

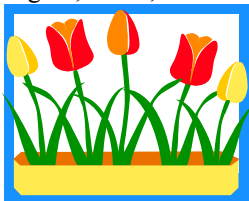


# Historic Downtown La Crosse Update



## Greetings from Bud...

Ahhh! Spring is around the corner. Time to start planning for the spring cleaning projects around buildings and in the alleys. Spruce up for an exciting summer. I encourage all property owners to use this time to clean the brick pavers of gum, stains, and debris. Please give some



thought to adding some color at the entrances to your businesses in the form of colorful, hardy plants and flowers, displayed in planters

that can be taken in every day upon closing. Wouldn't it be beautiful if all businesses could add some color to the store fronts...imagine how beautiful the sidewalks could look.

With a new year upon us in our Historic Downtown La Crosse...all of us at Downtown Mainstreet, Inc. (DMI) thank the members for renewing their regular memberships and corporate sponsorships in support of the work DMI has been doing since 1992. Companies and businesses located inside and outside of the downtown want to see continued economic development and revitalization, and they are giving greatly to ensure that our downtown's rebirth continues. It is because of your vision...your support of that vision...that we are able to move ahead with the implementation of the new "City Vision 2020 Master Plan". In 13 years, I have never seen such a speedy renewal of corporate sponsorships as we have been seeing thus far. Your unwavering support of what DMI has done and will be doing in the future is a source of renewed enthusiasm for myself, and everyone involved in the work we do.

We have listed in the following all of those who have renewed regular memberships and corporate sponsorships thus far. The achievements in our downtown since 1992 are because of your support and vision...never asking what is in it for ME? You have always believed in the "big picture" and possessed the knowledge that the successes achieved here in historic downtown La Crosse will benefit everyone in the downtown, city, and region.

Downtown La Crosse today is a success story that belongs to each of you--be proud of it!

*We'll all have an opportunity to celebrate at the DMI annual meeting in the Spring. Watch for your personal invitation.*

## Our thanks to renewing members

We gratefully acknowledge the following members that have renewed their memberships to date:

### ***Visionary Level:***

Gundersen Lutheran Administrative Services;  
Logistics Health, Inc.;  
State Bank of La Crosse;  
University of Wisconsin-La Crosse Foundation;  
Don and Roxanne Weber;  
Wells Fargo Bank, N.A.

### ***Corporate Level:***

Ceridian;  
Cleary-Kumm Foundation, Inc.;  
Community Credit Union;  
Coulee State Bank;  
Dahl Ford;  
Doerflinger's Second Century, Inc.;  
Eversole Motors, Inc.;  
Family Radio, Inc.;  
Firstlogic, Inc.;  
Franciscan Skemp;  
Hawkins, Ash, Baptie & Company, LLP;  
Holiday Inn Hotel & Suites;  
Howes Diamond Jewelers;  
The Insurance Center;  
La Crosse Tribune;  
M&I Marshall & Ilsley Bank;  
Merchants Bank;  
North Central Trust Company;  
Poellinger, Inc.;  
Radisson Hotel La Crosse;  
River Bank;  
Stansfield Vending, Inc.;  
Trane Federal Credit Union;  
Viterbo University;  
Wettstein's, Inc.;  
WWTC.

### ***Associate Level:***

Bob Burg Oldsmobile-Cadillac, Inc.;  
Brothers of Wisconsin, Inc.;  
*CONTINUED.....*

### ***Associate Level (continued):***

City Brewing Company, LLC;

Franke, Weisbrod & Turnbull, CPA's;  
The Gelatt Corporation;  
The Gerrard Corporation;  
Johns, Flaherty & Collins, S.C.;  
Main Street Ingredients;  
Morrison & Associates, S.C.;  
Ray Hutson Chevrolet;  
Trim Design of La Crosse, Inc.

**General Members** (in addition to those previously announced in the January newsletter):

Ambiance, LLC;  
Antique Center of La Crosse, Ltd.;  
Carl B. Noelke Co., Inc.;  
Crescent Jewelers, Inc.;  
Digger's Sting;  
Feminine Fancies;  
First La Crosse Properties;  
La Crosse Glass Company, Inc.;  
Leithold Piano Company, Inc.;  
Main Street Framing & Crosse Stitchery, LLC;  
The Medicine Shoppe;  
Mississippi Welders Supply Company, Inc.;  
Pickerman's Soup & Sandwiches;  
Subway;  
Kyle Visker State Farm Agent;  
The Wedding Tree, Ace A' Hearts Tuxedo;  
WKBT-TV.

*Thank you all for your vision and investment in the future of downtown La Crosse, and the entire La Crosse community!*

## Downtown Discount Cards available to DMI members

If your business has not already contacted the DMI office about downtown discount cards for your employees, we'd like to hear from you.

There are 24 downtown businesses offering a discount at this time. Employees may use the cards issued by the DMI office, or (if pre-arranged with DMI) their company employment identification. Please contact Margaret at [downtownmainstreet@centurytel.net](mailto:downtownmainstreet@centurytel.net) or 784-0440 to sign up your business for this valuable benefit of membership.

If your business would like to offer a discount to other member employees, please contact Margaret at the DMI office. We will gladly include your business and distribute a revised listing.

## Promotions Committee

to host breakfast at Hackberry's



**Thursday, February 17, 2005,  
7:45- 9:00 a.m.**

**Hackberry's Bistro at  
The People's Food Co-op,  
315 South 5<sup>th</sup> Street**

The What's Up Downtown committee invites all downtown businesses and interested parties to a complimentary coffee and breakfast, brief informational meeting, and an update on future plans and events from guest speakers Art Fahey, La Crosse Center; Tom Tourville, La Crosse Area Convention and Visitors Bureau; and Dick Granchalek, Chamber of Commerce; as well as Bud Miyamoto, DMI executive director, and Jan Howes, DMI Board of Directors vice president.

It's a new year and the committee welcomes your thoughts and ideas of ways to contribute to the exciting atmosphere of Historic Downtown La Crosse. Please RSVP by either emailing DMI at [downtownmainstreet@centurytel.net](mailto:downtownmainstreet@centurytel.net), or by calling 784-0440, by February 15, if possible.

## E-Newsletter is well-received

We were happy to hear so many positive comments about the electronic newsletter, and hope you continue to enjoy it, and share it with your associates and employees. We thank all those who provided their email address. If you, too, are able to receive the newsletter by email or fax, please let us know by emailing [downtownmainstreet@centurytel.net](mailto:downtownmainstreet@centurytel.net), or by calling 784-0440.

## Noteworthy dates

**F .m.—What's Up  
Downtown** complimentary coffee and breakfast at Hackberry's Bistro, 315 S. 5th Street. Please RSVP to 784-0440 by February 15, if possible.  
**February 23, 7:30 a.m.—Business Over  
Breakfast**, "Motivating Your Workforce,"

Please RSVP to 784-4807. See attached flyer.

*Please patronize and support  
our member businesses.*