

Resolution regarding feasibility of a public market and relevant studies “A Public Market in La Crosse? A Feasibility Study”, “Site Analysis for Locating the La Crosse Public Market” and “La Crosse Public Market Partial Business Plan”.

RESOLUTION

WHEREAS, the City of La Crosse and the Redevelopment Authority of La Crosse recognized an interest in the options for Public Market in La Crosse, which is meant to increase access to fresh, healthy foods, showcase the community’s diversity, and provide a new opportunity for locally owned and operated businesses to grow; and

WHEREAS, the Common Council approved resolution 18-0642 which appropriated funds for associated studies conducted by consultants from Public Market Development; and

WHEREAS, the first study, “A Public Market in La Crosse? A Feasibility Study” demonstrated that based on the consultants’ experiences, research, community engagement, population demographics and data, a Public Market in La Crosse would be successful in accomplishing the intended goals; and

WHEREAS, the “Site Analysis for Locating the La Crosse Public Market” identified the parcels near the Oktoberfest grounds owned by Northern States Power Co (Xcel Energy), to be the ideal location for the Market; and

WHEREAS, the “La Crosse Public Market Partial Business Plan” provided management structure suggestions, financing options and potential tenants; and

WHEREAS, this site is identified as a special events area and Oktoberfest expansion in the City Vision 2000 Plan (completed in 1992) to provide additional space for festivals and other special events on a year-round basis, and as a priority redevelopment site for a prominent gateway building as a landmark and gateway into the downtown in the City Vision 2020 Plan (completed in 2004) both which are consistent with these Public Market plans; and

WHEREAS, both the City Vision 2000 and City Vision 2020 also identify the extension of La Crosse Street (Oktoberfest Strasse) to provide better connections to amenities, which is also identified in the Business Plan; and

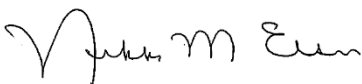
WHEREAS, the 2020-2024 La Crosse Consolidated Plan identified access to fresh foods, through the support of local businesses, a priority need, particularly for low-income populations and it also identified supporting the Public Market as a high priority for its 5-year funding plan.

NOW, THEREFORE BE IT RESOLVED, by the Common Council of the City of La Crosse that it recognizes the desire for a Public Market to be located in the City of La Crosse as a driver for economic and community development.

BE IT FURTHER RESOLVED, that staff is directed to move forward with implementation of the plan which may include property acquisition, exploration of federal, state and local funding resources and working with other economic development partners toward the common goal of bringing a Public Market to La Crosse.

BE IT FURTHER RESOLVED, that the City hereby receives and places on file the relevant studies.

I, Nikki M. Elsen, certify that this resolution was duly and officially adopted by the Common Council of the City of La Crosse on March 11, 2021.



*Nikki M. Elsen, WCMC, City Clerk
City of La Crosse, Wisconsin*