

December 5, 2024

To Whom It May Concern,

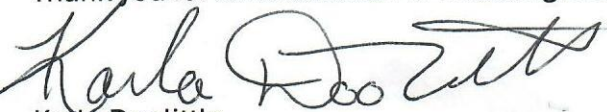
The Caledonia Street Merchants consists of 11 members representing the property owners and businesses on the 1200 block of Caledonia Street in La Crosse. Since the early 80's we have collectively worked on initiatives to increase vibrancy in what is arguably the prime location for small businesses on the north side of La Crosse. This includes owning and maintaining the Caledonia Street parking lot.

This parking lot has been fully available for public use since the early 80's, with only certain limitations on that usage, such as no overnight parking. We intend for this to remain the case for the foreseeable future.

We have collaborated with the City of La Crosse and the North La Crosse Business Association on WEDC's Vibrant Spaces grant to be submitted for the December 9<sup>th</sup>, 2024 deadline. We are fully supportive of the plans to revitalize this prime location in our business district. If awarded, we commit to continuing to keep the parking lot publicly accessible until at least 2030.


The 11 merchants agree to put in \$50,000 collectively. We also have approx. \$9000.00 in the bank to add in to make this area a vibrant space.

Thank you for consideration of investing in our community and business area,



Karla Doolittle

President, Caledonia Street Merchants



Casey Hanson

Treasurer, Caledonia Street Merchants