



La Crosse Loggers
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Wednesday, June 17th, 2020

To the Honorable Mayor and Members of the Common Council -

First off, let us just say how much we have greatly appreciated your support and partnership over the last seventeen seasons in La Crosse. You have been a great partner to work with and we love calling Copeland Park home! We look forward to a great 2020 and are excited to see how we can continue to work together to make La Crosse, Wis not only a destination for our players but for fans from all over who will get to see our wonderful community.

La Crosse Baseball, LLC is officially submitting this letter to seek permission to apply for a Combination “Class B” Beer and Liquor License for Copeland Park. La Crosse Baseball, LLC is led by our ownership group of Dan and Ruth Kapanke, which operates at 1225 Caledonia Street in La Crosse, WI. All of our games and events are located at 800 Copeland Park Avenue. We operate under the Northwoods League, which is a summer collegiate league that features twenty-two different teams across the Midwest (North Dakota, Minnesota, Wisconsin, Iowa, Michigan, Illinois, Indiana and Canada). We host thirty-six Northwoods League related games each summer from the end of May through the middle of August.

We have a full-time staff of six people that manage the main office’s day-to-day business. When our season begins at the end of May, our staff will grow to around one hundred employees that have a variety of jobs in the area of first impressions, concessions, merchandise, on-field entertainment, hospitality and clean-up. We are open every Monday through Friday in the offseason from 8 a.m. to 5 p.m. When we host games/events, our business hours fluctuate from 8 a.m. to 10 or 11 p.m., depending on the event.

In the last seventeen seasons at Copeland Park, La Crosse Baseball, LLC has had a “Class B” beer license for all our events that ran from May 1 through October 31 each season. As we have evolved over the years, we have always been mindful of our venue, fans and community. Because of that, five years ago, we made a decision to remove all-inclusive alcohol areas in our park. At the time it was not a popular decision, but we wanted to be a family-friendly and corporate-friendly venue first and felt it was best for our organization long term.

So, why the need to apply for a “Class B” Beer and Liquor License? As we have grown as an organization, we have had the opportunity, through our partnership with the City of La Crosse, to host an increasing number of non-baseball events throughout the summer. Events have ranged from concerts in the park, to private corporate gatherings, to fundraising events that support Boys and Girls Club and Freedom Honor Flight, to name a few. With these events, along with our thirty-six Logger home games, we have frequently heard requests for different beverage options in addition to beer. We feel the ability to expand our beverage selection would greatly improve the overall experience for many attendees at Copeland Park and all the while, continuing to pursue an environment that is fan and corporate friendly.

Our plan with this license, should we be granted, is to use it only in select areas of the venue. It will not be a part of the cabins, suites or deck areas as part of the ticket sale. This product (liquor) will be featured in the sports bar area in the ballpark and only a limited number of hard liquors will be featured (gin, vodka and rum). We have a solid relationship with our beer vendors/distributors and want to respect our long-standing partnership with them, which is the reason for the limited menu selections.

Continued.....



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As an organization, we would comply with all regulations that go with this responsibility including, but not limited to, education, training of staff, ordering process, health and building inspection etc.

To have full disclosure, we understand that this license would be active year-round. However, being an outdoor venue and seasonal operation, the ballpark gets winterized from the Park & Rec and City Water Department to avoid freezing water lines and minimizing additional costs when not in use. This winterization process usually starts around the end of October and is activated again when the weather is consistently above freezing. Due to these restrictions we would have a difficult time hosting events every 90 days in the middle of winter to comply with the license requirements. For these reasons we are requesting permission that, if granted a "Class B" Beer and Liquor License, we would like your approval for La Crosse Baseball, LLC, to have the ability to use the discontinuation of activity policy that was approved last March, to allow us to continue to hold the license without hosting an event during our non-event season (November through April).

Throughout this process, we have been in communication with Teri Lehrke and Nikki Elsen from the City Clerks office, Jared Flick from the Park & Rec Department and Chief Inspector David Reinhart to make sure we are covered from the State's and County's perspective as well as making sure our lease allows us this opportunity.

We welcome any question you might in regards to this letter. We greatly appreciate your time, consideration and partnership.

Sincerely,

Dan and Ruth Kapanke
Owners
La Crosse Baseball, LLC