



February 4, 2017

Salmon Unlimited – Wisconsin Inc. is a Racine based 501 C 3 charitable organization. The organization was founded in the early 1970's, and was incorporated in 1978.

Salmon-A-Rama (AKA The Big One) is a local Freshwater Salmon tournament on Lake Michigan with headquarters in Racine, Wisconsin. The event originally started in 1972 and has been an ongoing festival in the City of Racine ever since. Salmon-A-Rama was originally sponsored by the Optimist Club. Although Salmon Unlimited was involved with the fishing contest portion of Salmon-A-Rama from the beginning, in 2006 we took over the entire event.

The Salmon-A-Rama fishing contest and festival is one way Salmon Unlimited – Wisconsin, Inc. helps continue the clubs mission statement of educating, promoting a clean environment, and ensuring a stable fishery for generations to come.

The event has grown at a rapid pace. We have outgrown its current location at Reefpoint Marina. Our sponsors would like to grow this 9 day tournament by promoting products at the event. Currently Yamaha Outboard motors has become a major sponsor and they alone have 4 dealers that would like to bring 2 boats each to have on display. They plan to bring in manpower to promote these products. The City of Racine as a whole benefits from Salmon-A-Rama and this sponsorship, as these individuals will need hotel rooms, food, gas, etc. The logical location to hold this event is Pershing Park as it is located on the lakefront and provides the additional needed space to expand. The exact area of the park will be determined at a later time by the PRCS. Salmon Unlimited will bring in tents and port-a-potties for the event.

We are planning a 10 day festival on July 14-23 with bands playing Thursday, Friday and Saturday evenings. This year we will need 2 days of setup, on July 12 and 13. We will also need two days to tear down on July 24 and 25. The speakers will be set-up to face the lake so amplified music does not affect the surrounding community and all permits will be applied for in accordance with city and state law. The event will have food and beverages daily. A permit will be obtained for sale of malt beverages on site. The tent will be approximately 80' by 90' and will be rented locally under permit as in past years.

This year's event will have a few days dedicated to our youth with special events, learning stations, clowns, etc. This is to help promote a family style of festival that all can enjoy. When bands are playing the area will have security on premises for safety. The security officers will typically stay until event closing. On weekends Salmon-A-Rama normally closes at 11:59 pm, which also will have to be approved as this is past the normal 10:00 p.m. park hours. This extension will only be needed on the Fridays and Saturdays during the event. The area will be fenced off with temporary fencing at the cost of Salmon Unlimited. If possible, we are also interested in using the bicycle path along the lake to operate golf cart shuttles from parking areas near the Library and Festival Hall.

Salmon-A-Rama currently hosts 4,000 participants from 156 cities in Wisconsin and 47 U.S. States as well as 10 other countries including Canada, Germany, China, India, Bosnia, Australia, Finland, and the United Kingdom. During the 9 day event, we expect an average of 35,000-45,000 people to attend.

In the months of just June and July our website will receive approximately 207,000 views. In 2012, we actually overloaded the host Fat Cow and had to be assigned to Go-Daddy.

Waiving fees for Salmon-A-Rama to use the park would be extremely beneficial to Salmon Unlimited – Wisconsin Inc. We want to keep our costs low so we can keep prices low for food, beverages, and entertainment. As stated previously, we want to make Salmon-A-Rama an affordable family event for Racine families. Salmon-A-Rama is also our largest fund raiser, so it needs to provide Salmon Unlimited with enough funds to do good things in our community during the year.

Our organization has done many good deeds in Racine that may have gone unnoticed. Last year Salmon Unlimited gave away over 200 rod and reel combos to urban area children free of charge at our Kids Clinic event. This event included a day of education, lunch, and fishing. This year we have already purchased 350 rod and reel combos to give away to children attending our Kid's Clinic in April.

Below is a list of some of activities Salmon Unlimited is planning for 2017.

- Partnering with other organizations to do a Root River clean up
- Military Veterans fishing outing with lunch provided
- Giving Lincoln Park Fish Weir a face lift by fixing the mechanical door and painting block walls
- Big Sisters of Racine fishing outing with lunch provided
- Partnering with the DNR and other organizations to showcase the Lincoln Park Fish Weir
- Kid's Fishing Clinic at Quarry Lake Park with lunch provide as well as fun and learning

A huge accomplishment for Salmon Unlimited was the donation given to the Racine Women's Resource Center to ensure all the families who are struggling at their facility received a Christmas gift. We think our \$1,000 donation did more than just provide gifts; it let the families staying at the Women's Resource Center know a local organization cares about them.

I hope this gives a bit of insight on what Salmon-A-Rama and Salmon Unlimited actually mean to Racine. We hope to keep this prestigious event in our home town and hope you consider the needs of our organization to help grow this event and grant the space needed to do so.

Sincerely,

Jim LaFortune - Salmon-A-Rama Chairman

Chris Strege – President Salmon Unlimited – Wisconsin Inc.

Steve Bernstein - Treasurer Salmon Unlimited – Wisconsin Inc.