



**MARCUS
THEATRES**

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October 4, 2023

Via FedEx

City of La Crosse
Attn: Clerk's Office
City Hall 2nd Floor
400 La Crosse Street
La Crosse, WI 54601



Re: Request to Apply for Combination "Class B" Beer & Liquor License – *Marcus Cinemas of Wisconsin, LLC d/b/a La Crosse Cinema, 2032 Ward Avenue, La Crosse, WI 54601*

Dear Honorable Mayor and Members of the Common Council:

Please kindly consider this letter a request to apply for one of the Combination "Class B" Beer & Liquor Licenses available within the city of La Crosse for the business at the above referenced location.

The La Crosse Cinema is an 867-seat movie theatre consisting of a two-story, block building with eleven (11) auditoriums, a lobby, and a designated place for concessions. This theatre is one of seventy-nine (79) movie theatres operated by Marcus Theatres Corporation, the fourth largest movie theatre circuit in the United States. It is considered a first-run theatre where motion pictures are shown on large screens for public viewing and entertainment. Other business conducted at this location includes the sale of concessions ancillary to the movie showings. Typical hours will be no earlier than 10:00am to no later than midnight on the weekends and during periods of high levels of attendance, with much shorter hours – sometimes 1:00pm to around 9:00pm – during the week or during other certain times of the year. There are currently forty-four (44) individuals employed at this theatre, and all alcoholic beverages, of which any that contain liquor or higher content alcohol will be served in canned and/or bottled ready-to-drink containers, will only be sold at the concessions by those who are eighteen (18) years of age or older with a valid operator's license to do so.

The ownership of the La Crosse Cinema is as follows: Marcus Cinemas of Minnesota and Illinois, Inc. is the sole member of the theatre's operating entity, Marcus Cinemas of Wisconsin, LLC, which is a wholly-owned subsidiary of Marcus Theatres Corporation. The owner of the building is B & G Realty, LLC (formerly B & G Realty, Inc.), which is a wholly-owned subsidiary of The Marcus Corporation (all foregoing entities are herein collectively known as "Marcus").

Marcus has over eighty-seven (87) years of experience in the theatre industry. In addition to successfully operating movie theatres, Marcus operates hotels, restaurants, lounges, and bars across the country. These outlets serve alcohol, wine, and malt beverages in accordance with the applicable licenses within their respective municipalities, counties, and states.

The movie exhibition industry has evolved over time and has experienced significant changes in technology, consumer preferences, and external competition. Marcus has always been at the forefront of the industry, being

among the first to make improvements including stadium seating, on-line ticketing, digital projection and, more recently, food and beverage enhancements. It is Marcus' goal to provide industry-leading amenities to its guests, including allowing guests to choose whether they would like to enjoy an alcoholic beverage while enjoying a feature film. In fact, Marcus currently holds liquor licenses at seventy-four (74) of its seventy-nine (79) theatres in operation.

If you have any questions or need additional information, please do not hesitate to contact me, as I will be the main point of contact for all liquor license-related matters going forward. Thank you.

Sincerely,



Rebecca Heian
Paralegal