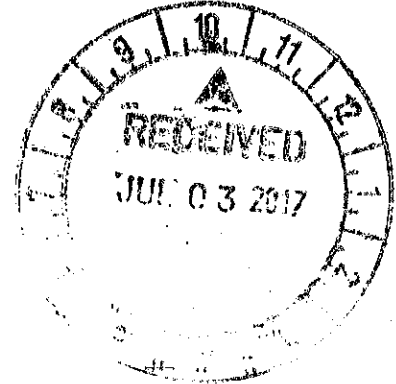


1216 Adams Street
La Crosse, WI 54601
June 27, 2017

Terry Lehrke, WCPC, City Clerk
400 La Crosse Street
La Crosse, WI 54601



**Subject: Opposition to Cabaret License for Shimmy's, Inc. d/b/a Shimmy's
at 1203 West Avenue, La Crosse, WI 54601**

To Whom It May Concern:

As the property owner, most affected by a Cabaret License for the above establishment, I am opposed to the issuance of a license. I have lived at the above address for 43+ years and seen the changes that have occurred at the above establishment. I am extremely disappointed Council Member Olson wrote a letter on June 21 endorsing the license. She wrote the letter without speaking with any of the residents who signed the original letter opposing the issuance of the license. It certainly does not lend to effective representation of the residents in the District.

Many of the items the Council Member stated in the letter, as a reason for issuing the license, I have heard for years and nothing seems to change. I spoke with Shimmy's owner on June 18 and stated why I and the other neighbors were opposed to the license. He assured me things were changing. But just Monday night a customer came out of Shimmy's twice with a drink in his hand and drank it in the parking lot while having conversations with several other patrons. This past Sunday morning, around 1:15, someone was shooting-off large fireworks in Shimmy's parking lot. The other items mentioned in the original letter of opposition to the license continue...

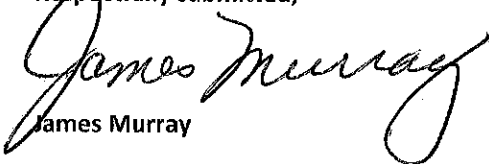
It was mentioned in the Council Member's letter that signage would be posted by the owner reminding patrons that this is a neighborhood; if there is not a sincere effort to enforce the signage—it is simply nothing more than lip-service. It is apparent the bar employees cannot watch patrons both in the bar and the parking lot, currently. How will the employees prevent these continued occurrences (and those addressed in the June 3 letter) with the added responsibility of having to deal with entertainment from the Cabaret License? More than likely, the license will just exacerbate the issues.

There was so much absurd rationale (i.e., Hell's Angels, juke box versus live music, etc.) in the Council Member's letter that it really lends itself to being nothing more than a joke. Let us cut to the chase, the owner changed the juke box music and the clientele is still the same. Once again nothing has changed. Will a Cabaret License really change the clientele? Has there been any research done to verify that the assertion a Cabaret License will lead to the desired results or is this just a hunch?

Finally, perhaps, with at least eight (8) adult beverage establishments in a four-block radius of Shimmy's, no matter what the establishment tries, it is not going to change anything—the market is simply saturated. The clientele is going to be what it is currently.

If La Crosse is sincerely promoting "livable neighborhoods", the issuance of this license will do nothing to make this neighborhood more livable—more than likely it will only become even less "livable". For the above reasons, as well as the reasons in the June 3 letter, I oppose the issuance of the Cabaret License.

Respectfully submitted,


James Murray