September 28, 2017

City of La Crosse
400 La Crosse Street
La Crosse, WI 54601

Re: Historic Downtown Day, Saturday, October 14, 2017

Downtown Mainstreet, Inc. (DMI) requests permission from the City of La Crosse to allow the following:

1. Annual Historic Downtown Day to be held on Saturday, October 14, 2017, under the direction of DMI.

2. Downtown merchants may use the public sidewalk adjacent to their respective businesses on Saturday, October 14th from 8:00 a.m. to 8:00 p.m.

3. Events and sales on Saturday, October 14th 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 of merchandise including but not limited to craft demonstrations and sales of sample food items are limited to the sidewalk area only. Each merchant shall be limited to use of the sidewalk adjacent to his or her business and no other. 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. General activities such as sidewalk artists, strolling musicians, historic reenactors, performers, carriage rides, etc. may be conducted throughout the day. DMI may place ground signs on properties where they receive permission from the property owner to do so.

4. Closure of one half block of Jay Street between 5th Avenue and the alley to the east to vehicular traffic for Saturday, October 14th from 12:01 a.m. to 5:00 p.m. for activities and demonstrations near the Hollywood Theatre.

5. We request that the electrical outlets on the historic light poles be turned on throughout downtown.

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

We will need a set of barricades at the corner of Jay and 5th Avenue on the east side to close that half street from the Street department.

Sincerely,

Robin Moses
Downtown Mainstreet Inc.