



June 2016

Mr. Dale Hexom, Director of Public Works
City of La Crosse
400 La Crosse Street
La Crosse, WI 54601

Re: Summer Days Sidewalk Sale

Dear Dale:

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 28-30, 2016, 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 28-30, 2016 from 7:00 AM to 8:00 PM.
3. Sales on 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 29th from 3:00 PM to 9:00 PM. The purpose of closing the street is to provide space for the Summer Days street dance in conjunction with the La Crosse Jazz Orchestra.
6. A small (10'x10') tent is to be placed on Pearl Street along with staging and Additional activities may be conducted throughout the timeframe on July 29th 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 cursive script that reads 'Robin Moses'.

Robin Moses
Executive Director