



Historic Downtown La Crosse Update

July 05
edited by Margaret Norden



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

Summer Greetings from the DMI Board of Directors:

While Bud takes a well-deserved break, we are pleased to welcome guest columnist Lee Rasch:

Summer 2005 has been a very active time for downtown La Crosse. The following is simply a partial list of examples:

- Streetscaping improvements are underway on 6th Street,
- Repair work is also being done on the Cass Street bridge with the goal of restoring the original bridge to be an even better match with the new bridge,
- The awning at Cameron Park is partially installed, thus creating an even more inviting environment for the Farmer Market this summer,
- Site preparation is underway for the new headquarters building for Logistics Health, Inc. and a groundbreaking ceremony is planned for July 2005,
- The new Gateway Terrace condominium project is continuing to take shape as well.
- And many more...

I believe these project developments exemplify the spirit of downtown La Crosse. And this spirit is very evident for the many visitors who come to our city to participate in our festivals and events, or come to La Crosse via one of the big boats of the Delta Steamboat Company. I encourage you all to take a breather this summer and enjoy downtown La Crosse. There are plenty of neat things to do and see...and you just might get caught up in that wonderful spirit.

***Lee Rasch, President,
DMI Board of Directors***

New and Renewing Members

Please join DMI in thanking **US Bank** for renewing at the visionary level, **Brown & Brown Insurance** for renewing at the corporate level, and **Harry Viner, Inc.**, for joining at the associate level. *Thank you for sharing the vision!* A current member list is attached.

Become a Historic Downtown La Crosse Day sponsor

Sponsorships are available for the **10th Annual Historic Downtown La Crosse Day on October 8**. The trolley rides, carriage rides, the high wheeler bike, brochures, and media ads are all sponsorship opportunities. Your business name could be displayed on thousands of brochures and posters. If you become a brochure or advertising sponsor, your name *and* logo will be included on print materials and your business name listed on media public service announcements.



Sponsorships are available for:

Carriage: \$150 per sponsor (three sponsors needed)

High Wheeler Bike: \$150 per sponsor (one sponsor needed)

Trolley: \$50 per hour (seven sponsored hours needed)

Brochure: \$250 per sponsor (two sponsors needed)

Advertising: \$350 per sponsor (six sponsors needed)

In addition to sponsorships, businesses are encouraged to coordinate an activity or demonstration. Restaurants may participate in “Treat Your Taste Buds” by offering a sidewalk snack, ethnic or heritage food, or special menu item. All businesses are encouraged to join others on their block in offering entertainment. The Historic Downtown La Crosse Day committee has a list of available musicians.

Historic interpretations, an architectural tour, children’s activities, craft demonstrations, farmers’ markets, a log rolling demonstration, bed and breakfast inn tours, special rates on museum tours and riverboat rides, *and much more* are planned. Join the fun by becoming a sponsor *AND* a Historic Downtown La Crosse Day visitor.

Contact the DMI office at 784-0440, or Stamp ‘n Hand at 784-1234 for more information.

Act like a tourist this summer



Instead of wishing you were on vacation like the tourists you encounter, why not *act* like you're on vacation in your own hometown, and take in some downtown activities you've always thought

about doing. If you're entertaining visitors, show them our La Crosse heritage. Take your camera along (and share your photos with DMI), and enjoy these suggested activities, and more:

Ride the trolley: For a leisurely trip past historic sites, parks, and neighborhoods, or a quick ride to downtown destinations, take the trolley any afternoon, Tuesday-Sunday. In the downtown, you can board at Riverside Park, City Brewery, and 2nd & Pearl. For routes, map, and schedule go to www.lacrossetrolley.com.

Shop unique stores: Find out why downtown La Crosse is a favorite tourist destination. It's not because of the cookie-cutter stores and restaurants you'll find at any location; it's because of our *distinctive* shops and eateries.

Study downtown architecture: While you're shopping or riding the trolley, take note of the architectural details of the storefronts. A walking tour guide is printed in the *Experience Historic Downtown La Crosse* brochure, available at the DMI office and at downtown businesses.

Go to a farmers' market: Fresh air, sunshine, and homegrown produce is a recipe that can't be beat. Browse the stands Friday evenings at Cameron Park, and Saturday mornings at the municipal parking lot at 4th and Vine. There's plenty of parking.

Visit our museums: Take a step back in time and learn more about La Crosse history at the Swarthout and Riverside Museums. The Hixon House will reopen the 1st of August after extensive renovation. The Children's Museum has special events and activities to keep kids busy all summer.

Welcome a riverboat: Be a part of La Crosse hospitality—take your morning coffee or box lunch down to Riverside Park and greet Delta Queen Steamboat Company passengers. Guaranteed to put a smile on your face.

Listen to a concert in the park: Concerts in Riverside Park have been part of La Crosse history for 75 years. Enjoy a breeze off the river while listening to the Sunday night jazz and Wednesday night band concerts. Start time is 7:30 p.m.

TV show focuses on downtown

UPN-TV/KQEG is taking a week to showcase aspects of the La Crosse downtown. The local program, "Coulee Conversations," which airs weekdays at 9:30 a.m. and evenings at 6:00 p.m., will highlight downtown La Crosse businesses and events each day from July 18 to July 25. Tune in all week to see programming on clothing stores, craft stores, restaurants, Crazy Daze, and the history of downtown La Crosse.

Noteworthy Dates:

July 18, Mississippi Queen docked at Riverside Park, 8:00 a.m. to 1:00 p.m.

July 21, Crazy Daze: Great deals at sidewalk sales throughout the downtown.

July 28, What's Up Downtown meeting, 8:00-9:00, DMI Office, 712 Main. NOTE: Due to Crazy Daze, the meeting is being held one week later than usual.

August 4, Delta Queen docked at Riverside Park, 1:00 to 5:00 p.m.

August 8, Delta Queen docked at Riverside Park, 8:00 a.m. to 1:00 p.m.

River Town Guides "on the beat"

River Town Guides are meeting and greeting visitors on Friday and Saturday afternoons this summer, and any time the Big Boats are docked. They distribute information, provide directions, and give a friendly "face" to the downtown. Downtown businesses can show their appreciation by offering them a cold drink, an air-conditioned spot to take a break, or simply a handshake and a big thank you. If you know someone who would like to volunteer, call Clarissa Bates at the LACVB at 782-2220.

There will be an appreciation cruise for the guides on the La Crosse Queen in October. Watch the newsletter date reminder for details, and be sure to come along for the ride.

Link your web site to ours

We'd like to see your business link added to the Historic Downtown La Crosse web site, www.historicdowntownlacrosse.com. Bob Schmidt, Kooler Productions (785-0555 or bob@laxwi.com) maintains our web site at no charge to DMI, and offsets the web site expenses with ad revenue. You can help your own business while helping ensure DMI information is available to all web visitors.

Please patronize and support our member businesses.