



Historic Downtown La Crosse Update

January 07

www.historicdowntownlacrosse.com



“Downtown La Crosse is experiencing a renaissance that’s a model for other cities.”

--Governor James Doyle

Holiday Greetings from Bud...

Reflecting on 2005/06, we've seen a tremendous period of **new growth**: Investments, expanded tax base, new jobs and residences, corporate growth, street projects, new and unique retail/service businesses, and more building restorations, all coming into our expanded downtown community. 2005/06 was the greatest period of major economic investment and growth in our downtown since the implementation of the “City Vision 2000/2020 Master Plan” back in 1993...*the greatest!*

A review of major projects in 2005/06 include: Logistics Health, Inc., The Waterfront Restaurant & Tavern, Gateway Terrace Condominiums; restoration of the Doerflinger, Rowley's, La Crosse Furniture, Batavian Bank, and Market Square buildings; new locations for Lindy's Subs and Piggy's Restaurant; new businesses like Scott Joseph Menswear, The Wine Guyz, ETC Business Enterprises Corp.; completions of Three Rivers Plaza that includes Festival Foods, Fortress Bank, Wipfli, Altra Credit Union, Cottage Garden Floral, Suzy Le Nail Spa, Peaberry's, Quiznos, Rivers Run Wild, and The Landings condominium project—all adding to the expansion of our historic downtown. The relocation of the downtown Cargill grain elevators opened up a blighted area for new development and new land uses. The shoreline has opened to the public for the first time in 100 years with an expanded Riverwalk and new lookout created. (Important side benefits of the relocation of Cargill are the 200+ semi-trucks coming weekly/monthly into the downtown area has ended, while Cargill jobs stayed within La Crosse County). The expansion of the Civic Center Parking ramp is also completed. The above projects, and others, represent new investment of an estimated \$68 million dollars in 2005/06!

What does 2007 and beyond hold for our downtown? The recently announced community generosity and vision of Don and Roxanne Weber and family could create a new La Crosse

Community Theatre located in the second Logistics Health, Inc. building. Success is based on agreements between the City and the Community Theatre. Let us hope that all goes well with the continued growth of LHI, and that agreements are sufficient to enable the La Crosse Community Theatre to enter a new home in the arts community that everyone desires. There are also five to six downtown redevelopment sites identified for major renewal projects that, if accomplished, will lead to new investments that would surpass those made in 2005/06. The vision is here. The implementation of the vision needs to continue. The public and private partnership is the economic “tool” that ensures implementation. I believe continued concentration on the vision will lead our downtown and community into an era of economic growth that will be unmatched by any other community in the state and nation for communities of our size.

My congratulations go out to the DMI Board President Lee Rasch, Earlamae Dahlby, and Bill Berg, President/CEO of Dairyland Power, who have been featured in local/regional magazines.

A huge *thank you and congratulations* go to all of the organizers, contributing businesses, volunteers, entertainers, the La Crosse City Vision Foundation, and the Sesquicentennial committee that made Historic Downtown Day weekend a tremendous success.

Best wishes for a successful business finish for 2006, and a tremendously successful 2007!

Since our October newsletter the following businesses have shown their support, and DMI gratefully acknowledges:

Renewing Visionary Sponsor:

Logistics Health, Inc.

Renewing Associate Sponsor:

Main Street Renaissance

Renewing General Member:

Leithold Music

NEW General Member:

Suzy Le Nails, Spa & Tanning

Holiday Open House offers free trolley rides for shoppers

The DMI Promotions Committee has worked to secure sponsorship for trolley rides the evening of November 10, during the Holiday Open House. The trolley will circulate the downtown—2nd, 3rd and 4th Streets, Pearl and Main Streets, sections of Front, Jay, and King Streets, the Public Library, and Three Rivers Plaza—giving shoppers an opportunity to cover all the downtown from 4:00 to 9:00 p.m. **Please print the attached Holiday Open House flyer and carry it with you.**

Contributors to the trolley are:

- Ambiance
- Café Lola
- Cottage Garden Floral
- Designing Jewelers
- Downtown Mainstreet, Inc.
- Feminine Fancies
- Grounded Specialty Coffee
- Howes Diamond Jewelers
- La Crosse Clock
- La Crosse Public Library
- La Crosse Tribune
- Monet Flowers & Gifts
- Piggy's Restaurant
- Rose Jewelers
- Scott Joseph Menswear
- Suzy Le Nails, Spa & Tanning
- TJ's Cheddarheads
- Touch of Class
- The Waterfront Restaurant

The Promotions Committee and the open house organizers also extend a heartfelt **THANK YOU** to Wells Fargo Bank for its sponsorship of radio advertising.

Gift Certificates Available

Please support our members by shopping for the holidays downtown this year. And if by chance you don't find the ideal present, remember that with more than 70 businesses listed, Historic Downtown La Crosse Gift Certificates are your "one size fits all" gift—for employees, friends, co-workers, neighbors, and so many others. Call 784-0440 to order \$5, \$10, or \$25 amounts.



We will not be distributing a December issue of the *Historic Downtown La Crosse Update*. We would like to take this opportunity to wish everyone the most blessed of holiday seasons with your loved ones.

Noteworthy Dates:

Fri., November 10, Holiday Open House at participating downtown businesses, 5:00-9:00 p.m.. See the attached list

Fri., November 10, La Crosse Public Library "Give a Gift" fundraiser, 4:00-7:00 p.m.

Thurs., November 16, DMI Promotions Committee, 8:00 a.m., Chamber of Commerce board room, 712 Main.

Fri., November 24, Rotary Lights Parade.

Wed., November 29, Business Over Breakfast, half day session, "Crucial Conversations." See the attached flyer.

Sesquicentennial draws to a close

The La Crosse Sesquicentennial year is nearly at an end, and we applaud all those who gave so generously of their time, talent, and funds to make the City's 150th birthday so memorable for the entire community.



The following commemorations will be held as part of the Sesquicentennial celebration:

Tuesday, November 14, dedication of St. John's German Reformed Church, 901 4th St. South, as a historically and architecturally significant building, 11:00 a.m.

Thursday, December 14, dedication of John Voegle Building, 213-215 Pearl Street (The Pearl, Art 211, and TJ's Cheddarheads), as a historically and architecturally significant building, 11:00 a.m.

DMI's FREE benefits of membership—sign up now!

The Gift Certificate, Member Employee Discounts, and Convention/Conference Discount Programs are currently being renewed for 2007. If you have not responded to our recent mailing with your discount offer information and/or your request for discount cards for your employees, please let us hear from you *right away*. We will begin compiling discount information and distributing cards soon, so *RSVP now* to ensure you are included all year long.

If you have misplaced your renewal form, please email us at downtownmainstreet@centurytel.net, or call 784-0440.