



HATCHERY

A confluence that fuels the love of all things La Crosse

Public Input Session
Marty Walleser & Tiffany Smith

Main Multi Purpose Space – inside main building



West wing of the building - where would we have the bar



All floors, ceilings, and walls need significant repairs.



Sprinkler system to be added for safety for all and to protect the building.



As you can see there is no HVAC,
lights, and/or electrical.



The building is crumbling. Current burden for taxpayers and park visitors.



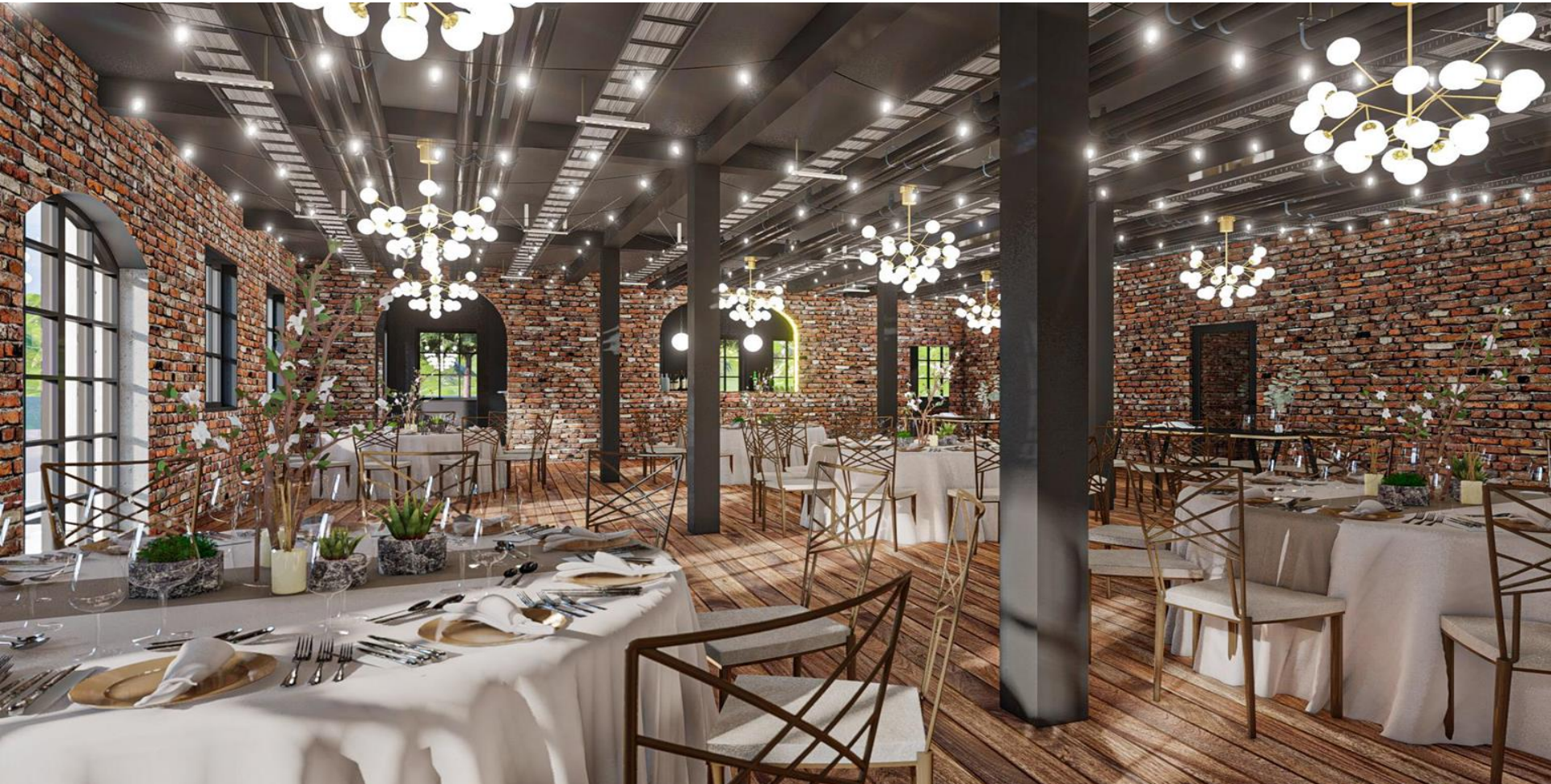


Proposed Renderings

Entrance from East Outdoor Garden Patio - Currently a parking lot



Main Multi-Use Space - Looking west towards the river



Another Main Multi-Use Space – West end of the build



2nd floor balcony overlooking west side of the park (La Crosse Queen area)
We want as many views of where the three rivers meet as architecturally possible.



