



Historic Downtown La Crosse Update

February 07

www.historicdowntownlacrosse.com



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

--Governor James Doyle

Greetings from Bud...

Brrrr! It has been a cold one of late. It's a great time to begin spring cleaning on the inside of our businesses, preparing for a wonderful year of prosperity in all of our downtown businesses. Once the work is completed inside it will be time to address the outside of our buildings and give the touch-up paint job, or the cleaning of windows, or new window displays, or planning the removal of winter gum and stains from the brick pavers in front of the building, or designing hanging baskets to enhance the appearance of your building front.

We are so thankful for the work in these areas that our large financial and educational institutions and our large corporate buildings do on a weekly basis to shine and beautify their properties. Because of their weekly work, our entire downtown shines. We are thankful for the work the City Parks Department does to continually beautify our historic Riverside Park and the riverwalk. This continues to be a major attraction and destination point for thousands of visitors, tourists, riverboat travelers (14 riverboat stops this year!), downtown employees, and residents on a daily/weekly basis.

DMI will continually work with the city to improve the cleanliness of downtown and the riverfront, as well as, security, safety, noise, and parking issues affecting our downtown community. If you see something that is not beneficial to the life of our downtown community, please contact us so that we can pass along your information to the respective city department, including the Mayor's office.

The rest of my space goes to the recognition of those that have been listed in December, January, and the current list you see here--individuals, business leaders, corporations, unique retail businesses from downtown La Crosse and those who have businesses outside of downtown La Crosse, all dedicated to the economic redevelopment and revitalization of a major area of this region...downtown La Crosse and

riverfront. The successes achieved over the past 14 years are due to the commitment and dedication of these visionary business/education/public individuals...**THEY ARE THE ONES WHO MAKE A DIFFERENCE IN OUR ECONOMIC SUCCESSES ACHIEVED. PLEASE PATRONIZE THEM.**

Since our January, 2007, newsletter, the following businesses have shown their support, and DMI gratefully acknowledges:

Renewing Visionary Sponsors:

City of La Crosse
People's Food Cooperative
State Bank Financial
US Bank

Renewing Corporate Sponsors:

Altra Federal Credit Union
Brown & Brown Insurance
Coulee Bank
Hawkins, Ash, Baptie & Company LLP
Howes Diamond Jewelers
La Crosse Sign
M&I Marshall & Ilsley Bank
Poellinger, Inc.
Stansfield Vending, Inc.
Steve Low's Midwest Toyota
Viterbo University
Wettstein's

Renewing Associate Sponsors:

Citizens State Bank
Davy Engineering
Franke, Weisbrod & Turnbull
Merchants Bank
Rose Jewelers

Renewing General Members:

Cartridge World
Crescent Jewelers
Finnottes
La Crosse Church Supplies
Morrison & Associates
Scott Joseph Menswear

Renewing Individual Members:

John Wettstein

Spring Fling coming April 20

Think about shedding your winter mittens and mufflers. Think about warm spring breezes. Think about going out on an evening when stores are open late and have the welcome mat out for after-work shoppers. It's the annual Spring Fling, and it's scheduled for Friday, April 20, 5:00 – 9:00 p.m. Put it on your calendar and start making plans to dine and shop downtown.

Look for that unique gift for Mother's Day or Father's Day, graduation, confirmation, or summer weddings. Pamper yourself at a spa. Get your warm weather wardrobe together. Freshen up the look of a room in your home. Meet your friends for dinner and shopping and make an evening of it.

A list of businesses that will be participating will be circulated with the "News Link." You may also call the DMI office 784-0440, or email downtownmainstreet@centurytel.net, and ask to have one sent to you directly. And remember--this is the perfect opportunity to use your DMI Member Employee Discount Card or approved employee ID badge!

If you want *your* business on a master list for posters or handouts, be sure to contact one of the following people BY MARCH 30:

- ♦ Shari Holliday, La Crosse Tribune, 791-8260 (Diane Deml's assistant)
- ♦ Kim Pretasky, Touch of Class, 784-2640
- ♦ Margaret Norden, DMI Office, 784-0440

Please plan on reminding your regular customers of the date via direct mail, as well as welcoming new ones with a shopping special, refreshments, street and in-store decorations, door prize, or other arrangements to add to the festiveness of the event.

New member joins discount program

Please add **Physicians Weight Loss Centers** to the list of DMI businesses offering a discount to member employees. Their discount is: "One month free weight loss and one month off three month maintenance. Valid for new clients only. Call to schedule a free consultation."

Their downtown La Crosse location is at 301 4th St. S., phone number 785-1145. Hours are Mon.-Thurs., 8:00-6:00, and Fri. 8:00-2:00.

Noteworthy Dates:

Thursday, February 15, DMI Promotions Committee meeting, 8:00 a.m., 712 Main.

Wednesday, February 28, Business Over Breakfast, 7:30-8:45 a.m., 712 Main. This month's topic is **Project Management**. Pre-registration is required. Call 784-4807 to reserve. See the attached flyer for more information.

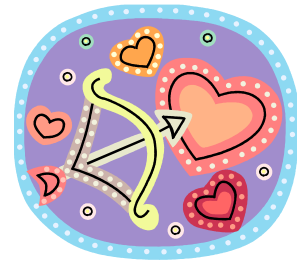
Tuesday, March 6, After-5 Social, Piggy's Smokin' Blues Lounge on Front Street, starting at 5:00 p.m. Hosted by the DMI Promotions Committee.

Riverboat schedule announced

All three of the Delta Steamboat Company riverboats will return to La Crosse in 2007. Fourteen shore stops are scheduled, all of them from 8:00 a.m.-1:00 p.m.:

July 7	Delta Queen
July 14	Delta Queen
July 26	American Queen
July 30	American Queen
September 6	Mississippi Queen
September 10	Mississippi Queen
September 20	Mississippi Queen
September 24	Mississippi Queen
October 5	American Queen
October 9	American Queen
October 19	American Queen
October 23	American Queen
November 2	American Queen
November 6	American Queen

Remember your Valentine with flowers, candy, clothing, jewelry, gifts & more—*Historic Downtown La Crosse has it ALL!*



After-5 Socials planned in 2007

The first After-5 Social of the year will be on **Tuesday, March 6**, at Piggy's Smokin' Blues Lounge, 501 Front Street South, starting at 5:00 p.m. Future social dates are May 1, Sept. 4, and Nov. 5 at sites to be announced. The socials are sponsored by the DMI Promotions Committee as an opportunity to relax with other business-people. All DMI members and employees are welcome. Come and enjoy the good company!