

Shirley Rukcic

From: Tim Lorson <director@mardigrasinc.com>
Sent: Wednesday, December 17, 2025 6:16 PM
To: Shirley Rukcic
Cc: Lenny Freeman; Angela Pearson; caroline@mardigrasinc.com
Subject: Re: Permission Letter for Soulard Lot

Thanks, Shirley!!!!
Sent from my iPhone

> On Dec 17, 2025, at 5:45 PM, Shirley Rukcic <Rukcics@stltreasurer.org> wrote:

>
> Hi Tim- See attached.

>
> Regards,

>
> Shirley Rukcic (she/her)
> Chief of Staff & Counsel
> 133 S. 11th St., Ste. 530
> St. Louis, MO 63102
> 314.366.3080

>
>
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> -----Original Message-----

> From: Timothy Lorson <director@mardigrasinc.com>
> Sent: Wednesday, December 17, 2025 3:55 PM
> To: Lenny Freeman <FreemanL@stltreasurer.org>; Shirley Rukcic <Rukcics@stltreasurer.org>; Angela Pearson <Pearsona@stltreasurer.org>
> Cc: caroline@mardigrasinc.com
> Subject: Permission Letter for Soulard Lot

>
> Lenny-

>
> I hope you received the checks (rental fee and deposit) I dropped last week for the usage of the Soulard Lot at the February 14 Grand Parade.

>
> I realize we are working on finalizing the contract language, I assume we will get that done here in the near future.

>
> At our safety meeting today we got a curveball thrown at us by state liquor. They moved the deadline to apply for liquor licenses by two weeks. Therefore, we need to get the attached letter on your letterhead and signed by end of day tomorrow. It's a form letter we have used in past years just updated with this year's dates.

>
> Let us know if you have any questions.

>
> Thanks.

>
> Tim

>

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> <Mardi Gras Inc. support letter 12.17.25.pdf>

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Re: Mardi Gras application

From Timothy Lorson <director@mardigrasinc.com>

Date Mon 11/24/2025 2:32 PM

To Lenny Freeman <FreemanL@stltreasurer.org>

Thanks, enjoy your holiday week!

On Nov 24, 2025, at 2:25 PM, Lenny Freeman <FreemanL@stltreasurer.org> wrote:

No problem Tim.

Have a great Thanksgiving!

Sent via the Samsung Galaxy Z Flip6, an AT&T 5G smartphone
Get [Outlook for Android](#)

From: Timothy Lorson <director@mardigrasinc.com>

Sent: Monday, November 24, 2025 2:23:19 PM

To: Lenny Freeman <FreemanL@stltreasurer.org>

Subject: Re: Mardi Gras application

Lenny-

Just chatted with the attorney, due to his current workload, pre-Thanksgiving deadlines, and of course this being that week, he hasn't even had a chance to look at it just yet. I did read through it and didn't see anything that necessarily alarmed me, but, of course, I'm not an attorney, which is why we have him review it.

All of this to say I do not anticipate any problems but it might be next week that he gets through it and I turn it right back around. We are super pumped about what we have planned for the lot and early sales have been strong!

Please let me know if you any issues or concerns.

Thanks and have a great Thanksgiving!

Tim

On Nov 21, 2025, at 2:31 PM, Lenny Freeman <FreemanL@stltreasurer.org> wrote:

Sounds good, thank you.

Sent via the Samsung Galaxy Z Flip6, an AT&T 5G smartphone
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From: Timothy Lorson <director@mardigrasinc.com>

Sent: Friday, November 21, 2025 2:30:29 PM

To: Lenny Freeman <FreemanL@stltreasurer.org>

Subject: Re: Mardi Gras application

Lenny-

I did not forget about you and the lease. As is our standard practice our attorney is just going over it. He hopes to have it back to me later today. Definitely have it in your hands no later than Monday.

Thanks.