Current 2nd Floor Conditions

Current Main Hallway - Layout cannot be altered due to historical registry



2nd floor mail Room



Current non ADA basic bathroom



Break Room



2nd Floor – Single Reservation Bed & Breakfast

A thoughtfully designed space with exquisite attention to detail to showcase the historic integrity of the building.

Lovingly restored to maintain all historic charm, with modern amenities and a curated collection of fine furnishings

- European Style: 1 unit, 5 Bedrooms
- 3 Bathrooms
- Full Kitchen with modern appliances
- Living room
- Capacity - 10 Guests



Inspiration.

Minneapolis, MN Events Center - Riverside

“The Riverside at Minneapolis Event Centers celebrates the renovation of a historic building overlooking the river front. A custom-made fiber optic chandelier is the focal point of the room. Abundant natural light, elevated ceilings, and stunning views of downtown fuse to create a magically inviting space. Riverside offers a highly unique and versatile space for special events and production.”



Destination Event Venue.

Main Building Costs

Sprinkler System

Prep Kitchen

A&E Fees

Flooring & Ceilings

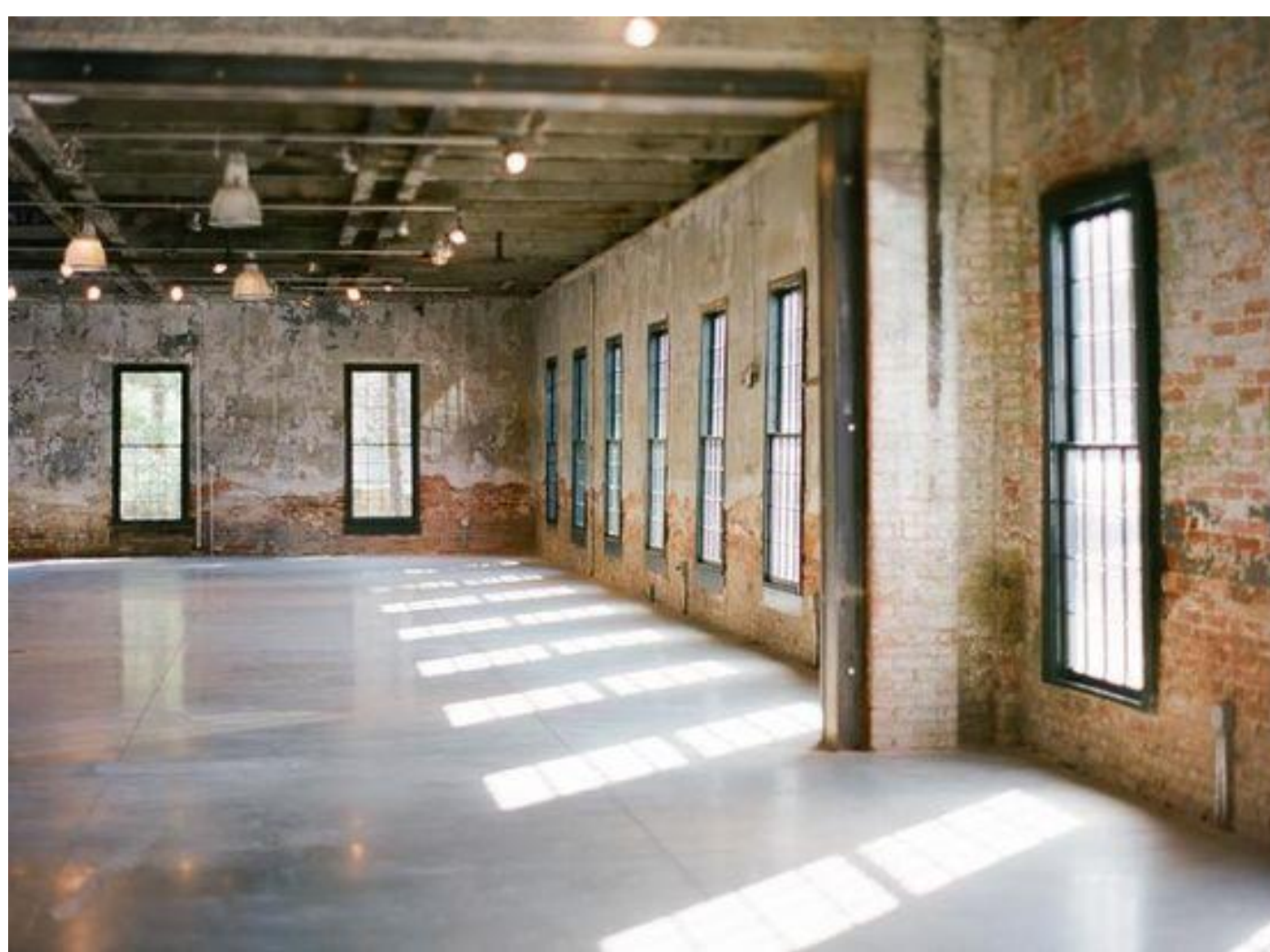
Masonry Work & Walls

Electrical/Plumbing

Fixtures & Furnishings

Doors & Trim

**Estimated Private Build
Out Costs: \$800,000.00**



Looking East – Outdoor Garden Inspired Patio



Looking North - Outdoor Garden Inspired Patio (Initial Renderings)



Outdoor Garden Patio

Park Visitors and event goers will have full access to a quaint and quiet outdoor garden patio. Currently a small crumbling 7 car parking lot.

