



Historic Downtown La Crosse Update

February 06
edited by Margaret Norden



**“Downtown La Crosse is experiencing a renaissance that’s a model for other cities.”
--Governor James Doyle**

Greetings from Bud...

Spring is coming, and with it, a renewed energy and enthusiasm. Construction projects that we’ve watched all fall and winter are nearing completion. We’ll soon see the doors open, and the employees move into new quarters, and residents move into downtown homes, and new and returning visitors enjoy all we have to offer.

It’s time to plan those spring cleaning projects to spruce up buildings, sidewalks, and alleys for the celebration of our City of La Crosse Sesquicentennial. Imagine how beautiful our sidewalks and buildings would appear to the many visitors, employees, and residents coming to our downtown if we present them with flower planters, clean windows and sidewalks, and perhaps a fresh coat of paint. Downtown hotels, financial institutions, corporations, WWTC, and many individual business owners do so much to beautify their downtown properties and present a welcoming image. Let’s all join together to create a beautiful downtown, riverfront, and city for the celebration of our city’s special birthday.

Please review the Sesquicentennial web site at www.lax150.com for updated calendar events. Please support the special events already planned by the Sesquicentennial committee. And join in the festivities by creating your *own* unique business or corporate celebration.

With a new year and the Sesquicentennial upon us, all of us at DMI thank those who have already renewed their support of the work DMI has been doing since 1992 (see following list). Companies and businesses located both in and out of the downtown want to see continued economic development and revitalization and are giving greatly to ensure that our downtown’s rebirth continues. It is because of their vision that we are able to move ahead with the implementation of the City Vision 2020 Master Plan. They have always believed in the “big picture,” that the successes achieved in our downtown will benefit everyone in the downtown, in the city, and in the region.

Our sponsors’ and members’ unwavering support of what DMI has done and will do in the future is a source of renewed enthusiasm for all of us—both the public and private sectors—who are involved in the day to day activities of economically revitalizing and redeveloping our downtown, riverfront, and city. Thank you ALL for your support!

DMI is proud to thank:

- ♦ [Beadle-Ewing Insurance](#) for renewing as a *general* member.
- ♦ [Brothers of Wisconsin](#) for renewing as an *associate* sponsor.
- ♦ [Brown & Brown Insurance](#) for renewing as a *corporate* sponsor.
- ♦ [Doerflinger’s Second Century](#) for renewing as a *corporate* sponsor.
- ♦ [Express Printing](#) for renewing as a *general* member.
- ♦ [Firstlogic, Inc.](#), for renewing as a *corporate* sponsor.
- ♦ [The Gelatt Corporation](#) for renewing as a *corporate* sponsor.
- ♦ [Governmental Employees Credit Union](#) for renewing as a *general* member.
- ♦ [Hawkins, Ash, Baptie & Company, LLP](#), for renewing as a *corporate* sponsor.
- ♦ [Howes Diamond Jewelers](#) for renewing as a *corporate* sponsor.
- ♦ [Morrison & Associates](#) for renewing as an *associate* sponsor.
- ♦ [Pearl Street Books](#) for renewing as a *general* member.
- ♦ [People’s Food Cooperative, Inc.](#), for renewing as a *visionary* sponsor.
- ♦ [Poellinger, Inc.](#) for renewing as a *corporate* sponsor.
- ♦ [State Bank of La Crosse](#) for renewing as a *visionary* sponsor.
- ♦ [Viterbo University](#) for renewing as a *corporate* sponsor.
- ♦ [Wells Fargo Bank](#) for renewing as a *visionary* sponsor.
- ♦ [Wettstein’s, Inc.](#) for renewing as a *corporate* sponsor.

The Sesquicentennial Calendar

March 14, 11:00 a.m.—The City of La Crosse Sesquicentennial officially begins with a re-enactment of the signing of the City Charter. Governor James Doyle, Mayor Mark Johnsrud, and justices from the Wisconsin Supreme Court, will be among the dignitaries in attendance at ceremonies to be held at the Hixon House. There will be a presentation of a plaque in honor of the Hixon House as a historically and architecturally significant La Crosse building. The Civil War re-enactors from Company B, Second Wisconsin Infantry, will fire a 21-gun salute. An 1850's style luncheon will follow at the WWTC dining hall (reserve at La Crosse County Historical Society, 782-1980 or lchs@centurytel.net, by March 6).

April 14, 11:00 a.m.—Presentation of plaque to honor the Isaac Tuteur-Steinam-Powell House, 101 9th Street South, as an architecturally and historically significant La Crosse building.

For a list of official events and other information about La Crosse's 150th birthday, go to the new Sesquicentennial web site at www.lax150.com

DMI News Flash—name change?

Horrors! We have been getting our email publication, the "Downtown Mainstreet, Inc. News Flash" returned to us occasionally with a message that the recipient's spam blocker detected the word "flash," and deemed it inappropriate. Thus, a name change is in order, and we solicit your help. Anyone who wishes to suggest a name, please email DMI at downtownmainstreet@centurytel.net by the end of February. You must include Downtown Mainstreet, Inc., or DMI in the name. You will receive a \$10 downtown gift certificate if your suggestion is selected.

This is a good time to remind *all* our members that your announcements of special events—seminars, presentations, open houses, celebrations, etc.—are eligible for inclusion in this email publication. Please email us or fax us (784-4919) with your news *at least* two weeks in advance.



Please patronize and support our member businesses—shop for your Valentine downtown!

Downtown brochure update underway—don't miss out!

The "Experience Historic Downtown La Crosse" brochure is being updated for 2006/2007 with Sesquicentennial information, an expanded walking tour of downtown architecture, and, of course, *your business listing*.

The brochure is a **reference for both tourists and residents** to all that downtown has to offer. It is the most comprehensive published listing of downtown businesses and services in existence. It helps support promotion of the entire downtown through special events such as Historic Downtown Days, Krazy Daze, and seasonal shopping events, as well as advertising in convention materials and visitor magazines.

And it's a bargain—just \$100 for DMI members for an entire year of having your business name in a publication that's distributed statewide to Wisconsin Department of Tourism Information Centers, and regionally to information sites, campuses, downtown housing, conferences and conventions, businesses and corporations.

30,000 brochures will be printed and distributed this year, an increase of 5,000 over 2005. Make sure *your* business is included! Call 784-0440 if you would like more information. The deadline for your listing is March 31.

NOTE: WE ARE AGAIN SEEKING PHOTOGRAPHS. If you have photographs, whether on disc or developed prints, of downtown street scenes, festivals, parks, events, architecture, well-lit interiors, or any subject that depicts our Historic Downtown, please either call the DMI office at 784-0440, or email us at downtownmainstreet@centurytel.net. If your photograph is selected for the brochure, you will receive credit. A full disc or set of prints of downtown scenes will earn you a downtown gift certificate.

Noteworthy Dates:

February 16, 8:00 a.m., What's Up Downtown promotions group meeting, Chamber of Commerce main conference room, 712 Main.
February 22, 7:30 a.m., Business Over Breakfast, Chamber of Commerce, 712 Main.
This month's topic is "**Building Better Networks**" and will be presented by DMI member and downtown businessman, Todd Ondell. Call 784-4807 to register. See attachment for details.