Tim

On Nov 20, 2025, at 1:37 PM, Lenny Freeman <FreemanL@stltreasurer.org> wrote:

Sounds good

Sent via the Samsung Galaxy Z Flip6, an AT&T 5G smartphone
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From: Tim Lorson <director@mardigrasinc.com>
Sent: Thursday, November 20, 2025 1:30:24 PM
To: Lenny Freeman <FreemanL@stltreasurer.org>
Subject: Re: Mardi Gras application

Lenny-

I'll review and get it back to you when I get back in the office later today.

Thanks!

Tim
Sent from my iPhone

On Nov 20, 2025, at 1:09 PM, Lenny Freeman <FreemanL@stltreasurer.org> wrote:

Hi Tim

Here is the 2026 Mardi Gras Inc Agreement, please review, sign and return.

Thank you!

From: Timothy Lorson <director@mardigrasinc.com>
Sent: Monday, October 13, 2025 10:25 AM
To: Lenny Freeman <FreemanL@stltreasurer.org>
Cc: Shirley Rukcic <Rukcics@stltreasurer.org>; Angela Pearson <Pearsona@stltreasurer.org>
Subject: Re: Mardi Gras application

Lenny-

Thanks for the news!

We are very excited and look forward to working with you to deliver a top notch experience at the February 14, 2026 Bud Light Grand Parade. We will have all deposits, COI's naming the City of St. Louis and Treasurer as additional insured.

Please let me know if there is anything else we need to provide.

Thanks, again.

Tim

On Oct 13, 2025, at 10:03 AM, Lenny Freeman <FreemanL@stltreasurer.org> wrote:

Please see the attached
<2026 Mardi Gras Application - winner.docx>

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<2026 Soulard Mardi Gras Parking Lot Lease.docx>

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RE: Soulard Lot

From Lenny Freeman <FreemanL@stltreasurer.org>
Date Thu 12/4/2025 12:18 PM
To Timothy Lorson <director@mardigrasinc.com>

Hi Tim,

Having our attorney review the changes and will get it back to you soon.

From: Timothy Lorson <director@mardigrasinc.com>
Sent: Wednesday, December 3, 2025 3:34 PM
To: Lenny Freeman <FreemanL@stltreasurer.org>
Subject: Soulard Lot

Lenny-

Thanks for your patience as our attorney worked through, he made some changes to make it specific to this use. Here are his notes for context:

The changes generally fall into these categories:

- Minor revisions to clean up terminology, typos, and otherwise provide clarification (e.g., consistently referring to the parking lot as the “Demised Premises”; suggested addition of a depiction of the Demised Premises for clarity; etc.).
- Language about cooperating to agree upon layout and Safety Plan as soon as practicable.
- Clarification that Tenant is only responsible to repair damage that it (or the Event) causes.
- Clean-up of indemnification language to make Tenant liable only for claims that occur during the Term and that relate to Tenant’s use of the Demised Premises for the Event (i.e., not *any* occurrences that may happen on a public parking lot), and to state that the parties waive claims to the extent of available insurance.
- Deletion of termination provision, given that Mardi Gras presumably will need to be able to rely on its right to use the Demised Premises once the Lease is signed (and not have the City terminate the Lease prior to the Event occurring for no reason).

With that said we are glad to discuss to make sure everybody is good with the agreement before we all sign. As soon as we sign I'll deliver the rent and deposit check.

Let me know if you have any questions or concerns.

Thanks.

Tim

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Soulard Lot

From Timothy Lorson <director@mardigrasinc.com>

Date Wed 12/3/2025 3:34 PM

To Lenny Freeman <FreemanL@stltreasurer.org>

 1 attachment (44 KB)

Parking Lot Agreement (rev. 12-3-25, clean).docx;

Lenny-

Thanks for your patience as our attorney worked through, he made some changes to make it specific to this use. Here are his notes for context:

The changes generally fall into these categories:

- Minor revisions to clean up terminology, typos, and otherwise provide clarification (e.g., consistently referring to the parking lot as the "Demised Premises"; suggested addition of a depiction of the Demised Premises for clarity; etc.).
- Language about cooperating to agree upon layout and Safety Plan as soon as practicable.
- Clarification that Tenant is only responsible to repair damage that it (or the Event) causes.
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Let me know if you have any questions or concerns.

