

TO:
Mayor, John Dickert
City Administrator, Thomas Friedel
PRCS Director, Tom Molbeck
Common Council

Dear Sir or Madam,

I'm sure most of you know that Salmon-a-Rama is a fishing tournament headquartered in Racine WI. You may not know that it has been held at Reefpoint Marina, on County property the last several years. We would like to move the Salmon-a-Rama and the accompanying festival onto City property in 2017 and beyond.

While Festival Hall would seem to be the perfect venue, it is not available most of July, due to the Ironman Triathlon and Italian Festival. In reality, even if it were available, the cost would probably be prohibitive. We consulted Jena Kohlman at Parks and Recreation, and she suggested a portion of Pershing Park just north of Gateway College's Parking Lot. She told us that there is usually a fairly substantial fee to use that property for a festival, but the fees could be waived by a resolution of the common council. The members of Salmon Unlimited – Wisconsin Inc. are therefore asking the Common Council to consider such a resolution.

So who is "Salmon Unlimited – Wisconsin, Inc. and why should the City of Racine consider helping them?"

Salmon Unlimited – Wisconsin Inc. is a non-profit Racine based organization whose purpose is to promote and preserve fishing. We are currently a 501 c4, but have filed for 501 c3 status with the IRS. We expect to be granted 501 c3 status (charity) in January 2017, at which time contributions made to us will be tax deductible.

Here is a list of some of the activities we do:

- Salmon Unlimited Open (Fishing Tournament) in June
- Salmon-a-Rama (Fishing Tournament) in July
- University Scholarships (usually 2 or 3 given each year)
- Military Veterans Outing
- Big Sisters of Racine Outing
- Weir Day / Weir improvement (Held every October at Lincoln Park in conjunction with the WI DNR)
- Youth Fishing Clinic (Held every April at Quarry Lake Park) In 2016 we gave away 200 rods and reels.
- Supporting Local 501c3 Organizations (In 2016 we gave \$1000 to the Women's Resource Center)

What's the benefit to the City of Racine?

Last year's Salmon-a-Rama event had more than 2900 contestants. An additional 18,000-20,000 people attended the festival during the 10 day event. Many of these people parked in City parking ramps. This event not only supports Salmon Unlimited, it also supports local stores, gas stations, restaurants, hotels and tackle shops. We endeavor to make Salmon-a-Rama a family friendly event. Last year we had one Kid's Day, next year we will have two.

We welcome the idea of teaming up with the city and growing this event for future generations.

Thank you,
Jim LaFortune
Chairman, Salmon-a-Rama

Chris Strega
President, Salmon Unlimited – Wisconsin, Inc.

