

EXPANSION OF ALCOHOL BEVERAGE LICENSE FOR SPECIAL EVENT

License Fee: \$ 65.00 (private property)

Receipt #: 123934

The undersigned licensee requests permission to expand the following licenses onto private property for the purpose set forth below (check all that apply):

[X] Combination "Class B" Beer & Liquor
[ ] Class "B" Beer
[ ] "Class C" Wine

[ ] Class "A" Beer
[ ] Class "A" Beer & "Class A" Liquor

\*\*NOTE\*\* If applicant wants live music in this expanded area, they may need to apply for an Outdoor Cabaret or Special Event Outdoor Cabaret license.

CHECK ONE: [ ] Individual [ ] Partnership [X] Corporation [ ] Limited Liability Company

LEGAL/REAL NAME (Individual/Partnership/Corporation/LLC): Pump House Regional Arts Center

TRADE NAME: Pump House Regional Arts Center

NAME OF AGENT (If Corporation/LLC): Chris David Rochester
(Full Name - First, FULL Middle & Last)

BUSINESS ADDRESS/ADDRESS OF EXPANSION: 119 King St, La Crosse WI 54601

BUSINESS PHONE NUMBER: 608-785-1434

DATE OF EXPANSION: June 12th, 2015 - June 13th, 2015

TIME OF EXPANSION (beginning & ending times): 5pm - 10pm Both days

ATTACH DETAILED DESCRIPTION OF EVENT AREA AND ATTACH A DIMENSIONAL DRAWING. Detailed description and dimensional drawing MUST include dimensions of area, where the fencing will be placed, where entrance(s) and exit(s) will be and size of each, dimensions of tent (if a tent is used), and placement of port-a-potties.

CONTACT PERSON: McKenzie Jo Olson
(Full Name - First, FULL Middle & Last) Pump House

ADDRESS OF CONTACT PERSON: 119 King St, La Crosse WI / 8211 Ida Ave Home
Sparta WI 54656

DAYTIME PHONE NUMBER OF CONTACT PERSON: 785-1434

REASON FOR EXPANSION REQUEST: Outdoor Arts Celebration Kick-off

NUMBER OF PEOPLE ATTENDING THIS EVENT: 1,500+

I agree to abide by all applicable State and local regulations to include, but not limited to, the sale and service of alcoholic beverages, fencing, and adherence to noise levels.

Signature of PRESIDENT of Corporation/Partner/Individual/Member: [Signature] Date: 3/18/15
Signature of SECRETARY of Corporation/Partner/Member: [Signature] Date: [Signature]

For Office Use Only:
Introduced - Council Meeting: 4-9-15 (Applicant does not need to attend this meeting)
Applicant should attend the following meetings:
J & A Meeting: 5-5-15 Committee of the Whole: N/A Council Meeting: 5-11-15
Original - Council Copy Copy - Applicant Copy - Licensing Clerk

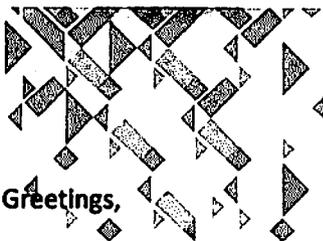
CITY OF LA CROSSE, WI  
General Billing - 123934 - 2015  
001633-0121 Paula G. 03/23/2015 10:40AM  
1702 - PUMP HOUSE REGIONAL

Payment Amount: 515.00



February 18, 2015

Courtyard by Marriott  
500 Front St S  
La Crosse, WI 54601



Re: Artspire La Crosse, Friday, June 12 and Saturday, June 13, 2015

Greetings,

The Pump House, together with the City of La Crosse Arts Board, is organizing a community arts celebration, Artspire La Crosse. Artspire will take place on Friday, June 12 and Saturday, June 13, 2015 in and around the Pump House parking lot. We are requesting the closure of King Street (from Front Street to the Pedestrian Walkway/alley east of the Pump House), and Front Street (from King Street to south of Riverside III) to vehicular traffic Friday, June 12, 6:00AM through Saturday, June 13, 6:00 PM for a street dance celebration, artist display tents and vendor booths.