Thanks.

Tim

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RE: Redline Mardi Gras Lot Agreement

From Lenny Freeman <FreemanL@stltreasurer.org>

Date Mon 12/8/2025 12:21 PM

To Timothy Lorson <tdlorson@icloud.com>

Cc Ben Evans <ben@benjaminevanslaw.com>

Thanks Guys! Hopefully we'll get back to you soon.

From: Timothy Lorson <tdlorson@icloud.com>

Sent: Monday, December 8, 2025 12:19 PM

To: Lenny Freeman <FreemanL@stltreasurer.org>

Cc: Ben Evans <ben@benjaminevanslaw.com>

Subject: Redline Mardi Gras Lot Agreement

Lenny-

Here is the redline agreement per your request.

I've cc'ed our attorney Ben Evans to streamline the process for the attorneys.

Let me know if you have any questions.

Thanks

Tim

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Sent from my iPhone



Outlook

Re: Soulard Lot

From Timothy Lorson <director@mardigrasinc.com>

Date Mon 12/8/2025 10:27 AM

To Lenny Freeman <FreemanL@stltreasurer.org>

Hey, Lenny-

I'll have Ben send it.

Thanks.

Tim

On Dec 8, 2025, at 10:26 AM, Lenny Freeman <FreemanL@stltreasurer.org> wrote:

Hi Tim,

Please send the Red Line document with the changes made by your attorney. It would make it easier for them to see all the changes made.

Thank you!!

From: Timothy Lorson <director@mardigrasinc.com>

Sent: Thursday, December 4, 2025 4:26 PM

To: Lenny Freeman <FreemanL@stltreasurer.org>

Subject: Re: Soulard Lot

Sounds great!

Thanks, Lenny.

Stay warm!

Tim

On Dec 4, 2025, at 12:18 PM, Lenny Freeman
<FreemanL@stltreasurer.org> wrote:

Hi Tim,

Having our attorney review the changes and will get it back to you soon.

From: Timothy Lorson <director@mardigrasinc.com>
Sent: Wednesday, December 3, 2025 3:34 PM
To: Lenny Freeman <FreemanL@stltreasurer.org>
Subject: Soulard Lot

Lenny-

Thanks for your patience as our attorney worked through, he made some changes to make it specific to this use. Here are his notes for context:

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- Minor revisions to clean up terminology, typos, and otherwise provide clarification (e.g., consistently referring to the parking lot as the "Demised Premises"; suggested addition of a depiction of the Demised Premises for clarity; etc.).
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- Deletion of termination provision, given that Mardi Gras presumably will need to be able to rely on its right to use the Demised Premises once the Lease is signed (and not have the City terminate the Lease prior to the Event occurring for no reason).

With that said we are glad to discuss to make sure everybody is good with the agreement before we all sign. As soon as we sign I'll deliver the rent and deposit check.

Let me know if you have any questions or concerns.

Thanks.

Tim

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Outlook

Re: Mardi Gras application

From Social Bar & Grill Soulard <sbg.stl@gmail.com>

Date Mon 10/13/2025 1:06 PM

To Lenny Freeman <FreemanL@stltreasurer.org>

Wait what???

I'm confused.

This is inconsistent with what we were told!

Aprille Trupiano

Social Bar & Grill

www.SocialBarandGrillSoulard.com

3 John 2: "Beloved, I pray that you may prosper in all things and be in health, just as your soul prospers."

On Mon, Oct 13, 2025, 10:07 AM Lenny Freeman <FreemanL@stltreasurer.org> wrote:

| Please see attached

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Outlook

Mardi Gras application

From Lenny Freeman <FreemanL@stltreasurer.org>

Date Mon 10/13/2025 10:06 AM

To sbg.stl@gmail.com <sbg.stl@gmail.com>

Bcc Shirley Rukcic <Rukcics@stltreasurer.org>; Angela Pearson <Pearsona@stltreasurer.org>

 1 attachment (18 KB)

2026 Mardi Gras Application - non winner.docx;

Please see attached

Lenny Freeman

From: Timothy Lorson <director@mardigrasinc.com>
Sent: Monday, October 13, 2025 10:25 AM
To: Lenny Freeman
Cc: Shirley Rukcic; Angela Pearson
Subject: Re: Mardi Gras application

Lenny-

Thanks for the news!

