



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 Margaret...

The days are getting longer, but apparently the weeks are getting shorter. When I gently reminded Bud that his column for the newsletter was due, he was surprised that it had already been four weeks since the last time I gently reminded him. Thus, I’m trying to fill his shoes this month. Here goes:

Spring is not only a time of renewal in nature, but in all aspects of downtown life. Workers and visitors are walking, jogging, and pushing baby strollers. River traffic is returning. Construction projects are booming. Everything seems to have new energy.

It’s a time of renewal at the DMI office, as well, as we say thanks to our stakeholders. It’s a genuine validation of DMI’s efforts and accomplishments when we check the mail and see the financial support of sponsors and members. Talk about renewal—it’s a shot in the arm!

Bud and I are also acutely aware of all the people who give hundreds of hours of service on behalf of DMI and the entire La Crosse community. So at this time, we also want to express our gratitude to *community volunteers!* They deserve the same validation for their achievements that we at DMI are enjoying. Please join us in recognizing all those who give so generously of their time and talents:

- The DMI Board of Directors
- The corporate officers and businesspeople who serve on boards of directors throughout the La Crosse community
- The City Vision Action Committee
- The La Crosse City Vision Foundation
- The Sesquicentennial Committee
- The members of task forces who address community problems and seek solutions
- The business owners, employees, and public servants who organize fundraisers and contribute to community programs and charities

- The downtown DMI members who plan events like Historic Downtown Days
 - The planners who present other downtown festivals—Riverfest, Oktoberfest, Jazz Fest, Rotary Lights, and Sand on the Riverfront
 - The people who support our downtown non-profits with their time and labor
- We are all enriched by their efforts!

Since our March newsletter, the following members and sponsors have shown tremendous support for the strides we have taken in our downtown, and therefore,

DMI gratefully acknowledges:

Renewing Visionary Sponsors:

- CenturyTel
- Hoeschler Corporation

Renewing Corporate Sponsors:

- Cleary Management Corporation
- Dairyland Power
- Gensler
- Holiday Inn Hotel & Suites
- Steve Low’s Midwest Toyota

New & Renewing Associate Sponsors:

- Citizens State Bank (NEW)
- City Brewing Company, LLC
- Gerrard Corporation

New & Renewing General Members:

- Chris La Shorne Architecture
- Courtyard by Marriott
- Crescent Jewelers
- Feminine Fancies
- Heritage Property Management (NEW)
- Audrey Kader
- La Crosse Center
- La Crosse Festivals, Inc.
- Main Impressions (NEW)
- The Pearl
- The Wine Guyz, Inc. (NEW)
- Three Rivers Outdoors (NEW)
- Touch of Class
- Treasures on Main (NEW)
- Vision of Light/Time Travel
- John Wettstein (NEW)

Patronize our new members!

DMI is proud to welcome the following new members:

Main Impressions, 318 Main. Owner Kurt Abrahamson creates custom, personalized gifts, including address stamps for business or home use, lacquered or natural wood boxes personalized with your photos, made to order engraved signs, tile art, mouse pads, and veterans flag display cases. DMI member employees can take 25% off their custom address stamp.

The Wine Guyz, 122 King St. Dan Nielsen and Mike Madden invite you to stop and shop for wine, have a taste of their food menu, and look over their gift items. They offer advice about choosing wines, based on their combined 35 years experience. They are located adjacent to Piggy's in a beautifully renovated building.

Three Rivers Outdoors, 400 Main St. Bill Nelson and his staff of experts are available to help you plan and outfit your adventure, whether it's travel, walking, hiking, camping, back-packing, canoeing, kayaking, trail running, adventure racing, snowshoeing, or cross country skiing.

Treasures on Main Resale Store, 722 Main. Joanne Kjome offers DMI member employees \$5 off storewide. There are three floors (including the attic!) of antiques, housewares, linens, furniture, books, brand name clothing for the entire family, electronics, and jewelry. New merchandise is added daily. Browsers are welcome.

These businesses will all accept downtown gift certificates even if they were purchased prior to the time of their membership.

The Sesquicentennial Calendar

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.

May 15, 11:00 a.m.—Presentation of a plaque to honor the Laverty Martindale House, 237 10th St. South, as an architecturally and historically significant building.

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

Catch the spirit—Historic Downtown Days not that far away

With the anticipation for warm spring and summer days, fall may seem far away, but in fact the Historic Downtown Days committee is already looking forward to an especially eventful celebration, and is asking all DMI members to catch the spirit, as well.

Historic Downtown Days brings an exciting opportunity to draw new visitors to the downtown to see not only our history, but also all the unique shopping and dining venues that are available. Join the fun and become a sponsor, or host an activity at your business.

Call the DMI office, 784-0440, to request a personal contact by a committee member to discuss how you can become involved, or email downtownmainstreet@centurytel.net.

Noteworthy Dates:

April 20, 8:00 a.m., What's Up Downtown promotions group meeting, Chamber of Commerce main conference room, 712 Main.
April 26, 7:30 a.m., Business Over Breakfast, Chamber of Commerce, 712 Main. This month's topic is "Crucial Conversations." Please pre-register at 784-4807. See attachment for details.
May 2, 5:15 p.m. to ??, Digger's Sting, Downtown Social, sponsored by the What's Up Downtown promotions group. Cash bar. All DMI members welcome!

Downtown parking contacts

If you are experiencing "persistent problem parkers" on your block, we are again listing the phone numbers to call at City Hall with reports of vehicles that continually occupy downtown parking spaces and prevent customers from parking near your door. You may remain anonymous. Please be sure to have descriptive information, such as license plate number, and color and make of vehicle. Remember that each downtown parking space represents an estimated \$14,000 in business revenue per year.

At the **Police Department**, contact: Sgt. Patrick Hogan, 789-7230, hoganp@cityoflacrosse.org

At the **Public Works Department**, contact: Tony Hutchens, 789-7572, hutchenst@cityoflacrosse.org.

Or contact the **DMI office**, 784-0440, downtownmainstreet@centurytel.net, and we will call in a report.