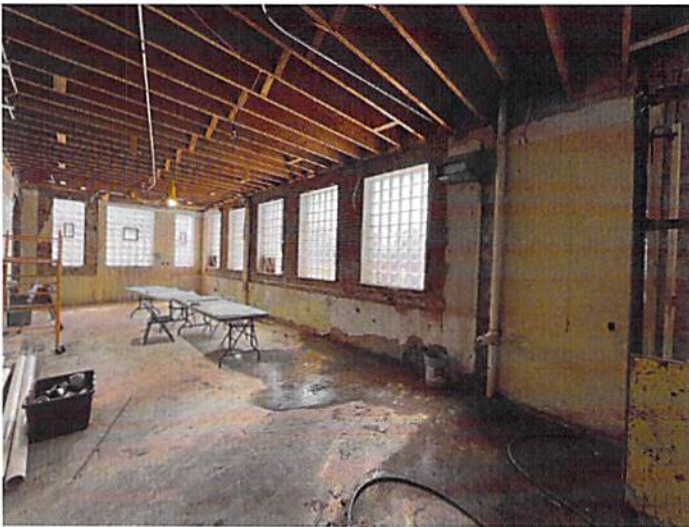
Green Bay - Green Bay Botanical Gardens



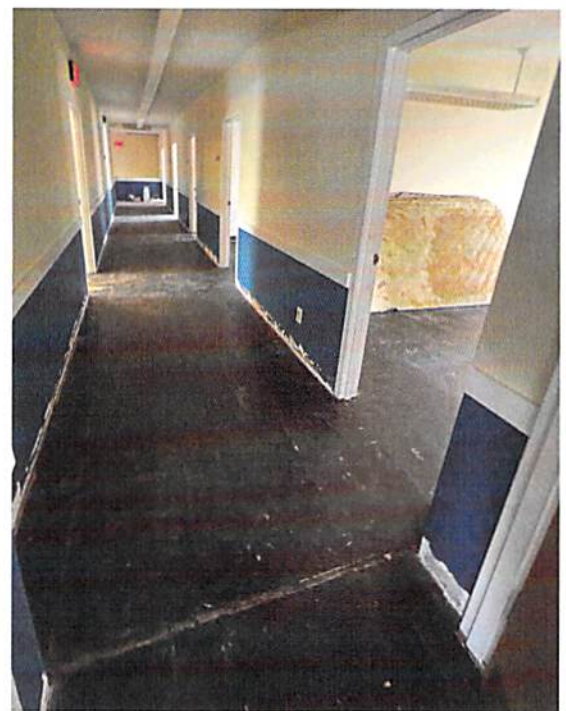
HOURS
Last Call 9 PM Daily
Mon-Thu 4 - 10 PM
Fri 3 - 10 PM
Sat/Sun/Holiday Noon - 10 PM