We are very excited and look forward to working with you to deliver a top notch experience at the February 14, 2026 Bud Light Grand Parade. We will have all deposits, COI's naming the City of St. Louis and Treasurer as additional insured.

Please let me know if there is anything else we need to do or provide.

Thanks, again.

Tim

On Oct 13, 2025, at 10:03 AM, Lenny Freeman <FreemanL@stltreasurer.org> wrote:

Please see the attached
<2026 Mardi Gras Application - winner.docx>

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Lenny Freeman

From: Timothy Lorson <director@mardigrasinc.com>
Sent: Thursday, October 9, 2025 8:58 AM
To: Shirley Rukcic
Cc: Adam Layne; Lenny Freeman; Angela Pearson; Robert Epperson
Subject: Re: Social House/City of St. Louis - 2026 Mardi Gras Parking Lot Lease

Thanks, Shirley

On Oct 9, 2025, at 8:55 AM, Shirley Rukcic <Rukcics@stltreasurer.org> wrote:

Good morning Tim- I have not. I will reach out today.

Regards,

Shirley Rukcic (she/her)
Chief of Staff & Counsel
133 S. 11th St., Ste. 530
St. Louis, MO 63102
314.366.3080

<image001.png>

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From: Timothy Lorson <director@mardigrasinc.com>
Sent: Thursday, October 9, 2025 7:50 AM
To: Shirley Rukcic <Rukcics@stltreasurer.org>
Cc: Adam Layne <laynead@stltreasurer.org>; Lenny Freeman <FreemanL@stltreasurer.org>; Angela Pearson <Pearsona@stltreasurer.org>; Robert Epperson <repperson@dowdbennett.com>
Subject: Re: Social House/City of St. Louis - 2026 Mardi Gras Parking Lot Lease

Hi, Shirley!

Just circling back to see if you've heard from the city counselor.

Thanks.

Tim

On Oct 3, 2025, at 8:41 AM, Shirley Rukcic <Rukcics@stltreasurer.org> wrote:

Good morning- Not sure on when. I will reach out to them mid next week if I don't hear back.

Regards,

Shirley Rukcic (she/her)
Chief of Staff & Counsel
133 S. 11th St., Ste. 530
St. Louis, MO 63102
314.366.3080

<image001.png>
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From: Timothy Lorson <director@mardigrasinc.com>
Sent: Thursday, October 2, 2025 5:18 PM
To: Shirley Rukcic <Rukcics@stltreasurer.org>
Cc: Adam Layne <laynead@stltreasurer.org>; Lenny Freeman <FreemanL@stltreasurer.org>; Angela Pearson <Pearsona@stltreasurer.org>; Robert Epperson <repperson@dowdbennett.com>
Subject: Re: Social House/City of St. Louis - 2026 Mardi Gras Parking Lot Lease

Thanks, Shirley for the quick reply.

When do you anticipate an answer from the city counselor's office?

Thanks again.

Tim

On Oct 2, 2025, at 3:39 PM, Shirley Rukcic <Rukcics@stltreasurer.org> wrote:

Hi Tim- We did place a hold on the process. Two applications were received, Mardi Gras Inc and Social House. Last Monday we received a letter from an attorney representing Social House threatening legal action regarding a previous contract with Social House. I'm waiting for input from the City Counselor's Office. If there is a negotiated solution to share the lot, we are open to consider.

Let me know if you have additional questions.

