



Historic Downtown La Crosse Update

April 05



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

Greetings from Bud....

Spring brings changes in our city government, bringing new leadership to the Mayor’s office, and the city council. Congratulations to Mark Johnsrud, our newly elected Mayor. DMI has worked on many projects with Mark while he was city council president. We look forward to continued growth of the public and private partnership that we have enjoyed. Mark brings a great deal of knowledge, a positive attitude, experience, and the concern/commitment to see our downtown economic rebirth continue. We look forward to his leadership and promise to work with him to continue the rejuvenation of our downtown, riverfront, and city.

We also bid goodbye to outgoing Mayor John Medinger and extend a huge DMI thank you. It has been a real pleasure to work with such a caring, unselfish, and committed person over the past eight years. He has always been there to listen to our concerns and issues about our downtown. He has been an outstanding leader in the implementation of the goals of the City Vision 2000 Master Plan. He has always been open to new ideas and projects, and he provided the government leadership to help implement the “vision.” Unbeknownst to many of you, Mayor Medinger worked very closely, on a daily basis, with DMI and this Executive Director to ensure that the expansion of economic growth would take place under his leadership. Often, John was unfairly criticized as being “anti-business.” I can say, based on our close working relationship, that John was **always** positive and supportive of business and corporate growth in this area. He has not been given credit, as he should be, for all of the downtown growth that has occurred over the past eight years. Millions of dollars of economic growth in new building projects, new beautification projects, new job growth, new tax base, new companies locating here...all supported/led by this outgoing Mayor. I might not agree with some of his political philosophies...but the **one thing I do know** is his support and commitment to the business growth of our downtown was unmatched in the history of DMI’s involvement...**unmatched!**

Mayor Medinger: “Thank you for all that you have done to make our downtown experience the economic growth and vitality we now enjoy. You have helped create the economic foundation upon which new, expanded growth will occur. Because of your work, our historic downtown and riverfront has been nationally recognized as a dynamic Great American Main Street community (2002).”

“Best wishes to you, and Dee, and your family, God Bless you on your new journeys...and **thank you** for making a positive difference in our downtown and city”...*Bud Miyamoto & DMI*

Thank you to renewing members

Since our last newsletter, the following businesses have renewed their membership or joined DMI. A complete list is attached.

Visionary Level

CenturyTel, Inc.

Corporate Level

Hoeschler Realty Corporation

Associate Level

Designing Jewelers

Gerrard-Hoeschler, Inc.

Hoeschler Property

Piggy’s

Rose Jewelers

General Members

Benson Management, Inc.

Chris La Shorne Architect

Crossfire Youth Center

Grand Stay

Grounded Specialty Coffee

Hunan Garden, Inc.

Kroner’s True Value Hardware

La Crosse Clock

LaX Ink, Inc. (new member)

Pump House Regional Arts Center (new member)

River City Gold & Silver Exchange

RiverPlace

The Pearl

RiverPlace

Satori Arts

Scott Joseph Menswear (new member)

Stamp ‘n Hand

TJ’s Cheddarheads

Touch of Class

Vision of Light Stained Glass

Warren Loveland Real Estate

Washburn on the Park

Downtown gift certificates are perfect for spring gifting

Do you have a graduation or wedding to attend this year? Is it difficult to find a unique gift for Mother's Day or Father's Day? Do you want to



welcome a new neighbor or employee, or say thank you for a favor or a job well done? Give a Downtown Gift Certificate!

Kelly Krieg-Sigman, director of the La Crosse Public Library, gives downtown gift certificates to staff "as thanks when they do something really good." Jackie Ripp, Firstlogic Human Resources, says, "We use the Downtown Mainstreet gift certificates as a welcome gift for new employees at Firstlogic. The gift certificates are an excellent way to promote the downtown area businesses!"

The DMI member businesses listed in the clip-and-save box below are happy to honor downtown gift certificates. They are available in increments of \$5, \$10, and \$25 from the DMI office at 712 Main Street. We would appreciate having you call ahead to 784-0440 to place your order.

If your business is not listed below, and you would like to accept downtown gift certificates, please call the DMI office. The administrative costs are absorbed by DMI as a benefit of membership, and the business is reimbursed 100%.

Downtown Gift Certificates are honored at:

Ambiance; Antique Center; Children's Museum Gift Shop; City Brewery Gift Shoppe; Courtyard By Marriott; Crescent Jewelers; Crosse Stitchery; Designing Jewelers; Digger's Sting; Downtown Market & Spirits; Ebenezers; Express Printing; Eversole Motors; Fayze's; Feminine Fancies; Finnottes; Freight House; Grounded Specialty Coffee; Hackberry's Bistro; Holiday Inn Hotel & Suites; Howes Diamond Jewelers; Hunan's Garden Restaurant; Kroner's Hardware; La Crosse Clock; La Crosse Community Theatre; La Crosse Loggers; Leithold Music; Lindy's Subs; Lutheran Bookstore; Main Street Framing; Nelson Flag & Display; Pearl Street Books; People's Food Co-op; Pickerman's Soup & Sandwiches; Piggy's; Pump House Regional Arts Center; Radisson Hotel; River City Gold & Silver Exchange; Rocky Rococo; Rose Jewelers; Satori Arts; Scott Joseph Menswear; Stamp 'n Hand; Subway Sandwiches; T.J.'s Apparel; The Lamplighter; The Medicine Shoppe; The Pearl; The UPS Store; The Wedding Tree; Three Rivers Lodge; Top Shots; Touch of Class; Trim Design; Vision of Light Stained Glass; Wettstein's; Winged Woman Art Galleries.

Noteworthy Dates:

April 21, What's Up Downtown meeting, 8:00-9:00 a.m., 712 Main.

April 27, Business Over Breakfast, Chamber of Commerce, 712 Main, 784-4807. This month's topic is "The Legal Side of Employment Interviews." See the attached flyer.

May 10, DMI Annual Meeting and Luncheon with former U.S. Cabinet Secretary Tommy Thompson at the Civic Center South Ballroom.

July 21, Krazy Daze

What's Up Downtown has new president, steering committee

The DMI promotion and information group, What's Up Downtown, welcomed Donna Cullman as its 2005 president. Donna was involved in the opening of Pickerman's Soup and Sandwiches with Jim and Sharon Cullman.

2005 steering committee members are: Deb Carlson, Holiday Inn Hotel & Suites; Christy Ihrke, State Bank of La Crosse; Sharyn Jordan, Visual Changes; Marsheila Klinge, Beadle Ewing Insurance; Kim Pretasky, Touch of Class; Kevin Timmerman, Lutheran Bookstore; and Margie Wanek, Stamp 'n Hand.

What's Up Downtown meetings are held the third Thursday of each month at the DMI office, 712 Main, 8:00-9:00 a.m. They are an opportunity to network with other downtown businesspeople, learn about events and businesses in downtown La Crosse, and share ideas and information.

Welcome to New Members

- ♦ **The La Crosse County Historical Society** operates the Swarthout Museum, Riverside Museum, and the Hixon House. The latter is undergoing restoration slated for completion in August, 2005.
- ♦ **The Pump House Regional Arts Center** houses art galleries and a theater in its 1880 historic structure. They have meeting and banquet space available. They are offering \$1 off the ticket price of Pump House sponsored concerts to DMI member employees who hold a downtown discount card or approved ID.
- ♦ **Scott Joseph Menswear** has opened at 506 Main. It offers a full men's line from tailored to casual clothing and footwear. DMI member employees who hold a downtown discount card or approved ID can get a 10% discount on regular price merchandise.

Please patronize and support our member businesses.