MADISON MAGAZINE'S
BEST
2019 SILVER
OF MADISON

Condition of
CURRENT BUILDING

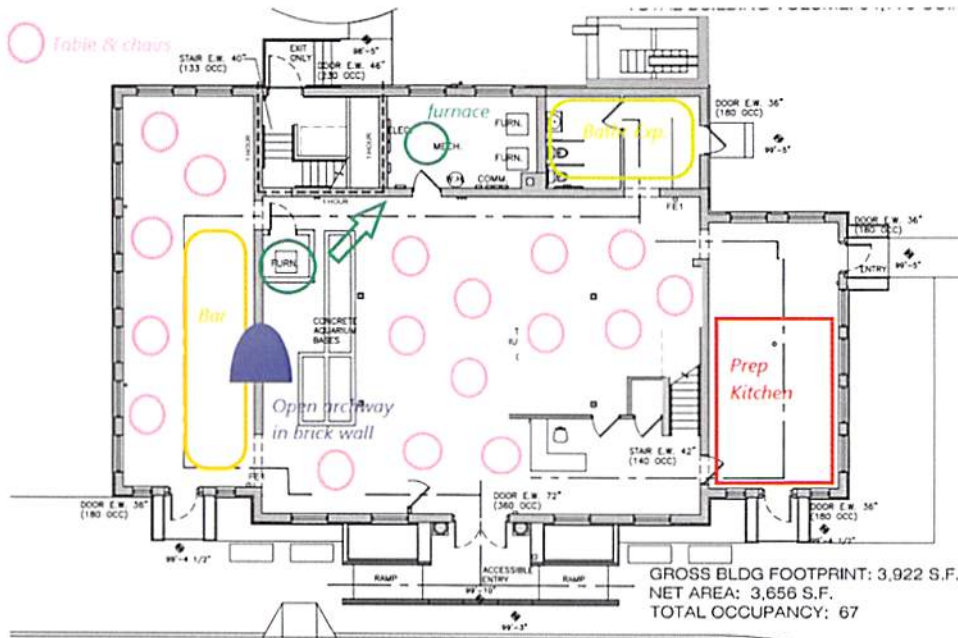


THIS BUILDING IS CRUMBLING AND A CURRENT BURDEN FOR TAXPAYERS.



HATCHERY LLC HAS A VISION AND SOLUTION BUT NEEDS THE REZONING TO CREATE AN AIRBNB, PROVIDING THE FINANCIAL STABILITY TO MAKE THE VISION COME TO LIFE.

Conceptual FLOOR PLANS



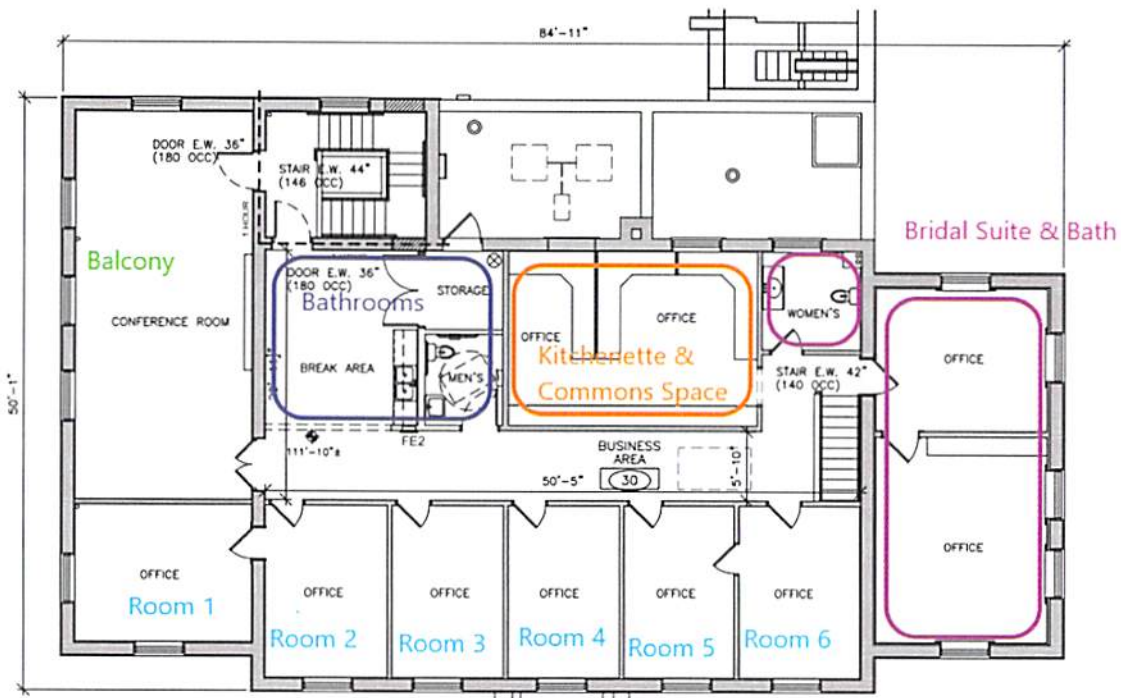
First Floor:

Our vision for the first floor events venue space includes building an 8-foot open archway as a backbar (which has already been deemed structurally possible by the architect). We would also move the furnace into the mechanical room, expand the bathrooms, and build a prep kitchen for use by caterers.