Regards,

Shirley Rukcic (she/her)
Chief of Staff & Counsel
133 S. 11th St., Ste. 530

St. Louis, MO 63102
314.366.3080

<image001.png>

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From: Timothy Lorson <director@mardigrasinc.com>
Sent: Thursday, October 2, 2025 1:12 PM
To: Adam Layne <laynead@stltreasurer.org>; Lenny Freeman <FreemanL@stltreasurer.org>; Shirley Rukcic <Rukcics@stltreasurer.org>; Angela Pearson <Pearsona@stltreasurer.org>
Cc: Robert Epperson <repperson@dowdbennett.com>
Subject: Fwd: Social House/City of St. Louis - 2026 Mardi Gras Parking Lot Lease

Treasurer Layne and Team-

We received this email from an attorney purporting to represent the Social House regarding the leasing of the Lot. This is the first we have heard about "the City of St. Louis has placed the RFP process on hold to give the parties a chance to determine whether there is a negotiated solution for use of the parking lot during and around the 2026 Mardi Gras Parage."

We'd appreciate an update on the status of the RFP process for the lot. And can you confirm that this is the process you are asking both parties to pursue.

As you know we have a number of key items (acquiring talent, reserving talent, confirming vendors, preparing ticketing, etc.) parked in a holding pattern until the lot issue is resolved.

In the interest of being transparent I have cc'ed our attorney Robert Epperson of Dowd Bennett, as the Social House has introduced a legal element into the equation.

Glad to discuss.

Thanks.

Tim

Begin forwarded message:

From: "Kaemmerer, Bryan" <bkaemmerer@mlklaw.com>
Subject: Social House/City of St. Louis - 2026 Mardi Gras Parking Lot Lease
Date: October 1, 2025 at 10:17:11 AM CDT
To: "director@mardigrasinc.com" <director@mardigrasinc.com>

Mr. Lorson,

I have been retained by Social House of Soulard in connection with the 2026 Mardi Gras Parking Lot Lease.

It is my understanding that you, or an entity with whom you are affiliated have submitted a competing bid for this lease in connection with the City of St. Louis' recent request for proposals.

I also understand that the City of St. Louis has placed the RFP process on hold to give the parties a chance to determine whether there is a negotiated solution for use of the parking lot during and around the 2026 Mardi Gras Parage.

Please let me know if you have time for a 5-10 minute call to begin a dialogue to determine if there is a solution that can benefit both parties.

If so, let me know a specific day/time later this week or early next week when you and I can have an introductory call.

I look forward to working with you on this matter.

Regards, Bryan

*Bryan M. Kaemmerer
McCarthy, Leonard & Kaemmerer, L.C.
825 Maryville Centre Drive, Suite 300
Town and Country, MO 63017-5946
(314) 392-5200
(314) 392-5221 (fax)
bkaemmerer@mlklaw.com
www.mlklaw.com*

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Lenny Freeman

From: Timothy Lorson <director@mardigrasinc.com>
Sent: Tuesday, September 16, 2025 11:32 AM
To: Lenny Freeman
Subject: Re: Submittal Followup

Thanks, Lenny. I heard that your team has been dealing with some very difficult circumstances, so sorry to hear about Kevin's passing.

Tim

> On Sep 16, 2025, at 11:29 AM, Lenny Freeman <FreemanL@stltreasurer.org> wrote:

>
> Hi Tim
>
> Sorry for the delay. Yes I received your application. We will be deciding in the next day or 2. Thank you for your submission and good luck!

>
> -----Original Message-----
> From: Timothy Lorson <director@mardigrasinc.com>
> Sent: Thursday, September 4, 2025 1:05 PM
> To: Shirley Rukcic <Rukcics@stltreasurer.org>
> Cc: Adam Layne <laynead@stltreasurer.org>; Angela Pearson <Pearsona@stltreasurer.org>; Lenny Freeman <FreemanL@stltreasurer.org>; Olivia Panopoulos <olivia@mardigrasinc.com>
> Subject: Re: Submittal Followup

>
> Hey, Shirley! Thanks for getting back so quickly.

