



Historic Downtown La Crosse Update

June 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...

My message will be brief due to my desire to give recognition to those outstanding members and corporate sponsors who have renewed with DMI over the past 30 days. Because of your support, downtown La Crosse is an enviable success story. Please patronize these service and entertainment businesses, financial and educational institutions, unique shops, restaurants and hotels.

Exciting things are about to happen: March 14, the official beginning of our 150th birthday celebration. March 21, the opening of Festival Foods, the first of the Three River’s development project on the Causeway. Opening of the expanded Civic Center Parking Ramp. Opening of the Gateway Terrace project. Opening of the Logistics Health, Inc., corporate center. Enjoy watching the expansion of our Riverwalk next to LHI. Enjoy watching the major historic restorations of the Doerflinger, Batavian Bank, Rowley’s, and La Crosse Furniture buildings.

2006 will indeed be a wonderful year, thanks to our supporting members and our public sector partners. Working together, we truly are creating a new legacy for those to come!

Since the membership acknowledgments in the February “Update” we have seen a tremendous outpouring of support, and therefore, DMI gratefully acknowledges:

Renewing Visionary Sponsors:

- Associated Bank
- Gundersen Lutheran
- University of Wisconsin-La Crosse

Renewing Corporate Sponsors:

- Community Credit Union
- Coulee Bank
- County of La Crosse
- Dahl Automotive
- Eversole Motors, Inc.
- Family Radio
- The Insurance Center
- Market & Johnson

Renewing Corporate Sponsors (continued):

- M&I Marshall & Ilsley Bank
- Merchants Bank
- North Central Trust
- Radisson Hotel-La Crosse
- River Architects
- River Bank
- Stansfield Vending
- WWTC

Renewing Associate Sponsors:

- Davy Engineering
- Main Street Ingredients
- Piggy’s Restaurant
- Trim Design
- Wipfli, LLP

Renewing General Members:

- Antique Center
- Cartridge World
- Children’s Museum of La Crosse
- Crossfire
- Digger’s Sting
- Dolly’s Crafts, Gifts & Memories
- Finnotte’s
- Kyle Visker Insurance & Financial Services
- La Crosse Clock
- La Crosse Community Theatre
- La Crosse County Historical Society
- La Crosse Glass Company
- La Crosse Loggers
- The Lamplighter
- Liberty Title Corporation
- Lindy’s Subs
- Main Street Framing & Crosse Stitchery
- Mississippi Welders Supply
- Noelke’s
- Pickerman’s
- Premier Fitness
- Pump House Regional Arts Center
- Rocky Rococo
- Scenic Center
- Scott Joseph Menswear
- Stamp ‘n Hand
- Subway Sandwiches
- Thin & Healthy’s Total Solution (new member)
- TJ’s Cheddarheads
- The Title Company
- The UPS Store
- The Wedding Tree
- Warren W. Loveland Real Estate

The Sesquicentennial Calendar

March 14, 11:00 a.m.—Opening ceremonies at the Hixon House. Presentation of a plaque to honor the Hixon House as an architecturally and historically significant building.



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

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

DMI, Sesquicentennial web sites now linked

Go to www.historicdowntownlacrosse.com, DMI's web address, or to www.lax150.com, the new web site for the Sesquicentennial (under the "About La Crosse" heading), and you will see that they are now linked. Be sure to notice some updates on the DMI web site when you visit.

To have your business web site linked to DMI's, contact Bob Schmidt, Kooler Productions, at bob@laxwi.com.

Please welcome new member

DMI's newest member is **Thin & Healthy's Total Solution**. They have joined the DMI employee discount program with an offer of 60% off the enrollment fee, and will accept downtown gift certificates regardless of whether their business name is listed on the reverse. Please call 782-2020, visit www.thinandhealthy.com, or stop in at 505 King, Suite 101, to meet Sally Springborn and learn about the program.

Noteworthy Dates:

March 16, 8:00 a.m., What's Up Downtown promotions group meeting, Chamber of Commerce main conference room, 712 Main.

March 22, 7:30 a.m., Business Over Breakfast, Chamber of Commerce, 712 Main. This month's topic is "Managing Your Diverse Workforce." Please pre-register at 784-4807. See attachment for details.

March 29, 12:00 noon, response deadline to be included on Spring Fling master list for the *News Link*.

March 31, 5:00 p.m., DEADLINE FOR YOUR LISTING and PAYMENT for the 2006/2007 "Experience Historic Downtown La Crosse" brochure.

April 7, 5:00-9:00 p.m., downtown Spring Fling. Participating stores invite you to shop and dine downtown after work.

Have a fling—a "Spring Fling"

Downtown businesses will remain open on **Friday, April 7, from 5:00 to 9:00 p.m.** to welcome after-work shoppers. Enjoy early spring weather while finding the perfect item for Easter, Mother's Day, Father's Day, graduation, confirmation, proms and weddings.

The DMI member businesses listed below have already committed to taking part. The complete list will be distributed with the *DMI Member News Link*. If you have not already done so, please call the DMI office at 784-0440 to be included on the master list.

- ♦ Ambiance
- ♦ Antique Center
- ♦ Briar Patch
- ♦ Crescent Jewelers
- ♦ Designing Jewelers
- ♦ Dolly's Crafts, Gifts & Memories
- ♦ Fayze's
- ♦ Feminine Fancies
- ♦ Finnotte's
- ♦ Howes Diamond Jewelers
- ♦ Jule's Coffee House
- ♦ La Crosse Clock
- ♦ The Lamplighter
- ♦ Lutheran Bookstore
- ♦ Main St. Framing/Crosse Stitchery
- ♦ Noelke's
- ♦ The Pearl
- ♦ Pump House Regional Arts Center
- ♦ River City Gold & Silver Exchange
- ♦ Rose Jewelers
- ♦ Satori Arts
- ♦ Scott Joseph Menswear
- ♦ Simply Living
- ♦ Stamp 'n Hand
- ♦ TJ's Cheddarheads
- ♦ Touch of Class
- ♦ Vision of Light Stained Glass
- ♦ The Wedding Tree
- ♦ Wettstein's

New name, new look have debut

The DMI e-publication, formerly known as the *DMI News Flash*, has been given a new name and a new look that we hope will make it more readable. There were several outstanding names submitted, making it difficult to choose just one. We nevertheless think the *DMI Member News Link* is an apt description of what we try to accomplish, linking one member to another. The member whose suggested name was chosen preferred to remain anonymous, so we simply thank *all* those who put their creativity to work.

Please send *your* event news at least two weeks in advance to downtownmainstreet@centurytel.