

## Elsen, Nikki

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**From:** Nick Roush <nick@roushrentals.com>  
**Sent:** Thursday, October 10, 2019 4:37 PM  
**To:** Tami Plourde  
**Cc:** Richmond, Andrea; Neumeister, Scott; Janssen, Barb; Sleznikow, Larry; Weaver, Justice; Kahlow, Chris; Padesky, Gary; Olson, Jessica; Ostrem, Phillip A.; Medinger, Paul; Gaul, Martin; Happel, Douglas; Roger Christians; Kabat, Tim; Elsen, Nikki; ZZ Council Members; Lehrke, Teri; Elaine Yager  
**Subject:** Re: Resolution Amending Appendix C Fee Schedule For Special Events

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Good Afternoon to all concerned,

I share Tami's concern that this change in licensing cost and the 60 day time deadline may be too onerous a request for many of the non profit organizations who host these types of events.

Because this license is associated with events being held by non profit organizations, it's a safe assumption that most of these events are for the benefit of the community. Making it more costly and difficult for organizations to hold community events may stand to hurt the common good more than help.

I respectfully request that this legislation be delayed to allow more consideration for some of the potential unintended consequences to be explored. Thank you so much for you consideration.

Most Sincerely,

Nick Roush  
President  
North La Crosse Business Association

On Oct 10, 2019, at 1:32 PM, Tami Plourde <[Tami@pearlstreetbrewery.com](mailto:Tami@pearlstreetbrewery.com)> wrote:

Dear City Council Members, Mayor Kabat and City Clerk officials Nikki and Teri,

I would like to respectfully express my concern with the new guidelines proposed for approval at tonight's general City Council meeting.

First of all, I'd like to express gratitude for all the work that has gone into creating a streamlined process for applying for permits for events. I understand that that was a huge undertaking. And at the end of the day, I understand what you are looking for is a good way to walk people and organization through the process. And as much as I understand the intent, I also understand that it is due to the fact that each event is different.

My concern in this proposed resolution is that it will affect many organizations and non-profits that want to do small fundraisers. In the past, the fee has been \$10 for the temporary liquor license. This is the most allowed to be charged by the State of WI as Nikki clarified for us. She also clarified that about 75% of the nonprofits and organizations that go through the Special Events application process are ONLY applying for the \$10 temporary liquor license and require no other permits. That is a large portion of organizations that will be affected by this

increase in fees. As far as I can see, because the liquor license cannot cost more than \$10, the addition of a Special Event Permit in ADDITION to the liquor license will increase that licensing over 4x what is currently being charged. In addition to that, the timeline which used to be two weeks is now 60 days. Most organizations will not make that deadline and will then incur the doubling of the Special Event fee from \$35 to \$70. That would result in the licensing for that event if done under 60 days would be \$80.

My concern is that the increased fee and more importantly, the extended deadline and timeline for application with penalty fee for application under 60 days would deter a very large portion of organizations and non-profits from applying or being able to afford to do the Fundraising and Charity work that they can and should be able to do. And I believe that that would be really unfortunate.

We are so thankful that the City and the City Clerk's office has been so instrumental in permitting so many new and diverse events and organizations in the past few years, that really puts COMMUNITY first in the minds of our local businesses and citizens. I think La Crosse is extremely unique in it's giving nature and that it is a engrained in our fabric as a community. And we want to continue to foster and encourage this.

I ask that Mayor Kabat, City Council Members and The City Clerk's office consider postponing final vote on this resolution until we can bridge this big jump in the resolution and find a way to ensure that we are able to continue permitting the small organizations and non-profits with such a big increase in fees and timeline.

Below is a link to the revised resolution.

[file:///Users/tami/Downloads/Proposed%20Amended%20for%20Council%2010-10-2019%20\(revised\).pdf](file:///Users/tami/Downloads/Proposed%20Amended%20for%20Council%2010-10-2019%20(revised).pdf)

Thank you very much for your consideration.

Tami Plourde

Owner / Director Sales and Marketing

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