

Lydia Schmalz & Jennifer Brahm
328 Center St.
Neenah, WI 54956

To: The Director of Public Works
1900 Grand Chute Blvd.
Appleton WI, 54913

Dear Director of Public Works:

Last summer, we were graciously granted the use of the Washington Street ramp behind the Luna Lounge/Drinks Inc for the date of July 26th, 2014. The ramp was used for an automotive event we created called Top Shelf Official Meet. We weren't sure what to expect, but to much of our excitement, Top Shelf was a success. The meet went from 4:00pm until 9:00pm and it was on the top three floors of the ramp. We did not charge an entry fee, but we did keep the \$2.00 fee to enter the ramp in place. We also supplied garbage cans and received permission from many businesses on College Avenue for restroom use. Top Shelf included two DJs, five vendors, raffles and wristbands from the Luna Lounge and Brau Haus, and we also raffled off gift certificates from Colt's Timeless Tattoos and Jimmy John's. We asked that event goers bring canned goods and non-perishables to donate to the local food pantry.

We had more than 400 cars in attendance and even more people. The vendors that had a place in our meet sold a good amount of their merchandise, and businesses such as Jimmy John's and Sal's Pizza benefited greatly. The feedback that Jennifer and I received throughout the day was better than we could have dreamed. We were constantly being congratulated for our success on a larger event. Everybody loved the ramp idea, the DJs, the vendors, and that it was close to College Avenue should they need food or drink. We even heard feedback from people who were not able to attend but saw photos and videos of the event. They all regretted not going, and assured us that they will be attending in the future. Potential vendors have also reached out to us in hopes to attain a spot in 2015.

There were a few minor issues with people that had brought dogs or were smoking, but we believe that it was because people didn't realize these things were not allowed in the ramp. Otherwise, most people were respectful, they utilized the garbage cans we had provided, and the police officers that showed up to the event were enjoying their time as well. We weren't sure what to expect, but for an event that size, it went smoothly.

We are writing this letter in the hopes that we will be able to use the Washington Street ramp again for our second annual Top Shelf Official Meet. We have chosen the date of July 25th, 2015 and we will be checking The PAC and surrounding areas for any events that may conflict. There are a few things we'd like to do differently as well: such as ask for motorcycles to be allowed on a small and designated portion of the ramp and ask for more space. We will be adding recycling bins this year, as we had forgotten to last year, and we will be looking into one or two porta-potties to possibly keep on the sidewalk next to Drinks Inc. We are also curious about a couple things, such as whether or not we'd have to fill out an application again, and if the process is different this time since we already held the event once.

Overall, we are very excited in the hopes that Top Shelf may return this year, and we plan for it to be even better than it was last year. We want to continue to grow, and we love helping out our community as well as supplying a fun and safe atmosphere where our friends and community can get together and enjoy the things they love.

We hope to hear from you soon.

Sincerely,

Lydia Schmalz & Jennifer Brahm



"...meeting community needs...enhancing quality of life."

DEPARTMENT OF PUBLIC WORKS

Engineering Division

100 North Appleton Street

Appleton, WI 54911

(920) 832-6474

FAX (920) 832-6489

Adopted April 2014

CITY OF APPLETON PARKING RAMP USAGE POLICY

This policy has been developed to clarify the acceptable uses of the City-owned parking ramps. Because of safety concerns of mixing large groups of pedestrians with vehicles, extremely limited access for emergency vehicles, and no available public bathrooms, the approved usage of the City owned ramps is reserved solely to provide for public parking. No public assembly uses will be permitted in the City-owned parking ramps unless express permission is granted by the Common Council.