Friday, June 12, 5:00 pm-10:00 pm, Artspire will kick off with an opening reception for artists and sponsors, and an unveiling of a new public art project in the Pump House/Piggy's parking lot, followed by a street dance and a celebration. We also are applying for an expansion of our liquor license in order to create a beer garden area in the Pump House/Piggy's parking lot. (Alcohol will be served outdoors Friday only.) On Saturday, June 13, King Street will be lined with pop-up tents for artist booths. There will also food vendor booths (no alcohol will be served this day).

Artspire is a family-friendly event that will increase visibility of our neighborhood as we celebrate the arts and area artists. We appreciate your support and kindly request your signature on this letter as your written approval.

Please direct any questions to me at (608) 785-1434. Thank you for your time and consideration.

Sincerely,

Toni Asher  
Artspire La Crosse / Pump House Regional Arts Center, Executive Director

Courtyard by Marriott, by:

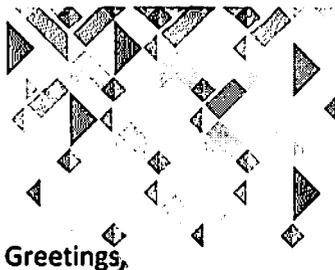
Cc: Kaplan, Piggy's Restaurant, River Rocks, River Square Crossing, Waterfront, Weber Center for the Performing Arts, Wine Guyz

(608) 785-1434  
www.artspirelacrosse.com  
119 King Street  
La Crosse, WI, 54601



February 18, 2015

Wine Guyz  
122 King St  
La Crosse, WI 54601



Re: Artspire La Crosse, Friday, June 12 and Saturday, June 13, 2015

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Toni Asher  
Artspire La Crosse / Pump House Regional Arts Center, Executive Director

Wine Guyz, by:

Cc: Courtyard by Marriott, Kaplan, Piggy's Restaurant, River Rocks, River Square Crossing, Waterfront, Weber Center for the Performing Arts,



February 18, 2015

River Square Crossing  
500 Second St S  
La Crosse, WI 54601

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Artspire La Crosse / Pump House Regional Arts Center, Executive Director

River Square Crossing, by:

*Corinne A. Nuber*  
*member, RCS Development, LLC*

Cc: Courtyard Marriott, Kaplan, Piggy's Restaurant, River Rocks, Waterfront, Weber Center for the Performing Arts, Wine Guyz

(608) 785-1434  
www.artspirelacrosse.com  
119 King Street  
La Crosse, WI, 54601



April 24, 2014

Piggy's Restaurant  
501 Front St S  
La Crosse, WI 54601

Re: Artspire La Crosse, Friday, June 12 and Saturday, June 13, 2015

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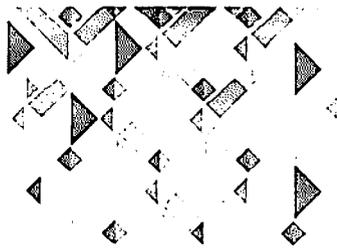
Piggy's Restaurant, by:

Cc: Courtyard by Marriott, Kaplan, River Rocks, River Square Crossing, Waterfront, Weber Center for the Performing Arts, Wine Guyz



February 18, 2015

Weber Center for the Performing Arts  
428 Front St S  
La Crosse, WI 54601



Re: Artspire La Crosse, Friday, June 12 and Saturday, June 13, 2015

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Toni Asher  
Artspire La Crosse / Pump House Regional Arts Center, Executive Director

Weber Center for the Performing Arts, by:

Cc: Courtyard by Marriott, Kaplan, Piggy's Restaurant, River Rocks, River Square Crossing, Waterfront, Wine Guyz



