



Dale Hexom  
Director  
City of La Crosse Public Works

January 1<sup>st</sup> 2016

Dear Mr. Hexom,

The North La Crosse Business Association (NLBA) formally requests that our lease for the Caledonia Street Merchants Sign be renewed for an additional 5 years at the current rate of \$150/yr.

This sign helps provide awareness of all the businesses located in North La Crosse and we thank you for your generous consideration.

Please let me know how I can help in this process.

Thank You!

Sincerely,

Nick Roush  
President  
North La Crosse Business Association