



TO: Hon. Tim Kabat, Mayor
Dale Hexom, Director of Public Works

FROM: Kevin Buelow, President-elect, La Crosse Festivals, Inc.

DATE: August 27, 2014

RE: Public Works Fees for 2014 Oktoberfest Parades

After reviewing the charges related to the 2013 parades and consultation with our organization's leadership, La Crosse Festivals, Inc. respectfully requests that the fees charged for the 2014 parades remain the same as agreed to for the 2013 parades.

Our understanding of the 2013 agreement was that:

- La Crosse Festivals, Inc. would pay actual labor costs for full-time and LTE staff for support of parade activities (placement/retrieval of baracades and no parking signs, street cleaning, etc.) based on time sheet reports submitted by staff.
- Indirect labor costs (benefits) and equipment charges would be waived by the City of La Crosse.
- La Crosse Festivals would pay sales tax on the actual labor charges.

It has been a long-held position of La Crosse Festivals, Inc. that the Maple Leaf and Torchlight parades are held as an opportunity for community residents to experience Oktoberfest without having to visit either of our fest grounds. The parades are also an opportunity for schools and other organizations to showcase themselves in front of what are likely among the largest crowds the city experiences during the year.

For those reasons, the parades have traditionally been budgeted to have a net cost to Oktoberfest, even before the city fee structure was implemented last year.

Our hope is that city leaders share this vision and intent for these two parades as showcases for our community and a time for our citizens to celebrate (at little or no expense to themselves) the true meaning of Oktoberfest.

Thank you for your consideration of our request. Please extend our thanks to those street department staff who are involved with parade support and their efforts to keep our parades safe for participants and patrons alike.