



# Historic Downtown La Crosse Update

March 05



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

## Greetings from Bud...

Come on spring! The snow will be gone before we know it, so it’s time for those spring-cleaning projects. Visitors see the pride business owners have in their property. It’s the first impression given to potential customers. Let’s make it a positive one.

DMI *congratulates* the following members:

- Dan, Ralph, and John Wettstein for receiving the 2004 Preservation Award, given to them by the Wisconsin Trust for Historic Preservation for their restoration of the La Crosse Plow Building at 300 2<sup>nd</sup> St. North, now home of Lighting Design by Wettstein. There was a great cover picture on the *Preservation Progress* magazine. *Thank you, Dan, Ralph, and John, for all your wonderful work in stimulating growth and beautification in our historic downtown!*
- Harry Dahl and sons for the cover photo and article in the premier issue of *Coulee Region Men*. It was a wonderful feature on the history and outstanding growth of the company, and the generations of Dahls that have led it. (The magazine, incidentally, is edited by DMI board member, Cary Heyer.) *Thank you, Harry, the entire Dahl family, and family of employees for your continuing commitment to the future of downtown La Crosse.*
- Firstlogic, Inc., Eric Lieberman, and the entire Firstlogic family for the corporate profile appearing in the March issue of *Corporate Report Wisconsin*. Eric provides a wonderful historical overview of the company, and highlights their successes, including the many awards and recognitions that Firstlogic has received. *Thank you for being part of historic downtown La Crosse.*
- Logistics Health, Inc., chairman Don Weber, and the entire LHI family for making your company so attractive that Tommy Thompson has become its president. What a tremendous benefit this is for the future of LHI, the City of La Crosse, and our downtown. *Thank you for bringing Tommy on board, and expanding La Crosse’s reputation for national and international business....and for locating in our downtown!*

For your information: There will be an estimated \$31 million in projects that have been started or will be starting in our historic downtown in 2005, and a potential \$8 million project in addition to that.

We have attached a current list of renewing members. We want to emphasize in this way our appreciation of our corporate sponsors and general members who have renewed their DMI memberships. Please remember that just as we appreciate your support, it’s vital to our DMI retail and restaurant members to have the support of our corporate sponsors. Please encourage your employees to shop and dine in downtown La Crosse.

## Applause for renewing members

It’s a great pleasure to recognize all members that have renewed in 2005, and especially to highlight the following members that have renewed or joined since our last newsletter. For a complete listing, please see the attached.

*We applaud each and every one of you for your dedication to the renewal of Historic Downtown La Crosse, which benefits the entire La Crosse community.*

### **Visionary Level:**

People’s Food Cooperative, Inc.

### **Corporate Level:**

Dairyland Power Cooperative;  
Fayzes Restaurant;  
Gensler;  
Market & Johnson;  
River Architects;  
Steve Low’s Midwest Toyota.

### **Associate Level:**

Freight House Restaurant.

### **General Membership:**

Courtyard by Marriott;  
La Crosse Civic Center;  
The Lamplighter;  
La Crosse County Historical Society (new member);  
Lutheran Bookstore;  
Rocky Rococo;  
Top Shots.

Please patronize and support  
our DMI member businesses.

## “Experience Historic Downtown La Crosse” brochure to be updated

*THE* brochure that advertises downtown La Crosse is being updated for the 2005/06 year. The brochure is updated annually with current information about businesses, attractions, and historic sites. 20,000 brochures are printed, and are:

- Provided to 16 distribution sites in La Crosse;
- Displayed at 11 Wisconsin state tourist information centers throughout the state.
- Sent to anyone requesting tourist information from the Chamber of Commerce;
- Located in the tourist information displays at the Visitors Bureau, Chamber of Commerce, La Crosse Center, and La Crosse hotels and businesses;
- Used by local corporations to acquaint new and prospective employees and their families with the La Crosse area.

**NEW THIS YEAR:** An A-Z directory with business name, address, and phone. Purchasing a full business listing with business description automatically includes your business in the A-Z directory. You also have the option of a listing in the A-Z directory alone. DMI members enjoy special rates. Early bird discounts are accepted through Monday, March 14; final payment deadline is March 31.

Please call the DMI office at 784-0440 to have information and an order form sent to you, or email us at [downtownmainstreet@centurytel.net](mailto:downtownmainstreet@centurytel.net).

### Noteworthy dates:

**March 14: Early Bird payment due** for listing in Experience Historic Downtown La Crosse brochure.

**March 17: What's Up Downtown meeting, 8:00-9:00 a.m.,** Chamber of Commerce, 712 Main.

**March 23, 7:30-8:45 a.m.: Business Over Breakfast,** Chamber of Commerce, 712 Main. The topic this month is customer service (see attached flyer). Call 784-4807 to register.

**March 31: Payment due** for your business listing in the Experience Historic Downtown La Crosse brochure.

## Spotlight on the La Crosse Community Theatre

The need for a new home for the La Crosse Community Theatre has been in the news in recent weeks. The theatre's "temporary" home since 1968 has been inadequate since the beginning, and the time is past due to build new quarters. Keeping the theatre in La Crosse's downtown is one of DMI's primary goals.



As La Crosse citizens, we have a once-in-a-lifetime opportunity to develop an outstanding arts facility in Historic Downtown La Crosse that would be a real destination, both for residents and tourists. We encourage everyone who reads this newsletter to contact Morrie Enders, artistic-managing director, La Crosse Community Theatre, and ask, "What can I do to help?" Anyone wishing to donate to the Dawn M. Enders New Theatre Building Fund or the La Crosse Community Theatre Endowment Fund, can do so by visiting [www.centurytel.net/lcct](http://www.centurytel.net/lcct), and clicking on the "Donate" link, or by calling (608) 784-9292.

## Newsletter available on web site

Have you checked the Historic Downtown La Crosse web site lately? The newsletter is now on-line, and available for viewing at [www.historicdowntownlacrosse.com](http://www.historicdowntownlacrosse.com), courtesy of Bob Schmidt at Kooler Productions. We hope this will make reading these updates even more convenient for you and your staff. Please allow five days from receipt of the email newsletter for the web news to appear.

While you're visiting the web site, be sure to check out the links to the businesses that advertise, and contact Bob at 785-0555 for information about a link to your own business.

HAPPY  
ST. PATRICK'S  
DAY