>
> I hope Lenny is doing something fun!

>
> Tim

>
>> On Sep 4, 2025, at 11:56 AM, Shirley Rukcic <Rukcics@stltreasurer.org> wrote:

>>
>> Hi Tim! Lenny Freeman is overseeing this process and is out on vacation this week. He'll respond when he returns to the office next week.

>>
>> Thank you for your interest!

>>
>> Regards,

>>
>> Shirley Rukcic (she/her)
>> Chief of Staff & Counsel
>> 133 S. 11th St., Ste. 530
>> St. Louis, MO 63102
>> 314.366.3080

>>
>>
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Shirley Rukcic

From: Timothy Lorson <director@mardigrasinc.com>
Sent: Thursday, September 4, 2025 1:05 PM
To: Shirley Rukcic
Cc: Adam Layne; Angela Pearson; Lenny Freeman; Olivia Panopoulos
Subject: Re: Submittal Followup

Follow Up Flag: Follow up
Flag Status: Flagged

Hey, Shirley! Thanks for getting back so quickly.

I hope Lenny is doing something fun!

Tim

> On Sep 4, 2025, at 11:56 AM, Shirley Rukcic <Rukcics@stltreasurer.org> wrote:

>

> Hi Tim! Lenny Freeman is overseeing this process and is out on vacation this week. He'll respond when he returns to the office next week.

>

> Thank you for your interest!

>

> Regards,

>

> Shirley Rukcic (she/her)

> Chief of Staff & Counsel

> 133 S. 11th St., Ste. 530

> St. Louis, MO 63102

> 314.366.3080

>

>

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> -----Original Message-----

> From: Timothy Lorson <director@mardigrasinc.com>

> Sent: Thursday, September 4, 2025 11:40 AM

> To: Adam Layne <laynead@stltreasurer.org>; Shirley Rukcic <Rukcics@stltreasurer.org>; Angela Pearson <Pearsona@stltreasurer.org>; Lenny Freeman <FreemanL@stltreasurer.org>

> Cc: Olivia Panopoulos <olivia@mardigrasinc.com>

> Subject: Submittal Followup

>

> Treasurer Layne & Team-

>

> We are excited to have submitted our proposal for use of the Soulard Lot at the February 14 Bud Light Grand Parade. Is there a timeline for announcing who will be chosen to use the lot. As you can imagine we have a number of partners (sponsors, talent, vendors, etc.) that are champing at the bit to get started, and we'd like to give them an idea of when we will know whether or not we have been selected.

>

> As always I'm glad to answer any questions you may have. Our goal is to make this a win-win-win-win for your office, the City of STL, Soulard, and Mardi Gras.

>

> Thanks for your consideration.

>

> Tim

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Lenny Freeman

From: Lenny Freeman
Sent: Wednesday, August 6, 2025 6:48 AM
To: Timothy Lorson; tdlorson@gmail.com
Subject: Mardi Gras application

GM Tim,

We have put the Mardi Gras application on the Treasurer's website. To apply for Soulard Lot, go to <https://www.stltreasurer.org/> click on "Contact Us", then click on Soulard Lot and follow the instructions.

Good luck and look forward to seeing your application.

Lenny Freeman

From: Timothy Lorson <director@mardigrasinc.com>
Sent: Wednesday, August 6, 2025 8:26 AM
To: Lenny Freeman
Cc: tdlorson@gmail.com
Subject: Re: Mardi Gras application

Good Morning, Lenny!

Thanks.

Tim

On Aug 6, 2025, at 6:47 AM, Lenny Freeman <FreemanL@stltreasurer.org> wrote:

GM Tim,

We have put the Mardi Gras application on the Treasurer's website. To apply for Soulard Lot, go to <https://www.stltreasurer.org/> click on "Contact Us", then click on Soulard Lot and follow the instructions.

Good luck and look forward to seeing your application.

