

DAHL
AUTOMOTIVE
— 1911 —

November 12, 2015

Dahl Automotive
711 South 3rd Street
La Crosse, WI 54601
608.784.9600

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

Re: File: A14-00139 Dahl Ford – land sale

**Dahl Hyundai
Mazda Subaru**
608.784.9600
La Crosse, WI

Dear Dale:

Dahl Ford Lincoln
608.779.2886
Onalaska, WI

This is a follow up to our telephone conversation yesterday with regard to the narrow strip of land south of our ABRA auto body property on Copeland Avenue. After lengthy discussion with Harry Dahl on the long-term lease we discussed, we concluded that owning the property outright is the best option for Dahl Automotive. Owning the land gives us control of the property going forward and protects us from any future development west of the property that could disrupt our operations. Given that decision, our offer to purchase the land is for a total sum of \$22,300.00.

**Dahl Chevrolet
Buick GMC**
507.452.3660
Winona, MN

By itself, the piece of property is very irregular and is not conducive to a commercial application. Looking at the layout of the land on a map, it's easy to see that it's unbuildable for any business. The property really only has value for Dahl Automotive or the City of La Crosse, which limits the marketable value for the land. To sell the land on its own, it would have to be discounted by 50% or more to create any interest.

Dahl Toyota
507.452.4080
Winona, MN

Sale of the property to Harry Dahl is a win-win for both parties; Dahl can continue normal business operations at ABRA auto body without the uncertainty of future development upsetting the success at this location. For the City, there will be a new taxable property that, for many years, hasn't generated any revenue other than the short term lease held with Dahl Ford.

**Dahl Auto
Museum**
608.791.6494
La Crosse, WI

Clearview Sign
608.783.6460
West Salem, WI

We feel this is a fair offer and look forward to working with you on the transaction.

**Line-X Protective
Coatings**
608.786.4403
West Salem, WI

Sincerely,



**ABRA
Auto Body & Glass**
608.785.1160
La Crosse, WI

Jansen Dahl
Vice President
Dahl Automotive Holdings
Email: jansen@dahlauto.com

cc: Harry J. Dahl

