

Resolution authorizing a 3-year Marketing Agreement between La Crosse Beverage LLC and the La Crosse Center.

RESOLUTION

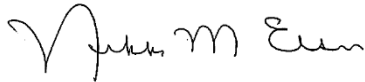
WHEREAS, La Crosse Center Staff have sent out a Request for Proposals for a new agreement and received two (2) responses to said request; and

WHEREAS, the La Crosse Center Board and the La Crosse Center team has deemed the proposal received from La Crosse Beverage to be the most favorable.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of La Crosse that it hereby authorizes the acceptance of the 3-year proposal from La Crosse Beverage commencing January 1, 2024, and ending December 31, 2026.

BE IT FURTHER RESOLVED that City of La Crosse staff are hereby authorized to effectuate this resolution.

I, Nikki M. Elsen, certify that this resolution was duly and officially adopted by the Common Council of the City of La Crosse on December 14, 2023.



*Nikki M. Elsen, WCMC, City Clerk
City of La Crosse, Wisconsin*