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Shirley Rukcic

From: Timothy Lorson <director@mardigrasinc.com>
Sent: Friday, July 18, 2025 6:57 AM
To: Shirley Rukcic
Subject: Re: Mardi Gras
Attachments: 2026 PE Packet.pdf; 2026 Satellite Packet.pdf

Shirley-

I hope all is well with you and the rest of the Treasurer's Team.

Attached are our rules for Participating Establishments and Satellite Locations. Please feel free to reach out with any questions you may have.

Thanks.

Tim

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On Jul 15, 2025, at 9:26 AM, Shirley Rukcic <Rukcics@stltreasurer.org> wrote:

Good morning Tim- We are in the process of developing an application process for lease of our Soulard lot during Mardi Gras. I was hoping you would provide the rules and regulations for participating establishments in the area so that we are aware of the Mardi Gras permitting requirements and expectations.

Thank you!

Regards,

Shirley Rukcic (she/her)
Chief of Staff & Counsel
133 S. 11th St., Ste. 530
St. Louis, MO 63102
314.366.3080

<image001.png>

Transparency | Integrity | Service

Shirley Rukcic

From: Adam Layne
Sent: Monday, November 24, 2025 10:44 AM
To: Shirley Rukcic
Subject: FW: Souldard Lot

Follow Up Flag: Follow up
Flag Status: Flagged

Best,

Adam L. Layne (he/him)
Treasurer
City of St. Louis



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From: Adam Layne <laynead@stltreasurer.org>
Sent: Wednesday, March 26, 2025 8:48 AM
To: Timothy Lorson <director@mardigrasinc.com>
Subject: Re: Souldard Lot

Hey Tim,

Absolutely. Our team talked about this yesterday in our team meeting. Lenny and our IT team are preparing a submittable app for the lot during Mardi Gras. It will be a simple way to submit a plan for use, so if you want to wait until it's real eased you can, but if you wanted to have the group prepare something to submit you can get started on that. Let me know if you have questions.

Best,

Adam L. Layne (he/him)
Treasurer
City of St. Louis
Transparency | Integrity | Service

From: Timothy Lorson <director@mardigrasinc.com>
Sent: Tuesday, March 25, 2025 10:32:47 AM
To: Adam Layne <laynead@stltreasurer.org>
Subject: Souldard Lot

Adam-

I want to make sure that I stay on top of reserving the Soulard Lot for the 2026 February 14 Mardi Gras celebration. Please let me know what you need from us to secure the lot and I'll get it over to you.

Thanks.

Tim
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Lenny Freeman

From: info@soulard-oktoberfest.com
Sent: Thursday, October 3, 2024 10:31 AM
To: Lenny Freeman
Cc: Tim Lorson
Subject: Soulard Oktoberfest parking permits
Attachments: PARKING PERMIT lafayette.docx

Good morning Lenny.

I have attached a copy of the Parking Permit that our vendors will be using at Oktoberfest at Soulard Market, October 11 & 12, 2024. We have a permit for the parking lane on the north side of Lafayette along the park. Our vendors will display the parking pass, printed in yellow, on their front dash.

Thank you
Cathy Weldon
Co-Chair
314-323-8706

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Outlook

Re: Soulard Lot - Mardi Gras 2025

From Josephine Trupiano <jat700@att.net>

Date Wed 9/11/2024 12:12 PM

To Lenny Freeman <FreemanL@stltreasurer.org>

Cc Timothy Lorson <director@mardigrasinc.com>

Good afternoon!

To my knowledge Tim has backed out of any business with us and our lease. He spoke with my sister and told her he has found another location. If we could rap this up sooner than later it would be greatly appreciated. We have already been in motion for our event.

Thank you in advance,
Josie Trupiano

Sent from my iPhone

On Sep 11, 2024, at 6:13 AM, Lenny Freeman <FreemanL@stltreasurer.org> wrote:

Good Morning All

I am reaching out to see if there was a resolution between both groups for the use of Soulard Lot for Mardi Gras 2025? If so, please let me know what the resolution is between you both. If not, then we should meet and try to come to a resolution that will accommodate both groups. Please let me know your availability to meet next week. I would like to hear from you both by end of day tomorrow Thursday, September 12, 2024.

