



June 2017

Board of Public Works  
City of La Crosse  
400 La Crosse Street  
La Crosse, WI 54601

Re: Summer Days Sidewalk Sale and Street Dance

Dear Board of Public Works,

Downtown Mainstreet, Inc. requests permission from the Board of Public Works to allow the following during the month of July:

1. The Annual Summer Days - Sidewalk Sale will be held from July 27-29, 2017, under the direction of Downtown Mainstreet, Inc. and its Promotions Committee.
2. Downtown merchants may use the public sidewalk adjacent to their respective businesses on July 27-30, 2017 from 7:00 AM to 8:00 PM.
3. Sales on July 27, July 28, July 29, July 30 may be conducted on the following terms:
  - a. No more than 50% of the sidewalk area shall be used in any case and displays of merchandise are limited to the sidewalk area only.
  - b. Every merchant shall be limited to use of the sidewalk adjacent to his or her business and no other.
  - c. Liability insurance will be furnished by Downtown Mainstreet, Inc. for all participants whether members or not in the amount of \$500,000 bodily injury and \$100,000 property damage.
4. In addition, general activities (e.g. music, live entertainment, etc.) may be conducted throughout the day on the sidewalks throughout downtown.
5. Closure of the 300 block of Pearl Street to vehicular traffic for Friday, July 28<sup>th</sup> from 2:00 PM to 11:00 PM. The purpose of closing the street is to provide space for the Summer Days street dance in conjunction with ClogJam, La Crosse Jazz Orchestra, and Double Take. Food trucks, tables and chairs and a beverage area will be set-up in the street during the event.
6. Additional activities may be conducted throughout the timeframe on July 28<sup>th</sup> in the street related to the arts (e.g. chalk art, art display, etc.).

If you have any questions, I am available at 784-0440. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, which appears to read "Robin Moses". The signature is fluid and cursive, written over a faint, large watermark of a street lamp that is visible in the background of the letter.

Robin Moses  
Executive Director