- Full outdoor seating
 - Full WIFI
- Family friendly
- International garden themed collaboration to highlight another sister city
- Promotion of tranquility vibe
- Acoustic music performance pad
- Local vendor partnerships to provide:
 - Coffee, Food & Ice Cream

Community Garage Space

Hatchery Riverside Garage

- Historically restored and modernized for full year round usability (heat and ac)
- **Full Gift Shop & Tourist Information**
 - Local information
 - Local apparel and Souvenirs
 - Local cheeses and treats
- **Full Tranquility Collaboration Lounge**
 - International garden themed
 - Local art sales
 - Pay it forward boards
 - Fundraiser and charity event calendar
- **2nd Floor Multi-Purpose Room**

Outdoor Garden Patio

Celebrating local history and local dreams.

Summer Hours

- 1:00pm - 9:00pm Monday-Sunday

Winter Hours

Limited - Event based schedule

~All events and hours follow strict park rules and city ordinances.~



Looking to Best Practices & Places

Madison, WI

- Olbrich Park* (Botanical Gardens)
- Memorial Union Terrace**

Minneapolis, MN

- Dock & Paddle in the Lakeside Pavilion @ Como Park*



Green Bay, WI

- Green Bay Botanical Gardens**

* Private partnership with city

** Partnership with Educational Institution

Cities leading innovation in waterfront patio venues & City Park and Recreation collaborations - Milwaukee and Philadelphia



HOURS

Last Call 9 PM Daily

Mon-Thu	4 - 10 PM
Fri	3 - 10 PM
Sat/Sun/Holiday	Noon - 10 PM



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Garage & Patio Costs

Windows

Garage Doors

Tuck Pointing

HVAC

Basic Restructuring

Electrical/Plumbing

Fixtures & Furnishings

Parking lot demo and
repurposing

**Estimated Private Build
Out Costs: \$200,000**



Memorial Union Terrace

Sentiments from Letters of Supporter

“In the 25 years I’ve lived here, I have never had interest in stepping inside the Hatchery building, although I have awed at its history and charm. I was thrilled to learn of Hatchery LLC’s proposed plans and their passion for doing something great for the community.”

“Kudos to City of La Crosse - Parks, Recreation, and Forestry Department for continuing their streak of progressive park updates working with young, capable and proven entrepreneurs to add more beautiful veneers to our most visited park in town”

“The Hatchery project was conceived through a deep commitment to serving the greater La Crosse Community. Tiffany and Marty are dreamers and innovators driven by the opportunity to enhance and share a city they love.”

“This partnership between the city and two upcoming entrepreneurs represents a commitment to innovation and demonstrates that the La Crosse community is forward thinking and worth investing in.”

Public Input Informal Meetings

“Met with Tiffany & Marty to catch up on their plans to invest in, revitalize, update and enhance the now empty Hatchery bldg on the North end of Riverside Park. What a beautiful impeccable design they’re proposing” -Mario Youakim

Groups we’ve met with:

Rotary Lights

Beer By Bike Brigade

Riverfest

DMI board

Downtown Mainstreet

Private Downtown Business Owners seeking collaboration opportunities



Sentiments from Letters & Supporter

“As a long-time resident of La Crosse, I would be delighted to see the Hatchery building utilized and shared with the public. I greatly appreciate Tiffany and Marty’s interest in collaborating with local businesses and collectively creating an environment which is welcoming to a variety of people and events.”

“Why would we turn this down, especially coming out of a pandemic? What an incredible opportunity Tiffany and Marty are creating for our city.”

“This partnership between the city and two upcoming entrepreneurs represents a commitment to innovation and demonstrates that the La Crosse community is forward thinking and worth investing in.”

Sentiments from Letters of Supporter

“I was ecstatic to hear that the rezoning includes the plan to preserve the exterior look of the building while creating infrastructure for large groups to enjoy the building and the surrounding park. This seems like the obvious and very good use of the space especially given its proximity to the large green area of the park.”

“This space offers a beautiful alternative that still highlights our incredible settings on the Mississippi River. Not only that, but Tiffany and Marty are incredibly generous and community minded.”

“Obviously, there’s a bit of a trade-off here, but it seems to me that the opportunity to make Riverside Park appealing to a larger audience, to provide the city with an increased revenue source, and provide an economic vehicle for preserving historical building in a sustainable way on balance is much more valuable than the negative affect that would be applied to the apartments nearby.”