Look forward to hearing from both of you!

Have a great day!!

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Outlook

Fwd: Soulard Lot - Mardi Gras 2025

From Lenny Freeman <FreemanL@stltreasurer.org>

Date Wed 9/11/2024 4:17 PM

To Shirley Rukcic <Rukcics@stltreasurer.org>

FYI, from Tim Lorson. Let me know how you want me to move forward.

Sent via the Samsung Galaxy Z Flip4, an AT&T 5G smartphone
Get [Outlook for Android](#)

From: Timothy Lorson <director@mardigrasinc.com>

Sent: Wednesday, September 11, 2024 4:13:36 PM

To: Lenny Freeman <FreemanL@stltreasurer.org>

Cc: Jat700@att.net <Jat700@att.net>

Subject: Re: Soulard Lot - Mardi Gras 2025

Hey, Lenny!

With Social planning to tent the entire lot again it wasn't going to work with the sponsor's plan to do a large open air activation. As such, late last week/early this week we were able to find an alternate location that fit their needs.

Of course, if something changes that allows for us to use half of the lot to accommodate parking for the displaced Soulard Market vendors on March 1 we would definitely be interested. Also, we intend to use the lot for Police parking at Pet Parade on February 23.

Thanks, all.

Tim

On Sep 11, 2024, at 6:13 AM, Lenny Freeman <FreemanL@stltreasurer.org> wrote:

Good Morning All

I am reaching out to see if there was a resolution between both groups for the use of Soulard Lot for Mardi Gras 2025? If so, please let me know what the resolution is between you both. If not, then we should meet and try to come to a resolution that will

accommodate both groups. Please let me know your availability to meet next week. I would like to hear from you both by end of day tomorrow Thursday, September 12, 2024.

Look forward to hearing from both of you!

Have a great day!!

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Lenny Freeman

From: Aprille T <sbg.stl@gmail.com>
Sent: Wednesday, September 11, 2024 2:26 PM
To: Lenny Freeman
Subject: Fwd: Confirming...as of today

Good afternoon!

After several brief exchanges to find a date to meet, Mr. Larson informed me he didn't want to meet and followed it with the response below.

Let me know if you need anything else.

I'm looking forward to an amenable solution for the 2025 Mardi Gras season.

Aprille
314-804-9373

----- Forwarded message -----

From: **Timothy Lorson** <director@mardigrasinc.com>
Date: Tue, Sep 10, 2024, 2:13 PM
Subject: Re: Confirming...as of today
To: Aprille T <sbg.stl@gmail.com>

Yes, we found a more suitable location for what the sponsor was looking to do. The interest was being driven by a non-alcohol sponsor who was interested in doing an open-air (non-tented) activation on a larger scale than they did last year. After walking through the various scenarios of what they want, and need to have, in order to produce their activation, it wasn't going to work on the lot with you tenting it all.

A friendly reminder that the deadline to avoid late fees for Participating Establishment Fees is tomorrow, Wednesday, September 11, 5:00 p.m. As I mentioned last week, this is the fee that covers participation in Taste of Soudard, placing a catering permit on the sidewalk along 7th Street on Grand Parade Day, and MGI's marketing of the 2025 festival.

Thanks, and best of luck!

Tim

On Sep 10, 2024, at 2:04 PM, Aprille T <sbg.stl@gmail.com> wrote:

Hey Tim...

Sending this here too since I'm not sure which you'll see first - email or text.

Thanks for the call today.

Just confirming we aren't meeting at this point.

Per our conversation, you and your major sponsor have found a different location and you have no interest in partnering or joint venturing in any way for the 2025 season.

I want to communicate this to my team.

Aprille Trupiano
Social Bar & Grill

www.SocialBarandGrillSoulard.com

3 John 2: "Beloved, I pray that you may prosper in all things and be in health, just as your soul prospers."

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