February 18, 2015

Waterfront Restaurant  
328 Front Street  
La Crosse, WI 54601

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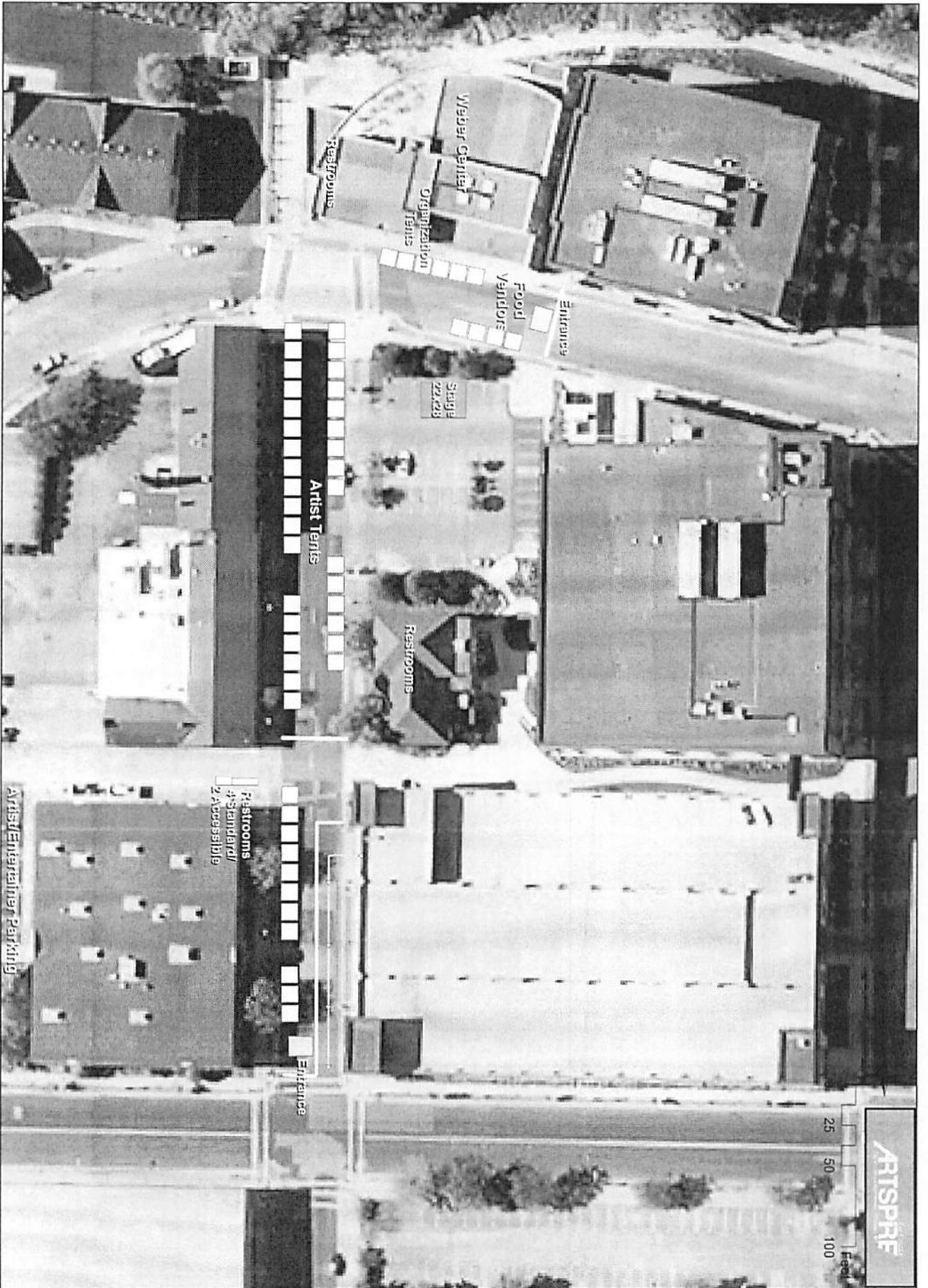
Sincerely,

Toni Asher  
Artspire La Crosse / Pump House Regional Arts Center, Executive Director

Waterfront Restaurant, by:

  
\_\_\_\_\_

Cc: Courtyard by Marriott, Kaplan, Piggy's Restaurant, River Rocks, River Square Crossing, Weber Center for the Performing Arts



