

Resolution appropriating \$10,000 to support the Downtown Mainstreet Inc. proposed cleaning and beautification program.

RESOLUTION

WHEREAS, a clean, safe and beautiful downtown is vital to the community and economic development success of La Crosse and the larger Coulee Region including job and business growth, new housing units, arts, entertainment, outdoor recreation, and increased property values and tax base; and

WHEREAS, the City of La Crosse has a long history of partnering with Downtown Mainstreet, Inc. (DMI), downtown businesses, residents and stakeholders to grow and redevelop downtown La Crosse; and

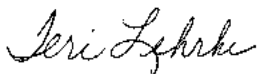
WHEREAS, DMI seeks to develop a comprehensive cleaning and beautification program including pigeon control, eliminating graffiti, cleaning, flower planters, planting trees and installing new banners; and

WHEREAS, DMI's total program cost is approximately \$30,000 and DMI seeks funding from a variety of partners including the City, DMI members, downtown property owners and the La Crosse City Vision Foundation to name a few.

NOW, THEREFORE BE IT RESOLVED, that the Common Council of the City of La Crosse hereby appropriates \$10,000 from the 2005-C State Trust Fund account for the Downtown Mainstreet, Inc. cleaning and beautification program per the attached proposal document.

BE IT FURTHER RESOLVED that the Common Council directs the Finance Department, other appropriate departments and City officials to take the actions necessary to effectuate this Resolution and to assist in the DMI cleaning and beautification program.

I, Teri Lehrke, certify that this resolution was duly and officially adopted by the Common Council of the City of La Crosse on June 11, 2015.



*Teri Lehrke, City Clerk
City of La Crosse, Wisconsin*