

January 30, 2019

Dear Jaimie,

I was a bit shocked to see the price increase of Pershing Park for 2019. I understand that inflation is a part of life and helps with repairs and improvements of the parks for all to enjoy for generations to come. The event Salmon-A-Rama has basically 2 parts and the first consisting of the fishing tournament which has increased in participation every year since Salmon Unlimited taking it over, and ensuring that the home roots remain in Racine, WI. The second part is the festival which is held at Pershing Park for the community to visit and spend quality family time with no admission charged. The festival is extremely expensive and usually is a break even endeavor with little profit to keep a nonprofit going. We have considered eliminating the festival for monetary reasons which date back several years and even before Salmon Unlimited. There was a great article written by the Journal Times which is archived as this event making more off the tournament than the festival. The reason we keep the festival at this point is the negative feedback we receive from those living in Racine who consider this event a staple of this town.

The businesses of Racine benefit from this event with visitors in a more positive way than the event itself. The overhead is absolutely devastating to any net profit from being achievable. This year we have went outside the box to really bring in events that will be aimed at all residents of Racine to have a good time, but more importantly is the events that will bring in those from outside the area. The motels, restaurants, and stores will see new faces because of the efforts from Salmon Unlimited to bring back an attraction that is aimed for everyone.

I understand the event is taking up City space and a fee has to be charged. The event is from July 13th- July 22nd. I am asking the City to consider waving the set up time for the event. This would be July 9th,10th,11th, and tear down on July 23rd. These days are necessary to bring in the tent, and all the equipment, but these days do not allow for Salmon-A-Rama to have any sales to offset the fee for renting the park. This is crucial for the event to be successful without being thousands of dollars behind in rental fees, I appreciate any consideration that can be made to help this event be successful.

Sincerely,

Jim LaFortune

(SAR Chairman)