



# Historic Downtown La Crosse Update

June 06  
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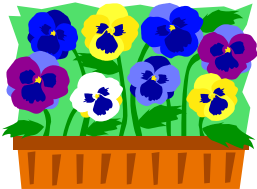


**“Downtown La Crosse is experiencing a renaissance that’s a model for other cities.”  
--Governor James Doyle**

## Greetings from Bud...

As Nat King Cole once sang: “Those lazy, hazy, crazy days of summer are here!” The spring weather was awesome and our summer weather appears to be heading in the same direction, adding to our downtown and riverfront atmosphere. The summer weather will further highlight the outstanding investments made downtown in: Unique retail and entertainment businesses, hotels, corporate headquarters, residential projects, financial and educational development projects, and small service business development.

The next time you are walking or driving through the downtown area, look around you at all the investments of money, time, and work efforts that many of our retail businesses, corporations, residential buildings, financial and educational institutions are providing in beautification projects of their own properties. Flowers, planters, hanging baskets, plantings,



weed-free sidewalks, weed-free parking lots, weed-free grass, clean parking lots, spot free sidewalks...all are being provided by these businesses, adding

to the beautiful downtown and riverfront atmosphere. They are making their individual investments to promote the downtown and riverfront during the summer.

Really look at the beautiful work that they are doing at the banks, credit unions, hotels, CenturyTel, WTC, businesses throughout downtown. Take a minute to stop in and say thank you to these businesses and headquarters that are investing in the beautification of our downtown. Better yet, send them a letter of appreciation for their investment and work in making downtown a better place. Or send a public thank you via the Tribune, acknowledging the work these businesses are doing for the benefit of the entire community.

To those businesses who have yet to do their summer beautification project...look at the examples around you for inspiration, and you can find wonderful ideas to pattern your own project after. Hanging floral baskets on your store front, movable planters, window decorations, gum and stains removed from the brick pavers, weeds pulled from sidewalks, building edges, and tree planters, etc. So many little things that can be done with little investment and time that make a BIG difference to your building and the impression we give to both residents and tourists. We can all help make the downtown the showpiece it deserves to be. A storefront is the “invitation card” to consumers to make them feel welcome at a business. Think about how we are welcoming them.

We have a wonderful opportunity to make our downtown and riverfront stand out like never before this summer. What a beautiful atmosphere we can provide to celebrate our Sesquicentennial...here in our downtown...where it all started!... 150 years ago.

Happy summer! Please patronize ALL of our DMI members.

*Since our May newsletter, the following members and sponsors have generously supported downtown redevelopment, and DMI gratefully acknowledges:*

**New and Renewing Corporate Sponsors:**

- Fortress Bank (NEW)
- Trane Company

**Renewing General Members:**

- Benson Management
- Lutheran Bookstore
- River City Gold & Silver Exchange
- Satori Arts

## ANNOUNCEMENT

WKBT NewsChannel 8 and DMI are creating a new and exciting opportunity to promote Historic Downtown La Crosse. Start watching Channel 8 and UPN for downtown ads, and bookmark this web site, [www.tellusmore.com](http://www.tellusmore.com), to watch for developments. *MORE TO COME!*

### The Sesquicentennial Calendar

**June 14, 11:00 a.m.** —Presentation of a plaque to honor the Cyphus Martindale House, 714 Cass St., as an architecturally and historically significant building.

**July 11-12**—The Northwoods League All-Star Game and Events. Events include the Festival Foods Home Run Derby; a live concert

by Madison County; luncheon at the La Crosse Center with guest speaker Bob Brenly, former major leaguer and sportscaster; Northwoods League combine; and pre-game ceremony to honor former La Crosse area major leaguers. Check the Loggers' website at [www.lacrosseloggers.com](http://www.lacrosseloggers.com), for details and ticket information.

**July 14, 11:00 a.m.** —Presentation of a plaque to honor the Levi Strass House, 1004-06 Main (103 10<sup>th</sup> St. S.), as an architecturally and historically significant building.

For information on all Sesquicentennial events, go to [www.lax150.com](http://www.lax150.com).



### Noteworthy Dates:

**June 14 and 21, July 12, 19, and 26, 7:30 p.m., FREE concerts** at Riverside Park. Rain site and time: Logan High School, 8:00 p.m.

**June 15, 8:00 a.m., What's Up Downtown** promotions group meeting, Chamber of Commerce main conference room, 712 Main.

**(PLEASE NOTE:** The *July* meeting will be held one week later than usual due to a conflict with Crazy Daze. Please put July 27 at 8:00 a.m. on your calendar.)

**June 30-July 4, RIVERFEST.** Five days of music, food, and family fun in the sun. While you're downtown, be sure to stop in at your favorite shops and restaurants.

**July 10, 1:00-5:00 p.m., Mississippi Queen** at Riverside Park.

**July 20, Crazy Daze.**

### All aboard the trolley

The trolley is making its summer rounds again. **Downtown stops are at Riverside Park, City Brewery, and at 2<sup>nd</sup> & Pearl.**

Take the kids or your out-of-town summer guests on the La Crosse Loop. Points of interest along the way are Riverside Park, the Pump House, City Brewery, UWL, Viterbo and Mary of the Angels Chapel, Myrick Park and Kids' Coulee and the Marsh Trails, Hixon House, WTC, Swarthout Museum and La Crosse Public Library, the Children's Museum, Pearl Street and Main Street. The trolley also goes to the Cass Street historic district, Old Towne North, Copeland Park and Loggers Stadium. The loop takes approximately one hour, and costs only \$2 for adults, \$1 for youth, seniors, and physically disabled people.

Go to [www.lacrossetrolley.com](http://www.lacrossetrolley.com) for a schedule, or call the La Crosse MTU at 789-7350.

### La Crosse gets media attention

You may have heard that the prestigious financial magazine, the *Kiplinger Report*, rated La Crosse its 16<sup>th</sup> smartest place to live in the U.S., based on cost of living, cost of housing, quality health care, low crime rate, cultural and recreational activities, and well-diversified economies that are good places to start or expand businesses. The only other Wisconsin cities in the top 50 were Madison (20) and Oshkosh (45).

In addition, Downtown La Crosse was recently featured in *WisBusiness*. Downtown developments, and some familiar people, were featured in the article. You can read it on-line at [www.wisbusiness.com/index.html?Article=60708](http://www.wisbusiness.com/index.html?Article=60708).

### Mississippi Queen shore stops scheduled



Historic Downtown La Crosse will host the Mississippi Queen in Riverside Park on the following dates:

- *Monday, July 10<sup>th</sup>, 1:00-5:00 p.m.*
- *Wednesday, September 20<sup>th</sup>, 1:00-5:00 p.m.*
- *Monday, October 30<sup>th</sup>, 1:00-5:00 p.m.*

Get a carry-out lunch and enjoy the spectacle of docking this majestic Big Boat.