



12/04/2024

To Whom It May Concern:

My name is Erica, and I am the Board President of the La Crosse Area Farmers Market Association. I am writing in support of the City of La Crosse Planning Department's Vibrant Spaces grant application. Our organization has been coordinating Friday (and sometimes Saturday) farmer and artisan markets in the Cameron Park area of downtown La Crosse, Wisconsin since the 1990s. The Cameron Park Farmers Market is a staple of our downtown, and is a draw to many in the area each week of the season, from May through October outdoors, and then the market moves indoors for November and December.

We believe the addition of a farmers market and other programming in La Crosse's Northside — Caledonia Street and the adjacent businesses — would bring positive attention and drive more people to the area, thus helping the local economy. La Crosse has also seen a decline in the number of farmers markets in the area since COVID, including one that was previously on the Northside on Wednesdays, so an addition of even a once-monthly market there would be a vast improvement. Our organization is willing to work with the City Planning Department to hash out details of including a market on the Northside, as time allows.

Please feel free to reach out with any questions in regards to their application or our organization. Thank you for your consideration of this exciting project for the La Crosse area!

Sincerely,

Erica Black

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