2 FIRST FLOOR CODE PLAN
1/8" = 1'-0"

Second Floor:

Our vision for the second floor, assuming a sprinkler system can be installed, includes building a beautiful bridal suite and private bathroom (currently women's), in addition to converting six offices into studio suites. The conference room will become the balcony area. The break area and men's bathroom will be expanded into larger men's and women's full bathroom spaces. If the sprinkler system is not viable, the upstairs will remain office space.



NET AREA: 2,981 S.F.
TOTAL OCCUPANCY: 30

1 SECOND FLOOR CODE PLAN
1/8" = 1'-0"

INTERIOR BUDGET

\$500,000 VENUE BUILD-OUT

Sprinkler System (Fireline)
Electrical and Plumbing
Bathroom Expansions
Floor: Material & Install
Bar Build
Prep Kitchen
Masonry & Brick Work
Architect & Engineering Fees
Paint & Labor (Ceiling & walls)
Doors & Trim
Balcony Build Out & Structural Support
Stairs & Railings
Adds, Changes, Misc.

\$200,000 AIRBNB BUILD-OUT

Bathroom Expansion
Electrical
Flooring
Paint & Trim Work



**BUDGETS EXCLUDE:
EQUIPMENT, FURNISHINGS,
FIXTURES, & HARDWARE.**



EXTERIOR BUDGET

\$100,000 PATIO BUILD-OUT

Parking Lot Tear Out & Demo
Dumpster & Disposal Fees
Equipment Rentals
Electrical
Re-Grading
Base Materials
Pavers & Install
Black Dirt Top Layer
Sod Between Pavers
Planters/Flowers/Fencing
Lighting
Contingency Allowance

\$100,000 GARAGE BUILD-OUT

Garage Doors
Windows tuck pointing
Electrical
Floor Coating
Ceiling Fans
Beverage Coolers
Bar Build
Paint
Demo
Ceiling replacement on 2nd
Masonry

CAPACITY

of the developer

MARTY WALLESER, owner

Property Reliance, LLC
PO Box 1082 La Crosse, WI
propertyreliance608@gmail.com
(608) 790-6798

Marty is a La Crosse native and successful entrepreneur with an extensive network of local businesses and personal contacts. Marty has a proven professional track record with the service and hospitality industry, as well as over a decade in property management.

He is a founder and active leader in the local Real Estate Investment Association.

**“THERE’S NO SHORTAGE OF
REMARKABLE IDEAS, WHAT’S
MISSING IS THE WILL TO
EXECUTE THEM.” - SETH GODIN**



Past Similar Projects

- Founding owner of Midwest Bites food truck
- Airbnb ambassador
- Owner & host for 5 Airbnb properties
- Commercial property manager
- Landscape design & build contractor

Other Key Individuals:

- Mike & Jared, Business Bankers at Citizens State Bank
- Established team of contractors and sub-contractors dedicated to historic preservation
- Mark Radcliffe, Attorney
- Many supporters of Hatchery LLC



TIFFANY SMITH, MBA, ABD

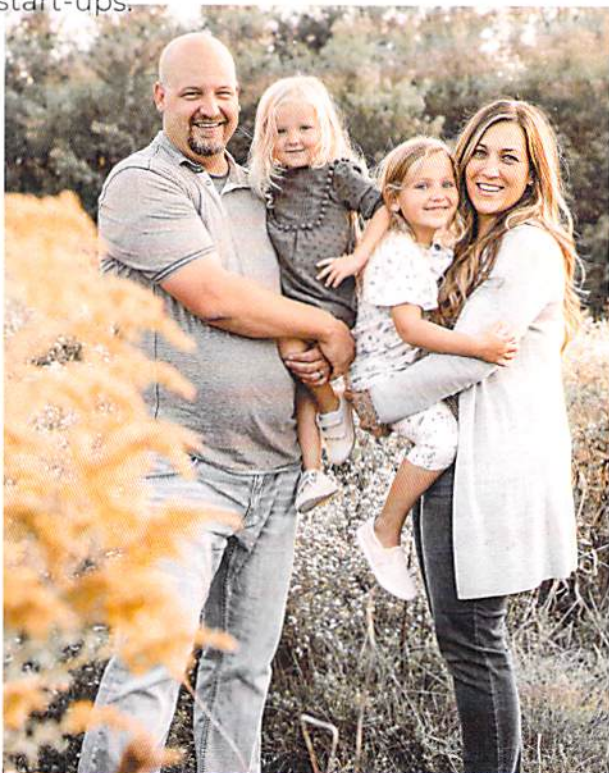
Meraki Design Co.

