



bYHistoric Downtown La Crosse Update

April 07

www.historicdowntownlacrosse.com



“Downtown La Crosse is experiencing a renaissance that’s a model for other cities.”

--Governor James Doyle

Greetings from Bud...

Unfortunately, today as I write this greeting, the weatherman is saying, “We are expecting 6-10 inches of snow later today and tonight.” ALL RIGHT, ALREADY...ENOUGH!

I replace the visual of snow with thoughts of spring and warm summer breezes. I’m seeing residents, visitors, tourists, and employees taking walks throughout our clean and beautiful downtown, window shopping, and especially enjoying shopping during the upcoming Spring Fling on Friday, April 20, after daytime work hours.

I’m looking forward to seeing people walking, sitting, and picnicking in our beautiful Riverside Park, listening to the laughter of children playing and watching the ducks and boats go by, and seeing couples of all ages sit on the riverwalk benches and share their memories of past times.

It’s exciting to see the on-going redevelopment of historic buildings and the creative reuse of empty spaces. It’s thrilling to watch the rebirth of these buildings and the restoration of the beauty they originally had, and see new businesses move into the building restorations, businesses like: The new shoe store, kick, that’s opened on Main St., and the condos under construction in the restored Rowley’s building; The Wedding Tree expansion to their 2nd floor; Pertzch Design and Authenticom redesign of the beautiful 3rd floor of the Doerflinger Building, Pro Skate’s new indoor skate park on State Street, the development of beautiful condos in The Three Rivers Plaza, plus new offices for Fortress Bank, Altra Federal Credit Union, and Wipfli; and now the anticipation of construction of a new corporate building project that will provide major employment for hundreds of new downtown employees, as well as an expanded tax base.

It’s rewarding to see small retail businesses and major corporate institutions and buildings already beautifying their properties for spring

and summer, preparing their buildings, sidewalks, and storefronts for the thousands of customers, downtown residents and employees, Coulee Region citizens, and tourists from across the country who will be enjoying our downtown and riverfront daily.

I’m anticipating the locally owned riverboats taking visitors on tours of our beautiful river and sites, listening for the ring of our trolley bell as it travels through downtown, and for the return of the Delta Queen Steamboats that bring passengers from all over the world to Riverside Park. It will be great to watch the faces of children and grandchildren as they see the riverboats come in and listen to the music and special sounds that they bring to our shoreline.

All of the special and unique attributes of our historic downtown and riverfront await the coming of a real spring and summer...these are the true meaning of Americana at its best! Enjoy them all...AND GOODBYE WINTER!

Since our March 2007, newsletter, the following businesses have shown their support, and DMI gratefully acknowledges:

Renewing Visionary Sponsors:

UW-La Crosse Foundation

Renewing Corporate Sponsors:

The Trane Company

Renewing General Members:

La Crosse County Historical Society
Leithold Music
Mississippi Welders Supply Company
Rocky Rococo
Stamp ‘n Hand
The Pearl
TJ’s Cheddarheads
Vision of Light Stained Glass
Warren Loveland Real Estate

Renewing Individual Members:

Audrey Kader

REMINDER: Spring Fling coming

Is it on your calendar? **Friday, April 20**, from 5:00 to 9:00 p.m., participating stores will put out a special welcome mat during the annual Spring Fling.

Spring is the ideal time to explore Historic Downtown La Crosse. With weddings, proms, confirmations, graduations, Mother's Day and Father's Day approaching, the search for gifts and apparel is on! Fill out your wish list, enjoy dinner at your favorite eatery, and relax the old-fashioned way—strolling the sidewalks and greeting your friendly downtown neighbors.

A list of participating businesses is attached to this "Update."

DMI partners with campuses

Viterbo University has scheduled its annual family weekend to coincide with Historic Downtown La Crosse Days. Viterbo's family weekend planners are excited about the opportunity to promote Historic Downtown La Crosse to their students and campus visitors, and to encourage student involvement in our annual downtown event.

The **UW-L Alumni Association** is distributing a special DMI discount card to their alumni members to encourage them to explore the downtown when they are in La Crosse for campus events, business, or pleasure. The discount card will be similar to the Visitor Discount Card that is currently distributed via the downtown hotels and Convention & Visitors Bureau to conventions, conferences, and other out-of-town visitors, but will identify the bearer as a member of the UW-L Alumni Association. The card will be current through June 30, 2008.

The **UW-L Chapter of the American Marketing Association** met with the DMI promotions committee about a campus coupon book. The chapter is focusing on downtown businesses to introduce college students to ALL that downtown has to offer the campus consumer, as well as assisting downtown businesses with tapping into the student market. The booklet is distributed as a free handout. It will be available at textbook centers at UW-L, Viterbo, and WTC. The next booklet will be produced for distribution in January, 2008. Samples of the booklet are available at the DMI office, and further information is available at 785-6756 or uwlamacouponbook@yahoo.com.

First Friday kicks off May 4

Customers have asked for later hours, and participating downtown stores will deliver on the **First Friday** of each month. Beginning **Friday, May 4**, look for participating stores to be open late. If anyone would like more information about **First Friday** please call Andrea or Allison at kick, 782-kick, or Carla Callies at Ambiance, 784-5058.

La Crosse cited as "green city"

La Crosse has been consistently acknowledged for its livability and economic growth, and has now been recognized by a national magazine for its eco-friendly lifestyle. Out of 379 U.S. cities, *Country Home* magazine ranked La Crosse 13th overall, and fourth for cities of less than 500,000 population.

According to www.countryhome.com, their 2007 Best Green Places Report was compiled with the assistance of Sperling's Best Places, www.bestplaces.net. The top 25 best places to live were based on criteria like air and watershed quality, mass transit usage, power usage, availability of farmers markets and organic producers and grocers (such as those we are fortunate to have downtown), and more.

Data was collected from the Census Bureau, U.S. Green Building Council, U.S. Department of Transportation, U.S. Department of Agriculture, and the GreenPeople.org online directory.

Noteworthy Dates:

Thursday, April 19, DMI Promotions Committee, 8:00 a.m., 712 Main, Chamber Board Room.

Friday, April 20, "Spring Fling." Stores will be open late. See the attached participant list.

Wednesday, April 25, Business Over Breakfast, 7:30-8:45 a.m., 712 Main. This month's topic is the *Bankruptcy Reform Act*. Pre-registration is required. Call 784-4807 to reserve. See the attached flyer for more information.

Tuesday, May 1, DMI After-5 Social, at the **Waterfront Tavern, 328 Front St. S**, sponsored by the DMI Promotions Committee. All DMI members and employees are welcome. Come and enjoy the river view and the company of your downtown business neighbors.

Friday, May 4, first "First Friday." Participating stores will be open late the first Friday of each month.