

Resolution approving La Crosse Center Concessionaire Agreement with Downtown Mainstreet, Inc. for 2026-2029.

RESOLUTION

WHEREAS, Downtown Mainstreet, Inc. is a non-profit Wisconsin organization founded to help restore the downtown district's role as the center for the Coulee Region; and

WHEREAS, the City of La Crosse, a municipal corporation, operates a convention and arena facility known as the La Crosse Center; and

WHEREAS, for approximately the past 36 years the City of La Crosse has entered into a Concession Agreement for the sale of intoxicating liquors and fermented malt beverages at the La Crosse Center; and

WHEREAS DMI wishes to enter into this Agreement for thirty-six (36) months from July 1, 2026, through June 30, 2029.

NOW, THEREFORE, BE IT RESOLVED that the Common Council of the City of La Crosse hereby designates Downtown Mainstreet, Inc. as the concessionaire for the sale of intoxicating liquors and fermented malt beverages at the La Crosse Center for the time period July 1, 2026, through June 30, 2029.

BE IT FURTHER RESOLVED that DMI is hereby authorized to make application pursuant to the terms of the attached Concession Agreement.

BE IT FURTHER RESOLVED that The Mayor, City Clerk and Director of Parks and Recreation are hereby authorized to execute the attached Concession Agreement.

BE IT FURTHER RESOLVED that City Staff is hereby directed to take any steps necessary to effectuate the resolution.