

Elsen, Nikki

From: Elsen, Nikki
Sent: Tuesday, June 2, 2020 10:17 AM
To: 'Tami Plourde'
Cc: Lehrke, Teri
Subject: RE: Outdoor Cabaret License - Pearl Street Brewery

Hi Tami,

Reading through this, it's likely that an outdoor concert series as you describe below will require a special event permit. Concert series were discussed as the ordinance was prepared using the Loggers concerts series as an example. An occasional musician playing on the patio for patrons doesn't elevate to a special event; however, an outdoor concert series drawing larger crowds likely will. It is not the intent to license events that are ordinary and typical for the establishment but events that are outside of that require permitting.

As with the Loggers, we did agree that concert series can be lumped into one application identifying the dates of the events. And with an outdoor cabaret license, we do not charge the higher special event fee since outdoor music is already permitted.

If you haven't already done so, I suggest you reach out to the La Crosse County Health Department. They are using a phased approach as the County begins to reopen. Drive through and virtual type events have been permitted because they are not promoting gatherings of people. Drive up events may have some imposed restrictions especially if the intention is to allow people to mingle outside of their vehicles. I was in a meeting this morning with County Health and they continue to discourage events that will attract attendees from outside of the immediate area.

Feel free to contact me if you wish to discuss.

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From: Tami Plourde <tami@pearlstreetbrewery.com>
Sent: Monday, June 1, 2020 5:00 PM
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Subject: Outdoor Cabaret License - Pearl Street Brewery

Dear Esteemed La Crosse City Council Members,

I write to you today to deliver information ahead of tomorrow's J & A meeting at City Hall at 6pm. Members of the committee are set to discuss Pearl Street Brewery's request for an Outdoor Cabaret License for the remainder of June. And we have applied for the next calendar year of licensing for the Outdoor Cabaret License which begins in July as well.

We have held an Indoor Cabaret License for roughly the past 14 years. In that time, we are proud to say that we have safely had countless public events involving music from our Friday free Happy Hour music that we offer to the public to the many local and regional shows that we've produced involving local beloved bands such as TUGG, Gregg Hall and The Wrecking Ball and Pigtown Fling to regional and national bands like Keller Williams and The Reverend Horton Heat along with most recently Chicago Farmer. As music loving small business owners, we incorporated into our business model from our beginnings that we would support and provide live music. In the past decade and a half, we've had the pleasure of supporting our music producing friends as solo artists, band members, sound technicians, light technicians, promoters and more.

In these uncertain and certainly very challenging times, we've seen an unprecedented halt in live entertainment, the likes we have all never seen. It is unsettling to say the least. And while in the grand scheme of things, the need for social distancing and isolation was and may still be paramount in containing the spread of Covid - 19, I believe now is the time to start thinking for the longterm. With no end to the virus and no vaccine on the horizon, we all know that our way of life will need to continue with the threat of the virus included. And as La Crosse's small businesses work towards re-opening, the public schools work to create a new plan to teach our children for the upcoming school season, many of our citizens learn to work remotely from home.... we must also start to think about how we can provide entertainment and socialization options to the public in a new and different way.

For the past two months, I've been in many conversations with local music promoters, musicians, technicians and City Officials to see what could be done. And we came up with The Drive In Concert Series. We are working to create a plan that will provide a safe way to provide entertainment and live music. It also provides a morale booster and something positive to focus on and enjoy.

Our Plan:

1. Utilize our parking lot as a Drive In Concert Venue
2. We will offer virtual ticket sales on our free proprietary app.
Tickets offerings will allow for up to 4-6 individuals to arrive by one vehicle.
3. Each vehicle will be assigned a parking number.
Riders of each vehicle will stay in a designated POD around or on the vehicle or will stay inside.
FM Transmission will allow for them to enjoy the music through their radio in the vehicle.
Pearl Street Brewery and our event partners will provide Car Hop service of food and beverages to each POD
Pearl Street Brewery will provide satellite toilettes and hand washing or hand sanitizing stations
4. We will partner with area organizations to have enough staff and volunteers work the parking lot to ensure that policies and safety procedures are followed.

This will allow us to continue our community involvement and help our friends and partners offers a mini version of the entertainment that they usually provide and still provide an "event" for their audience.

We will structure the ticketing so that a portion of the proceeds will benefit their organizations that are surely feeling the sting of cancellation and loss of revenue. Or help them still support local organizations that have come to rely on their patronage.

5. We will partner with a group to transmit a LIVE Virtual paid feed to stream the shows from their homes. This maximizes the show so that those who are uncomfortable attending, can still support the event from home.

6. We will partner with companies experienced in supporting and doing the tech for LIVE events such as Interstate Sound.

7. Our Goal is to get artists/musicians, technicians, promoters and the entire chain of the music and entertainment industry back to work.

8. Our Goal is to safely host the general public

Please see attached Post Pandemic Plan as recommended by Interstate Sound after they gathered information and guidelines from the County Health, and State and Federal guidelines.

And while this detailed plan is not our plan in it's entirety. Please note it is our intention to use it as a guideline to ensure that all aspects of public health and safety come into consideration.

Myself and my associates will plan on being available for the meeting tomorrow to answer any questions. And I also welcome any calls or emails directed to me personally before the meeting.

Please feel free to call me at 608-385-2505 or email me at tami@pearlstreetbrewery.com

I appreciate your consideration,

Tami Plourde

Owner / Director Sales and Marketing

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