323 Pearl Street La Crosse, WI

merakilax@outlook.com

Ten years ago Tiffany set a goal to own a downtown property. That goal was met 9 years 363 days later on July 21st 2020 when an offer on her favorite Pearl Street buildings was accepted! She is currently working on a full restoration. Historic preservation allows her a creative outlet for envisioning beautiful spaces, designed specifically to share with others, in a city that has stolen her heart.

Prior to this work, Tiffany was the Director of the Master of Business Administration (MBA) and the Master of Arts in Servant Leadership (MASL) Programs and an Assistant Professor at Viterbo University. She primarily taught market research, brand audit, and leadership courses to graduate students. She also advised internships on real estate development & small business start-ups.



"IT'S A PRIVILEGE TO SHARE A CITY I LOVE WITH THOSE WE HOST." - TIFF



House in the Hills Airbnb

Meraki
DESIGN CO.

- 6 residential property renovations, 7 Airbnb properties, 6 long term rentals
- \$1M commercial tax credit preservation project underway
- Previous Resort Manager, Lake Arbutus Resort
 - On-site: tiki bar, c-store & diner, sports bar & restaurant, 20+ cabins, 2 campgrounds
- Founder of Creekside Christmas Tree Farms in St. Joseph Ridge, WI
 - Mission alignment in that both properties exist to create a memorable experience.
- Recipient of 5 property improvement grants

All Airbnbs have chalkboards of local options



Airbnb

REVIEWS

With nearly 300 reviews and an overall 5 star ratings on all properties, here is what our guests say about us:

"I have stayed at quite a few Airbnb's and this is by far in my top two! I am somewhat particular, very detail oriented and this was above my expectations. The pictures are great but still doesn't do it justice. There wasn't one thing we needed that wasn't already there. The quality of the bedding, towels, furniture, bathroom, kitchen etc is top notch. The place was super clean with lots of light. The extra blankets smelled great and so comfortable. We have to come back in April so as soon as I'm finished with my review I'm booking again! Tammy - St.Lois MO"

"If you are on the fence about staying here, don't think one more second. It is absolutely beautiful, sparkling clean, and a great location. The owners were fantastic to work with, and we absolutely loved it!" - Tina, Marshfield, WI



"Look no further! Coming from a gal who has traveled the world and has stayed at many great hotels.. Those were all fine and nice, but when you want to feel at home away from home in La Crosse, this is THE way to go. I am very particular, I have to admit and was so thrilled and comforted when I walked in. Completely renovated, impeccably clean, and conveniently located. Fabulous!" -Carla United States

"Tiffany was outstanding! The house was immaculate and has everything you need. There was even a personalized message upon arrival . I won't even look anywhere else when staying in lacrosse ever again. Flat out exceeded all expectations. I've used Airbnb a lot and this was by far one of my best stays !!!" -David, St Louis, MO

What a spot! It's almost conveyed by the photos, but there is beautiful classic woodwork throughout. The home is tastefully and elegantly decorated in a style that complements the original architecture so nicely, and there are so many nice touches and cozy spots. We'll come back in the summer so we can enjoy the three-seasons porch and the patio. This is the best AirBnB I've ever stayed in as far as architecture and decor. Check in was super simple and worked flawlessly. Would happily work with them again as hosts. - John, La Crosse, WI

WE'VE EARNED AIRBNB SUPERHOST STATUS ON ALL PROPERTIES BY PROVIDING EXTRAORDINARY EXPERIENCES TO GUESTS.

Thank You

We would like to thank The Parks and Recreation Department, The City's Board of Park Commissioners, The Planning Department, and City Council for their time and consideration. We are grateful and eager for the opportunity to envision, create, and lead a space that will benefit Riverside Park visitors. - MARTY & TIFF



HATCHERY
At Riverside Park

MERAKI DESIGN CO. & PROPERTY RELIANCE, LLC.
FINANCIAL COMMITMENT FROM
CITIZENS STATE BANK

MARCH
26 2021