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November 6, 2017  
City of La Crosse  
Andrea Schnick

400 La Crosse Street  
La Crosse, WI 54601  
City Planner - Floor 3

Dear Ms. Schnick,

We are planning on expanding and building a new brewing facility that will allow us to grow from a small, local brewery into a regional brewery. This growth will establish La Crosse as a premier tourist destination. In addition to expanding our wholesale and manufacturing business, we will add to an already established retail/hospitality business as well. We will grow our Tasting Room and Gift Shop to include a specialty kitchen which will offer unique dishes new to the La Crosse area. Brewery Tours will continue to draw in hundreds and perhaps even thousands of craft beer lovers in monthly from all over the tri-state areas. We will expand our events center to officially offer banquets, conventions and meetings. With the flourishing and growing downtown residential and business and the growing demand for unique locations that offer a stunning production facility backdrop, our location will be a stand alone in unique decor and ambiance. And finally, we will build an Odium where performers will be drawn to the 100+ year old decor and history of our old building. Our performance art center will host concerts, theatre, speakers and much more. Snuggled smack dab in the middle of a bustling thoroughfare between two major cities, La Crosse will be a destination for major bands and acting corps to stop and perform.

Our focus and our goal is to not only expand our production to saturate Wisconsin, Minnesota, Iowa and Illinois and grow five times our current size, but more importantly, we hope to grow awareness of all that La Crosse has to offer by drawing in a crowd weekly to tour our facility and in turn directing them into the city to enjoy all that our small town has to offer.

We look forward to partnering up with the City, County and State for this venture. Jointly, we will be able to improve a severely distressed neighborhood in the historic Northside of La Crosse. Plus, we will be able to continue to grow the Pearl Street Brewery family by hiring local talent, thus employing local residents. It will also allow us to continue to

do our philanthropy work through our Sprout For Kids Foundation and directly help local families, organizations and charities.

Please let us know if you need any more information or clarification on any information we've provided in the files attached.

Loan Amount	\$200,000
Loan Term	20 Years
Rate	First 18 months Interest ONLY 2% Interest for the remainder
Payments	Monthly
Application Documents	Business Plan Articles of incorporation Balance Sheet Operating Statements Five year projected cash flow Personal financial statements Correspondence from 2 lending institutions

Thank you for your consideration,

Joe Katchever and Tami Plourde  
Pearl Street Brewery