

NOTICE OF INTENT TO NOT RENEW LICENSE

Zachary Jon Switzer Member/Agent for LAX Food Hall LLC dba LAX Food Hall:

Basis for Intent to Not Renew

This letter is to notify you that the City of La Crosse intends not to renew your Combination "Class B" Beer and Liquor License for license year July 1, 2023, through June 30, 2024.

Pursuant to Wis. Stats. sec. 125.12(3), a municipality may refuse to renew a license for certain enumerated violations listed in sec. 125.12(2)(ag), which includes certain violations of municipal code. The City alleges that you have violated La Crosse Municipal Code secs. 4-43 and 4-108 Commencing operations.

Both provisions require that upon granting of an alcohol beverage license, the licensee "shall be open for business with stock and equipment" within 90 days of the license being granted.

You were granted your license on December 8, 2022, for the remainder of license year expiring June 30, 2023. As of today's date, you have not opened for business, well beyond the 90-day requirement. The City bases this assertion on the fact that you have not had your final inspection and have not been issued your alcohol license.

Your Rights as a License Holder

You do have the right to request a hearing to contest the nonrenewal of your license. Additionally, you have the right to be represented by an attorney at your own expense, the right to present evidence and testimony, and cross examine any witnesses produced by the City.

If you would like to request a hearing, you must do **so in writing by 12:00 noon on Tuesday, May 30, 2023**. Please submit any request to the La Crosse City Clerk's Office, 400 La Crosse Street, La Crosse WI 54601. Please include your name, contact information, and explanation why you believe the City should renew your license.

As an alternative, you may also voluntarily surrender your license and reapply in the future. Please contact the City Clerk's Office on how to do this.

Thank you for your time and cooperation.

Regards,



Mackenzie Mindel
Judiciary & Administration Chair

Cc: Nikki Elsen, City Clerk
City Attorney Stephen F. Matty
Erik Coaty, Wisconsin Department of Revenue

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice. This ensures transparency and allows for easy auditing of the accounts.

Furthermore, it is noted that regular reconciliation of the books is essential to identify any discrepancies early on. This process involves comparing the internal records with bank statements and other external sources to ensure they match.

The document also highlights the need for clear communication between all parties involved in the business. Regular meetings and updates help to keep everyone informed of the current financial status and any upcoming obligations.

In addition, it is stressed that the financial records should be kept secure and accessible only to authorized personnel. This helps to prevent unauthorized access and potential fraud.

Finally, the document concludes by stating that a well-maintained financial system is the foundation of a successful business. It provides the necessary data for strategic decision-making and long-term growth.

The second part of the document provides a detailed overview of the company's financial performance over the past year. It includes a summary of the income statement, balance sheet, and cash flow statement.

The income statement shows that the company has achieved a steady increase in revenue, primarily due to the expansion of its product line and the entry into new markets. However, there has been a corresponding increase in operating expenses, which has resulted in a narrower profit margin.

The balance sheet indicates that the company's assets have grown significantly, reflecting the successful completion of several major projects. At the same time, the company's liabilities have also increased, primarily due to the financing of these projects.

The cash flow statement shows that the company has maintained a positive cash flow throughout the year, which is a positive sign for its financial health. This is largely due to the company's strong collection of receivables and efficient management of its payables.

Overall, the financial performance has been solid, and the company is well-positioned for continued growth in the coming year.

The third part of the document outlines the company's financial strategy for the next year. It focuses on improving operational efficiency and reducing costs to enhance profitability.

Key initiatives include the implementation of new software systems to streamline accounting and reporting processes. This will help to reduce the risk of errors and save time.

Additionally, the company plans to negotiate better terms with its suppliers and explore opportunities for cost savings in other areas of the business.

The document also discusses the company's approach to managing its debt. It aims to maintain a healthy debt-to-equity ratio and ensure that all obligations are met on time.

Finally, the document provides a list of key financial metrics and ratios that will be used to monitor the company's performance. These include the gross profit margin, operating margin, and return on equity.

The document concludes with a statement of confidence in the company's future prospects and a commitment to transparency and accountability.