



Historic Downtown La Crosse Update

July 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...

I would like to begin by saying **thank you**:

♦ To [WKBT NewsChannel 8](#) for creating a wonderful partnership with Downtown Mainstreet, Inc. by providing a marketing program to attract new consumers, visitors, downtown employees, and residents into our beautiful historic downtown. Because of the leadership of [Scott Chorski, General Manager](#) of WKBT, and his staff, daily television and web promotion of our downtown is occurring. I encourage you to view what WKBT is doing by watching for the ads and checking out their new Tell Us More network. You can view our downtown page, and have the opportunity to put your own business on their site, as well. Please go to www.tellusmore.com or contact Cindy Taerude to see how you can get involved. Watch for ads on NewsChannel 8 and UPN. Thank you to Scott, his staff, and the Queen B network for the work they are doing for DMI—work that benefits *all* of our downtown business community.

♦ To [Bill Pretasky](#), Community Service Coordinator, Justice Sanctions, [County of La Crosse](#). Bill received one of the DMI 2005 Making A Difference awards for his efforts in bringing forth a downtown cleaning program that began in 2005. Because of Bill’s efforts the program has continued and is bigger than it was when started. I recently received a message from Bill that said, “Bud, I am sending people downtown almost daily now and along with picking up litter, I told them to weed also. Some people are working until dark on some days!” Bill, who volunteers to supervise the downtown sidewalk daily maintenance crews, has no business or property ties in the downtown, but has a commitment to seeing the downtown shine for visitors and residents alike. *Please* give Bill and his workers a “thank you” for what they are doing...it *is* making a difference.

♦ To all of the downtown financial, utility, and private corporations, and the educational institutions that have been doing a wonderful job with cleanliness and beautification of their

properties; to those retail, service, entertainment, and hotel businesses who continue to put forth such outstanding efforts in providing a beautiful and unique downtown for visitors and residents to enjoy; and to the City Park personnel who make Riverside Park, Cameron Park, and Burns Park wonderful examples of city beautification projects; and to *all* who are making a commitment to cleanliness and beautification.

I’d also like to say:

♦ Welcome to [Lithia Motors](#), the new owners of Eversole Motors. Downtown Mainstreet, Inc. wishes them a very long and successful stay in downtown.

♦ And of course...a big thank you to [Les Eversole and Pete Eversole](#) for their years of ownership of Eversole Motors, and their years of support to DMI, many other organizations, and to the entire community. DMI wishes both of you joy, health, and peace as you move into new phases of your lives. God bless you and yours. You have always been ‘class act’ representatives of our downtown and city.

Construction projects continue to move speedily ahead with the approaching completion of: Logistics Health, Inc. corporate headquarters, the Three Rivers Plaza condo and office building projects, and new retail and service businesses opening in the downtown. We continually thank you for the investments you have made in our downtown and city.

We have a great deal of summer left to be able to enjoy all areas of downtown life. New residents, tourists, employees, and regional citizens can now enjoy one of the most vibrant, redeveloped, revitalized downtown communities in the state, region, and nation. Now we must take care of what we have created and keep the door open for dramatic future investments. Happy Summer!

DMI gratefully acknowledges:

Renewing Visionary Sponsor:
WKBT News Channel 8

Make up your shopping list for **Krazy Daze**

That downtown tradition, Krazy Daze, is



Thursday, July 20.

Come downtown before the workday begins and get a head start on the bargain hunting. Instead of having lunch at your desk, stroll the streets and find incredible prices. Or postpone your after work drive time to find some

outstanding special deals. Some merchants might even continue their sidewalk sales on Friday and Saturday. Tell a friend!

Businesses are reminded that sidewalk merchandise displays, or sidewalk activities like face painting, are restricted to no more than 50% of the sidewalk area immediately adjacent to their own business, from 7:00 a.m.-8:00 p.m. The same restrictions apply to businesses that wish to extend their sale to Friday and Saturday, July 21-22.

NOTE: This month only, the DMI Promotions Group will meet on the *fourth* Thursday, July 27, at 8:00 a.m., 712 Main, Chamber boardroom.

The Sesquicentennial Calendar

July 14, 11:00 a.m.

—Presentation of a plaque to honor the Levi Strass House, 1004-06 Main (103 10th St. S.), as an architecturally and historically significant building.



August 3-6, GREAT RIVER-GRAND CITY SESQUICENTENNIAL CELEBRATION,

including *Great River Jazz Fest* and *CenturyTel's Sand on the Riverfront*. Bring the entire family to events that include live music, sand sculpting, and log rolling. You can check event schedules and more at these web sites: www.lacrossejazz.com/jazzfest and www.riverfrontinc.org/sand/default.asp.

August 14, 11:00 a.m.—Presentation of a plaque to honor the S.S. Burton House, 929 King Street, as an architecturally and historically significant building.

For information on all Sesquicentennial events, go to www.lax150.com.

***Be sure to check out the new
DMI/Historic Downtown
La Crosse page on the
Tell Us More network.
Go to www.tellusmore.com***

What's your building's history?

What's the history of *your* downtown building? Who built it? When was it built? Who has owned it? What businesses have occupied it in the past? The Historic Downtown Days and Sesquicentennial Committees are asking building tenants and owners to share some historic trivia with visitors to our downtown from October 7 through October 15.

Owners and tenants are encouraged to display a brief summary of their building's "who, what, and when" in their window or near their main entrance. This information is often readily available by reviewing a property deed. The committees suggest printing it attractively on a computer and placing it in an old-fashioned frame. If you don't have computer access, the DMI office can be of help by calling 784-0440. Please call Margie Wanek at 784-1234 for any other information.

If walls could talk, some of our downtown buildings might share tales of notorious citizens, accounts of the rowdy days of the lumber mills and riverboat travel, or details of a shady past associated with Prohibition. **There are also downtown buildings that would reveal stories of distinguished families doing business at the same location for 50, 100, even 150 years (Rose Jewelers, Kroner's Hardware, Leithold Music, Noelke's, Wettstein's, Crescent Jewelers come to mind).** Have fun discovering what went on before you, then draw visitors to your door by sharing it with the public.

Noteworthy Dates:

July 19 and 26, 7:30 p.m., FREE concerts at Riverside Park. Rain site and time: Logan High School, 8:00 p.m.

July 20, KRAZY DAZE

July 27, 8:00 a.m., DMI Promotions Group meeting, Chamber of Commerce main floor conference room, 712 Main.

(PLEASE NOTE: The July meeting is being held one week later than usual due to a conflict with Krazy Daze.)