Restrooms

Weber Center  
Organization Tent

Food Vendors  
Entrances

Stage 22x28

Artist Tent

Restrooms

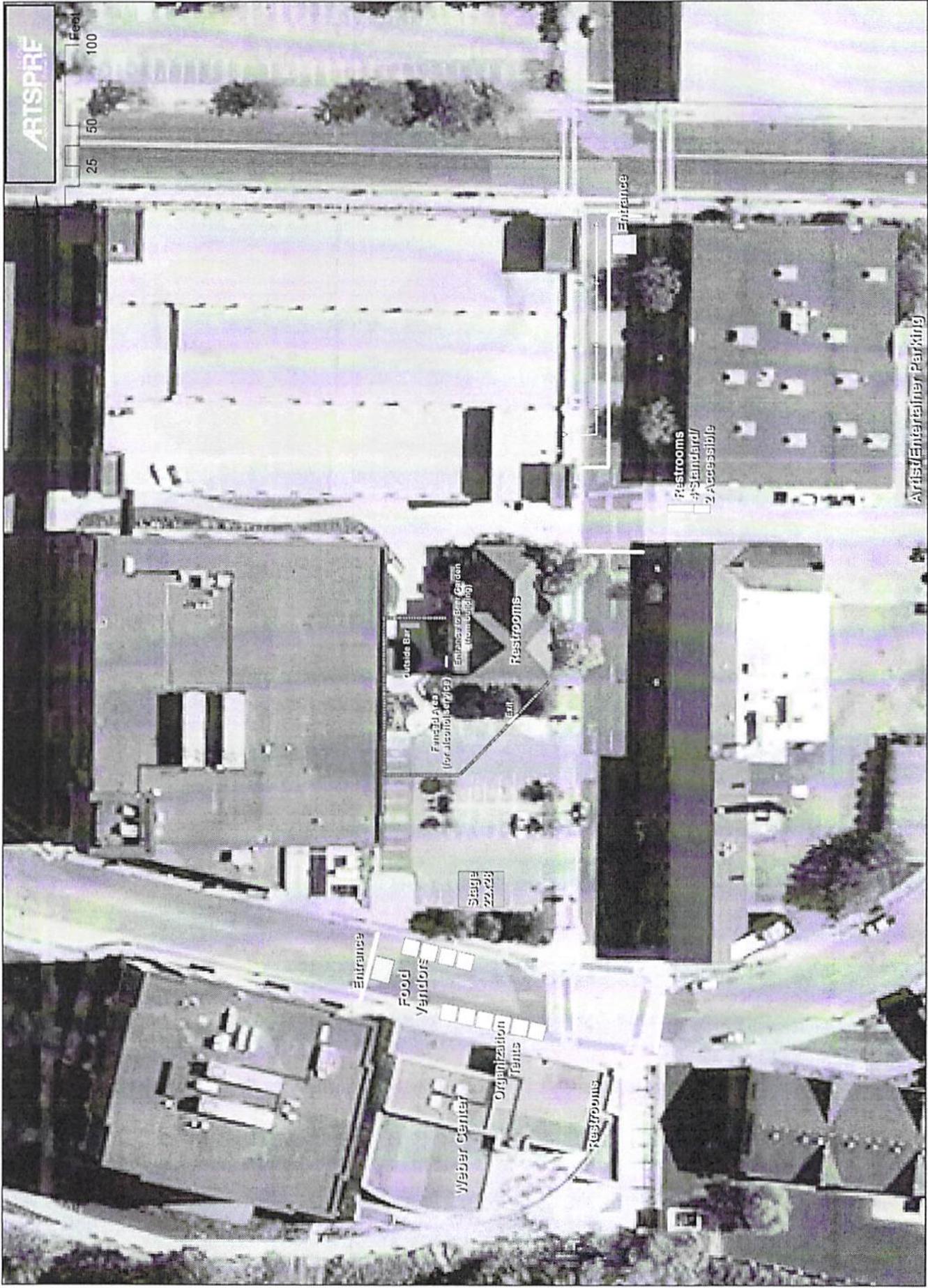
Restrooms  
4 Standard/  
2 Accessible

Entrance

Artist/Entertainer Parking

25 50 100 Feet

ARTSPRF



ARTSPRE

Feet  
25  
50  
100

Entrance

Food Vendors

Weber Center

Organization Tents

Restrooms

Stage 22x28

Furniture (for alcohol served)

Outside Bar

Enhance your Bar Garden (from 10/1/19)

Restrooms

Exit

Entrance

Restrooms + Stairwell + 2 Accessible

Artist/Entertainer Parking